



# Crisis Planning and Communications in the 21<sup>st</sup> Century



WIGGIN AND DANA

Aaron Bayer  
Roy Occhiogrosso  
Carter Johnson

# There are two kinds of crises:

1. Crises that you know are coming
2. Crises that just...happen





# Drug Overdose

- Off-campus student party
- Thrown by lacrosse team
- Drugs and alcohol
- Several students suffer opioid overdose
- Police called to scene
- Students hospitalized
- Assistant lacrosse coach was at the party

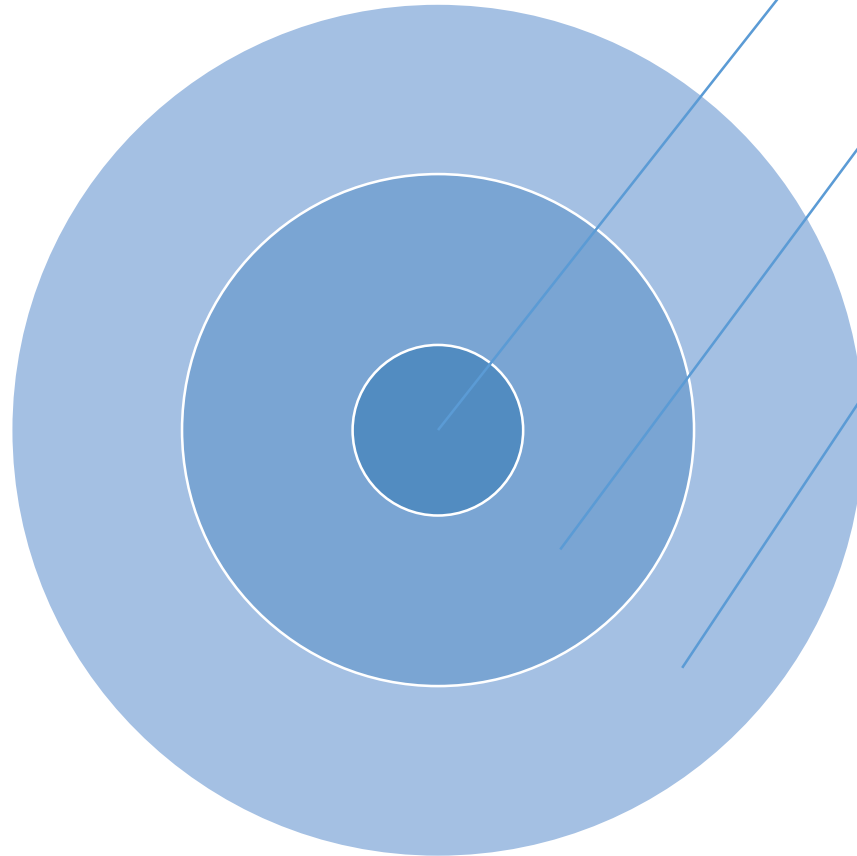




# Assemble the right team

# Define the universe

- ✓ Board of Directors
- ✓ Legal
- ✓ Student Life
- ✓ Human Resources
- ✓ Operations
- ✓ Faculty
- ✓ Law enforcement
- ✓ Parents
- ✓ Donors
- ✓ Elected officials

