

Pleasant Valley School District

Communication Plan



Pleasant Valley School District

Dear PVSD Community,

Communication is one of the most important ways we build trust, strengthen relationships, and support student success. Our schools thrive when families, staff, and community members have timely, accurate, and meaningful information about the work taking place across the district. This includes both the day-to-day communication that helps families stay connected to classroom learning and school activities, as well as districtwide updates, weekly newsletters, and other information that keeps our community informed about the work of our schools.

This Communication Plan serves as a guide for how we share information, listen to feedback, and engage with one another throughout the year. It also outlines our approach during emergencies and unexpected events, when timely, accurate, and transparent communication becomes especially important. While no plan can anticipate every circumstance, our goal is to communicate with clarity, consistency, and care in both routine operations and crisis situations. We are grateful for the partnership of our families, staff, and community members, and we look forward to continuing to strengthen the connections that help make our schools safe, welcoming, and engaging places for students to learn and grow.

Board Policy 1100 emphasizes the importance of a written communications plan that establishes priorities for proactive community outreach and engagement in support of district programs, initiatives, and priorities. In addition to this comprehensive communications plan, the district's Strategic Plan and Local Control and Accountability Plan (LCAP) include communication related goals and actions. The LCAP serves as the primary annual tool for evaluating the implementation and effectiveness of district communications. Through the LCAP development and review process, the Board receives updates regarding communication efforts and may consider revisions to communication goals, strategies, and priorities in response to changing circumstances and community needs.

Together, we can ensure that communication remains a bridge that connects our community in support of every student.

Sincerely,
Dr. Danielle Cortés
Superintendent of Schools

Pleasant Valley School District

Table of Contents

Vision, Mission, Values, and Goals 1

Strategic Plan and LCAP 2

Day to Day Communications 5

Emergency Family Communications 12

Emergency Procedures Reference Guide 14

Media Communications Guidelines for Staff 16

Social Media Policies 21

Board Governance Handbook 25

County of Ventura Emergency Communications Guidebook 42

Pleasant Valley School District

VISION

Excellence for all.

MISSION

The Pleasant Valley School District prepares 21st century learners who are responsible members of our global society.

CORE VALUES

- Student Centered Equity
- Teamwork
- Integrity
- Embracing & Celebrating Diversity

GOALS

1. High Student Achievement
2. Safe, Included, and Connected
3. Responsive Budget Stewardship
4. Effective Communication

Pleasant Valley School District

Strategic Plan and LCAP

Strategic Plan and Local Control Accountability Plan (LCAP)

Pleasant Valley School District's strategic plan, "Vision 2027: Excellence for All," is a collaborative effort between the superintendent, teachers, staff, and students.

The PVSD vision guiding this strategic plan is based on the belief that our primary charge is to ensure that ALL students in the Pleasant Valley School District are prepared for the next phase of their academic journey, with the knowledge, skills, and emotional readiness for high school success.

Strategic Plan - Goal Three

PROMOTE MEANINGFUL COLLABORATION THROUGH CLEAR AND ONGOING COMMUNICATION WITH OPPORTUNITIES FOR INPUT AND FEEDBACK

To ensure the engagement of 100% of PVSD educational community members, we must provide relevant and timely information delivered in a user-friendly format, maintain two-way lines of communication, and create opportunities for reflection and feedback. We must utilize our resources for communicating with our community across new and existing media. From face-to-face conversations to our most sophisticated and available technologies, we must seek to broaden and deepen our reach across our district and its communities.

PVSD Commits To:

- Making district information readily available that is accessible, comprehensible, relevant, timely, and allows for continuous feedback
- Fostering a culture that is student-centered, service-oriented and assuming of best intentions
- Maintaining a variety of advisory structures for ongoing informational structures and feedback
- Using our communication strategy to continue to affirm our commitment to our PVSD mission and to showcase our incredible programs and opportunities for students

Strategic Plan - Goal Three (Continued)

This Goal aligns with LCAP Goal 3 Actions

- Expand the advisory model to ensure consultation with representative groups as decisions are considered
- Enlist the support of communication consultants and professional organizations to improve district communication efforts through social media and other means
- Provide a part-time family engagement coordinator to provide information, support, and resources principally directed at outreach for families of Foster Youth, English Learners, Low Income students, and students with diverse needs
  - Oversee parent engagement specialists at Title I-funded sites
  - Coordinate Parent University and other family engagement opportunities
- Increase access to translation services and informational materials (translator and translation/interpretation services)
- Provide information about educational options available to families, including articulation to high school
- Digital Library Supports

Strategies:

a) Develop and implement a PVSD Communication Plan that creates greater alignment and coherence in district internal and external communication
b) Increase family engagement through district and school site opportunities
c) Increase community outreach and transparency using various media
d) Streamline initial and annual enrollment processes
e) Refine internal communication and provide consistent external communication including consistent follow-up
f) Review, strengthen and grow community partnerships
g) Refine avenues for two-way communication for all
h) Celebrate school and district successes and provide relevant, timely information on websites
i) Effectively market to strengthen the desirability of PVSD throughout the Camarillo community

Click here or scan the QR code to review the complete "Vision 2027: Excellence for All" Strategic Plan

Pleasant Valley School District

Day to Day Communications

PLEASANT VALLEY SCHOOL DISTRICT
COMMUNICATION METHODS

Our goal is to keep PVSD families informed about District and school news, important updates, and to collect family input. PVSD works closely with first responders and community safety partners to ensure clear, consistent communication.

WATCH PARENTSQUARE FOR:



WEEKLY SUPERINTENDENT UPDATES
Includes important updates for families from Dr. Cortés, Superintendent of PVSD Schools



E-NEWSFLASHES
Special announcements and news from Pleasant Valley School District



SURVEYS
A means of gathering family input and feedback related to PVSD's programs and services



BOARD HIGHLIGHTS
Important updates, presentations, and actions from the PVSD Board

MORE WAYS WE COMMUNICATE:

EMAILS & PHONE CALLS
Parent communications on important topics or urgent matters



Q INFORMATION SYSTEMS
Family access to student information, forms, and report cards



WEBSITE
Information, news, and resources pertaining to the District at www.PleasantValleySD.org



DISTRICT SOCIAL MEDIA ACCOUNTS
Official PVSD social media accounts provide updates, events, & school highlights. Follow @PVSDCamarillo on Facebook, Instagram, & Twitter



CHOICES FOR FAMILIES! FIND YOUR FIT IN PVSD.

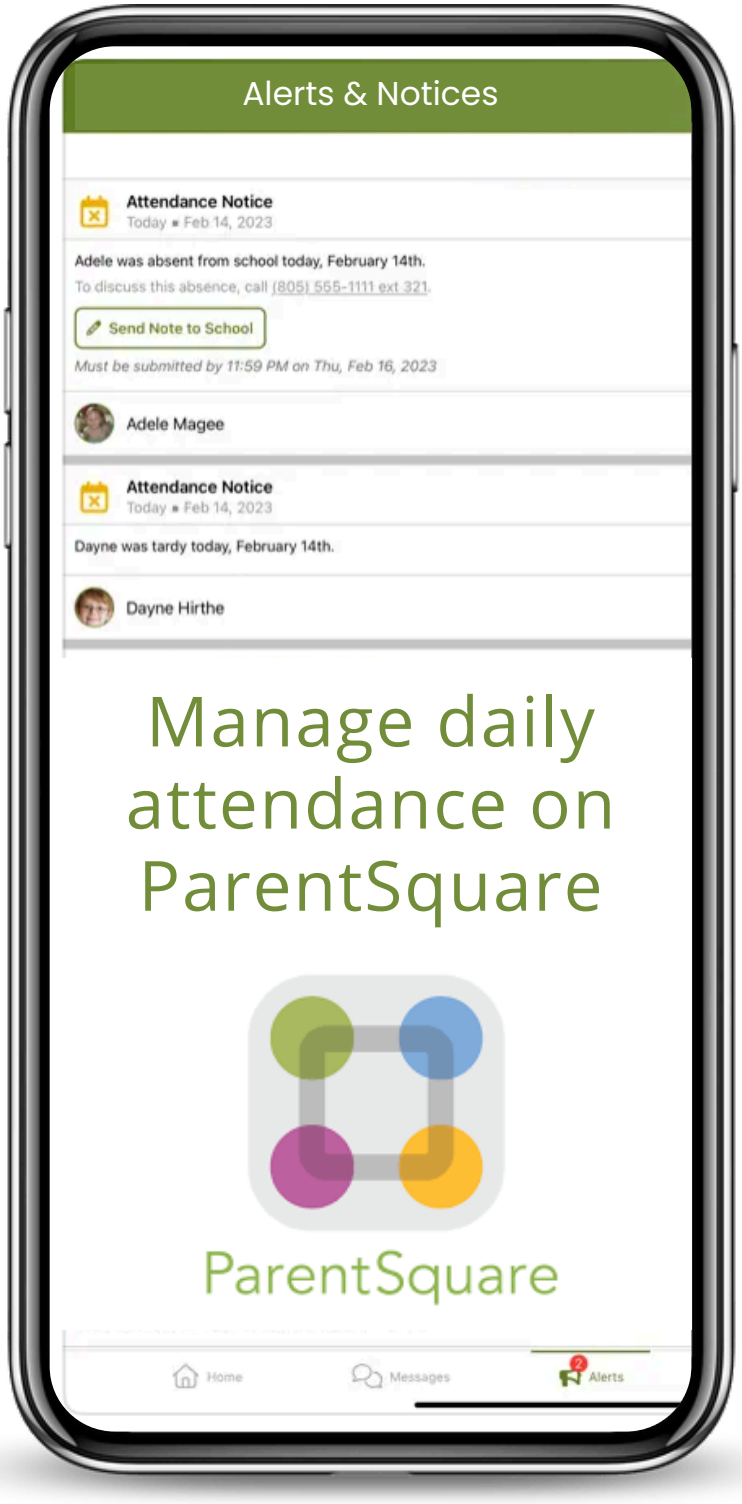
Download the ParentSquare App!

ParentSquare is one of the tools Pleasant Valley School District uses to communicate with families:

- Weekly updates from Dr. Cortés, Superintendent of PVSD Schools
- Urgent notices or updates
- Attendance notices

Manage Daily Attendance on ParentSquare

Reply within seven (7) days to provide an absence reason. The school office will be automatically notified. No need to call the school!



Available on the App Store

ANDROID APP ON Google play

PLEASANT VALLEY SCHOOL DISTRICT

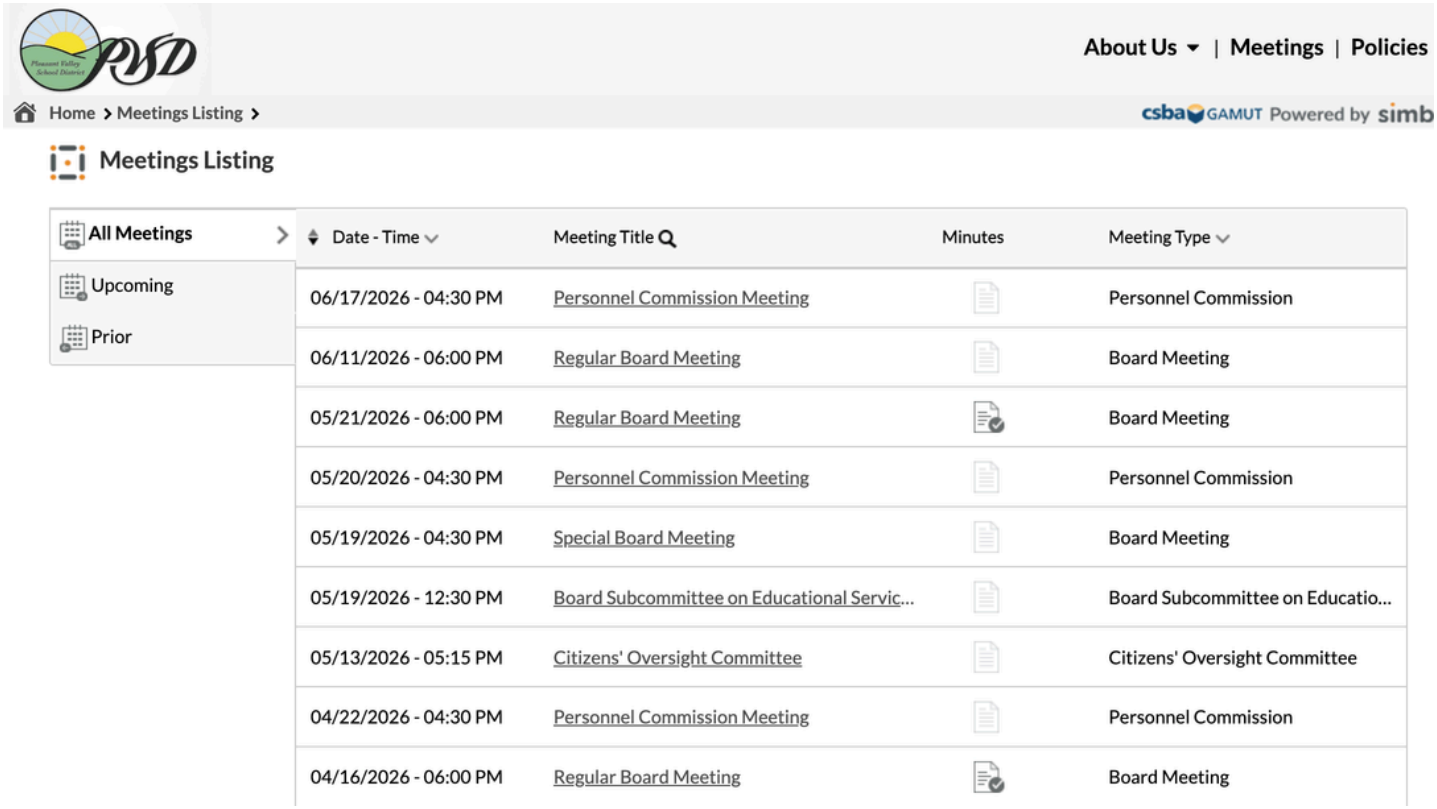
PLEASANTVALLEYSD.ORG WEBSITE

Homepage



PLEASANT VALLEY SCHOOL DISTRICT
PLEASANTVALLEYSD.ORG WEBSITE

Board Meetings, Board Subcommittee Meetings



Date - Time	Meeting Title	Minutes	Meeting Type
06/17/2026 - 04:30 PM	Personnel Commission Meeting		Personnel Commission
06/11/2026 - 06:00 PM	Regular Board Meeting		Board Meeting
05/21/2026 - 06:00 PM	Regular Board Meeting		Board Meeting
05/20/2026 - 04:30 PM	Personnel Commission Meeting		Personnel Commission
05/19/2026 - 04:30 PM	Special Board Meeting		Board Meeting
05/19/2026 - 12:30 PM	Board Subcommittee on Educational Servic...		Board Subcommittee on Educatio...
05/13/2026 - 05:15 PM	Citizens' Oversight Committee		Citizens' Oversight Committee
04/22/2026 - 04:30 PM	Personnel Commission Meeting		Personnel Commission
04/16/2026 - 06:00 PM	Regular Board Meeting		Board Meeting



Board Meetings, Board Subcommittee Meetings

Board Meeting Schedule – 2026

January 15

February 12*

March 19

April 16

May 21

June 11*

June 18

July (No Meeting Unless Needed)

August 20

September 17

October 15

November 19

December Organizational Meeting –December 17

Measure C Construction Projects

Citizens' Oversight Committee for Measure C Bond Program
Doing Business with PVSD +
Bids & Agreements

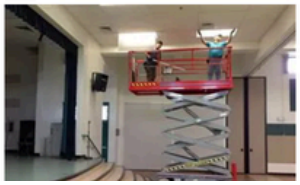
Measure C Implementation

Measure C AT WORK! Improving Camarillo Schools

Background

Measure C is a general obligation school facility bond program approved by Camarillo voters in the June 2018 election. Measure C funds will be used, in combination with other facilities funding, to complete the school repair and renovation projects identified in PVSD's 2018 *Facilities Master Plan*. This eight-year program will repair critical campus infrastructure and provide all Camarillo students with safe, modern classrooms.

