



## **Crisis Communications Website:**

Crisis Communication is designed to provide clear communication protocols during emergencies or crises within Peaster ISD. The plan ensures that all communications are timely, accurate, and appropriate to the situation, maintaining the safety and well-being of students, staff, and the community. The PISD Communications Department will work quickly to inform parents, staff, and the community of factual information pertaining to the current emergency situation, the procedures that have taken place, and any additional important information that will not compromise the safety of students or staff.

Below details information regarding different types of emergency situations and practices, the communication process, and key information for parents to know if an emergency arises. PISD encourages parents to review the PISD Emergency Communications Information Chart in order to be informed and to understand the different types of emergency practices that could take place on your student's campus.

## **As a Parent, How Can You Prepare for a School Emergency?**

PISD Parents should ensure that they have provided accurate contact information to their child's school. Be sure that all telephone contact numbers are correct when filling out registration and contact information for your student's campus. If your number changes or another guardian/emergency contact phone number changes, be sure to update this information or contact your student's campus to have the information updated. Check and ensure that your voicemail box is able to receive new voicemails. If your voicemail is full, be sure to delete old voicemails that are not needed so that you can receive new voicemails. Provide an accurate and reliable email address that you are able to frequently check and turn on notifications when you receive an email from a PISD email address. Discuss with your student the importance of remaining calm and quiet, and following directions that are given to them during the time of an emergency situation on campus. Discuss a plan for reunification; who are emergency contacts that may pick up your student if released early? What should your student do if they are a bus rider and are released early from school?



When picking an emergency contact and someone who is designated to pick up your student from school in the event of an early release or emergency situation it is important to keep in mind the following;

- Is the emergency contact or designee at least 18 years of age or older?
- Is this person accessible to pick up your student early if asked? Do they work from home or have a flexible work schedule to pick up your student if needed?
- Is this person in close proximity to your student's school? Could they get to your student's campus in a timely manner if asked in the spur of the moment?
- Is this someone that your student knows well and is comfortable with?
- Is this someone that you can trust with your student and their well-being?
- Is this person aware that they will be an emergency contact and the responsibility that comes with the role?
- Is this someone who has a valid and current picture I.D.?

## **What Should You Do as a Parent During a School Emergency?**

During a school emergency, it is important to remain calm and understand that your cooperation as a parent during an emergency is vital to the emergency plans and processes that the campus and district have in place. PISD understands that any school emergency can be stressful for a parent, and can quickly cause panic. Parents can be confident that PISD will communicate as quickly and effectively as possible in the time of a school emergency providing the most accurate information. PISD's top priority is student and staff safety in the threat of any school emergency.

Ensure that your phone is on and available to receive calls from the district pertaining to a school emergency. Be sure to check your email regularly for emails from the district regarding information and updates on the emergency situation. Frequently check or turn on notifications for the [PISD Facebook page](https://www.facebook.com/peasterisd/), [www.facebook.com/peasterisd/](https://www.facebook.com/peasterisd/), as information and updates are posted to the page once the phone call, text, and email contacts have been sent out to parents.



We ask that parents do not try to call their student's campus when an emergency arises. During an emergency, front desk administrators will follow the emergency plan which may cause them to be away from the campus phones and unavailable to answer campus phone calls. If multiple phone calls are coming in from parents to the campus phone lines this can overwhelm the phone system potentially causing the lines to become busy or inactive. It is important that the phone lines on campus are available for emergency communication as it is needed. PISD will send out information and communication to parents, staff, and the community as soon as it is made available.

In an emergency situation, it is requested that parents do not come to the campus to pick up their student early from school until instructed to do so. PISD's priority is to keep the students and staff safe in a secure location. A parent or community member waiting outside of a campus during an emergency to pick up their student early without instruction, could potentially put that parent or community member in harm's way depending on the emergency situation. In many emergency situations, the campus could be on a lockdown, secure status, or hold status that does not allow any visitors to enter or exit the building until cleared. PISD's priority is to ensure that students remain safe while on campus and make it home safely upon departure. As soon as a situation is declared safe, the PISD Communications Department and administrators will begin contacting parents regarding the release of students.

