

Note: This checklist is available for rapid download at www.pikes.org/crisis

Crisis Management Checklist

This document is provided to assist chapters and colonies in creating a crisis management plan. This plan can be used as a template for local use and modified to meet specific needs or requirements.

This document is not intended to be complete by any means and in order to have the most effective crisis management plan in place it is recommended that the chapter/colony add the Fraternity *Standards*; as well as the University Policies and any federal, state, county rules and regulations that are applicable to Health & Safety programs.

Once the chapter or colony has customized this sample crisis management plan, gathered the Fraternity *Standards*, all the supplemental University Policies, federal, state and county rules and regulations as well as any pertinent information to the chapter/colony, it is recommended the chapter/colony print off all items and place them in a three-ring notebook, as well as maintaining an electronic copy. This is to document policy and procedure and allow for revision as needed to further enhance chapter/colony operations.

How to Use this Guide

This guide is meant to serve as a ready reference in the event a crisis occurs at your chapter or colony. It should be reviewed at the beginning of each semester and updated with current contact information and revised procedures as your situation may dictate.

Each “TAB” is a checklist for incident response. TAB 1 is a general reference and should be used as a guide in each incident. Additional TABs will be available online.

Terms

IMMEDIATE ACTION. These steps should be accomplished as soon as possible to ensure preservation of life and property.

WITHIN 24 HOURS. These steps need to occur within 24 hours of being notified of an incident. While not immediate in nature, these steps will ensure appropriate resources and advice is available to you in a timely manner, potentially preventing escalation of a situation.

MEDIA ACTIONS. These steps help ensure accurate and timely information is shared with media and any others groups seeking information regarding an incident.

Advance Preparation

Take the time to gather contact information and prepare your leadership team in using this guide. Setting expectations for chapter/colony members and executive board before a crisis occurs is part of being a leader.

Post-Crisis

Within one week of crisis occurring, review current processes with the executive board. Identify Health & Safety processes that need improvement and assign an individual to update current procedures.

Keep your chapter/colony advisor and director of services updated on recent developments regarding the incident or crisis.

TAB 1 - General Procedures for All Incidents

IMMEDIATE ACTION ITEMS

- 1. Call 911.** In situations involving risk to persons or property (ex., injury, death, fire) immediately notify first-responders by calling 911.
- 2. The president is the spokesperson.** In the event that the president is absent or incapacitated, the internal vice-president will be in charge.
- 3. Close the Chapter/Colony Facility.** If a crisis occurs, immediately close the house or facility where the situation occurred. Any guests of the chapter or colony should be removed. Permit only members and appropriate officials to enter.
- 4. Notify Chapter/Colony Advisor.** Call the chapter/colony advisor immediately and ask him to come to the chapter house to consult with the executive committee.

Chapter/Colony Advisor: _____

Phone/Email: _____

- 5. Assemble the Chapter/Colony.** After performing initial notifications, assemble the entire chapter/colony, including new members.
 - Explain that there has been an emergency and that the house is closed.
 - Instruct the members not to speak to anyone outside the chapter/colony about the incident. Remind members that the president and chapter advisor are the only spokespersons. This includes comments on social media.
 - Do not discuss details, speculate on events, or otherwise elaborate on the situation with anyone until the police, school administration officials, and chapter advisor arrive.

WITHIN 24 HOURS

- 6. Notify Memorial Headquarters.** Notify the International Fraternity Headquarters by contacting:

Director of Services: 901-748-1868 (ext. 1119 for West, ext. 1109 for East, ext. 1150 for South)
Chief Operating Officer: 901-748-1868 ext. 1133, services@pikes.org

- 7. Notify School Administration.** During business hours, notify the Greek Advisor.

Greek Advisor: _____

Phone/email: _____

If the school's administration office is not open, then contact the school's security police at the number listed below:

Campus Security: _____

Note: Counseling services may be needed following a traumatic event. Coordinate services of the school's counseling center for individual or group counseling as needed.

- (Optional) Contact an Attorney.** Notify the chapter/colony attorney of the occurrence of any emergency by contacting the local attorney the chapter/colony has retained for such an occurrence:

Name of Attorney: _____ Phone/Email: _____

TAB 1 - General Procedures for All Incidents (cont.)

MEDIA PROCEDURES

Handling the Press. The President and Chapter Advisor are the only spokespersons for the chapter/colony. If the media should contact the chapter/colony, only the president or the chapter advisor should speak to the press. Refrain from on-camera interviews. Request questions from media to be submitted by email to media@pikes.org. The chapter advisor and/or International Fraternity staff may be of assistance in drafting a response to media questions. **DO NOT release any names until the International Fraternity Headquarters or school administrative officials have advised the chapter/colony.**

- 1. Gather facts.**
- 2. Discuss facts with your chapter/colony support team.**
 - Executive Board
 - Chapter/Colony Advisor
 - PIKE Director of Services East: 901-748-1868 ext. 1109 _____
 - PIKE Director of Services West: 901-748-1868 ext. 1119 _____
 - PIKE Director of Services South: 901-748-1868 ext. 1150 _____
 - PIKE Chief Operating Officer: 901-748-1868 ext. 1133, services@pikes.org
 - PIKE Senior Director of Marketing & Communications: media@pikes.org
- 3. Prepare draft response.** See example press release at end of handbook. With limited information you can normally:
 - 1) express sympathy or regret for someone's situation,
 - 2) re-state policy (reference the Fraternity Standards),
 - 3) Positively state you'll investigate and/or fully cooperate with authorities.
- 4. Understand the News Cycle.** Discuss with the chapter/colony. The story may run daily with minor updates for a week or more. Once an incident is public, expect loosely-related stories to refer back to the incident. Further comments or defensive statements on social media will extend the news cycle and unintentionally amplify the incident. Refer back to your written statement and provide a copy of latest statement if necessary.
- 5. Review scheduled social media posts** for upcoming/ongoing events. Consider stopping "promotional" posts if incident is sensitive in nature.