The *Measure C Bond Projects by School Site* detail the projects identified for each campus.



Citizens' Oversight Committee for Measure C Bond Program
Doing Business with PVSD +
Bids & Agreements

Citizens' Oversight Committee for Measure C Bond Program

Business: Vacant

Senior(s): Vacant

Taxpayer: Mark Malloy

Parent(s): Cassandra Sutton

Parent Organization: Vacant

At-Large: Lisa Jensen-Hillsten, Marie Hammond, Nitzia Castaniero

Pleasant Valley School District is seeking applications from interested citizens to serve on the independent oversight committee for its general obligation bonds, known as Measure C. Measure C was approved by District voters at the June 5, 2018 election. The committee consists of seven members who meet, review, and report on expenditures of funds to ensure all monies are used only for voter-approved purposes. The current openings are: Member of a Parent Teacher Organization and Member representing a bona-fide taxpayer organization. Interested persons may obtain an application from the District Business Services Office, located at 600 Temple Avenue, Camarillo, CA 93010 or download the application by clicking on the link below.

Citizens' Oversight Committee Member Application

Citizens' Oversight Commitee Bylaws & Ethics Policy Statement

Pleasant Valley School District

Emergency Family Communications

PLEASANT VALLEY SCHOOL DISTRICT

INCIDENT COMMUNICATIONS

Pleasant Valley School District takes all emergencies and threats seriously.

Pleasant Valley School District works closely with first responders and community safety partners to ensure clear, consistent communication. In the event of an incident or crisis, PVSD coordinates with local law enforcement, fire, and other safety authorities to:

- Investigate and address student and staff safety first
- Get the facts about the incident
- Determine what level of impact the incident may have on students
- Review communications before they go out to ensure accuracy and that PVSD is not compromising any on-going investigation

For the most accurate and up-to-date information, please refer only to our official website and social media channels.

Based on student impact

LOW	• Minimal or no risk to student safety • Typical school operations • Only a small group is impacted
MODERATE	• No immediate threat to student safety • Possible minimal disruption to school operations • Potential for temporary lockdown of classrooms and schools
HIGH	• Serious threat to student safety • Disruptions to normal school operations • Evacuations or school closures possible

Pleasant Valley School District will communicate with families when:

- Your child may be impacted
- Potential threat to safety of students or staff
- Change to operations that impact families

Pleasant Valley School District communication channels:

- ParentSquare
- Email
- Social media
- Text
- PVSD website
- Phone

Pleasant Valley School District

Emergency Procedures Reference Guide

Pleasant Valley School District

EMERGENCY PROCEDURES

REFERENCE GUIDE FOR SCHOOL SITES



LOCKDOWN

1. Lockdown announced
2. Use Avoid, Deny, Defend principles
3. Teaching activities stop and communications are silenced
4. Lockdown completed when the announcement is made



ACTIVE ASSAILANT

1. Use Avoid, Deny, Defend principles as the situations are dynamic
2. Teaching activities stop and communications are silenced
3. Announcement may or may not happen depending on the situation



DUCK, COVER, AND HOLD

1. Duck, cover, and hold
2. Make body as small as possible
3. Listen for the next directions
4. Evacuate when conditions allow



EVACUATE

1. Warning signal / announcement
2. Move to assembly area
3. Take roll
4. Wait for additional information



SHELTER-IN-PLACE

1. Shelter-in-place announced
2. Move students into classes or indoor spaces. Lock doors
3. Teaching activities and learning activities continue
4. Shelter-in-place completed when the announcement is made



STUDENT RELEASE

1. Need for a special release announced by principal
2. School site implements appropriate release procedures
3. All staff assist dismissal process until the student release event ends
4. Wait for additional information

KEY

- Active Assailant
- Police Activity
- Flood
- Civil Disturbance
- Thief / Intruder
- Fire
- Biological Hazard
- Animal Disturbance
- Earthquake
- Bomb Threat / Explosion
- Power Outage
- Smoke
- Wind Storm
- Medical Emergency

Pleasant Valley School District

Media Communications Guidelines for Staff

Media Communications Guidelines for Staff

We are all responsible for how people view Pleasant Valley School District. This guide outlines the communication standards and expectations of all staff members when communicating with the media. The district values the media as a partner in its broader efforts to communicate with the district community. The following district protocols ensure focus on educational excellence, safety and security and will serve as a guide for media requests and inquiries.

Media Requests and Inquiries

All staff who are contacted by media are to notify their site administrator and/or supervisor and refer the media requests to the Superintendent's Office before responding and/or granting district site access. The Superintendent, or designee, is responsible for the initiation and coordination of media coverage and acts as the district spokesperson.

We need your help to ensure all media inquiries are managed properly and efficiently. To do so, follow the procedures below if you are contacted by the media including reporters, bloggers, social media personalities, photographers, or videographers:

- Be polite and professional - you represent PVSD.
- Inform the reporter that all media calls are handled by the Superintendent's Office. Before transferring the call, place the call on hold and check with your site administrator and/or supervisor. Site administrators and supervisors will assist in contacting the Superintendent and/or designee in response to media requests and inquiries.
- If no one is available at the Superintendent's Office:

    1. Kindly let the reporter know that our district protocolis to refer all media inquiries to the Superintendent's Office.

    2. Take a message by gathering the following information and inform the reporter that someone from the Superintendent's Office will be contacting them shortly:

        - Name of reporter
        - Name of news outlet,such as the Acorn, STAR, etc.
        - Phone number
        - Email address
        - Deadline
        - Topic/issue reporteris writing on/requesting from our district
        - What the reporter wants - information, interview, photos,site visit, etc.

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3. Email the information to the Superintendent's Office, *including your site administrator and supervisor on the email.*

4. A confirmation e-mail will be sent to you from the Superintendent's Office letting you know that your email was received.

- Please do not delay in contacting the Superintendent's Office so thatwe can be sure that we are responsive to our media partners.

Please refrain from answering media inquiries without first communicating with the Superintendent's Office. It is always beneficial to prepare for an interview to ensure that you are providing accurate information.

The Superintendent or designee will assist with organizing dates, times and locations and provide additional information, depending on the request or inquiry.

Media on District Property

- Prior approval from the Superintendent's Office must be obtained before media is permitted access to a district site.

- In general, districtproperty and facilities are not open to the public, and visitors are permitted to enteronly for the purpose of conducting district-related business. All visitors,including media, are required to check in using the Raptor system at district facilities and present state-issued photo identification. All visitors must wear visitor badges at all times while on district property and are only permitted beyond lobbies or waiting areas when authorized and accompanied by district personnel.

- When media access has been approved by the Superintendent's Office and the media is invited to a district site to cover an event or program, access will be limited to the event, unless previously approved by the Superintendent's Office.

- In general, media who wish to conduct random "person on the street" interviews or who wish to get video of a district facility are asked to do so away from district property to ensure safe and orderly district operations.

- If a member(s) of the media arrives at a district site unannounced, the Superintendent's Office should be contacted immediately to respond. A determination will be made as to whether to allow media access to the site at that time or if access should be scheduled at a later time.

Continued...

Media Communications Guidelines for Staff

Continued...

- ***The district is not required to allow media unlimited access to any school site. It is our goal to make access as easy as possible, if access does not compromise school instruction or the safety or privacy of our students and staff members.

Crisis Communication

- In an emergency or crisis where media interest is anticipated, the Superintendent's Office must be contacted and apprised of the situation so appropriate responses can be determined.
- When an immediate response is required and approved by the Superintendent's Office, site administrators should be the only spokesperson(s), other than the Superintendent, and should respond in accordance with guidance from the Superintendent's Office.
- *Again, please refrain from answering media inquiries without first communicating with the Superintendent's Office. It is always beneficial to prepare for an interview to ensure that you are providing accurate information.*

Student and Staff Privacy

- District properties and facilities are highly sensitive areas where confidential communications concerning students, families or staff may occur. Therefore, photographing and audio/visual recording on district property is strictly prohibited except during open session Board meetings or when otherwise authorized by district staff.
- Student and staff photographs, video,and interviews may only be conducted with the permission and at the discretion of Superintendent's Office.
- All students who are to be photographed, filmed, interviewed, or whose schoolwork such as essays, art, etc. will be released must have completed media releases on file.
- PVSD follows the Family and Educational Rightsand Privacy Act (FERPA) that guides what student information can or cannot be shared.
- Time permitting, a principal or supervisor should inform parents when media visits will take place. A simple statement can be given to parents (translated as appropriate) prior to the media visit.

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EXAMPLE:

Dear Parent/Guardian:

On (date media will be coming), (name of media organization) will be on our campus to do a story about (topic). Your child may be photographed or interviewed for the story. If you have any questions or concerns, please feel free to contact me.

If you need clarification or more information on these protocols, please work with your principal or supervisor. We appreciate your cooperation in helping us to ensure our continuous engagement in open and meaningful communication with all in our PVSD community.

Pleasant Valley School District

Social Media Policies

Board Policy Manual

Regulation 1114: District-Sponsored Social Media
Original Adopted Date: 11/16/2017 **| Last Revised Date:** 03/31/2025 **| Last Reviewed Date:** 03/31/2025

Definitions

Social media means any online platform for collaboration, interaction, or active participation, or that allows users to post content, including, but not limited to, social networking sites such as Instagram, TikTok, Facebook, X/Twitter, SnapChat, YouTube, and LinkedIn.

An official district social media account is an account on a social media platform authorized by the Superintendent or designee.

An account that contains content related to the district or comments about district operations but that has not been created based on authorization or direction from the Superintendent or designee, such as an account created by a parent-teacher organization, booster club, or other school-connected organization or a student's or employee's personal account, is not an official district social media account.

School-level employees such as teachers and coaches shall obtain authorization from the school principal before creating an official social media account.

Guidelines for Content

Each official district social media account shall contain content that is useful and appropriate for all audiences.

District employees or agents in charge of posting or adding information to an official district social media account shall ensure that copyright laws are not violated in the use of material on official district social media accounts.

The Superintendent or designee shall ensure that official district social media accounts are regularly monitored. Staff members responsible for monitoring content may remove posts or even suspend users from interacting with the account only based on viewpoint-neutral considerations, such as lack of relation to the account's purpose or violation of board policies or administrative regulations.

Each official district social media account shall, as appropriate, prominently display a link to this regulation or a statement that includes Items #1-10, below:

1. The purpose(s) of the account, such as providing information to a class, school community, athletic team, or student club; engaging with the public regarding district decisions and Governing Board meetings; and sharing information regarding employment opportunities with the district

Continued...

State	***Description***
Bus. and Prof. Code 22588.2-22588.4	*Youth Social Media Protection Act ()*

Board Policy Manual

Regulation 1114: District-Sponsored Social Media
Original Adopted Date: 11/16/2017 **| Last Revised Date:** 03/31/2025 **| Last Reviewed Date:** 03/31/2025

Continued...

2. Users shall use the site only for those intended purposes

3. The account is regularly monitored, and any inappropriate interaction will be promptly removed, blocked, or similarly addressed. Inappropriate interactions include, but are not limited to, interactions that:

a. Are obscene, libelous, or so incite students as to create a clear and present danger of the commission of unlawful acts on district premises, violation of district or school rules, or substantial disruption to the district or school's orderly operation

b. Are not related to the stated purpose of the account, including, but not limited to, threats, comments of a commercial nature, political activity, and comments prohibited by board policies and administrative regulations

4. Users are expected to communicate in a respectful, courteous, and professional manner and are personally responsible for their use of the account

5. The district is not responsible for the content posted by other users or how other users interact with the account

6. The views and comments expressed by other users on the account belong to those users and do not necessarily reflect the views of the district

7. Any user's reference to a specific commercial product or service does not imply endorsement or recommendation of that product or service by the district

8. The individual(s) to contact regarding violation of district guidelines on the use of official district social media accounts

9. Violations may be reported to the appropriate social media platform, law enforcement, or other third parties, as appropriate

10. A user may be suspended from interacting with the account for one month upon three prior violations and for six months upon two prior one-month suspensions

Continued...

State	***Description***
Bus. and Prof. Code 22588.2-22588.4	*Youth Social Media Protection Act ()*

Board Policy Manual

Regulation 1114: District-Sponsored Social Media
Original Adopted Date: 11/16/2017 **| Last Revised Date:** 03/31/2025 **| Last Reviewed Date:** 03/31/2025

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Appropriate Use by District Employees

District employees who participate in official district social media accounts shall adhere to all applicable board policies and administrative regulations, including, but not limited to, professional standards related to interactions with students.

When appropriate, employees posting, replying, or otherwise interacting with the public outside of their professional duties or responsibilities on official district social media accounts shall identify themselves by name and district title and include a disclaimer stating that the views and opinions expressed in their post are theirs alone and do not necessarily represent those of the district or school.

All staff shall receive information about appropriate use of the official district social media accounts.