## **How District Communication Works in Time of an Emergency or Crisis**

In the event of a school emergency, it is almost second nature and a natural reaction for students to text or contact their parents, family members, and friends using their smartphones. The principal and administrators of the campus will make an initial announcement informing students and staff of the emergency procedures to start following in the face of a threat or emergency. This can cause a sense of worry or concern for a student, which can lead them to text or contact their parents and family members. Students have the ability to contact their parents faster than the campus or district can in these situations. In the event that a student contacts their parent about an



emergency happening on campus, we encourage parents to remain calm and patient as the district's Communications Department will send out the factual information as quickly as possible. When a campus initiates one of the emergency statuses and begins following the emergency plan, the PISD Administration is quickly alerted. As campus leaders, staff, and are transitioning students to their designated safety areas, they communicate immediately and effectively with PISD Administration, including the PISD Communications Department.

The PISD Communications Department instantly begins working on a statement to send out to parents regarding the emergency situation taking place on campus. This statement will include the facts of what exactly is happening, whether it is an incident, threat, or concern at a campus and the emergency procedures that are taking place. The PISD Communications Department works closely with the superintendent, campus administrators, and local law enforcement agencies to ensure that the district shares all factual information with parents, staff, and the community. This information is written into a statement that is emailed out to all parents, text through Parentsquare and is posted on the district's social media sites. The PISD Communications Department will communicate with the parents directly first, then provide a public statement. This process can take several minutes; to receive all factual information, confirm facts and procedures with local law enforcement and administrators, create a statement explaining the emergency situation and procedures, for the communication system to successfully send out the information to parents and staff via email and text, and for the statement to upload to the social media sites. In these situations, it is important for parents to remain calm and patient as the PISD Communications Department works as quickly as possible to get the factual information out to families.

PISD will always communicate as briskly as possible in emergency situations. During the process of getting information out, unfortunately, PISD has no control over what parents, community members, or families may post online or communicate regarding an emergency situation on campus. It is very common that parents and community members will post or communicate the information that they have been told by their student or other community members regarding an emergency situation on campus. It is important to remember that only PISD or other local law enforcement



agencies will publicly provide the facts and details regarding an emergency situation that has taken place at a campus. Rumors and misinformation about a campus emergency situation can spread quickly throughout the community and online, which is why it is important to wait for the official and accurate communication that is provided by PISD or other local law enforcement agencies.

It is also important to note that PISD works closely with local law enforcement agencies during any campus emergency. There may be times when the district must limit certain information during an emergency situation for the safety and security of a campus. PISD will always communicate and update parents and families with the important need-to-know information as soon as possible. However, in the event of an ongoing investigation and emergency, PISD may withhold certain details until there is an all-clear determined by local law enforcement. In certain emergency situations, PISD may be instructed by local law enforcement agencies to withhold specific details until the investigation is complete. During an ongoing investigation, local law enforcement agencies want to ensure not to provide the public with certain confidential details as sharing specific information could potentially put the campus at risk. PISD will always abide by the instruction and guidance of local law enforcement to ensure the safety of its students and staff. Any specific details regarding an investigation or case are typically shared by local law enforcement once the investigation is complete and it is deemed safe to do so.

## **How Does the Reunification Process Work if My Student Evacuated their Campus?**

The PISD Communications Department will continue to send out any updates regarding an emergency situation on campus as soon as it receives the information from administrative leaders and local law enforcement. It is important to keep your devices nearby to receive this communication throughout the day. PISD will send out information to parents regarding early dismissal, evacuation location, or dismissal plans. PISD will communicate instructions regarding the plans for an early release or dismissal and where the reunification is planned to take place. It is important that all students remain on campus or at the evacuation site until released to a parent or designated emergency contact. The district will communicate where parents



can pick up their students and the security procedures that will take place when releasing students. In most cases, the parent or designated contact will need to sign their student out with a campus staff member showing a valid form of photo identification. It is important that parents remain calm and patient during the reunification process as it can cause delays in student pickup. It is a timely process ensuring that all students are properly checked out and leave the site safely. In the event of an evacuation, high school students that drive themselves to school will be escorted to their vehicles by staff members or law enforcement to ensure safety. Bus riders will be picked up from the evacuation site on their normal bus routes and ride home at the released time. Parents should be advised that their students could arrive home earlier than usual due to an early release or dismissal.

