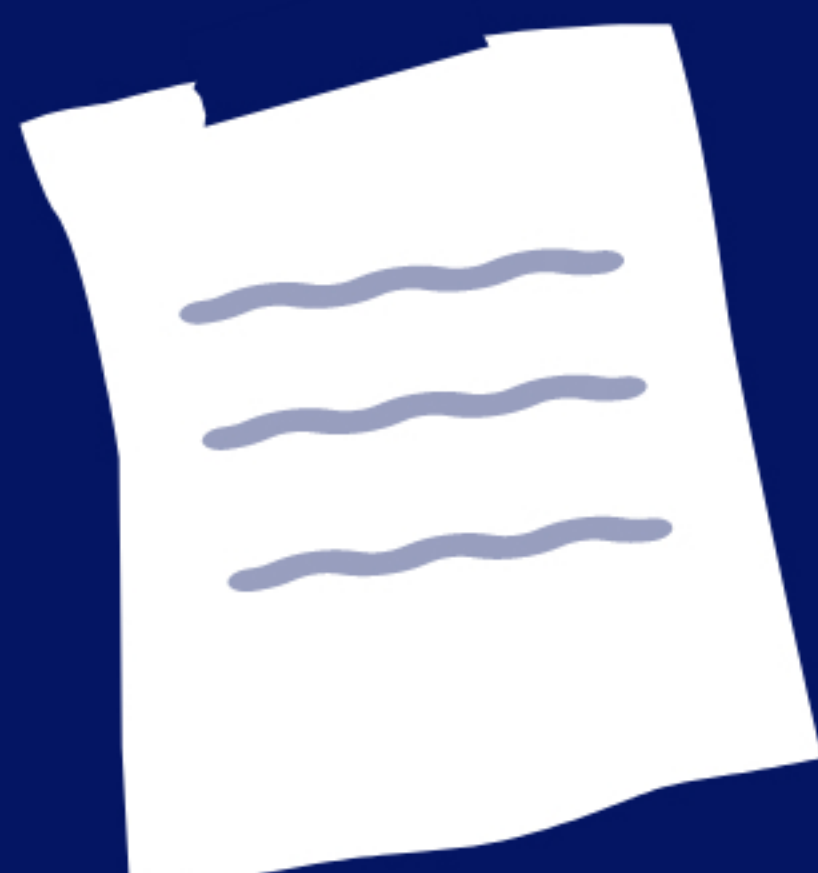


CRISIS COMMUNICATIONS TIPS

DELIVERING BAD NEWS TO YOUR FACULTY & STAFF

1. Test Drive Your Message

Write out your talking points and review them with a colleague or staff member you trust. Ask for feedback. What questions do they have? Anticipate as much as possible so that you can craft a meaningful and informative message for this meeting and moment.



2. Take a Direct Route When Sharing The News

Avoid leaving things open for interpretation. Include as much relevant detail as possible. Be honest and direct, and be concise.

You want to allow time for your staff to process and ask questions while you are all together. That won't happen if you fill the time talking.



3. Map Out Next Steps

When bad things happen, notifying your staff of what happened is just one step of many to follow. Tell them what they can expect next from you, including how & when you will share this news with others. Consider any resources you may want to reference. Make sure they know where you are ALL going next in this process.



FOR MORE INFORMATION

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