State	***Description***
Bus. and Prof. Code 22588.2-22588.4	*Youth Social Media Protection Act ()*

Pleasant Valley School District

Board Governance Handbook

June 15, 2026

Board Governance Handbook

Pleasant Valley School District

EXCELLENCE FOR ALL



DR. DANIELLE CORTES
Superintendent of Schools

Ron Speakman *President*
Patty Lerner *Clerk*
Beckie Cramer *Trustee*
Douglas McDowell *Trustee*
Bob Rust *Trustee*

Table of Contents

- *District Vision, Mission, and Strategic Goals*
- *PVSD Timeline*
- *Roles and Responsibilities (CSBA)*
- *Professional Governance Standards (CSBA)*
- *Effective Governance System*
- *PVSD Superintendent Protocols*
- *PVSD Board Trustee Protocols*
- *Structures and Processes to Support Effective Governance*



District Vision, Mission, and Strategic Goals

Vision Statement

Excellence for all.

Mission Statement

The Pleasant Valley School District prepares 21st century learners who are responsible members of our global society.

Core Values

- Student Centered
- Equity
- Teamwork
- Integrity
- Embracing and Celebrating Diversity

Strategic Plan Goals

1. Ensure increased student achievement through high expectations for all
2. Provide a healthful environment where all students feel welcome, safe, and connected
3. Maintain a fiscally sound budget that equitably aligns and maximizes available resources
4. Engage in open, meaningful, and continuous communication with all stakeholders



PVSD Timeline

1868	First school located in abandoned granary on Somis Road with 6 students
1895	First Pleasant Valley School is built on Ventura Blvd.
1895	Adolfo Camarillo joins first school board; remains until 1951 (56 years)
1906	Town with railroad sign for “Pleasant Valley” becomes town of “Camarillo”
1945	Kindergarten is added as an optional grade level
1947	Pleasant Valley School on Ventura Blvd. re-built to meet structural codes
1956	Camarillo Heights School becomes 2nd school added to district
1959	Las Posas opens
1961	El Rancho opens (Temple Ave.)
1961	Los Altos Middle School opens – 8th & 9th grade (Temple Ave.)
1964	City of Camarillo is incorporated
1965	Dos Caminos opens
1965	El Descanso opens
1966	Monte Vista opens - First school with gym
1967	Los Nogales opens
1969	Valle Lindo opens
1975	Santa Rosa School (founded 1911) became part of PVSD
1976	Los Primeros Structured School opens on Ventura Blvd. site
1976	Bedford Open School opens
1982	Las Colinas opens as K-7
1994	Tierra Linda opens
2002	University Prep Charter School at CSUCI opens at former El Rancho site
2002	La Mariposa opens; Valle Lindo closes (CAPE locates to that site), Bedford Open moves and becomes Los Senderos Open School (Bedford Dr.)
2002	Santa Rosa Elementary becomes Santa Rosa Technology Magnet School
2007	Rancho Rosal opens, Los Altos & Los Senderos close
2007	Los Primeros School of Sciences & Art is established as a lottery school
2014	Camarillo Heights Elementary becomes Camarillo Heights STEM Academy
2015	El Descanso becomes Pleasant Valley School of Engineering & Arts
2018	PVSEA re-locates to former Los Altos site, and Early Education Center opens at El Rancho site (Temple Ave.); UPCS moves to Bedford Dr. site
2019	PVSD celebrates its sesquicentennial (150 years)
2020	COVID introduces Distance Learning Academy
2022	PVSD shares governance for Peak Prep Pleasant Valley for TK-12 online charter
2022	PVSD expands Transitional Kindergarten
2022	District adopts trustee areas for elections beginning in November 2022

Roles & Responsibilities

Citizen oversight of local government is the cornerstone of democracy in the United States. School board members are locally elected public officials entrusted with governing a community's public schools. The role of the school board is to ensure that school districts are responsive to the values, beliefs, and priorities of their communities. Boards fulfill this role by performing five major responsibilities:

- Setting strategic direction
- Establishing an effective and efficient structure
- Providing support
- Ensuring accountability
- Providing community leadership as advocates for children, the school district, and public schools



These five responsibilities represent core functions that are so fundamental to a school system's accountability to the public that they can only be performed by an elected governing body. Authority is granted to the board as a whole, not each member individually. Therefore, board members fulfill these responsibilities by working together as a governance team with the superintendent to make decisions that will best serve all the students in the community.



Roles & Responsibilities (cont'd)

The board has five major governing responsibilities:

1. Setting the direction for public schools in the community

Of all the responsibilities of governing boards, none is more central to the purpose of local governance than ensuring that a long-term vision is established for the school system. The vision reflects the consensus of the entire board, the superintendent and district staff, and the community as to what the students need in order to achieve their highest potential. The vision should set a clear direction for the school district/COE, driving every aspect of the district's program.

2. Establishing an effective and efficient structure

The board is responsible for establishing and maintaining an organizational structure that supports the district's vision and empowers the professional staff. Although the board does not implement policies or programs, the board is responsible for:

- Employing the superintendent and setting policy for hiring other personnel
- Overseeing the development and adoption of bylaws and policies
- Setting a direction for and approving adoption of the curriculum
- Establishing budget priorities
- Adopting the budget and Local Control and Accountability Plan
- Overseeing facilities issues
- Providing direction for and adopting collective bargaining agreements



Roles & Responsibilities (cont'd)

3. Providing support

Through its behavior and actions, the board has a responsibility to support the superintendent and staff as they implement the established vision. This involves: acting with a professional demeanor that models the district's beliefs and vision; making decisions and providing resources that support mutually agreed upon priorities and goals; upholding district bylaws and policies the board has approved; ensuring a positive personnel climate exists; and being knowledgeable enough about district efforts to explain them to the public.

4. Ensuring accountability to the public

The board represents the community and is accountable to the public for the performance of the schools in the community. The board establishes systems and processes to monitor results, evaluates the school system's progress toward accomplishing the district's vision, and communicates that progress to the local community. To ensure personnel, program and fiscal accountability, the board is responsible for:

- Evaluating the superintendent and setting policy for the evaluation of other personnel
- Monitoring, reviewing, and revising district policies
- Serving as a judicial and appeals body
- Monitoring student achievement and program effectiveness and requiring program changes as indicated
- Monitoring and adjusting district finances
- Monitoring the collective bargaining process
- Evaluating its own effectiveness through board self-evaluation



Roles & Responsibilities (cont'd)

5. Demonstrating community leadership

As the only locally elected officials chosen solely to represent the interests of students, board members have a responsibility to speak out on behalf of children. Board members are advocates for students, the district's educational programs, and public education. They build support within their communities and at the state and national levels.

The board has a responsibility to involve the community in appropriate, meaningful ways and to communicate clear information to the community about district policies, educational programs, fiscal conditions, and progress on goals. Governing boards must also ensure that the community and stakeholders have engaged in the LCAP development process. These five responsibilities are so fundamental to a school system's accountability to the public in our democratic society that they can only be performed by an elected governing body. Board members fulfill these roles by working together as a governance team with the superintendent to make decisions that will best serve all the students in the community.



Pleasant Valley School District Superintendent Protocols

Governance Team



- Work toward creating a team with the Board, dedicated to and focused on student success.
- Communicate with Board members promptly and effectively.
- Distribute information fully and equally to all Board members.
- Communicate with individual Board members to determine if concerns exist prior to a possible problem developing.
- Treat all Board members professionally.

Board Meetings



- Create proposed agenda for regular Board meetings and meet with Board President and Clerk to establish what will be included in agenda.
- Distribute Board agendas in a timely fashion and with enough time for the Board to study and clarify information prior to scheduled meetings.
- Provide data to the Board members so data-driven decisions can be made.
- Respect the confidentiality requirements of Board meeting executive sessions and keep all conversations taking place in closed session strictly confidential.

Pleasant Valley School District Superintendent Protocols (cont'd)

Operations

- Inform the Board prior to critical information becoming public through Friday Update and Friday Letter.
- Keep the Board regularly informed on issues and/or situations that could possibly concern parents, students, staff and/or the community.
- Possess a working knowledge of all legal and local policies.
- Make personnel recommendations and changes in alignment with criteria set by the Board.
- Visit schools regularly and represent the school district by being visible in the community.

Evaluation

- Respect the Board's role in setting policy and overseeing the performance of the Superintendent.
- Work with the Board to establish a clear vision for the school district, prepare preliminary annual goals for the Board's consideration.
- Conduct a self-assessment prior to the Board's evaluation of the superintendent's annual evaluation.



Pleasant Valley School District Board Member Protocols

Governance Team

- Work with members of the Board and the Superintendent as a team devoted to students.
- Focus on policymaking, planning and evaluating students' success.
- Recognize that the Board makes decisions as a whole, and only during properly scheduled meetings.
- Recognize that individual Board members have no authority to take individual action on policy matters or district and campus administrative matters.
- Support decisions of the majority of the Board after honoring the right of individual members to express opposing viewpoints and vote their convictions.
- Recognize individual role of constituents rather than responding to special interest groups.
- Understand the importance of using one's best judgment to represent all members of the community and not solely one's trustee area.







Pleasant Valley School District Board Member Protocols (cont'd)

Communication

- Communicate directly with the Superintendent when a question is raised, or a concern is received from staff, students, parents, or community members.
- Schedule any site visits through the Superintendent's Office.
- Communicate one to one with the Superintendent when an individual concern arises. Do not allow matters to fester.
- Acknowledge individual requests for reports, projects etc. will be directed only to the Superintendent and not directly to district staff.
- Be mindful that all forms of Board communication, including electronic communication, are always subject to public access and request. Be prudent and professional in all methods.
- Follow the Brown Act which requires that members of the public have access to public meetings and the opportunity to speak on agenda items during meetings. When in doubt, consult with the Superintendent.
- Coordinate media inquiries, letters to the editor, etc. with the Superintendent. Letters and correspondence written as a Board must be handled via adopted Board resolutions.



Pleasant Valley School District Board Member Protocols (cont'd)

Board Meetings

- Acknowledge that two Board members must agree before an item is placed on a meeting agenda. This is typically considered in the agenda setting meeting.
- Attend regularly scheduled Board meetings and assigned subcommittee meetings unless a situation occurs that makes attendance impossible.
- Prepare to give Board Report from member's assigned Board Subcommittee meetings to the full board in regular monthly meetings.
- Uphold the legal requirement for confidentiality on all matters arising from Board meeting executive sessions. Keep all conversations taking place in closed sessions confidential.
- Cast a vote on all matters except when a conflict of interest arises.
- Communicate directly with the Superintendent prior to a Board meeting to address questions and or concerns about items on the agenda. Honor the "no surprises" rule.





Pleasant Valley School District Board Member Protocols (cont'd)

Operations

- Cooperate in scheduling subcommittee meetings and/or work sessions for planning and training purposes.
- Recognize and respect the Superintendent's responsibility to manage the school district and to direct employees in district and campus matters.
- Understand the Superintendent's role to make personnel recommendations and changes following the criteria set by the Board.

Evaluations

- Participate in establishing annual expectations and goals for the Superintendent.
- Objectively evaluate the superintendent's performance and provide appropriate feedback.
- When conducted, participate in Board self-assessment.
- The Pleasant Valley School District Board of Education members uphold the approved Board Bylaws: codes 9000-9400, accessed here.







Pleasant Valley School District Board Member Protocols (cont'd)

The Definition of Governance - From CSBA:

By combining the concepts of governance, the purpose and complexity of K-12 education, the various roles of board members, and the scope and limits of school board authority granted in state law, a possible definition emerges.

Definition language	Definition elements (criteria)
School boards ensure success for all students	Boards ensure the ultimate purpose (mission and vision) of the district.
by making decisions	Boards are granted broad decision-making authority in California Education Code.
that fulfill legal mandates and	Boards have an enforcement role.
align district systems and resources to ensure long-term fiscal stability of the district.	Boards have a fiduciary role to hold the best interests of the district and students in trust.
Boards must act collectively and openly,	Boards have only collective authority. Meetings are open to the public (with certain exceptions permitted in law).
be guided by community interests, and	Boards have a representative role.
informed by recommendations of the superintendent and professional staff.	Boards rely on the professional judgment of educational leaders.









Pleasant Valley School District

PVSD

Ventura County Schools

Emergency Communications Guidebook

County of Ventura

Emergency Communications Guidebook

For Ventura County Schools

http://bit.ly/emergency-guidebook

UPDATED: OCTOBER 2024

Table of Contents

EMERGENCY COMMUNICATIONS GUIDEBOOK OVERVIEW 4

Purpose 4

Objectives 4

Crisis Communication Team 4

Direct Organization Communication Platforms 5

Social Media Accounts 5

Organization Messaging System 6

Dos and Don'ts 6

Response Phase: Immediate and Ongoing Response 7

PIO Emergency Communication Checklist 8

Crisis Communication Team Contact List 9

Recovery Phase: Monitor, Debrief, & Provide Feedback 10

INCIDENT ON-SITE CRISIS STATEMENTS **11**

School / Site / District Closure 12

Evacuation 15

Shelter 18

Secure 20

Lockdown 22

INCIDENT OFF-SITE STATEMENTS **24**

Transportation Accident 25

Shooting Incident – Gun in Proximity to the Site 26

INCIDENT THAT REQUIRES FAMILY CONSULTING **27**

Incident On-Site Causes Injury 28

Incident On-Site Incident Causes Death 31

Incident Off-Site Causes Injury or Death 34

POST CRISIS MESSAGES **36**

School / Site / District Clear to Reopen 37

Evacuation Reunification 38

Shelter All-Clear 40
Secure All-Clear 42
Lockdown All-Clear / Reunification 44
Shooting Incident – Gun on Campus 47
MEDIA 51
Addressing the Media 51
Responding to Phone Inquiries 51
When media show up unannounced 51
Media relations during a crisis 52
Statements for Inquiries 52
Holding Statements for Media 53
APPENDICES 55
Appendix A: Printable PIO Checklist & Contact List 56
PIO Emergency Communication Checklist 56
Crisis Communication Team Contact List 57
Appendix B: Local Emergency Resources 58
Appendix C: National Crisis Support Resources 59

EMERGENCY COMMUNICATIONS GUIDEBOOK OVERVIEW

Purpose

The Emergency Communication Guide addresses media relations, the communication team role and provides templates for responding to situations quickly and effectively. Conditions that may require communication can potentially be controversial. Controversial topics may include police investigations, protests, or other situations that demand a public response. Emergencies that require communication may consist of fires, bomb threats, natural disasters, or major crimes. **This guide is not intended to change the way emergencies are initially reported. If warranted, emergencies on school campuses should be reported immediately to local police departments, and any emergency should be reported to the County Superintendent of Schools.**

Objectives

1. To factually assess the situation and determine whether a communications response is warranted.

2. To assemble a crisis communication team that will make recommendations on an appropriate response.

3. To implement immediate action to:
    - Identify constituencies that should be informed about the situation.
    - Communicate facts about the crisis.
    - Provide information to those who need it.
    - Minimize rumors.
    - Restore order and confidence.
    - Safeguard the reputation of the organization.

