



Laurel School Boot Camp Agenda – Shaker Heights, OH  
**August 9, 2019**  
8:30 AM – 3:30 PM

Continental Breakfast and Introductions

Crisis Trends, Now and In the Year Ahead (1 hour)

What keeps you up at night? Historic sex abuse triggered by #metoo, rogue parents, school trip accidents, teachers downloading child pornography, transgender issues, racist rants, physical and mental health issues? Today, these issues and others are fueled by social media adding to the complexity of managing them. How do they impact the school, and how do you prepare for them?

Break

Crisis 2.0 – Hope Is Not a Strategy (1 hour 30 minutes)

A crisis will eventually go away, but how it goes away is what is important. Planning is key and your school should have a crisis communications plan beyond the emergency management plan. We all know what to do if there is a fire, but how do you manage the unthinkable... i.e., a suicide, a data breach, etc. We will look at the importance of planning and training in advance and the steps to take when you have a crisis or a bad day. Is there a difference? Let's discuss!

Lunch

Going Viral...The New Era of Communications (2 hours)

Chances are that you will deal with a sensitive issue or crisis that either begins, plays out, or ends on social media. In this session, we will discuss strategies to manage online behavior by angry parents, frustrated faculty and alums, and trolls. We will also address student-on-student and faculty-on-student online behavior such as bullying and sexting. It's not if it goes viral, it's when. Gone are the days when one statement, one letter to the community was sufficient in managing a crisis. The rules have changed, and social media has reset the clock. In this session, we will discuss how to prepare for the inevitable and work through case studies based on actual situations.

Preparing Your Front Line (30 minutes)

This thirty-minute session will provide you with the training to take back to your school and present to the front-line staff including security, administrative assistants, and others. The focus is how to manage media, parents, and anyone who calls or just shows up at the school demanding to see someone regarding the crisis at hand.

Q & A (30 minutes)