## **What Happens in the Event of Severe Weather?**

PISD pays close attention to potential inclement weather situations. Parents should be advised that the district will communicate quickly and effectively in the event of a school cancellation due to inclement weather. Communication can happen as soon as the early morning hours of a planned school day. Parents will be sent information from PISD regarding inclement weather or a school cancellation via text, email, and Parentsquare, as well as posted to district social media sites.

In the event that inclement or severe weather happens during school hours, PISD staff are trained and prepared to lead students to their designated shelter areas on campus. Students and staff practice multiple safety drills throughout the school year to ensure they are aware of what to do during an emergency. Students and staff will take shelter in their designated areas on campus that have been assessed as the safest areas in the building to withstand severe weather storms.

If severe weather takes place during a scheduled school day it is recommended that parents/guardians do not try and pick up their child early from school unless instructed to do so. Traveling to and from the campus can be dangerous for both the parent and student in a severe weather storm or situation. In most cases, the building structure of the PISD campus can be determined as a safer shelter to withstand a severe weather event than a house, apartment, or living dwelling.



## **What Should I Do if I Have Concerns or Information on a Potential Risk?**

PISD encourages any and everyone to share any information that they may find concerning a potential risk, or even a situation that is ongoing and needs attention. If you see something, say something! Anyone can reach out by phone 817-341-5000, can submit an anonymous tip using the PISD Tip Line/ Tip Line (peaster.net) PISD is grateful and appreciative to those who provide information regarding a potential concern, threat, or incident, as PISD takes any threat, concern, or incident very seriously.

## **CAMPUS EMERGENCY GUIDE**

**Below is a list and chart detailing the different emergency statuses and procedures that PISD staff and students follow when initiated. PISD wants parents to be informed of the different emergency statuses and what happens on campus if any of these emergency statuses are in place.**

### **1. LOCKDOWN "Campus is on lockdown, initiating a lockdown"**

If a campus goes on a "LOCKDOWN" Emergency Status, all doors must be locked including all interior and exterior doors, all classroom and office lights are turned off, and all students and staff must be hidden out of sight. (examples could include; an aggressive intruder, a threat on campus in the building)

The campus administration will quickly assess the situation and place the campus on lockdown out of an abundance of precaution or for security reasons. The principal will make a school-wide announcement that the campus is initiating a lockdown. All campus staff, district administrators, and local law enforcement will receive an alert that a lockdown has been initiated at the campus. PISD begins collaborative work with local law enforcement agencies to assess the campus and situation. The PISD Communications Department will begin working on a statement to send out to parents, staff,



and the community informing them of the lockdown and the potential threat. That statement will be posted to the district's social media sites once it has been sent out to parents, staff, and families. The PISD Communications Department will continue to send out updates and information to parents, staff, and families regarding the lockdown as needed.

## **2. SECURE STATUS "The campus is going into SECURE status"**

If a campus goes into a "SECURE" Emergency Status, all students and staff must be inside of the building, all interior and exterior doors are to be locked, and school and classroom activities, along with the campus schedule continue as normal. (examples; suspect on foot in the area, an active investigation going on in the area)

If the campus administration and staff notice something outside or in the area that looks alarming, they will quickly inform their leaders. The principal will initiate the secure status with a school-wide announcement, which will also alert the PISD Administration. The PISD Communications Department will begin working on a statement to send out to parents, staff, and the community informing them of the secure status on campus and the potential threat. That statement will be posted to the district's social media sites once it has been sent out to parents, staff, and families. The PISD Communications Department will continue to send out updates and information to parents, staff, and families regarding the secure status as needed.

## **3. HOLD STATUS "The campus is going into HOLD status"**

If a campus goes into a HOLD status, all staff and students are instructed to go into their classrooms or offices in order to clear the hallways. (examples; non-emergency, an irate parent or disruption in the front office, a fight in the hallway, or campuswide assessments and evaluations)

The campus administrators can initiate the hold status as a nonemergency tool to effectively clear out the hallways. The principal will announce the hold status to the campus. Once the HOLD status is initiated, the PISD Administration is immediately alerted. The PISD Communication Department



quickly begins working on a statement to send out to parents, families, and staff members regarding the HOLD status, procedures, and reason for the campus going on a HOLD status. That statement will also be shared on the district's social media sites. The PISD Communication Department will continue to provide updates as needed to parents, staff and families.