Crisis Communication Team

Whether you have a large Crisis Communications Team (CCT) or a single person handling all crisis communications, the CCT is the communications leader for Incident Command. The primary job of the CCT is to make emergency information available to the public and the organization's employees as soon as possible.

The team considers the impact of the crisis and any proposed responses. They work with the affected site(s), outside agencies, and other departments such as Emergency Operations and Human Resources to ensure consistency in communications throughout an event. Specifically, the CCT manages information flow during a crisis among the organization, employees, media, government agencies, law enforcement, and the public. This team tackles what message to communicate, the method(s) used to share information, and who receives the communication.

Specific duties of the Crisis Communication Team may include:

- Receive updates and official statements from the Incident Commander
- Inform organization departments that are affected
- Manage all social media accounts to ensure the accurate and necessary information is shared
- Maintain a log of PIO actions and all communications
- Interact with the media and outside agency communications

- Prepare statements for dissemination to the public
- Assign bilingual support for all messaging
- Ensure announcements and other public information are translated into other languages as needed
- Monitor news broadcasts, social media, and other platforms about the incident and correcting any misinformation

Direct Organization Communication Platforms

Direct organization communication platforms are all platforms managed by the organization, including social media accounts and messaging systems.

Social Media Accounts

Facebook, Twitter, Instagram, and other social media accounts can help organizations get the word out to many people quickly. **DO NOT** use social media when dealing with an incident that involves intruders or any person that does not belong on-site. They may have access to messages sent out on social media.

To ensure consistency and credibility, only approved Crisis Communication Team members will use the organization's social media accounts to update emergency messages.

All employees should use caution when using social media during an emergency to communicate with the public and/or media. Communicating with the public and/or media could have unintended consequences and/or liability, which could interfere with the CCT's ability to ensure accurate and consistent information is shared.

Before posting any information, double-check for these items:

- Facts only – share what you KNOW with those who need to know
- No Personal Identifiable Information (PII) is included
- The message meets the character limits of different platforms
    - Facebook: 63,206-character limit. Ideal (most interaction): 40-80 characters
    - Twitter: 280-character limit. Ideal: 71-100 characters
    - Snapchat: 31-character limit
    - TikTok: 150-character limit for caption, including hashtags
    - Instagram: 2,200-character limit. Ideal: 138-150 characters
        - Instagram hashtag limit: 30 hashtags
    - YouTube:
        - YouTube Video Title: 70-character limit
        - YouTube Video Description: 5000-character limit
        - YouTube Playlist Title: 60-character limit
        - YouTube Tags: 30-character limit Per Tag and 500-character limit total

Social Media Misinformation Notice

It's come to our attention that some information being shared may not be entirely accurate. Please visit (website link/official social media page) for the most up-to-date information regarding this event.

Organization Messaging System

The PIO or communications expert should be trained and experienced with the organization's messaging platform (i.e., Catapult, Blackboard, InTouch, etc.). Training and communication system reviews should occur annually, at a minimum, as part of the prevention and mitigation phase (pre-event).

Dos and Don'ts

Dos

- Do over prepare – it will unfold quickly.
- Do confirm your facts.
- Do ask for your legal counsel's advice.
- Do show empathy and concern, but also show that you are in control.
- Do emphasize your exemplary record.
- Do be very deliberate in choosing your words to minimize misinterpretation, vagaries, and the possibility of your comments being taken out of context.
- Do tailor your message to your audience (tone of voice can make all the difference).
- Do publicize your crisis plan to show you're managing the situation.
- Do get ahead of breaking news and report your bad news.
- Do be available for media.
- Do take your time during an interview.
- Do insist that reporters respect the privacy rights of your students and staff,
- Do anticipate difficult questions and have answers prepared.
- Do move memorials to the road (not in front of the school sign).
- If a press conference is necessary, do not have it in front of the school or district, and keep in mind that interviews are public record.
- If the crisis causes severe injury or death, consult the family before making a statement that includes any personal identifiable information.

Don'ts

- Don't call it a crisis, and don't overreact and make it a crisis if it isn't.
- Don't say 'no comment' – it breeds a guilty perception.
- Don't say anything 'off the record' – nothing is off the record to a reporter and may be printed.
- Don't allow a third party to inform the media first about your situation.
- Don't talk about money estimates of damage.
- Don't talk about blame.
- Don't ramble.

Response Phase: Immediate and Ongoing Response

Immediate Response (0-60 Minutes)

The first 60 minutes is a critical window for crisis communication. Leaders and administrators must rally their crisis team and assemble plans to respond quickly and effectively. What is done in the first 60 minutes of a crisis will determine people's perceptions of the situation and the organization's ability to handle the problem. Use this time-window of opportunity to build trust and credibility and to establish authority over an incident. Establishing authority is vital to addressing the issues, helping first responders, and keeping people safe.

0-30 minutes: [1]

1. Contact the County Superintendent or designee and the Emergency Operations Center (EOC) Coordinator (if necessary).
2. Assemble the Crisis Communication Team and temporarily assign someone to handle phone calls.
3. Gather all relevant facts to understand the circumstances and define the problems.
4. Inform appropriate team members (transportation, those who answer the phones & site administration) that all communication should be deferred to the CCT until further notice.
5. Determine who needs to know the information. In some cases, isolating an incident to a specific group of affected individuals can mitigate further complications from the incident itself or potential legal challenges.
6. Depending on who needs to know, determine the type of responses and communication channels. (Press release, press conference, news media, social media, site families only, etc.)
7. Prepare a statement in response, receive approval from the Superintendent or Incident Commander, then translate.
8. Send the message to stakeholders.

30-60 Minutes:

9. Create a fact sheet and send it to appropriate team members (those who answer the phones & site administration).
10. Monitor, in real-time, what is said on social and traditional media. (Twitter often tells you more in real-time than any other source.) If necessary, set the record straight regarding misinformation and redirect people to the organization's site for correct information.
11. BREATHE. Step back and assess the current situation.
12. Look for the next steps. Convene the CCT for a discussion.
    - Are there visuals you should be sharing to ensure that you control the picture journalists and other audiences may be seeing in traditional and social media?
    - Is a short video of some kind warranted—the Superintendent or other Cabinet member speaking to the issue, apologizing (if appropriate), and outlining the next steps?
    - Are you missing anything up to this point?
    - What does the consumer need to be doing or need to know right now? In four hours? Tomorrow?
13. Update the statement with new information. Remain transparent.
    - No new information? The community is still waiting for an update so let them know that there is no further information.
14. Brief the media (T.V., newspaper, and radio)

[1] Grady, P. (2020, Fall). *The Chronicle Legacy Traditional Schools.* Retrieved from https://chronicle.legacytraditional.org: https://chronicle.legacytraditional.org/communicating-in-a-time-of-crisis/

PIO Emergency Communication Checklist

- ☐ A crisis is identified; PIO receives an alert.
- ☐ Contact the Superintendent or designee and the Emergency Operations Center (EOC) Coordinator (if necessary).
- ☐ Assemble the Crisis Communication Team (CCT) and assign bilingual support or translation services.
- ☐ Gather all relevant facts, determine the need and type of responses.
- ☐ Additional resources include local county partners (Sheriff's Office, fire department, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)
- ☐ Alert the Director of Transportation if busses are affected by, or can assist with, a crisis.
- ☐ Inform appropriate team members (those who answer the phones & site administration) that all communication should be deferred to the CCT until further notice.
- ☐ Determine who needs to know the information. In some cases, isolating an incident to a specific group of affected individuals can mitigate further complications from the incident itself or potential legal challenges.
- ☐ Depending on who needs to know, determine the type of responses and communication channels. (Press release, press conference, news media, social media, site families only, etc.)
- ☐ Prepare the response and receive approval from the Superintendent or the EOC Coordinator.
- ☐ Notify stakeholders. Below are suggestions only depending upon circumstances.

Stakeholder	**Message tool**
Law enforcement	Phone call, email
Board of Education, other Superintendents	Phone call, email
Administration, faculty, and staff	Email, text alerts
Students	Verbally, a letter sent home
Parents	Email, recorded call, website, social media, text alerts
Media	Email, follow-up calls
Local community	Website, social media
Government entities (County, CDE, etc.)	Email, organization website (forms), and/or phone call
School organization leaders (Clubs, Athletics, PTA)	Phone call, email

- ☐ Create a fact sheet and send it to appropriate parties (those who answer the phones & site administration). Alert these parties that questions may still be forwarded to the CCT if they do not know the answer.
- ☐ Monitor media for event content, updates, and/or misinformation, and respond as needed.
- ☐ Assess the situation.
- ☐ Provide an updated statement.
- ☐ Brief the media.

Ongoing Crisis Communication Management

- ☐ Collect any publicized materials found (fliers, notes, outside agency social media posts, printouts) that may be used to identify the community need and during the debriefing process
- ☐ Prepare information regarding the incident related to the school/site/district/COE for the EOC and/or JIC

Crisis Communication Team Contact List

1. _____ Phone: _____
2. _____ Phone: _____
3. _____ Phone: _____
4. _____ Phone: _____
5. _____ Phone: _____
6. _____ Phone: _____

Recovery Phase: Monitor, Debrief, & Provide Feedback

After an event has occurred and is initially resolved, it is important to debrief with the significant internal parties involved. It is also critical to monitor and assess information shared by ongoing media coverage. The organization's Crisis Communication Team's responsibility is to control the organization's story and any threats to its reputation.

The Communications Team Leader or designee should attend all pertinent external agency debriefings. Debrief meetings for the Communications Team are the best way to collect thoughts, exchange ideas, and ensure things go even smoother next time. This is a time to grow with the team and not a time to point fingers. Debriefing will strengthen the team and make them more efficient. Lessons learned (e.g., what types of messages are needed, what approach the media takes to a certain kind of story, what the media, public, and shareholders are asking, etc.) should be noted to assist in planning and to respond to future situations.

Review crisis coverage

- Review media outlets that have inquired about the situation.
- Review media within a designated area of the facility (distance depends on the event's impact).
- Review national and business media coverage.
- Conduct regular searches through Internet search sites for keywords, such as the school's name, the incident, people involved, etc.

Identify story trends

- What is the main focus for the media or other agencies?
- Is the focus changing?
- Are there patterns that indicate messages the organization should focus on or respond to?

Identify public and critical stakeholder issues

- What are the significant issues the media or other agencies are addressing?
- What are the public's questions or concerns?
- Identify and incorporate lessons learned into a crisis plan

INCIDENT ON-SITE CRISIS STATEMENTS

Please carefully read the template and replace all required information and prompts in red font. Edit the template used to fit the circumstances and the sender (i.e., logos, headings, titles, etc.)

The italicized font is optional.

Generate crisis statements as early as possible, especially when a school site or office is directly involved. Being prepared to issue a statement will support the confidence stakeholders have in an organization. Pre-written statements will ensure the right message is relayed during an incident.

Be sure to include:

- Empathy
- Here are the facts (reinforce that the district followed their safety protocol)
- Those involved in supporting the effort
- What is being done right
- Current status and next steps when appropriate
- Sources of additional information (website, hotline, etc.)

School / Site / District Closure

Email:

Subject Line: Important Message: (Insert school/site/district name) is closed

Due to (insert incident, i.e., fire, flood, pandemic, etc.), the (school/site/district) is closed under local authorities' advisement. We have been working in close cooperation with the appropriate agencies to ensure student, staff, and family safety. The closure will continue until we are clear to reopen. A follow-up message with additional information will be sent when we receive clearance to reopen. We will send information regarding continued learning separately.

"*I am glad we can continue to work closely with our local incident command officers to serve our community. We look forward to reopening our schools as soon as possible and returning our students to a completely secure environment*," *said (insert quote and superintendent/director/principal name).*

Additional resources are available to those in need of assistance. Resource information regarding (shelters, food relief, and evacuation notices) is available on our website. We will keep families and the community updated through regular website updates, social media, and parent/guardian communications. (insert URL).

Phone:

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school, site, or district) will be closed on (date), due to (insert incident, i.e., fire, flood, etc.). We will provide an update no later than 5:00 pm tomorrow with additional information.

Text: (Check Character Limit)

(School, site, or district) is closed on (date), due to (insert incident, i.e., fire, flood, etc.). We will provide an update by 5:00 pm tomorrow with additional info.

Social Media: (Check character limit)

(School, site, or district) is closed on (date), due to (insert incident, i.e., fire, flood, etc.). We will provide an update no later than 5:00 pm tomorrow with additional information.

Optional Addition for Social Media Messaging
A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.

Update Messaging: Add a timestamp to each update
Use this update message template when an organization is still waiting to decide if they will reopen and they have arrived at the time they stated they would send an update. See the Post Crisis Message for the reopening template.

(TIME) (School/site/district) is closed on (date), due to (insert incident, i.e., fire, flood, etc.). We are still gathering information to determine a reopening date and time. Please continue to check your email and phone for updates. You can also find the most up-to-date information on our website or social media page. (Insert URLs).

Additional Talking Points:

- As a precaution, (school/district/site) officials decided to close for the day.

- We are cooperating and working closely with law enforcement to provide our complete support in every way possible.
- Our first priority is for the safety and well-being of our students, their families, and our staff.
- We have met with local first responders, and their initial assessment is that this incident is of low risk to the school at this time.
- Resources will be available to respond to students and parents. (Include the location of resources, i.e., website, or will be sent home in a packet.)
- To ensure a comprehensive safety plan is implemented correctly, schools are required to perform regular safety drills. *Ed Code 32282*
- Each year a comprehensive school safety plan is evaluated and amended, as needed, by a school safety planning committee.
- Every school has established a safety plan and lockdown procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.

Fire

- A fire has taken place on the grounds of (school name). We have evacuated the impacted area. The (agency name) will provide more details.
- At this time, the cause of the fire is being investigated. We are unable to share more information as this is an ongoing investigation.
- We cannot and will not speculate on the cause of the fire.
- Our first concern is for the well-being of our students and staff impacted by this terrible event.
- All schools have established a fire evacuation plan that contributes to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.

Flooding

- Our first concern is for the well-being of our students and staff members.
- Due to flooding near (school or site name), officials have evacuated the area and are taking steps to protect our students and staff members.
- We are working closely with (city/county name) Public Works to provide any information needed for mitigation and recovery efforts.
- At this time, to protect our students and staff and to minimize damage to school property, all classes at (school name) will be canceled.

Heatwave

- Ahead of the heatwave expected to bring 100-degree temperatures to the area, we have canceled summer school classes at (number) schools due to a lack of air conditioning.
- Ahead of the heatwave expected to bring 100-degree temperatures to the area, we have closed the following offices: (Name office locations)
- (Virtual and/or physical) classes have been canceled at the following (sites/schools): (school names)
- Our first concern is for the safety and security of our students and staff.