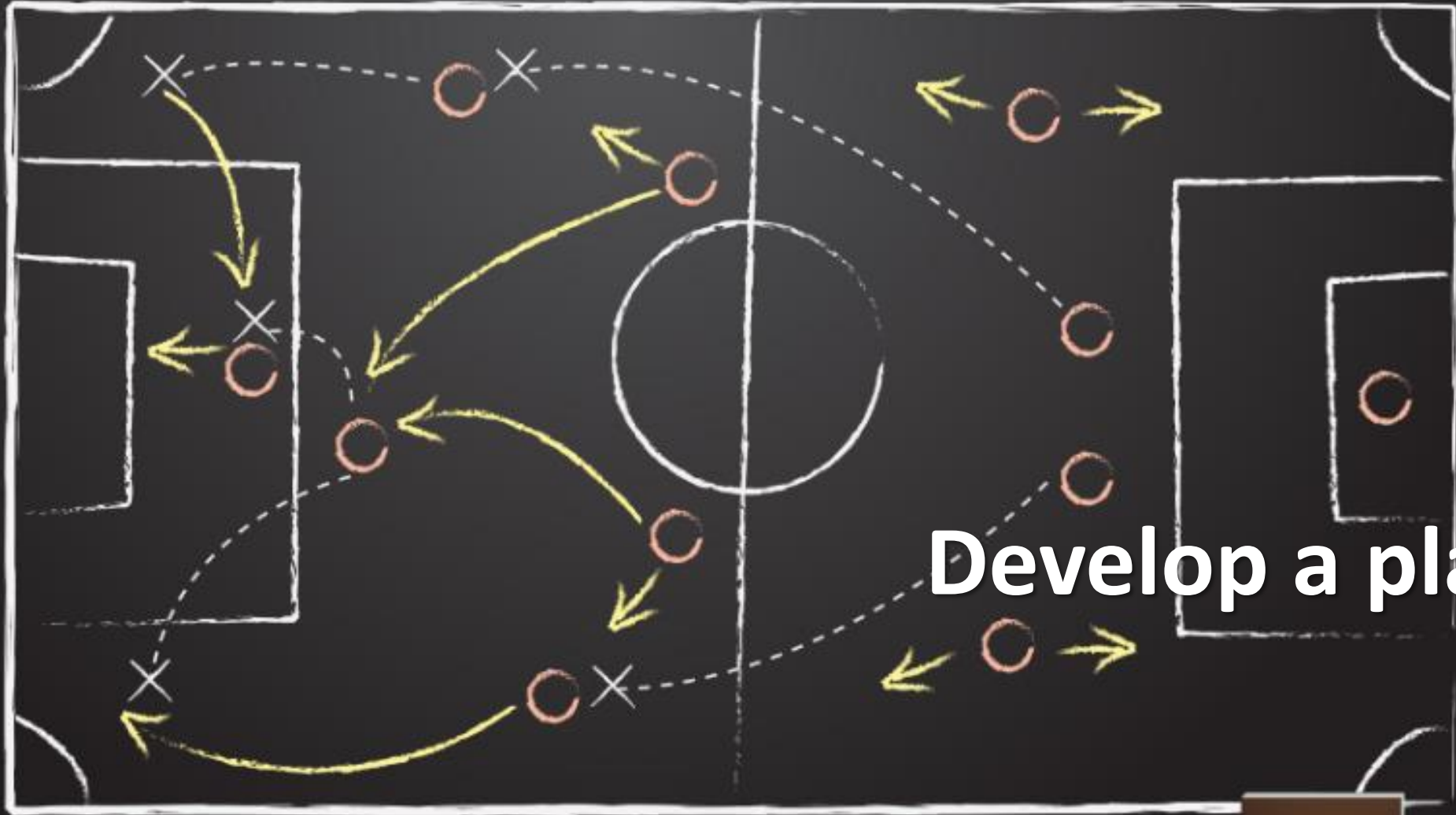


Who has to know first

Who you'd like to tell if you had more time

Who needs to know eventually





Develop a plan



# Properly assess the situation



# Move quickly

If quick, I survive. If  
not quick, I am lost.  
This is death."

