

agenda

8:30 a.m. Registration and Continental Breakfast

9:00 a.m. Welcome

*Terri Giltner, Director of Public Relations and Marketing,
Kentucky Community and Technical College System*

Review of agenda and introduction of facilitator

Sue Patrick, Director of Communications, Council on Postsecondary Education

9:10 a.m. Preparation: Getting Ahead of the Game

Cindy Lawson, Workshop Facilitator

Many institutions think that having a crisis plan in place is all an institution needs to ensure that it will respond appropriately in a crisis. All too often, however, these plans are written for major disasters that may never happen. They often do not apply to the more common crises that institutions face on a regular basis. In addition, these plans are rarely practiced, and oftentimes, they are never updated. This session will focus on a variety of methods an institution can implement for staying ahead of the game - for anticipating and preparing for all types of crises – both small and large.

10:00 a.m. Prevention: Issues Management Can Nip it in the Bud

Cindy Lawson, Workshop Facilitator

At most institutions, issues surface every week. Devising effective methods for either mitigating or addressing them, and then managing the issues as they unfold can be a challenge to any institution. This session will focus on various processes and procedures not only for managing issues, but also for keeping those issues from becoming crises.

10:30 a.m. Technological Challenges & Alert Systems

Cindy Lawson, Workshop Facilitator

*John Drees, Associate Vice President for Communications and Marketing, University of Louisville
Jay Blanton, Executive Director of Public Relations and Marketing, University of Kentucky*

It ain't like it used to be. Cell phones, text-messaging, blogs, FaceBook, YouTube...the list is endless. How to keep up with all these technological advances, let alone use them effectively in addressing crises and issues by communicating with a variety of targeted audiences, can be challenging. This session will discuss a variety of tools that can be deployed to communicate with various target audiences, the limitations of each, and which ones might work better for particular types of crisis situations.

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11:30 a.m.

Lunch

12:15 p.m.

Kentucky Case Studies

Cindy Lawson, Workshop Facilitator

John Drees, Associate Vice President for Communications and Marketing, University of Louisville

Jay Blanton, Executive Director of Public Relations, University of Kentucky

John Spugnardi, Director of Media Relations, Bellarmine University

Terri Giltner, Director of Public Relations and Marketing, Kentucky Community and Technical College System

Participants will hear about crises that have occurred on Kentucky campuses and discuss lessons learned.

2:00 p.m.

Communications Audit

Cindy Lawson, Workshop Facilitator

The issue has passed; the crisis is over. Was it handled correctly? Effectively? Were there things that should have been done differently? Better? To what degree has the crisis – and the response – affected an institution's image, its brand? This session will offer ideas and suggestions for measuring the effectiveness of an institution's crisis response.

2:30 p.m.

Alphabet Soup: MMA, NIMS, ICS, JPIC...

Cindy Lawson, Workshop Facilitator

Dennis Sullivan, Assistant Director of the Department of Environmental Health and Safety, University of Louisville

9/11 changed the way in which emergency responders operate during a crisis. The federal government now mandates that all government agencies be ICS/NIM-compliant. Universities really didn't have to comply with this mandate, but the Virginia Tech and Northern Illinois tragedies have caused the federal government to rethink its position. The word on the street is that similar legislation is now being considered for higher education. What does this mean?

3:30 p.m.

Wrap Up; Q & A

4:00 p.m.

Adjourn

All workshop presentations and materials are available on the CPE Web site at <http://www.cpe.ky.gov/calendar/statewide/crisiscomm>.