Public Safety Power Shutoff (PSPS)/High Wind Events/Severe Weather

- Our first concern is for the well-being of our students and staff members.
- Ahead of the high wind event, we have canceled (virtual and/or physical) classes on (date) due to potential power outages and weather hazards.

- Due to severe weather warnings, (school/site/district) will cancel in-person learning. This decision allows parents, students, staff, and the community to plan and put safety first.

Medical outbreaks – Do Not Post medical information on Social Media.
Stick with the basic template regarding a closure incident and remove "Due to (insert incident, i.e., fire, flood, pandemic, etc.)." An organization can prepare a press release regarding a medical outbreak as an update.

- We continue to focus on our number one priority, the safety and security of our students. (School/site/district) will be closed until further notice from health officials.
- School officials are working closely with health officials to support their efforts to find the breakout source.
- At this time, we are aware of (number) confirmed cases.
- Our staff stands ready, as do community partners such as County Public Health, to provide resources to help students, staff, and their families with additional resources.



Evacuation

An evacuation alert is issued when there is a need to rapidly move people from one location to another when it is safer to move to another location.

Email:

Subject Line: Important Message: (Insert school/site/district name) issued an evacuation alert

This message is to inform you that (school/site/district) has issued an evacuation alert due to (insert incident, i.e., fire, flood, explosive threat, etc.). The safety of our students and staff is our highest priority. This evacuation comes from our local first responder's advisement.

Students are being transported to our reunification center at (enter location). Families may pick up their children at approximately (time). Please bring identification so we can ensure that students are reunited with authorized adults.

Due to evacuation, no one is allowed to enter the site at this time, and we have limited access to phones. Please refer to the pick-up location and time for your child(ren). Thank you for your patience and understanding during this event.

Phone:

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) has issued an evacuation alert due to (insert incident, i.e., fire, flood, etc.). The safety of our students and staff is our highest priority. The evacuation comes under the advisement of local authorities.

Students are being transported to our reunification center at (insert location), where families may pick up their children at approximately (give a time). Please bring identification so we can ensure that students are reunited with authorized adults.

Due to evacuation, no one is allowed to enter the site at this time, and we have limited access to phones. Please refer to the pick-up location and time for your child(ren). Thank you for your patience and understanding during this event.

Text: (Check character limit)

(School/site/district) has issued an evacuation alert. Our site is closed. Children may be picked up at (insert location). I.D. is required to reunite guardians with students. See email for info.

Social Media: (Check character limit)

(School/site/district) has issued an evacuation alert due to (insert incident, i.e., fire, flood, etc.). The safety of our students and staff is our highest priority. Children may be picked up at our reunification center at (insert location), where families may pick up their children at approximately (give a time). Please bring identification. We will only release students to authorized adults. Due to evacuation, no one is allowed to enter the site at this time, and we have limited access to phones. Please refer to the pick-up location and time for your child(ren). Thank you for your patience and understanding during this event

Optional Addition for Social Media Messaging
A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.

Update Messaging: Add a timestamp to each update

(TIME) (School/site/district) issued an evacuation alert at (time) due to (insert incident, i.e., fire, flood, etc.). *Everyone on-site has evacuated, and all students and staff are safe* (*share this only if you can confirm this info*). Families may pick up their children at our reunification center at (insert location), at approximately (give a time). Please bring identification. We will only release students to authorized adults.

Optional: (You can also direct the public to another agency website or social media page)
Please check our (website/social media page) for the most updated information. (provide links).

Additional Talking Points:

- (School/site/district) is being evacuated due to (insert incident, i.e., fire, flood, etc.).
- All students and staff are safe.
- Students are being bused to the reunification center at (location), where families may pick up their children at approximately (time).
- Parents should bring identification so (district name) staff can ensure that students are reunited with authorized adults.
- We will share updates (where, e.g., on our website, on Twitter, etc.) as additional information is available.

Flooding/Dam failure

Additional resources include local county partners (Sheriff's Office, fire department, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- Due to the dam failure near (school/site/district name), officials have evacuated the area and are taking steps to protect our students' and staff members' safety.
- Our first concern is for the well-being of our students and staff members.
- We are working closely with law enforcement to provide any information needed.
- We are working closely with (city/county name), Public Works to provide any information needed for mitigation and recovery efforts.
- At this time, all classes at (school/site/district name) are canceled.

Explosion

Additional resources include local county partners (Sheriff's Office, fire department, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- We are shocked and saddened by what has occurred.
- We are working with law enforcement to determine what happened and assess the incident's overall impact.
- Our greatest concern is for the safety of our students, their families, and those affected by this disaster.
- All students, faculty, and staff have evacuated from the property until further notice from law enforcement.
- Every school has an established a safety plan and procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.

Aircraft crash

Additional resources include local county partners (Sheriff's Office, fire department, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- A plane crash has occurred near (school/site/district name). We have evacuated the area and are taking steps to promote our students' and staff members' safety.
- Our first concern is for the well-being of those impacted by this terrible event. We are working with the rescue team and are providing our complete support to help in any way possible.

- We do not know all of the details of what occurred or how many lives have been impacted by this accident. We will provide regular media briefings as soon as we learn more.

Bomb threat – *Do Not Post on Social Media*
Additional resources include local county partners (Sheriff's Office, fire department, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- (School/site/district name) identified an object that may be an explosive device. We have issued an evacuation alert. We will work closely with law enforcement to provide our complete support and help in any way possible.
- Students and staff will remain evacuated from school grounds until further notice from law enforcement.
- The safety and well-being of our students and their families is our highest priority. We are taking the necessary steps to promote the security of those on at (school/site/district name).
- Every school has established a safety plan and lockdown procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our school's safety and security.

(Terrorist) threat: Biological, Chemical – *Do Not Share on Social Media*
Additional resources include local county partners (Sheriff's Office, fire department, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- In response to today's incident, the (school/site/district) has evacuated. Law enforcement will investigate/is investigating the property.
- School officials are continuing to monitor the situation and are staying in close communication with local enforcement.
- Our first concern is for the safety and security of our students and staff. All schools have established evacuation plans in place.
- School personnel will be reviewing those plans to ensure students and staff are safe at all times.

Shelter

A shelter alert is issued for protection from flying debris during an earthquake, toxic chemicals or gas during a spill or an attack, or for severe weather.

Email:

Subject Line: Important Message: (Insert school/site/district name) has issued a shelter alert

This message is to inform you that (school/site/district) has issued a shelter alert due to (insert incident, i.e., earthquake/severe weather/hazmat issue on or near campus). We have trained our staff in shelter procedures. Law enforcement is aware, and we will follow their direction. Please stay clear of the (school/site/district) until further notice.

Please be assured that the safety of our students and staff is our priority. Additional information will follow as we receive updates. Thank you for your patience during this event.

Phone:

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) has issued a shelter alert due to (insert incident, i.e., earthquake/severe weather/hazmat issue on or near campus).

The safety of our students and staff is our top priority. We have trained our staff in shelter procedures. First responders have been alerted, and we will follow their direction. Please stay clear of the (school/site/district) until further notice. We will update you on any new developments. Thank you for your patience during this event.

Text: (Check character limit)

(School/site/district) has issued a shelter alert. The safety of our students and staff is our top priority. Police are aware. Please stay clear of this site until further notice.

Social Media: (Check character limit)

(School/site/district) has issued a shelter alert due to (insert incident, i.e., earthquake/severe weather/hazmat issue on or near campus). The safety of our students and staff is our top priority. Please stay clear of the (school/site/district) until further notice. We will update you on any new developments. Thank you for your patience during this event.

Optional Addition for Social Media Messaging
A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.

Update Messaging: Add a timestamp to each update

(TIME) (School/site/district) issued a shelter alert at (time) due to (insert incident, i.e., earthquake/severe weather/hazmat issue on or near campus). *Everyone on-site is sheltering, and all students and staff are safe* (*share this only if you can confirm this info*). We will continue to follow the direction of law enforcement. Our site is closed at this time for safety reasons. We will continue to provide updates as information becomes available.

Optional: (You can also direct the public to another agency website or social media page)

Please check our (website/social media page) for the most updated information. (provide links).

Additional Talking Points:

Earthquake
Additional resources include local county partners (Sheriff's Office, fire department, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- (School/site/district) has issued a shelter alert due to an earthquake. Our building is still standing.
- Like the rest of (region/area), we are deeply concerned about this earthquake's magnitude.
- Please stay away from the site until given the all-clear. The safety of our students and staff is our priority.
- We share your desire to keep all children safe, and we will keep you informed of any new developments.
- We have no reports of injuries at this time. We will provide updates as information becomes available.
- Our number one priority is for the safety of our students and staff members. We are working with emergency rescue teams to support them in every way we can.

Severe Weather
Additional resources include local county partners (Sheriff's Office, fire department, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- (School/site/district) has issued a shelter alert due to severe weather conditions.
- Severe weather and unsafe driving conditions have delayed school buses.
- Please do not leave children unattended at bus stops.
- (School/site/district) is advised to shelter due to severe weather conditions. If you wish to pick up your child, please contact the school office (phone number).
- In light of current road conditions, the (school/site/district) may delay or cancel school tomorrow (date). **See message regarding school closure, page 12.**
- We share your desire to keep all children safe, and we will keep you informed of any new developments.

Hazmat / Gas Leak
Additional resources include local county partners (Sheriff's Office, fire department, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- (School/site/district) is sheltering due to a hazardous material incident. Please stay clear of our site until we receive an all-clear from emergency response personnel.
- An unidentified substance has spilled at (specific location).
- Please be patient and follow the directions of emergency response personnel.
- Specially trained personnel will evaluate the substance. We will provide updates as information becomes available.



Secure

A secure alert is called to increase the level of security within a facility rapidly. Exterior doors and main interior doors are locked to deny a dangerous person access to the facility. Staff and students may continue productive activities in a limited fashion.

Email:

Subject Line: Important Message: Secure Alert at (Insert school/site/district name); students and staff are safe

This message is to inform you that (school/site/district) has issued a secure alert due to (insert incident, i.e., a suspicious person, dangerous animal, or a first responder scenario on or near campus). Law enforcement is aware, and we will follow their direction. Please stay clear of the (school/site/district) until further notice.

Please be assured that the safety of our students and staff is our priority. Additional information will follow as we receive updates. Thank you for your patience during this event.

Phone:

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) issued a secure alert due to (insert incident, i.e., a suspicious person, dangerous animal, or a first responder scenario on or near campus).

We received notification and immediately initiated our secure facility procedures. Law enforcement is aware, and we will follow their direction. Please be assured that the safety of our students and staff is our priority. Please stay clear of the (school/site/district) until further notice. We will update you on any new developments. Thank you for your patience during this event.

Text: (Check character limit)

(School/site/district) has issued a secure alert. Police are aware. Please stay clear of this site until further notice.

Social Media: (Check character limit) – *Do Not Share on Social Media if there is a suspicious person/possible intruder*

(School/site/district) has issued a secure alert due to (insert incident, i.e., a suspicious person, dangerous animal, or a first responder scenario on or near campus). Please stay clear of the (school/site/district) until further notice. We will update you on any new developments. Thank you for your patience during this event.

Optional Addition for Social Media Messaging
A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.

Update Messaging: Add a timestamp to each update

(TIME) (School/site/district) issued a secure alert at (time) due to (insert incident, i.e., a suspicious person, dangerous animal, or a first responder scenario on or near campus). Our staff has accounted for everyone on-site, and all students and staff are safe (*share this only if you can confirm this info*). No one is allowed to enter the site at this time. We will provide updates as information becomes available.

Optional: (You can also direct the public to another agency website or social media page)
Please check our (website/social media page) for the most updated information. (provide links).

Additional Talking Points:

- We are cooperating and working closely with law enforcement to provide our complete support in every way possible.
- Our first priority is for the safety and well-being of our students, their families, and our staff.
- Every school has established a safety plan and procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.

Escaped Convict

- (School/site/district) has issued a secure alert due to an escaped inmate from (enter jail).
- Our (school/site/district) has no reason to believe that we will be affected. The alert is out of caution.
- If you see something, please report it by calling 9-1-1.

Stand-off

- (School/site/district) has issued a secure alert after a police stand-off with a (man/woman/suspect) barricaded in a (location) near the school.
- At this time, all students and staff are safe and sheltering in classrooms.
- Once we release the lockdown, parents will be able to pick up their children. Please make sure the individual picking up your child is listed on your child's emergency card and has proper identification.
- Our first concern is our students' safety and well-being, their families, and those impacted by this event. We are cooperating and working closely with law enforcement to provide our complete support to help in any way possible.



Lockdown

To be used when time allows. A lockdown is called when danger is imminent. Lockdown requires all staff and students to seek physical safety from physical assault as possible by utilizing physical barriers and hiding places. A lockdown is an emergency response to immediate danger.

Email:

Subject Line: (TIME) Important Message: (Insert school/site/district name) has issued a lockdown

This message is to inform you that (school/site/district) has issued a lockdown alert due to (insert incident, i.e., an unarmed, hostile intruder, or an armed, hostile intruder on campus). First responders are aware and are responding to the situation.

No one is allowed to enter the site at this time. The safety of our students and staff is our priority. We have trained our staff in lockdown procedures. We will update as information becomes available or as the situation changes. (Reunification location) is our intended reunification point. Thank you for your patience during this event.

Phone:

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) has issued a lockdown alert due to (insert incident, i.e., an intruder on campus). First responders are aware and are responding to the situation.

No one is allowed to enter the site at this time. The safety of our students and staff is our priority. We have trained our staff in lockdown procedures. We will update as information becomes available or as the situation changes. (Reunification location) is our intended reunification point. Thank you for your patience during this event.

Text: (Check character limit)

(School/site/district) has issued a lockdown alert. Authorities are aware. Check email or phone for info.

Social Media:

Not advised when there is an intruder for security reasons. Consider using social media when searching for a student.

(School/site/district) is under a lockdown due to (insert incident, i.e., an intruder on campus). First responders are aware and are responding to the situation. No one is allowed to enter the site at this time. (Reunification location) is our intended reunification point.

The safety of our students and staff is our priority. We have trained our staff in lockdown procedures. We will update as information becomes available or as the situation changes. Thank you for your patience during this event.

Optional Addition for Social Media Messaging

A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.

Update Messaging: <u>Add a timestamp to each update</u>

1. (TIME) (School/site/district) issued a lockdown alert at (time) due to (insert incident, i.e., an intruder on campus). *All students and staff are safe* (*share this only if you can confirm this info*). All entrances to campus have been closed and locked, and we will not release students at this time. We will provide updates as information becomes available.

