

Crisis Communications: The Ultimate Campus Challenge

A Workshop for Kentucky's Campus Leaders

Thursday, June 12, 2008
Kentucky Community and Technical College System Office
Versailles, KY
8:30 a.m. - 4:00 p.m.

What It's About

The purpose of this workshop is to address the myriad of factors that university administrators and staff must address before, during and after a crisis on campus. This workshop will equip participants with the tools and processes they need to develop an effective campus crisis communications plan. Breakfast and lunch will be provided. Participants will receive a federally-approved template to assist them in developing a communications plan for crisis management on their campus or revising existing ones.

Who Should Attend

University administrators and staff involved in handling internal and external communications during a crisis situation, such as public relations, student affairs, campus police, general counsel, facilities management, information technology, and others.

Workshop Facilitator Cindy Lawson

In addition to her current job responsibilities as Assistant to the Chancellor for Marketing and Communications at the University of North Carolina Wilmington, Cindy Lawson provides crisis communications consultation to many universities throughout the United States, Canada and Africa. Cindy has a bachelor's and master's degrees in education and communication strategies from the University of Michigan and has more than 30 years experience in public relations in both higher education and with a Fortune 500 company. As a member of the Department of Homeland Security's National Emergency Response and Recovery Training Center, she provides consultation to cities, counties, and municipalities regarding their crisis communications preparedness. Cindy handled the crisis communications during the 1999 bonfire tragedy at Texas A&M University, in which 12 students died and 27 others were injured. The way in which she handled the communications aspects of the tragedy became the benchmark for crisis communication in higher education.

Workshop Agenda

Preparation: Getting Ahead of the Game

Prevention: Issues Management Can Nip it in the Bud

Technological Challenges & Alert Systems

Case Studies: How Kentucky Campuses Handle Crises

Communications Audit

Alphabet Soup: NIMS, ICS, JPIC

For more information, contact

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