Note: Counseling services may be needed following a traumatic event. Coordinate with university advisors to use the services of the school's counseling center for individual or group counseling as needed.

TITLE IX NOTE

Incidents involving sexual harassment, sexual assault, or racial intolerance will most likely involve a Title IX investigation. **Statements provided to Title IX coordinators should generally be reviewed** by the Chief Operating Officer and or Director of Services prior to submission.

TAB 2 – Physical Security/Threats to Safety

Notifications in TAB 1 apply. Below are additional measures to apply.

Background

If a threat is made against a chapter/colony or members, the president should notify members of the threat and implement physical and personal security measures.

Note that physical acts, such as vandalism or confronting members are escalated threats.

Threats communicated by electronic means should be reported to law enforcement. Assume threats are credible until competent law enforcement deems the threat level is reduced.

IMMEDIATE THREATS TO PERSONS OR PROPERTY

Immediate threats could be hostile individuals on the property or threats of direct harm made via phone or electronic media.

IMMEDIATE ACTION ITEMS

- 1. Call 911.** In situations involving risk to persons or property (ex., injury, death, fire) immediately notify first-responders by calling 911.
- 2. Close the Chapter/Colony Facility.** Inspect all points of entry for working locks. Close and lock external doors. Access to building should only be to members and approved guests.

Note – locked doors must allow for easy exit of the facility per local fire code.

- 3. Complete Notifications in TAB 1.**
- 4. Inform Chapter/Colony Members.** After performing initial notifications, assemble the entire chapter/colony, including new members.
 - Describe the threat.
 - Instruct members to take a low profile. Refrain from wearing clothing items that identify you as a PIKE or as a member of the Greek community. Consider low profile for at least 1 week. Longer if the situation warrants.
 - Use the buddy system when leaving the property or events. Use the buddy system when moving about the campus at night.
 - Instruct the members not to speak to anyone outside the chapter/colony about the incident. Remind members that the president and chapter advisor are the only spokespersons. This includes comments on social media.
 - Do not discuss details, speculate on events, or otherwise elaborate on the situation with anyone until the police, school administration officials, and chapter advisor arrive.

WITHIN 24 HOURS

- 5. Follow up with law enforcement and school officials for any available updates.**

Sample Press Release

FOR IMMEDIATE RELEASE

Contact: Name
Title: President, Omega Omega Chapter
of the Pi Kappa Alpha International Fraternity

Month XX, XXXX

City, ST Zip Code
Phone: XXX-XXX-XXXX
Email: media@pikes.org

XXXXXX TITLE ALL CAPS XXXXXX

CITY, ST - Opening paragraph, 1) Lead with fact, 2) statement of fact followed by chapter name. Do not lead with chapter name, 3) state the incident.

Give details in second paragraph. Briefly discuss actions, if any, taken to date; statement of policy; statement of cooperation.

Here's an example:

MEMPHIS, TN - One member was expelled, and four new members were dismissed from Omega Omega Chapter of The Pi Kappa Alpha International Fraternity following allegations of an assault.

The assault was the action of individuals who made poor choices and do not represent the chapter or the Fraternity. Chapter leadership moved quickly to hold these individuals accountable to the full extent of the chapter's bylaws and the Fraternity's *Constitution and Chapter Codes*. The chapter is fully cooperating with authorities in the investigation. The event was not a part of any chapter activities and chapter leadership initiated internal judicial proceedings upon learning of the incident.

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Note: In the absence of fact you can usually:

- 1) express sympathy or regret for someone's situation,
- 2) re-state policy (reference the Fraternity Standards),
- 3) Positively state you'll fully cooperate with authorities.

Omega Omega Chapter of The Pi Kappa Alpha Fraternity was founded at the School University in 19XX and has initiated more than XXX members. In addition to the accomplishments at the School University, The Pi Kappa Alpha International Fraternity has maintained the largest average chapter size of any inter/national fraternity for most of the past 20 years, and through its members has donated millions of hours and dollars to philanthropic causes and community organizations across North America. Pi Kappa Alpha's mission is to "develop men of integrity, intellect, and high moral character and to fostering a truly lifelong fraternal experience."

Contacts

Chapter:

Chapter / Colony Advisor _____

Work/cell/email _____

House Corporation President _____

Work/cell/email _____

Chapter / Colony Attorney _____

Work/cell/email _____

International Fraternity:

Chief Operating Officer: 901-748-1868 ext. 1133, services@pikes.org

Director of Services (East): 901-748-1868 ext. 1109, _____

Director of Services (West): 901-748-1868 ext. 1119, _____

Director of Services (South): 901-748-1868 ext. 1150, _____

Senior Director of Marketing & Communications: 901-748-1868 ext. 1100, media@pikes.org

University:

Greek Advisor _____

Work/cell/email _____

Others:

Name/Organization _____

Work/cell/email _____

Name/Organization _____

Work/cell/email _____

Name/Organization _____

Work/cell/email _____
