

## **DISASTER PLANS – CRISIS COMMUNICATION PROCEDURE**

### **When there is a crisis in your building:**

- 1.) Hit the lockdown button.
- 2.) Contact the Superintendent's Office at (605) 716-0327. If not available contact the Assistant Superintendent's office at (605) 394-4037.
  - a. The Public Information Manager (PIM) will communicate with parents of the affected building and the media (only information authorized by the Superintendent will be given).
  - b. The Superintendent's Senior Administrative Assistant will contact the Board of Education
- 3.) As soon as the situation allows, the PIM will send an email to Rapid City Area School principals with basic information regarding the crisis.

\*In a crisis situation, the release of information should be handled through the Superintendent-Public Information Office. Consistency in our messaging is very important.

\*In an effort to avoid tying up phone lines and creating more of a burden, staff at the Superintendent/Public Information Manager/Assistant Superintendent office will not call you. If we don't hear from you, the PIM will contact law enforcement directly.

### **If there is a threat of some kind, but no imminent danger, or if the imminent danger has passed:**

The building principal will contact the Superintendent office. A Synervoice call will go out to parents before the end of the school-day. The Public Information Manager will craft the message and either the principal or the PIM will make the call.

**If there is a drill:** The building Administrator will alert the Superintendent or Assistant Superintendent's office.

The PIM will make a Synervoice call to the parents of the affected building with the following message:

Today, we conducted a lockdown drill. This type of drill is done at least once per year. It involves teachers locking their classroom doors and students practicing strategies to stay safe and out of sight while on the campus or another location. Please take this opportunity to have valuable discussions with your children about safety and staying calm during any emergency situation that could arise while at school. Please be assured that safety is always the top priority of the entire (school name) staff.

If you have any questions please call the (school name) office.

Adopted 05/09/16