



## **EMERGENCY RESPONSE PLAN FOR DISTRICTS**

The School Facilities Board (SFB) has established communications guidelines for school districts to follow in the event of an emergency at a school. The SFB designed this Emergency Response Plan to provide media relations expertise and support to districts during times of crisis. It offers best practices for messaging with the media, public, teachers, parents, and students. Districts are not required to follow the Response Plan but the SFB is making it available as a resource.

### **Districts with a Public Information Officer or Communications team**

The SFB will offer support, guidance, and expertise in any areas where our help is requested by the District. This includes placing SFB staff on-site at the emergency facility and coordinating public information with the media. If the district wishes to handle all communications on its own, the SFB will refer all media/public inquiries regarding the emergency to the district's communications team.

### **Districts without a Public Information Officer or Communications team**

The SFB will offer support, guidance, and expertise in any areas where our help is requested by the district. If district management wishes to handle internally all media and public information regarding the emergency, the SFB offers to act as consultant and advisor to district management on all communications issues. The SFB can provide the following services:

1. Scripting for all crisis messaging to the media and public including how to: Offer condolences to victims, commit to transparency in providing information, provide facts, share action steps the district is taking, request action steps from the public, commit to regular updates, and message the concern the district feels regarding the event
2. Creating web content to give interested parties one place to go for the most current information
3. Placing SFB staff on-site at the emergency facility

At the request of district management, and while working closely with district management, the SFB offers to externally manage and coordinate all communications activities for the emergency event, including the release of all media and public information regarding the crisis. The SFB can provide the following services:

1. Placing SFB staff on-site at the emergency facility
2. Creating web content so interested parties have one place to go for information
3. Coordinating all information from emergency responders
4. Scheduling and managing public events to support victims
5. Writing press releases
6. Conducting interviews with the media
7. Communicating with family members of victims
8. Messaging directly with the public through social media

If an emergency arises at your school district, please contact the School Facilities Board immediately to utilize any of the above communications services.

September 2019

#### **About the Arizona School Facilities Board**

Created in 1998, the Arizona School Facilities Board (AZSFB) is a cabinet-level, state-government agency managing nearly \$300 Million in state funding appropriated for K-12 school district facilities. The 10-member board meets monthly to grant funding for new school construction and to correct deficiencies at existing school facilities. AZSFB staff is a partner and advocate for school districts in facilitating successful grant requests.