

**Crisis Communications  
and Disaster Recovery**

TECHCON  
October 16, 2009  
1:30 - 2:30 PM




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**Presenters**

- ▶ Bob Ciserella – Asst. Supt./Finance, Facilities & Operations, Glen Ellyn SD 41
- ▶ Kevin Dale –Business Manager, Rochelle Twp. HSD 212
- ▶ Tony Ingeles – Chief Information Officer, Batavia Public Schools District 101
- ▶ Frank Zelek – IT Consultant
- ▶ Daniel Bolm – Director of Facilities, Crete-Monee School District CM201-U
- ▶ Christine Haeggquist – Kirtley Technology Corporation
- ▶ Don Robinson – Consultant Net 56




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**Crisis Communications**

Can you communicate with your parents in a time of crisis efficiently and quickly?

During the time of high speed technology, how can a district communicate to their faculty, staff, parents and students in an efficient and time saving manner?

Learn what solutions are out there for districts and how to recover from a disaster.




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## Crisis Communications Plan

- ▶ Key Components to a Good Plan
  - Include all players involved in a time of crisis
  - Review your plan regularly for enhancements or changes
  - Training – Make sure that all the key operators know what to do and can act on a moments notice.
- ▶ Equipment needs
  - What do you have and what do you need.
- ▶ Cost
  - What are the costs and how do you develop and pay for the implementation of your plan

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## Who are the players?

- ▶ Police
  - Local
  - County
  - State
- ▶ Fire Department
  - Local
  - County
- ▶ Medical Facilities
  - Local Hospitals
- ▶ School District
  - District Administration
  - School Administration
  - School Medical Personnel
  - Faculty & Staff (Certified & Non-Certified)
  - District IT Personnel
- ▶ Parents/Guardians
- ▶ Students

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## Plan Review

- ▶ Crisis Management/Disaster Recovery Plan should regularly be reviewed.
- ▶ Crisis Management/Disaster Recovery Plan should be constantly evolving.
- ▶ Training for your key players.

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**Equipment Needs**

- ▶ Conducting a needs analysis for your district will help to drive the equipment needs that you will have.
  - A county wide alert system
  - Infrastructure – backup Natural Gas Generators
  - Additional infrastructure for large area Districts.
  - Web Access – Message alerts

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**Costs**

- ▶ Needs Analysis
- ▶ Crisis Management/Disaster Recovery Plan
- ▶ Equipment
- ▶ Repair/Maintenance of Equipment
- ▶ Online Subscription cost
- ▶ Regular Training Sessions

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**Equipment/Costs (Sample List)**

- ▶ An Emergency Management Alert program
- ▶ Two-way multi-channel handheld radios
- ▶ Consider \*NEW IP Radio System
- ▶ Weather Alert systems
- ▶ Rapid Communication System
- ▶ Natural Gas Generators
- ▶ District Web page or News section
- ▶ Training – Trainer, Salaries, Subs, Printing /Publishing Costs

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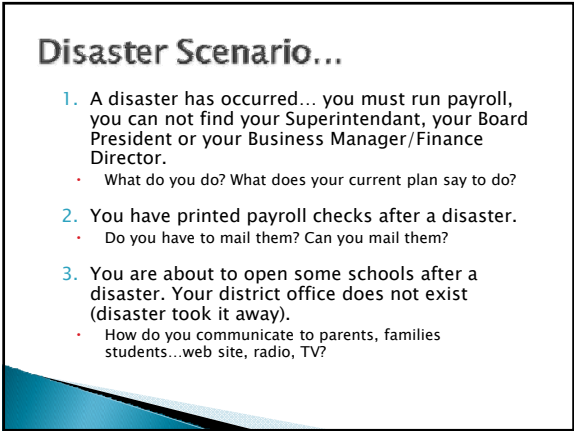
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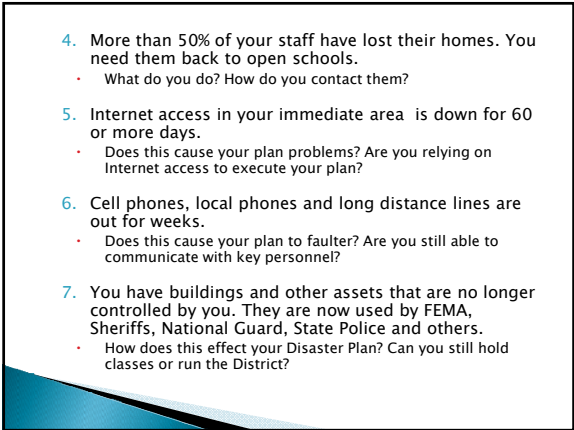
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**Problems during a Disaster**