2. (TIME) This message is being sent to give you the facts we have available to us at this moment regarding the incident at (school/site/district) today. (Insert incident facts. An armed intruder entered the site/there was a shooting/first responders transported those who have sustained injuries to the hospital/etc.) (Reunification location) is our intended reunification center for students. We will arrange transportation to take students who remain at (school/site/district) to (reunification location).

Optional: (You can also direct the public to another agency website or social media page)
Please check our (website/social media page) for the most updated information. (provide links).

Additional Talking Points:

- We are cooperating and working closely with law enforcement to provide our complete support in every way possible.
- Our first priority is for the safety and well-being of our students, their families, and our staff.
- Resources will be available to respond to students and parents as needed.
- Every school has established a safety plan and procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.

Abduction or Attempted Abduction
Additional resources include local county partners (Sheriff's Office, fire department, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- (School/site/district) issued a lockdown alert after an (abduction/attempted abduction) of one of our students.
- We are cooperating and working closely with law enforcement to provide our complete support in every way possible.
- Our first priority is for the safety and well-being of our students, their families, and our staff.
- We have contacted the family(ies) of the student(s) involved in this incident.
- We remind all parents and children to exercise caution at this time.
- Police have indicated that if you observe suspicious activity, you should call 9-1-1.
- If you wish to pick up your child, please contact the school office (phone number). Identification will be required before a student is released.
- We (reviewed/will review) safety precautions with students and remind(ed) them to walk in groups or pairs rather than alone, and to be alert to what is going on around them.
- We share your desire to keep all children safe, and we will keep you informed of any new developments.

INCIDENT OFF-SITE STATEMENTS

Use Off-Site Incident Statements for off-site events that affect students, staff, or a site but did not occur or are not actively taking place on campus.

Off-Site Incident Statements can escalate to an On-site Crisis Statement, or an Injury or Death Statement, depending on the situation. Please refer to the proper message if an off-site incident escalates.

Be sure to include:

- Empathy
- Here are the facts (reinforce that the district followed their safety protocol)
- Those involved in supporting the effort
- What is being done right
- Current status and next steps
- Sources of additional information (website, hotline, etc.)

Transportation Accident

Use the template below when there are no injuries or fatalities. See injury or fatality message template if needed. Due to state and federal regulations regarding the recording requirements for transportation incidents involving school vehicles and children, the organization may experience inquiries from national news organizations. See media statements and protocols that begin on page 53.

Email:

Subject Line: Important Message: (Insert school/site/district name) had a transportation accident; students and staff are safe

(School/site/district), transportation route (insert route name/number) had a vehicle involved in an accident. Students on the vehicle are safe. We may delay other transportation routes to assist with the student (drop-off/pick-up).

The driver followed all safety policies and procedures, and immediate families of the students on board have been contacted with additional information.

We are relieved that no students were seriously injured. We have (personnel/first responders) on the accident scene to keep parents, guardians, students, and the community informed of any developments. Thank you for your patience and understanding during this event.

Phone:

Hello, this is (insert name) of (school/site/district) calling to inform you that (school/site/district), transportation route (insert route name/number), had a vehicle involved in an accident. Students on the vehicle are safe. We may delay other transportation routes to assist with the student (drop-off/pick-up).

The driver followed all safety policies and procedures, and immediate families of the students on board have been contacted with additional information.

We are relieved that no students were seriously injured. We have (personnel/first responders) on the accident scene to keep parents, guardians, students, and the community informed of any developments. Thank you for your patience and understanding during this event.

Text: (Check character limit)

There was a school bus accident involving students from (school/site/district). No children were injured. Please check your email for more info.

Update Messaging: <u>Add a timestamp to each update</u>

(TIME)(School/site/district) transportation route (insert route name/number), had a vehicle involved in an accident today at (time). The following transportation routes are delayed to assist with the student (drop-off/pick-up).

- (List routes that are delayed.)

Optional: (You can also direct the public to another agency website or social media page)
Please check our (website/social media page) for the most updated information. (provide links).

Shooting Incident – Gun in Proximity to the Site

This incident alert can escalate to a Secure Alert or a Lockdown Alert or, it can be resolved quickly with no need to escalate, depending on the circumstances.
Scope of influence: 1-mile circle or 1/2-mile radius. Depending on action needed, refer to the corresponding message

Email:

Subject Line: Important Message: Weapon in proximity of (Insert school/site/district name); students and staff are safe.

This message is to inform you that (school/site/district) received notification that there is an armed person close to our site. There is no immediate danger to our site, and we are following the requests of law enforcement.

We have issued a cautionary secure alert. Our students' safety is our top priority, and all employees will follow their training in site safety procedures. No one is allowed to enter the school until we release the cautionary secure alert.

We will continue to send updates as we receive more information. Thank you for your patience and understanding during this event.

Phone:

Hello, this is (insert name) of (school/site/district) calling to inform you that (school/site/district)) received notification that there is an armed person close to our site. There is no immediate danger to our site, and we are following the requests of law enforcement.

We have issued a cautionary secure alert. Our students' safety is our top priority, and all employees will follow their training in site safety procedures. No one is allowed to enter the school until we release the cautionary secure alert.

We will continue to send updates as we receive more information. Thank you for your patience and understanding during this event.

Text: (Check character limit)

Police activity near (school/site/district). All students and staff are safe. We're following the requests of law enforcement. No one is allowed to enter the site until further notice.

A social media message is not advised for this initial message type. During a cautionary secure alert, do not insight panic by sharing too broadly. If the incident escalates, move to the necessary messaging – see Secure or Lockdown.

Update Messaging: <u>Add a timestamp to each update</u>
This message can be posted to social media.

(TIME) (School/site/district) issued a cautionary secure alert at (time) due to an armed person close to our site. We cooperated with law enforcement and, under their advisement, have released the cautionary secure alert.

Our students' safety is our top priority, and all employees are trained in site safety policies and procedures to handle events such as this effectively. Thank you for your patience and understanding during this event.

Optional: (You can also direct the public to another agency website or social media page)
Please check our (website/social media page) for the most updated information. (Insert URLs).

INCIDENT THAT REQUIRES FAMILY CONSULTING

Any personal identification information regarding the injured or deceased parties MUST be approved by the party or party's family before being shared.

Use the messages below when there is no longer a threat. The message should come from a site Administrator or the Superintendent.

Incidents that occur during school-sponsored events (i.e., field trips, dances, sporting events) where students and/or staff are present will fall under these categories.

Additional Information to Share with Permission:

- Any names, addresses, or other personal information.
- A webpage where families are accepting donations to assist with medical costs. Check with Board and Superintendent policy before sharing.
- Address to send flowers or cards.
- A webpage where families of those who have passed are accepting donations. Check with Board and Superintendent policy before sharing.
- Links to scholarship funds set up in honor of those who have passed. Check with Board and Superintendent policy before sharing.

Incident On-Site Causes Injury

Email:

Subject Line: Incident Occurred at (Insert school/site/district name)

Hello, this is (insert name, title) of (school/site/district). At (time) (today/yesterday/date) we experienced an (Incident Type, i.e., evacuation, lockdown, weapon on campus). First and foremost - our hearts go out to the families of those affected by this terrible incident. Words are insufficient in times such as these.

Nevertheless, we want to give you the facts we have available to us.

There are reported injuries but no fatalities at this time. All injured persons have been transported to the hospital, and their immediate families have been contacted. We are hopeful for a full and speedy recovery.

Law enforcement is directing an investigation, and we will cooperate with them to ensure they have what they need. We will provide more information when we are able.

Optional Paragraph:
(Location) is our reunification center. We have arranged transportation to take staff and students who remain at (school/site/district) to our reunification center.

We are currently formulating a plan to care for our school and our community, and we will share updates as we learn more. Right now, we must acknowledge that students and staff involved in the incident will process the event differently. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, feel free to contact your child's teacher, the school counselors, or the administrative staff.

Thank you for your understanding during this difficult time.

Sincerely,

(Name, Title)

Phone:

Hello, this is (insert name, title) of (school/site/district). At (time) (today/yesterday/date) we experienced an (Incident Type, i.e., evacuation, lockdown, weapon on campus). First and foremost - our hearts go out to the families of those affected by this terrible incident. Words are insufficient in times such as these.

Nevertheless, we want to give you the facts we have available to us.

There are reported injuries but no fatalities at this time. All injured persons have been transported to the hospital, and their immediate families have been contacted. We are hopeful for a full and speedy recovery.

Law enforcement is directing an investigation, and we will cooperate with them to ensure they have what they need. We will provide more information when we are able.

Optional Paragraph:
(Location) is our reunification center. We have arranged transportation to take staff and students who remain at (school/site/district) to our reunification center.

We are currently formulating a plan to care for our school and our community, and we will share updates as we learn more. Right now, we must acknowledge that students and staff involved in the incident will process the event differently. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, feel free to contact your child's teacher, the school counselors, or the administrative staff.

Thank you for your understanding during this difficult time. Together, we will get through this.

Text: (Check character limit)

(School/site/district) experienced an incident. There are reported injuries. Please check your email or phone for additional info.

Social Media: For this type of event, use the message below to create an official statement from the site administrator or Superintendent. Post the statement on the site's official website as a PDF and share a link to the document on social media.

Title: **(Name, Title) Responds to (Incident Type) at (School/Site/District)**

At (time) (today/yesterday/date) we experienced an (Incident Type, i.e., evacuation, lockdown, weapon on campus).

First and foremost - our hearts go out to the families of those affected by this terrible incident. Words are insufficient in times such as these.

Nevertheless, we want to give you the facts we have available to us.

There are reported injuries but no fatalities at this time. All injured persons have been transported to the hospital, and their immediate families have been contacted. We are hopeful for a full and speedy recovery.

Law enforcement is directing an investigation, and we will cooperate with them to ensure they have what they need. We will provide more information when we are able.

Optional Paragraph:
(Location) is our reunification center. We have arranged transportation to take staff and students who remain at (school/site/district) to our reunification center.

We are currently formulating a plan to care for our school and our community, and we will share updates as we learn more. Right now, we must acknowledge that students and staff involved in the incident will process the event differently. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, feel free to contact your child's teacher, the school counselors, or the administrative staff.

Thank you for your understanding during this difficult time.

Sincerely,

(Name, Title)

Additional Talking Points:

- We are cooperating with law enforcement to provide our complete support in every way possible.
- Our first concern is our students' safety and well-being, their families, and those impacted by this terrible event.
- We have closed the area for a thorough investigation to determine what happened and are working closely with law enforcement to provide all information they require. (Confirm if the incident was discovered by staff or students)

Medical Related Incident

- We recognize that accidents and medical emergencies can and do happen. We have personnel trained in First Aid and CPR to ensure the safety of our students and staff.
- School counselors and administrators are available to respond to students and parents as needed.
- Each year, students' parents or guardians are requested to update the Student Health Information Form (or another form name). The form provides us with the student's current health condition and any known significant health conditions or allergies that may require school personnel to provide emergency care. Please make sure your child's form is up to date.
- Every school has established a safety plan and procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.
- Our staff members stand ready, as do community partners such as County Behavioral Health, to provide resources to help students and staff who need additional resources to process this tragedy.

Incident On-Site Incident Causes Death

Email:

Subject Line: Incident Occurred at (Insert school/site/district name)

Hello, this is (insert name, title) of (school/site/district). At (time) (today/yesterday/date) we experienced an (Incident Type, i.e., evacuation, lockdown, weapon on campus). We are heartbroken to report that there (have been fatalities/is a fatality). First and foremost - our hearts go out to the families of those affected by this terrible incident. Words are insufficient in times such as these.

Immediate family members have been contacted. No additional information is available at this time. We ask that everyone respect the family(ies) during this time of grief.

Law enforcement is directing an investigation, and we will cooperate with them to ensure they have what they need. We will provide more information when we are able.

We are deeply saddened by what took place today in this highly unusual event. We are currently formulating a plan to care for our school and our community, and we will share updates as we learn more. Right now, we must acknowledge that students and staff involved in the incident will process the event differently. Please be sensitive to any changes in your child's behavior. Encourage your child to express their feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Our staff members stand ready (as do community partners such as County Behavioral Health) to provide resources to help students and staff who need additional resources to process this tragedy.

Thank you for your ongoing support and understanding during this difficult time.

Sincerely,

(Name, Title)

Phone:

Hello, this is (insert name, title) of (school/site/district). At (time) (today/yesterday/date) we experienced an (Incident Type, i.e., evacuation, lockdown, weapon on campus). We are heartbroken to report that there (have been fatalities/is a fatality). First and foremost - our hearts go out to the families of those affected by this terrible incident. Words are insufficient in times such as these.

Immediate family members have been contacted. No additional information is available at this time. We ask that everyone respect the family(ies) during this time of grief.

Law enforcement is directing an investigation, and we will cooperate with them to ensure they have what they need. We will provide more information when we are able.

We are deeply saddened by what took place today in this highly unusual event. We are currently formulating a plan to care for our school and our community, and we will share updates as we learn more. Right now, we must acknowledge that students and staff involved in the incident will process the event differently. Please be sensitive to any changes in your child's behavior. Encourage your child to express their feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Our staff members stand ready (as do community partners such as County Behavioral Health) to provide resources to help students and staff who need additional resources to process this tragedy.

Thank you for your ongoing support and understanding during this difficult time.

Text: A text message is not advised for this message type.

Social Media: For this type of event, use the message below to create an official statement from the site administrator or Superintendent. Post the statement on the site's official website as a PDF and share a link to the document on social media.

Title: **(Name, Title) Responds to (Incident Type) at (School/Site/District)**

At (time) (today/yesterday/date) we experienced an (Incident Type, i.e., evacuation, lockdown, weapon on campus). We are heartbroken to report that there (have been fatalities/is a fatality). First and foremost - our hearts go out to the families of those affected by this terrible incident. Words are insufficient in times such as these.

Immediate family members have been contacted. No additional information is available at this time. We ask that everyone respect the family(ies) during this time of grief.

Law enforcement is directing an investigation, and we will cooperate with them to ensure they have what they need. We will provide more information when we are able.

We are deeply saddened by what took place today in this highly unusual event. We are currently formulating a plan to care for our school and our community, and we will share updates as we learn more. Right now, we must acknowledge that students and staff involved in the incident will process the event differently. If you are a child's guardian, please be sensitive to any changes in your child's behavior. Please encourage your child to express their feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares

- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Our staff members stand ready (as do community partners such as County Behavioral Health) to provide resources to help students and staff who need additional resources to process this tragedy.

Thank you for your ongoing support and understanding during this difficult time.