- Sun Tzu, Chinese  
philosopher





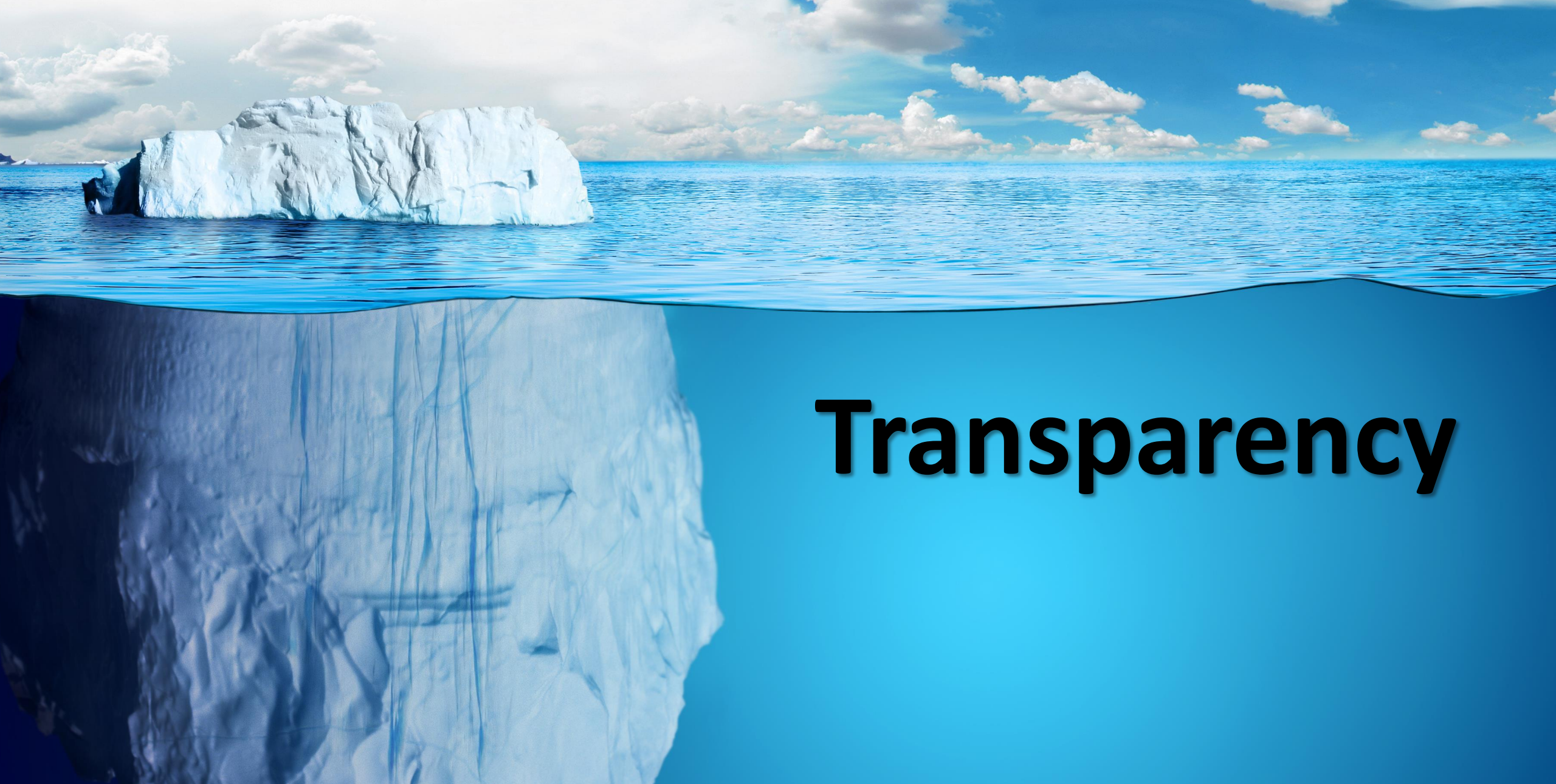




# Be Communicative







# Transparency



A pair of red, glossy curtains are pulled back to reveal a white background. The curtains have a vertical crease in the center, creating a triangular opening.

**Know  
when  
it's over**



# Drug Overdose, Revisited

- Off-campus student party
- Thrown by lacrosse team
- Drugs and alcohol
- Several students suffer opioid overdose
- Police called to scene
- Students hospitalized
- Assistant lacrosse coach was at the party