D71 COMMUNICATIONS GUIDELINES

The following chart provides guidance on whether and how to issue a communication in the event of a potential threat or crisis. Decision should be made on a case-by-case basis—ideally, in consultation with law enforcement, fire department and/or public health authorities. Factors to consider include potential reach or impact beyond a specific classroom, likelihood of mainstream or social media interest, and other recent events/incidents that may raise anxiety or concerns.

As appropriate, crisis communications sent by District 71 should be reviewed by District legal counsel and the appropriate authorities (municipality, fire, police, public health, etc.) for accuracy and to ensure consistency.

These guidelines should be reviewed annually by the District Safety and Security Committee.

Path 1 – Non-Urgent, Not Time Sensitive (Email Notification)	Path 2 – Urgent, Serious and/or Time Sensitive (Email and Phone Notifications)
- Rumors - Unsubstantiated Threat (No lockdown/shelter in place) - Medical emergency/Ambulance arrival - Technological issues (i.e., data breach, phone system down) - Minor student incident - Power outage - Student/staff death outside of campus	- Bus accident - When school goes into: - Lockdown or secure and teach - Evacuation - Fire - Severe Weather - Active threat - School closings - Unexpected change in student release schedule - Student/staff death on campus

Distribution Priorities

- Distribution to teachers and staff, parents/guardians and Board of Education first. *NOTE: In some cases, it may make sense to implement a communications cascade in which the initial distribution is to the staff/parents of a particular classroom, then follow-up with a school community communication as needed.*
- Then post on website and send to community partners (first responders, municipal agencies, etc.).
- Media is provided same communication delivered to school community.
- For some non-urgent situations, communications may only be directed to a particular grade or classroom (such as a medical emergency in class)

Key Components of Initial Email Communication— Calming, brief, clear, and speed of delivery is key.

- State that the communication is from Culver School.
- This is what happened, we are continuing to investigate… (noting law enforcement, fire department involvement, as appropriate)
- Safety and security of our students, staff and school is our top priority. *IMPORTANT: If everyone is safe, need to state this clearly right up front.*
- This is what we know so far…here are our next steps…
- You will hear more from us (when)
- Contact for questions or for additional information…(If appropriate, refer to appropriate authorities)
- Information or a link as to where updates will be made (if appropriate)
- Resources available to support those impacted

Sample Phone Message (for serious/urgent matters only):

URGENT: All Niles District 71 students and staff are safe. Please check your email for important communication from District 71 concerning… (e.g. shelter in place, lockdown, etc.).