Sincerely,

(Name, Title)

Additional Talking Points:

- The perpetrator has been taken into custody by police.
- Unfortunately, there have been fatalities, but no further information is available at this time. Families have been contacted.
- Our first concern is for the safety and security of our students and staff.
- Grief counselors are available to students and staff who have been affected by this loss.
- We have closed the area for a thorough investigation to determine what happened and are working closely with law enforcement to provide all information they require. (Confirm if the incident was discovered by staff or students)
- We applaud our school officials, who responded swiftly to the incident by immediately contacting emergency services.
- Every school has established a safety plan and procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.

Incident Off-Site Causes Injury or Death

This message should come from a site Administrator or the Superintendent. This message should be used as a "we have resources to assist" message. DO NOT share information that is not ours without the approval of those directly impacted by the incident.

Email:

Subject Line: Incident Occurred that Impacts (Insert school/site/district name)

Hello, this is (insert name, position) of (school/site/district). We received news that some of our students have been impacted by (the injury of another school member/the death of a school member).

We acknowledge that students affected by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Our goal is to continue to provide a safe, nurturing environment for our students, and we are here to help. (Additional resources are available on our website at _____).

Sincerely,

(Name, Title)

Phone:

Hello, this is (insert name, position) of (school/site/district). We received news that some of our students have been impacted by (the injury of another school member/the death of a school member).

We acknowledge that students affected by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Our goal is to continue to provide a safe, nurturing

environment for our students, and we are here to help. (Additional resources are available on our website at _____). Together, we will get through this.

Text: (Check character limit)

(School/site/district) has been impacted by an incident that occurred off-site. We have resources available if needed. Please check your email or phone for additional info.

Social Media:

We received news that some of our students have been impacted by (the injury of another school member/the death of a school member). First and foremost, our thoughts are with the families of those involved.

We acknowledge that students affected by the incident will process this in their own way. We have counselors on-site to help students process this event. If a parent or guardian has concerns about their child's reactions to this incident, please reach out to our staff. Our goal is to continue to provide a safe, nurturing environment for our students, and we are here to help. (Additional resources are available on our website at _____).

Additional Talking Points:

Suicide:

- We are deeply saddened by what has occurred today. Our hearts go out to the family.
- Counseling services are available for students and staff who have been affected.
- Our first concern is for the safety and well-being of our students.
- School officials are cooperating with law enforcement to provide any information they can.

Resources:

- Behavioral Health Access and Crisis Line: 1-888-724-7240 (Hearing Impaired TTY: 619-641-6992) Professional counselors will answer your call and help you through a crisis. Counselors offer a broad range of services, including crisis and suicide intervention and referrals to appropriate mental health professionals or programs for face-to-face services. Assistance is available in Spanish and other languages, 24 hours a day, seven days a week.
- National Suicide Prevention Lifeline: 800-273-TALK (8255)

POST CRISIS MESSAGES

Send an all-clear message when a situation is over, and there is no longer any danger. For text messages, include a phone number that parents can call to receive more information. Not all guardians will have the ability to check their email for more details.

School / Site / District Clear to Reopen

Email:

Subject Line: (TIME) Important Message: (Insert school/site/district name) is All-Clear to Reopen

This message is to inform you that the (school/site/district) has received the all-clear to reopen. We will resume (school/work/attendance) on (date) at (time).

If you are still in need of additional resources, please visit our website at _____ or call (list agency with resources, e.g., Sheriff, etc.).

We want to thank the (list agencies involved) who helped ensure student, staff, and family safety. We look forward to seeing everyone return.

Phone:

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) is all clear to reopen on (date). If you are still in need of additional resources, please visit our website at _____ or call (list agency with resources, e.g., Sheriff, etc.).

We want to thank the (list agencies involved) who helped ensure student, staff, and family safety. We look forward to seeing everyone return.

Text: (Check character limit)

(School, site, or district) is clear to reopen on (date). We look forward to seeing everyone return. Please check email for additional resources.

Social Media:

(School/site/district) has received the all-clear to reopen. (School/work/attendance) will resume on (date) at (time).

We want to thank the (list agencies involved) who helped ensure student, staff, and family safety. We look forward to seeing everyone return.

If you are still in need of additional resources, please visit our website at _____ or call (list agency with resources, e.g., Sheriff, etc.).

Optional Addition for Social Media Messaging
A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.

Evacuation Reunification



Email:

Subject Line: (TIME) Important Message: Reunification Information following Evacuation of (Insert school/site/district name)

This message is to inform you that (school/site/district) was evacuated due to (insert incident, i.e., fire, flood, explosive threat, etc.). *All students and staff are accounted for and are safe.* (*Only if you know this is a fact*)

Students (must/can) be picked up at (enter location) at approximately (time). Please bring identification. We will only release students to authorized adults.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help on-site. We also have resources for families available on our website (insert URL).

Please call (insert phone number that someone is answering) to speak to someone regarding the reunification center. Please note that call wait times are longer than usual. Please (remain on the line/continue to call back) while we respond to all incoming inquiries. We thank you for your patience and understanding during this event.

If you are still in need of additional resources, please visit our website at _____ or call (list agency with resources, e.g., Sheriff, etc.).

Phone:

Hello, this is (insert name) of (school/site/district) calling to inform you that (school/site/district) was evacuated due to (insert incident, i.e., fire, flood, explosive threat, etc.). *All students and staff are accounted for and are safe.* (*Only if you know this is a fact*)

Students (must/can) be picked up at (enter location) at approximately (time). Please bring identification. We will only release students to authorized adults.

Please call (insert phone number that someone is answering) to speak to someone regarding the reunification center. Please note that call wait times are longer than usual. Please (remain on the line/continue to call back) while we respond to all incoming inquiries. We thank you for your patience and understanding during this event.

If you are still in need of additional resources, please visit our website at _____ or call (list agency with resources, e.g., Sheriff, etc.).

Text: (Check character limit)

(School/site/district) has evacuated. Children (must/can) be picked up at (insert location). I.D. is required. See email for info or call (phone number).

Social Media: Do not post on social media if there is a threat from a person or terrorist group. Do not share exact locations for reunification for safety measures.

(School/site/district) has evacuated. A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info and receive the necessary information regarding reunification.

Please note that call wait times are longer than usual. Please (remain on the line/continue to call back) while we respond to all incoming inquiries. We thank you for your patience and understanding during this event.

If you are still in need of additional resources, please visit our website at _____ or call (list agency with resources, e.g., Sheriff, etc.).

Shelter All-Clear

Email:

Subject Line: Important Message: (Insert school/site/district name) is All Clear

(School/site/district) has released the secure alert. *All students and staff are safe. (Only if known)* A (insert incident, i.e., earthquake/severe weather/hazmat issue on or near campus). We immediately initiated our shelter procedures.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded swiftly, and our team, who followed our safety procedures quickly.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help. We also have resources for families available on our website (insert URL).

Option 1
Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

Option 2
We are releasing students. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.

Phone:

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) has released the secure alert. *All students and staff are safe. (Only if known)*

A (insert incident, i.e., earthquake/severe weather/hazmat issue on or near campus). We immediately initiated our shelter procedures.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded swiftly, and our team, who followed our safety procedures quickly.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help. We also have resources for families available on our website (insert URL).

Option 1
Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

Option 2
We are releasing students. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.

Text: (Check character limit)

(School/site/district) is no longer sheltering. Please see your email for more info or call (phone number).

Social Media:

(School/site/district) has released the shelter alert. *All students and staff are safe. (Only if known)*

A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.

Option 1
Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

Option 2
We are releasing students. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info).

Please note that call wait times are longer than usual. Please (remain on the line/continue to call back) while we respond to all incoming inquiries. We thank you for your patience and understanding during this event.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help. We also have resources for families available on our website (insert URL).

Community resources are available on (our website - insert URL/list agency URLs with resources, e.g., Sheriff, etc.).

Secure All-Clear

Email:

Subject Line: Important Message: (Insert school/site/district name) is All-Clear

(School/site/district) has released the secure alert. *All students and staff are safe. (Only if known)* A (insert incident, i.e., suspicious person, dangerous animal, or a first responder scenario on or near campus). We immediately initiated our secure alert procedures.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded swiftly, and our team, who followed our safety procedures quickly. We want to remind parents and guardians that if they see suspicious activity within a block of our site, they should report it.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help. We also have resources for families available on our website (insert URL).

Option 1
Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

Option 2
We are releasing students. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.

Phone:

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) has released the secure alert. *All students and staff are safe. (Only if known)*

A (insert incident, i.e., suspicious person, dangerous animal, or a first responder scenario on or near campus). We immediately initiated our secure alert procedures.

The safety of our students and staff is our priority. We are grateful to local first responders and our team, who followed our safety procedures quickly. We want to remind parents that if they see suspicious activity within a block of our site, they should report it.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help. We also have resources for families available on our website (insert URL).

Option 1
Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

Option 2
We are releasing students. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.

Text: (Check character limit)

(School/site/district) has released the secure alert. Please see your email for more info or call (phone number).

Social Media:

(School/site/district) has released the secure alert. *All students and staff are safe. (Only if known)* The safety of our students and staff is our priority. We are grateful to local first responders and our team, who followed our safety procedures quickly. We want to remind parents that if they see suspicious activity within a block of our site, they should report it.

A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.

Option 1
Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

Option 2
We are releasing students. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info).

Please note that call wait times are longer than usual. Please (remain on the line/continue to call back) while we respond to all incoming inquiries. We thank you for your patience and understanding during this event.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help. We also have resources for families available on our website (insert URL).

Lockdown All-Clear / Reunification



Email:

Subject Line: (TIME) Important Message: (Insert school/site/district name) lockdown is lifted

This message is to inform you that the lockdown for (school/site/district) has been lifted. Law enforcement has notified us that the suspect is in custody and that there is no outstanding suspect.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded immediately and came to our site to address the situation. We also want to thank our team, who followed their safety training procedures quickly. (Because of our training and the swift response, we can confirm there are no injuries resulting from today's event.)

We acknowledge that students impacted by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. We have counselors on-site to assist with students processing today's event. Additional resources are available on our website (insert link).

Option 1
Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

Option 2
We are releasing students at this time. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.

Option 3
We will be transporting students to our reunification center at (enter location). Students (must/can) be picked up at our reunification center at approximately (time). Please bring identification. We will only release students to authorized adults.

We are currently formulating a plan to care for our school and our community - and will continue sharing updates as we learn more - including the plan for the days ahead.

We will continue to work together with law enforcement and our community partners. We encourage families to check with our website (enter URL) for regular updates.

Phone:

Hello, this is (insert name) of (insert school/site/district) calling to inform you that the lockdown for (school/site/district) has been lifted. Law enforcement has notified us that the suspect is in custody and that there is no other suspect.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded immediately and came to our site to address the situation. We also want to thank our team, who followed their safety training procedures quickly. (Because of our training and the swift response, we can confirm there are no injuries resulting from today's event.)

We acknowledge that students impacted by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. We have counselors on-site to assist with students processing today's event. Additional resources are available on our website (insert link).

Option 1
Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

Option 2
We are releasing students at this time. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.

Option 3
We are transporting students to our reunification center at (enter location). Students (must/can) be picked up at our reunification center at approximately (time). Please bring identification. We will only release students to authorized adults.

We are currently formulating a plan to care for our school and our community - and will continue sharing updates as we learn more - including the plan for the days ahead.

We will continue to work together with law enforcement and our community partners. We encourage families to check with our website (enter URL) for regular updates.

Text: (Check character limit)

(School/site/district) lockdown is lifted. All students and staff are safe. Please check your email or call (enter phone number) for more info.

Social Media: (Check character limit)
For this type of event, use the message below to create an official statement from the site administrator or Superintendent. Post the statement on the site's official website as a PDF and share a link to the document on social media.

Title: **(Name, Title) Responds to a (Insert Incident) at (School/Site/District)**

At (time) (today/yesterday/date), we experienced an (insert incident, i.e., an unarmed, hostile intruder, or an armed, hostile intruder on campus). Law enforcement has notified us that the suspect is in custody and that there is no other suspect. The lockdown for (school/site/district) has been lifted.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded immediately and came to our site to address the situation. We also want to thank our team, who followed their safety training procedures quickly. (Because of our training and the swift response, we can confirm there are no injuries resulting from today's event.)

We sent a message via (text, email, phone) to all families with accurate contact info on file and if they opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info and obtain information regarding student pick up.

We acknowledge that students impacted by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. We have counselors on-site to assist with students processing today's event. Additional resources are available on our website (insert link).

We are currently formulating a plan to care for our school and our community - and will continue sharing updates as we learn more - including the plan for the days ahead.

We will continue to work together with law enforcement and our community partners. We encourage families to check with our website (enter URL) for regular updates. Thank you for your patience and understanding during this event.

Sincerely,

(Name, Title)

Shooting Incident – Gun on Campus

A gun on campus will initially fall under a lockdown notification in response to immediate danger. Use this all-clear message when there is no longer a threat, and there are no injuries or fatalities. A Superintendent or site administrator should send this message.

Email:

Subject Line: (TIME) Important Message: (Insert school/site/district name) had an armed intruder on campus; students and staff are safe

At (time) (today/yesterday/date), we experienced (an armed, hostile intruder, or a shooting at our site). Law enforcement has notified us that the suspect is in custody and they have seized a weapon. We have been told that there is no other suspect.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded immediately and came to our site to address the situation. We also want to thank our team, who followed their safety training procedures quickly. (Because of our training and the swift response, we can confirm there are no injuries resulting from today's event.)

At this time, this is an open investigation under (local police department). We will continue to collaborate with law enforcement, who responded immediately to the incident. We understand that there may be additional questions, and other information will be shared when we are able.

Option 1
Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

Option 2
We are releasing students at this time. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.

Option 3
We are transporting students to our reunification center at (enter location). Students (must/can) be picked up at our reunification center at approximately (time). Please bring identification. We will only release students to authorized adults.

We acknowledge that students impacted by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Our goal is to continue to provide a safe, nurturing

environment for our students, and we are here to help. Additional resources are available on our website (insert URL).

We are currently formulating a plan to care for our school and our community - and will continue sharing updates as we learn more - including the plan for the days ahead. Thank you for your patience and understanding during this event.

Sincerely,

(Name, Title)

Phone:

Hello, this is (insert name, title) of (school/site/district) calling to inform you that (school/site/district) experienced (an armed, hostile intruder, or a shooting at our site). Law enforcement has notified us that the suspect is in custody and they have seized a weapon. We have been told that there is no other suspect.

The safety of our students and staff is our priority. We want to thank our team, who followed their lockdown training procedures quickly. We are also grateful to local law enforcement, who responded immediately and came to our site to address the situation. (Because of our training and the swift response, we can confirm there are no injuries resulting from today's event.)

