

**Princeton Public Schools
Strategic Plan
2016 – 2021**

Goal 5: Culture of Care, Connectedness, Communication - Promote a culture of care, connectedness, and communication across the district, between home and school, and throughout our broader community

Objective 7: Crisis Communication

Major Tasks	Staff	Resources	Timeline	Indicators of Success	Notes on Progress
Develop a communications crisis manual with communications protocols and sample messages for a variety audiences and events, e.g. bomb scare, death of student, communicable disease, etc. Revise periodically based on table top exercises as well as actual crises.	Superintendent with Communications Coordinator		Summer, 2017 and ongoing		
Identify the crisis communication team, including the superintendent, assist superintendent, communication coordinator, principals, Director of Guidance, etc. Coordinate communications among police, district, and school.	Superintendent with Communications Coordinator	SchoolMessenger Nixel	Fall, 2016		
Assess the percentage of families for whom the district has no contact information and employ strategies to reduce that percentage.	Communications Coordinator		Fall, 2017 and ongoing		
Determine how social media will be used in the event of a crisis.	Superintendent with Communications Coordinator		Fall, 2016 and ongoing		

Provide training for superintendent and key administrators in managing the media in the event of a crisis. Include training on handling TV reporters and TV interviews.	Superintendent and Communications Coordinator		2019-2020		