“The AI-Driven Crisis Playbook”

The Council of the Great City Schools - October 22, 2026



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Let Leaders Lead

182
SCHOOLS

150,000+
Students

22,000+
Employees

265
Officers

1. **Safety First**
   Principals focus on campus safety, not drafting statements under pressure.
2. **No Templates**
   School-specific context over static templates.
3. **Official Statements**
   Fast, pre-vetted comms so parents and media get the exact same message simultaneously.

We Manage the Message

The Build

Google Workspace Ecosystem

Built as a custom Gem, not a generic chatbot.

Hard-Coding the Expert

Senior PIO persona with automated FERPA/HIPAA logic and active voice enforcement.

Uploading Source of Truth

Ingested school directories, master calendars, and a 0.3-mile proximity scan.

Multi-Channel Output

Simultaneously drafts parent emails, SMS texts, and staff talking points.

An Expert, Not a Chatbot

The Process

Real-Time Intake

4 regional Google Chat groups connecting Comms, Police, HR, and Ops.

Custom Gem Execution

Details pasted into Gem to instantly generate multi-channel outputs.

Chief-Level Vetting

Rapid sign-off by Comms Director and Chief Officers.

White-Glove Support

Comms sends on principal's behalf during active campus scenes.

"AI helps build the car; humans always drive it."

The Development

1

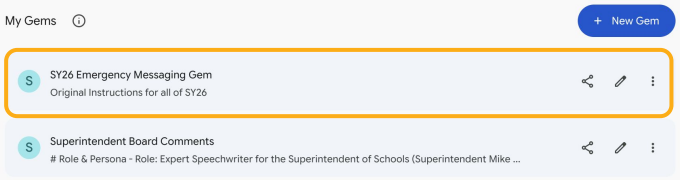
Received

Alicia Steiger Fri 3:47 PM

Hagen Road Elementary Principal reported that a 3rd grade student brought a toy gun to campus on Wednesday. SRO and Principal were notified of the incident during after school/SACC. A threat assessment is being conducted. Dr. Cruz has tried to handle the parent inquiries that stemmed from a few students who knew about it. Since the most recent Oregon shooting, the inquiries have increased and now involve parents of students who are not enrolled in SACC. She is requesting communication to ensure that parents are assured that this incident was addressed and handled appropraitely.

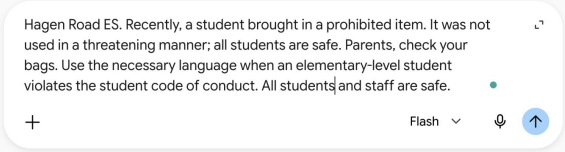
2

Select



3

Input



Result

The item was a toy that resembled a weapon, and it was not used in a threatening manner. All students and staff are safe, and there was no threat to our campus at any time.

Possessing any item that could be considered a weapon is a serious violation of School District policy and will not be taken lightly. When concerns of this nature arise, they are promptly investigated and addressed in accordance with the District's Code of Conduct. Appropriate action is taken based on the specific facts and circumstances to maintain a safe and secure learning environment for all students and staff.

Families, please take this opportunity to remind your children that items resembling weapons or other prohibited household items are not permitted at school. We strongly recommend routinely checking your child's backpack each morning before they leave for school.

Thank you for your ongoing partnership and continued support in keeping Hagen Road Elementary School a safe and welcoming place to learn.

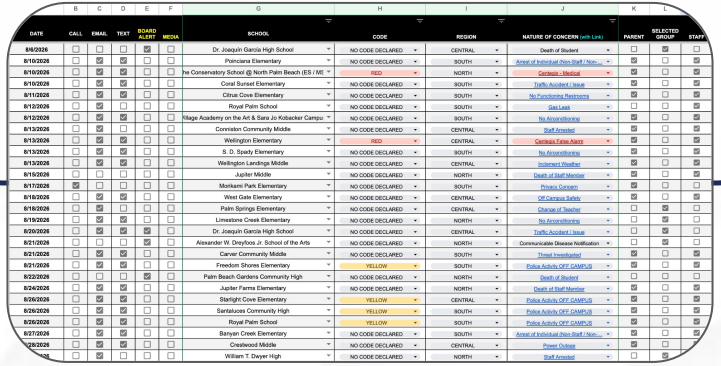
In Seconds . . .

- **Parent & Staff Email**
- **Text Message**
- **Front Office Talking Points**
- **Scans for all schools within a .3 mile radius**

The Feedback Loop

Emergency Tracking Sheet

Logging 300+ annual events with standardized metadata (incident type, region, audience) for executive trend analysis.



