

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

The pre-conference seminar of the FSLI Encore was held on November 10th, 2018 at the New Orleans Marriott, New Orleans, LA prior to the APLU Annual Meeting. The seminar, “*University in Crisis—Preparing, Implementing and Advancing Your Crisis Management Plan for Resiliency*” began at 8:30 am with a welcome and introductions from Derek Aday, NC State University, who acknowledged Kelly Millenbah and the rest of the Cohort 12 that helped plan the event.



There were thirty-seven FSLI Fellows in attendance representing twenty-four different Universities. In addition to the Fellows there were three speakers.

Vincent Covello, Director for the Center for Risk Communication

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began the morning with an overview to Explore Crisis Management. He identified different crisis scenarios for the group then explained different crisis management and communication goals and objectives. He described how to develop a crisis communication plan.



Two different case-studies were presented by Chancellor Randy Woodson from NC State University and Ron Hendrick, Dean of the College of Agriculture and Natural Resources and Chris Long, Dean of the College of Arts and Letters at Michigan State University.



Dr. Randy Woodson spoke of an issue that NC State dealt with when three students were killed in Chapel Hill. This didn't happen at NC State but two of the students were from NC State. He relayed how the two Universities UNC Chapel Hill and NC State worked

together to form how they would respond. He told the group that their response to the event would not have been as effective if they did not have a team and plan already in place. Although this exact situation was not what they had planned for they did have a crisis plan already in place.

The second case-study was presented by Ron Hendrick and Chris Long of Michigan State. They discussed the Larry Nassar, former sports doctor at Michigan State, sexual abuse scandal. They gave insight into how the University was dealing with it and the response of the administrators. They talked about how the Deans together decided to respond and what they are doing to help with keeping a positive culture going at Michigan State.



Vincent Covello followed up after the second case-study to highlight the best practices on responding to a crisis. He also shared how to draft messages for anticipating stakeholder questions and concerns and allowed time to draft these messages. He

had them practice and test their crisis communication plan. Dr. Covello outlined the response phase and post-crisis/recovery phase as well.

The workshop finished at 3:30 pm