At this time, this is an open investigation under (local police department), and we will continue to collaborate with them. We understand that there may be additional questions, and updates will be shared when we are able.

Option 1
Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

Option 2
We are releasing students at this time. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.

Option 3
We are transporting students to our reunification center at (enter location). Students (must/can) be picked up at our reunification center at approximately (time). Please bring identification. We will only release students to authorized adults.

We acknowledge that students impacted by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Our goal is to continue to provide a safe, nurturing

environment for our students, and we are here to help. Additional resources are available on our website (insert URL).

We are currently formulating a plan to care for our school and our community - and will continue sharing updates as we learn more - including the plan for the days ahead. Thank you for your patience and understanding during this event.

Text: (Check character limit)

(School/site/district) experienced an armed intruder on campus. Students and staff are safe. Law enforcement is handling the situation. Please check your email or call (enter phone number) for info.

Social Media:
For this type of event, use the message below to create an official statement from the site administrator or Superintendent. Post the statement on the site's official website as a PDF and share a link to the document on social media.

Title: **(Name, Title) Responds to an Armed Intruder Incident at (School/Site/District)**

At (time) (today/yesterday/date), we experienced an (insert incident, i.e., an unarmed, hostile intruder, or an armed, hostile intruder on campus). Law enforcement has notified us that the suspect is in custody and that there is no other suspect. The lockdown for (school/site/district) has been lifted.

The safety of our students and staff is our priority. We never want to be in this situation but are thankful we were prepared to handle it. We want to thank our team, who followed their lockdown training procedures quickly. We are also grateful to local law enforcement, who responded immediately and came to our site to address the situation. (Because of our training and the swift response, we can confirm there are no injuries resulting from today's event.)

At this time, this is an open investigation under (local police department), and we will continue to collaborate with them. We understand that there may be additional questions, and updates will be shared when we are able.

We sent a message via (text, email, phone) to all families with accurate contact info on file and if they opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info and obtain information regarding student pick up.

Our goal is to continue to provide a safe, nurturing environment for our students, and we are here to help. We acknowledge that students impacted by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. Over the next few days, please encourage your child to express their feelings and listen attentively. We have counselors on-site to assist with students processing today's event. Additional resources are available on our website (insert URL).

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

We are currently formulating a plan to care for our school and our community - and will continue sharing updates as we learn more - including the plan for the days ahead.

Sincerely,

(Name, Title)

Additional Talking Points:

- We are cooperating with law enforcement to provide our complete support in every way possible.
- Our first concern is our students' safety and well-being, their families, and those impacted by this distressing event.
- We have requested additional school counselors and administrators to respond to students and parents as needed.
- Every school has established a safety plan and procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.
- Our staff members stand ready, as do community partners such as County Behavioral Health, to provide resources to help students and staff who need additional resources to process this tragedy.

MEDIA

Addressing the Media

Note: The only employees with authority to address the media are generally Cabinet members and the PIO.

Responding to Phone Inquiries

When reporters call:

Contact the Superintendent and the designated point person when contacted by media. The designated point person will interpret the reporter's needs and connect the reporter with the appropriate resource. Please wait for instructions before providing information to a media representative. Document a media log to keep track of the date, time, contact name, contact number, deadline, follow-up actions, etc., for current and future reference.

While waiting for assistance, remember that you are representing the County Office, so please be courteous. Everything you say and do – including body language, offhand jokes, and so on – may be observed, documented, and reported by the media representative, who is merely looking for ways to do their best job.

Be aware:

Below are common ways the media may entice an unsuspecting person to immediately provide a response that is not always appropriate.[2] These methods are not media-exclusive but universal in the business world:

- Phony friendliness or support
- Unfair comparisons or hostile remarks
- Implied approval from higher-ups for you to comment
- Negatively phrased questions

1. If you receive a phone call from a media member, ask for the reporter's name/title/news outlet. Ask about the reporter's deadline (3 pm today? next Tuesday?). Determine what the reporter wants to know and their phone number. Repeat this information back to the reporter to ensure its accuracy.

2. These sentences are helpful to use when a reporter calls seeking help with a story:
   - "We will have someone call you back. May I have your number, please?"
   - "Since you're on a deadline, you'll want to talk with someone right away. Please give me your number, and I'll have someone from our communications office call you right back."
   - "You'll need to speak with someone who can give you background on this. Here's the number of the (designated point person). Someone will help locate the information you need."
   - "Our procedure is that we clear all interviews beforehand. Would you like to call our Superintendent's Office, or would you prefer someone from that office call you instead?"

3. Handle subsequent calls as if they are "new." This includes calls from the same reporter on a different matter or a different reporter inquiring about the same topic.

When media show up unannounced

When a reporter arrives at your site, do not feel obligated to begin answering questions or providing access. While news media representatives have certain rights of access to public schools for legitimate newsgathering purposes, school

[2] DeLapp, Tom. Communication Resources for Schools.

officials have the authority to deny access if they believe the presence of media on campus disrupts or interferes with school activities.

Try and accommodate reasonable requests for site access from legitimate news media, providing that access is not disruptive.

As a partner with local county agencies and law enforcement, your County Office takes seriously the obligation to protect your students' confidentiality rights. It is important to remember that some of your students under the jurisdiction of the Juvenile Court and/or supervision of the Probation Department cannot be interviewed, photographed, or videotaped — even in ways that disclose identity — without prior approval.

When media outlets are photographing or videotaping classes, programs, or other events, the classroom teacher or school site principal's responsibility is to determine and communicate which students the media can or cannot identify. Media representatives should be made aware of those students who cannot be identified or photographed.

Media relations during a crisis

- Often, the only information some constituencies receive during a crisis is through the media; therefore, media relations are essential during crisis communications. Always be honest and courteous when dealing with the press.
- The Superintendent is designated as the primary spokesperson. Members of Cabinet and other designated staff will be available to gather information for interviews related to their specific areas.
- If team members are contacted directly by the media, they will immediately inform the Superintendent and designated point person.
- Employees are asked to refer all media inquiries during a crisis to the Superintendent or designated point person.

Statements for Inquiries

If asked for information regarding a suspect

> We are aware and saddened by last night's event. This event is an ongoing investigation, and we are not at liberty to identify the suspect.
>
> *Or*
>
> We can confirm the suspect is in custody and that no one was harmed during the incident.

If asked to speak with those involved for a quote and unavailable

> They are not available at this time. We must respect the privacy of those involved as they recover from this traumatic experience. If you leave me your contact information, I will let you know if they become available.

If asked for additional detail about a criminal incident

> We will need to refer you to the (insert agency) for that information during this time.

If asked a question with no answer on a fact sheet

> I am uncertain about that detail (or – I am not the appropriate person to respond to that question). If I may take your name and number, we will get back to you.

If asked about blame

Right now, we are focusing our efforts on everyone's safety, well-being and bringing the situation under control. At this time, I will not speculate on the cause of the incident.

If called and the statement is not yet prepared

We are in the process of preparing a statement on that right now. If you provide me your email, we will send it to you once finalized.

Holding Statements for Media

In case of an accident, crisis, natural or human, or technical, the public has the right to know what happened. A holding statement has to provide the media with an initial report that sets forth the basic facts about the incident and lets people know that you are actively dealing with the situation.

Holding statements should include:

- We are devastated.
- We are in contact with the families and are doing everything we can to support them.
- We are looking into the incident and sharing information with authorities.
- We are currently working with (name the appropriate local first responders) to review what happened. (avoid using "investigate")
- We are working with law enforcement to gather information.
- We will be reviewing our procedures and making any improvements necessary to help prevent a repetition of this type of incident.
- We will immediately put in place any recommendations.
- We pride ourselves on our excellent safety record, and this is the first time anything like this has happened in our history.
- The safety of our students and staff is our top priority.
- We are saddened by the loss of life/injuries and are doing everything we can to help those involved.
- Our thoughts are with him/her/them and his/her/their family(ies).
- What we know so far is (provide facts only).
- It is our practice to provide information and assist the media to the fullest extent. However, at this time, we are unable to grant media access to the area.
- We will continue to provide additional information as it becomes available.

MEDIA HOLDING STATEMENT SAMPLE #1

(SCHOOL / SITE / DISTRICT) RESPONSE TO (EVENT)

The (school/site/district) can confirm that at (insert time) today at (insert location) (details, e.g., A fire broke out… / Charges were filed against… / a bomb threat was called into…).

At this time, we are still gathering information. We are working with the appropriate agencies and (what is happening, e.g., An investigation is taking place (or will take place) / The Superintendent has decided to... / We have evacuated our headquarters. All staff have been sent home pending a search of the building by the bomb squad.)

(School/site/district) would like to (assure our stakeholders/ strenuously deny the allegations/ express our sincerest condolences to the victims and their families) and assure the public that we are taking this matter very seriously. We are doing everything we can to establish the details quickly.

We understand our duty to inform the public, and it is our practice to work with the media to disseminate accurate information. We will provide more details as we gather and confirm it.

MEDIA HOLDING STATEMENT SAMPLE #2

(School/site/district) confirms receiving a report of (nature of the event).

According to the information received, the incident occurred at (time and location).

We understand that (any confirmed information on the event) occurred and that measures have been activated to protect our students and staff.

(School/site/district) is coordinating its activities with responders now at the scene and other involved agencies (specify as appropriate). We will be providing further information as soon as it becomes available. (Provide details on the timing of any updates or briefings).

We understand our duty to inform the public, and it is our practice to work with the media to disseminate accurate information. We will provide more details as we gather and confirm it.

APPENDICES

Appendix A: Printable PIO Checklist & Contact List

PIO Emergency Communication Checklist

- ☐ A crisis is identified; PIO receives an alert.
- ☐ Contact the Superintendent or designee and the Emergency Operations Center (EOC) Coordinator (if necessary).
- ☐ Assemble the Crisis Communication Team (CCT) and assign bilingual support or translation services.
- ☐ Gather all relevant facts, determine the need and type of responses.
- ☐ Additional resources include local county partners (Sheriff's Office, fire department, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)
- ☐ Alert the Director of Transportation if busses are affected by, or can assist with, a crisis.
- ☐ Inform appropriate team members (those who answer the phones & site administration) that all communication should be deferred to the CCT until further notice.
- ☐ Determine who needs to know the information. In some cases, isolating an incident to a specific group of affected individuals can mitigate further complications from the incident itself or potential legal challenges.
- ☐ Depending on who needs to know, determine the type of responses and communication channels. (Press release, press conference, news media, social media, site families only, etc.)
- ☐ Prepare the response and receive approval from the Superintendent or the EOC Coordinator.
- ☐ Notify stakeholders. Below are suggestions only depending upon circumstances.

Stakeholder	**Message tool**
Law enforcement	Phone call, email
Board of Education, other Superintendents	Phone call, email
Administration, faculty, and staff	Email, text alerts
Students	Verbally, a letter sent home
Parents	Email, recorded call, website, social media, text alerts
Media	Email, follow-up calls
Local community	Website, social media
Government entities (County, CDE, etc.)	Email, organization website (forms), and/or phone call
School organization leaders (Clubs, Athletics, PTA)	Phone call, email

- ☐ Create a fact sheet and send it to appropriate parties (those who answer the phones & site administration). Alert these parties that questions may still be forwarded to the CCT if they do not know the answer.
- ☐ Monitor media for event content, updates, and/or misinformation, and respond as needed.
- ☐ Assess the situation.
- ☐ Provide an updated statement.
- ☐ Brief the media.

Ongoing Crisis Communication Management

- ☐ Collect any publicized materials found (fliers, notes, outside agency social media posts, printouts) that may be used to identify the community need and during the debriefing process
- ☐ Prepare information regarding the incident related to the school/site/district/COE for the EOC and/or JIC

Crisis Communication Team Contact List

1. _____ Phone: _____
2. _____ Phone: _____
3. _____ Phone: _____
4. _____ Phone: _____
5. _____ Phone: _____
6. _____ Phone: _____

Appendix B: Local Emergency Resources

- **Ventura County Office of Education**
  https://www.vcoe.org/emergency
  805-383-1900

- **Ventura County Schools Self-Funding Authority**
  https://www.vcssfa.org
  805-383-1969

- **Ventura County Office of Emergency Services**
  https://www.vcemergency.com – official critical incident information
  Incident Information Hotline – 805-465-6650
  Office of Emergency Services business line – 805-654-2551
  VC Alert Emergency Notification System Registration Hotline – 805-648-9283

- **Ventura County Sheriff's Office**
  https://www.venturasheriff.org
  805-654-2380

- **Ready Ventura County**
  https://www.readyventuracounty.org

- **Ventura County Recovers**
  https://www.venturacountyrecovers.org

- **Ventura County Behavioral Health**
  https://vcbh.org
  Administration – 805-981-6830
  Crisis and Referral – 866-998-2243

- **211 Ventura County**
  https://211ventura.org
  Dial 211 for social services referrals

Appendix C: National Crisis Support Resources

- National Suicide Prevention Lifeline
  The Lifeline provides 24/7, free and confidential support for people in distress, prevention and crisis resources for you or your loved ones, and best practices for professionals. If you're thinking about suicide, are worried about a friend or loved one, or would like emotional support, the Lifeline network is available 24/7 across the United States. You can call **1-800-273-TALK (8255) or chat.**

- Crisis Text Line
  Text Line is free, 24/7 support for those in crisis—t**ext 741741** from anywhere in the U.S. to text with a trained Crisis Counselor. Crisis Text Line trains volunteers to support people in crisis. With over 79 million messages processed to date, they are growing quickly, but so is the need.

- Trevor Lifeline
  The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ) young people under 25. The TrevorLifeline is a crisis intervention and suicide prevention phone service available 24/7 at **1-866-488-7386.** TrevorText is available by texting **"START" to 678678.**

- Trans Lifeline
  Trans Lifeline is a national trans-led 501(c)(3) organization dedicated to improving the quality of trans lives by responding to our community's critical needs with direct service, material support, advocacy, and education. Fighting the epidemic of trans suicide and improving the overall life-outcomes of trans people, the Trans Lifeline facilitates justice-oriented, collective community aid. Their peer support hotline is run by and for trans people. The line is available daily from 7 a.m.–1 a.m. PST / 9 a.m.–3 a.m. CST / 10 a.m.–4 a.m. EST. Volunteers may be available during off-hours—Call **877-565-8860** to speak to someone now.

- American Indian/Alaska Native Suicide Resources
  Suicide prevention is a high priority for people working to promote wellness and reduce health disparities affecting American Indians and Alaska Natives (AI/AN). Drawing on strengths within Native traditions, community leaders and experts are developing models that are culturally based to promote mental health and prevent suicide for future generations.