DATE	CALL	EMAIL	TEXT	BOARD ALERT	MEDIA	SCHOOL	CODE	REGION	NATURE OF CONCERN (edit Link)	PARENT	SELECTED GROUP	STAFF
8/6/2026	☐	☐	☐	☑	☐	Dr. Joaquín García High School	NO CODE DECLARED	CENTRAL	Death of Student	☐	☑	☐
8/10/2026	☐	☑	☑	☐	☐	Poinciana Elementary	NO CODE DECLARED	SOUTH	Arrest of Individual (Non-Staff / Non-...	☑	☐	☑
8/10/2026	☐	☑	☑	☐	☐	he Conservatory School @ North Palm Beach (ES / MS	RED	NORTH	Centegix - Medical	☑	☐	☑
8/10/2026	☐	☑	☑	☐	☐	Coral Sunset Elementary	NO CODE DECLARED	SOUTH	Traffic Accident / Issue	☑	☐	☑
8/11/2026	☐	☑	☑	☐	☐	Citrus Cove Elementary	NO CODE DECLARED	SOUTH	No Functioning Restrooms	☑	☐	☑
8/12/2026	☐	☑	☐	☐	☐	Royal Palm School	NO CODE DECLARED	SOUTH	Gas Leak	☐	☐	☑
8/12/2026	☐	☑	☑	☐	☐	Village Academy on the Art & Sara Jo Kobacker Campu	NO CODE DECLARED	SOUTH	No Airconditioning	☑	☐	☑
8/13/2026	☐	☑	☐	☐	☐	Conniston Community Middle	NO CODE DECLARED	CENTRAL	Staff Arrested	☑	☐	☑
8/13/2026	☐	☑	☑	☐	☐	Wellington Elementary	RED	CENTRAL	Centegix False Alarm	☑	☐	☑
8/13/2026	☐	☑	☑	☐	☐	S. D. Spady Elementary	NO CODE DECLARED	SOUTH	No Airconditioning	☑	☐	☑
8/13/2026	☐	☑	☑	☐	☐	Wellington Landings Middle	NO CODE DECLARED	CENTRAL	Inclement Weather	☑	☐	☑
8/15/2026	☐	☐	☐	☐	☐	Jupiter Middle	NO CODE DECLARED	NORTH	Death of Staff Member	☑	☐	☑
8/17/2026	☑	☐	☐	☐	☐	Morikami Park Elementary	NO CODE DECLARED	SOUTH	Privacy Concern	☑	☐	☐
8/18/2026	☐	☑	☑	☐	☐	West Gate Elementary	NO CODE DECLARED	CENTRAL	Off Campus Safety	☑	☐	☑
8/18/2026	☐	☑	☐	☐	☐	Palm Springs Elementary	NO CODE DECLARED	CENTRAL	Change of Teacher	☐	☑	☐
8/19/2026	☐	☑	☑	☐	☐	Limestone Creek Elementary	NO CODE DECLARED	NORTH	No Airconditioning	☐	☑	☐
8/20/2026	☐	☑	☑	☑	☐	Dr. Joaquín García High School	NO CODE DECLARED	CENTRAL	Traffic Accident / Issue	☐	☐	☐
8/21/2026	☐	☐	☐	☑	☐	Alexander W. Dreyfoos Jr. School of the Arts	NO CODE DECLARED	NORTH	Communicable Disease Notification	☐	☑	☐
8/21/2026	☐	☑	☑	☐	☐	Carver Community Middle	NO CODE DECLARED	SOUTH	Threat Investigated	☑	☐	☑
8/21/2026	☐	☑	☑	☐	☐	Freedom Shores Elementary	YELLOW	SOUTH	Police Activity OFF CAMPUS	☑	☐	☑
8/22/2026	☐	☐	☐	☑	☐	Palm Beach Gardens Community High	NO CODE DECLARED	NORTH	Death of Student	☐	☐	☐
8/24/2026	☐	☑	☑	☐	☐	Jupiter Farms Elementary	NO CODE DECLARED	NORTH	Death of Staff Member	☐	☐	☑
8/26/2026	☐	☑	☑	☐	☐	Starlight Cove Elementary	YELLOW	CENTRAL	Police Activity OFF CAMPUS	☑	☐	☑
8/26/2026	☐	☑	☑	☐	☐	Santaluces Community High	YELLOW	SOUTH	Police Activity OFF CAMPUS	☑	☐	☑
8/26/2026	☐	☑	☑	☐	☐	Royal Palm School	YELLOW	SOUTH	Police Activity OFF CAMPUS	☑	☐	☑
8/27/2026	☐	☑	☑	☐	☐	Banyan Creek Elementary	NO CODE DECLARED	SOUTH	Arrest of Individual (Non-Staff / Non-...	☑	☐	☑
8/28/2026	☐	☑	☑	☐	☐	Crestwood Middle	NO CODE DECLARED	CENTRAL	Power Outage	☑	☐	☑
[illegible]	☐	☑	☐	☐	☐	William T. Dwyer High	NO CODE DECLARED	NORTH	Staff Arrested	☐	☑	☐

Incident Message Catalog

Archiving every approved script and re-feeding it back into the Gem daily.

Mon Aug 11 2025
Dwight D. Eisenhower Elementary
Centegix False Alarm

Good morning, Dr. Battles,
(For email) Good morning, Dwight D. Eisenhower K-8 families and staff,

In accordance with our safety protocols, our campus was briefly placed on lockdown today after a staff member's crisis alert badge was activated in response to a medical emergency. The situation was promptly addressed, and we quickly received the all-clear to resume the first day of school.
Thank you for your understanding and continued support of Dwight D. Eisenhower K-8.
Dr. Debbie Battles
D.D. Eisenhower K-8

TEXT: D.D. Eisenhower K-8: Brief lockdown on campus due to a medical emergency. All-clear given and first day proceeding as scheduled.

Key Takeaways

Download CGCS Session Resources:

Custom Gem Prompts, Tracking Template, & Message Catalog

1. **Set Personas & Guardrails**
   Hard-code compliance rules and role guidelines upfront.
2. **AI Drafts, Humans Review**
   AI generates rapid drafts; human experts edit and send.
3. **Continuous Daily Learning**
   Retrain your model daily using real incident feedback.