

FSLI-Encore Pre-Conference Leadership Seminar New Orleans Marriott, Saturday, November 10, 2018

University in Crisis – Preparing, Implementing, and Advancing Your Crisis Management Plan for Resiliency

Shootings at Virginia Tech and Northern Illinois University. Sexual assault scandals at Penn State, the University of Montana, Baylor University, and Michigan State University. University of Missouri race-related protests. Free-speech challenges by white-nationalists at multiple universities. In the past ten years, American universities have faced an increasing level of scrutiny regarding crisis communication and management.

In many cases, universities have been criticized for their management of and response to these events, both by internal (faculty, staff and students) and by external constituents. Given the high profile of many of these events, it is important that we prepare future leaders for effective and proactive crisis management and communication. Specifically, it is important to understand factors that might make universities vulnerable to negative and dangerous events on campus and, in particular, for those in leadership positions to be prepared to communicate and manage a crisis situation to improve the odds of a favorable outcome.

This workshop will provide 1) an overview of the types of crisis events currently affecting university campuses including short- and long-term impacts regarding how the crisis was managed, 2) case studies highlighting a recent crisis event on a university campus, with discussion of how and why it happened, why crisis communication and management failed or succeeded, and the overall short- and long-term impact to the university community, and 3) guidance and training related to crisis communication and management for leaders that may be applied at their home institutions.



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Registration/Coffee/Light Refreshments	8:00—8:30 am
Welcome and Introductions	8:30 am
Session 1— Exploring Crisis management Vincent Covello, Director, Center for Risk Communication	8:45—9:45am
Break	9:45—10:00 am
Session 2 Case Study #1 Presented by: Randy Woodson, Chancellor NCSU	10:00—11:30 am
Working Lunch Break	11:30—12:00pm
Case Study #2 Presented by: Ron Hendrick, Dean of the College of Agriculture and Natural Resources and Chris Long, Dean of the College of Arts and Letters MSU	12:00—1:30 pm
Break	1:30—1:45 pm
Session 3—Crisis Communication and Management 101 Best Practices Vincent Covello, Director, Center for Risk Communication	1:45—3:15 pm
Summary and Next Steps	3:15—3:30 pm