#### **4. SHELTER or SHELTER IN PLACE "SHELTER IN PLACE, the campus is going into SHELTER IN PLACE"**

If a campus goes into "SHELTER or SHELTER IN PLACE", there is a hazard in the area that causes students and staff to go to their designated safety areas for shelter. (examples; severe weather or storm in the area, tornado,, or chemical plant release)

The PISD Administration or campus administrators may initiate a SHELTER IN PLACE at a campus or multiple campuses if there is a potential threat in the area that causes students and staff to take cover in a safe location. Once SHELTER IN PLACE is initiated, the principal will make an announcement to the campus, as the PISD Administration staff are immediately alerted. The PISD Communications Department will work quickly to send out a statement to the parents, staff, and families regarding the SHELTER IN PLACE status and post it to all social media sites. The Communication Department will continue to send out any updates as needed regarding the status.

#### **5. EVACUATION "The campus will EVACUATE the building"**

If a campus must EVACUATE the campus, all students and staff are required to EVACUATE the building immediately and go to their designated safety site off campus. (example; gas leak, fire, bomb threat)

The campus administration will initiate an EVACUATION Emergency Status for a campus, which will immediately alert PISD Administration. The campus principal will make an announcement to the campus to begin evacuation immediately. The campus students and staff will EVACUATE the building and relocate to their designated safety site off campus. The PISD Communications



Department will work quickly to send out a statement to the parents, families, and staff members regarding the evacuation and the reason. The Communications Department will continue to update parents, families, and staff on the status of the evacuation and additional information. The local fire department and local law agencies will be contacted to investigate and inspect the campus. Students and staff will remain at the designated safety site until the building is determined as all-clear by authorities. If the campus is not determined all-clear, the PISD Communications Department will send out information to parents and families with instructions on the reunification process and early dismissal procedures.

## **6. TRANSPORTATION EMERGENCY "TRANSPORTATION EMERGENCY initiated"**

If a TRANSPORTATION EMERGENCY is initiated an incident may have occurred on a PISD school bus possibly impacting students and staff. (ex: an accident on the bus, altercation on the bus)

The staff members on the bus or bus drivers will alert the Transportation Department leaders, campus administration, and PISD Administration of the incident. The Transportation Department or PISD Administrators will initiate a "TRANSPORTATION EMERGENCY". The Transportation Department will share incident details and information with the designated campus administrators and PISD Administrators. The PISD Communications Department will begin preparing a statement for parents, families, and staff regarding the incident and will continue to update the individuals as needed. If any injury, the campus administrators will contact the student's parents directly.



# IN AN EMERGENCY TAKE ACTION



## **HOLD! In your room or area. Clear the halls.**

### **STUDENTS**

Clear the hallways and remain in room or area until the "All Clear" is announced  
Do business as usual

### **ADULTS**

Close and lock the door  
Account for students and adults  
Do business as usual



## **SECURE! Get inside. Lock outside doors.**

### **STUDENTS**

Return to inside of building  
Do business as usual

### **ADULTS**

Bring everyone indoors  
Lock outside doors  
Increase situational awareness  
Account for students and adults  
Do business as usual



## **LOCKDOWN! Locks, lights, out of sight.**

### **STUDENTS**

Move away from sight  
Maintain silence  
Do not open the door

### **ADULTS**

Recover students from hallway if possible  
Lock the classroom door  
Turn out the lights  
Move away from sight  
Maintain silence  
Do not open the door  
Prepare to evade or defend



## **EVACUATE! (A location may be specified)**

### **STUDENTS**

Leave stuff behind if required to  
If possible, bring your phone  
Follow instructions

### **ADULTS**

Lead students to Evacuation location  
Account for students and adults  
Notify if missing, extra or injured students or adults



## **SHELTER! Hazard and safety strategy.**

### **STUDENTS**

Use appropriate safety strategy for the hazard

#### **Hazard**

Tornado  
Hazmat  
Earthquake  
Tsunami

#### **Safety Strategy**

Evacuate to shelter area  
Seal the room  
Drop, cover and hold  
Get to high ground

### **ADULTS**

Lead safety strategy  
Account for students and adults  
Notify if missing, extra or injured students or adults