

NATATORIUM CRISIS MANAGEMENT PLAN

What is a crisis?

A crisis is a situation or event that causes, or has the potential to cause, keen public or media concern. It could be, among other things, accidental drowning, allegations of abuse, a severe vehicle accident, or a criminal act that occurred on Fort Bend Independent School District (District) property. The potential crisis list is endless. If you know of a situation or event that could be of concern to the Public or media, please contact the head of the Crisis Team immediately. The District has appointed the **Natorium Manager** as the head of its Crisis Team. This person will decide whether the crisis plan needs to be implemented or whether the situation needs to be monitored and handled carefully. If the head of the Crisis Team is not available, a potential or immediate crisis should be reported to the **Athletic Director**.

Chain of Responsibility

In the event that the designated Crisis Team head is absent, the following chain of responsibility will be followed in descending order. The first available staff position listed below will take temporary responsibility for implementing the agency's crisis communication plan. All decisions and public responses should come through a consensus of the Crisis Team members.

The following is the chain of responsibility order for Crisis Team head:

1. **Natorium Manager** Mike Duswalt
2. **Athletic Director** Keith Kilgore
3. **Associate Superintendent** Mike McKie
4. **School Principal** School that athlete is enrolled in
5. **School Legal Staff Member** Designated

A chain of responsibility must be established for designating spokespersons. Spokespersons will be responsible for making official statements to the media on behalf of the Crisis Team. All listed spokespersons should review their duties on a periodic basis to help ensure their preparedness in the event of an unexpected crisis.

The following is a chain of responsibility list for agency spokespersons:

1. **Natorium Manager** Mike Duswalt
2. **Athletic Director** Keith Kilgore
3. **Associate Superintendent** Mike McKie
4. **School Principal** School that athlete is enrolled in
5. **School Legal Staff Member** Designated

General Action Steps When a Crisis Occurs

Whenever a crisis occurs that involves injury or property damage, the first responsibility of the Crisis Team is to ensure that the District's emergency response plan is implemented, local EMS services are contacted, and any other actions are taken to minimize further loss. Until the crisis is controlled, it is not recommended that any statements be made to the media until the Crisis Team has had time to fully assess the crisis and its impact on those involved.

Stay calm and in control. Notify employees that all information about the crisis needs to be immediately communicated to the Crisis Management Team. Notify the head of the Crisis Team at once and provide all known details. The head of the Crisis Team will direct actions depending on the severity of the crisis, the need for immediate information, and the time of day. If contacted, members of a crisis team must report to the Natatorium or other designated location.

If the Crisis Team head is not available, the following action steps should be implemented by the acting Crisis Team head.

The Superintendent's office and the District's Attorney should be immediately contacted in all crisis or potential crisis situations. If applicable, an Accident Report Form should be submitted to these departments within 24 hours.

Continue to obtain and compile accurate information as quickly as possible so the Crisis Team can disseminate accurate information to the media, if warranted. Document all events surrounding the crisis. Staff should be assigned to monitor (and videotape if possible) television news reports. In addition, local news radio stations should be monitored to gather facts being reported. Any staff directly involved should be interviewed by the Crisis Team as soon as possible. The Crisis Team may appoint fact gatherers to verify all facts necessary for the preparation of written press/media releases, a meeting with the press, meeting with relatives, and other affected parties.