



**Save the Date – Thursday, August 15**  
**ABC School and The Jane Group Crisis Boot Camp**

This is not your average boot camp. Say bye-bye to gym shorts and hello to a boot camp that will get your communications skills in tip-top shape this summer. Join us for key learnings, crisis basics, and best practices. Jane Hulbert will also review what every crisis plan should include.

**Agenda**

**8:30am – 9:00am**

**Continental Breakfast**

**9:00am – 11:30am**

**Crisis 101 – Hope Is Not a Strategy**

- How to prepare in advance; first steps in the first 60 minutes and debrief; best practices in crisis communication
- Trends from sexual abuse to student activism and how to manage effectively
- Key elements of great messages that resonate
- Social media and the need for speed
- Role of social media in a crisis

**11:30am – 12:15pm**

**Lunch**

**12:15pm – 12:45pm**

**Preparing Your Front-Line Ambassadors**

- Crisis guidelines for you to take back to anyone on the front line (receptionists, facilities, etc.)

**12:45pm – 2:00pm**

**You Have an Allegation of Sex Abuse – Now What?**

- How to respond to an allegation
- Five duties when a victim comes forward
- When to send a letter and what to say
- Historical issues: school must review its institutional response at the time
- What is your school doing today to keep students safe?

**2:00pm – 3:00pm**

**Case Studies**

- Divide into groups for case studies based on real events