1. Can't find or communicate with Critical Staff.
2. NO Mail Delivery
3. NO Power
4. Backups Destroyed
5. Paper Records Destroyed
6. NO Cell Phones, Land Lines, or Long Distance.

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**Problems during a Disaster**

7. Key Staff Displaced
8. Can't Communicate to Parents, Students, or Staff
9. Backup Restore Problems
10. Decision/Board Process Problems
11. Multi Agency Issues

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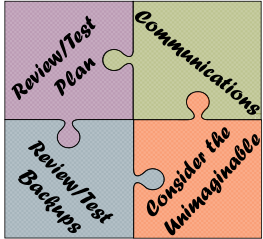
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**Planning for the Unimaginable**  
 Is Your School District Prepared for a Major Catastrophe?



- Components of Lessons Learned

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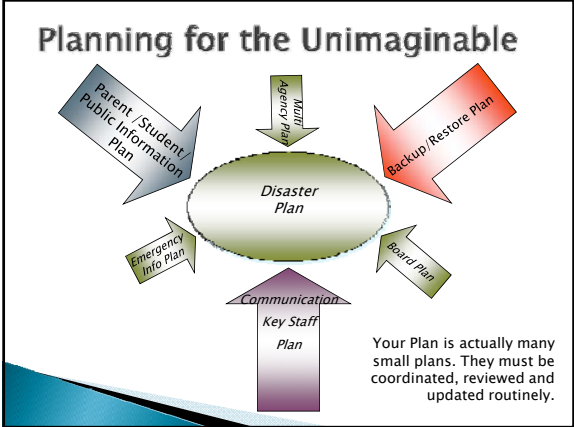
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## QUESTIONS!

Thank-you for your time!

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# CRISIS COMMUNICATIONS AND DISASTER RECOVERY

## CHECKLIST

I communicate with my staff using...	<input type="checkbox"/> Radios <input type="checkbox"/> Email <input type="checkbox"/> Phone (phone tree) <input type="checkbox"/> RCS (Rapid Communication System) <input type="checkbox"/> Interoffice Memos
I communicate with my Parents/Students using...	<input type="checkbox"/> Local News Media <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> RCS (Rapid Communication System) <input type="checkbox"/> Notes sent home with Students <input type="checkbox"/> Website
I communicate with my Board of Education using...	<input type="checkbox"/> Mailings (USPS) <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> RCS (Rapid Communication System)
I communicate within my District using ...	<input type="checkbox"/> Radios <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> RCS (Rapid Communication System) <input type="checkbox"/> Interoffice Memos <input type="checkbox"/> Website
I regularly backup my critical data...	<input type="checkbox"/> Yes <input type="checkbox"/> No
I regularly backup my data off site and test my backups...	<input type="checkbox"/> Yes <input type="checkbox"/> No
If my District was totally destroyed I could successfully execute the following...	<input type="checkbox"/> Communicate with all my Staff <input type="checkbox"/> Communicate with my Parents/Students <input type="checkbox"/> Communicate with my Board of Education <input type="checkbox"/> Run payroll and print checks <input type="checkbox"/> Get Emergency Contact Information

# CRISIS COMMUNICATIONS AND DISASTER RECOVERY

## PROBLEMS – SOLUTIONS

PROBLEMS	POSSIBLE SOLUTIONS
You CAN NOT find or communicate with Critical Staff.	Web sites moved from on-site to an out of region host. They are adding components for check in/out of staff and for staff to update where they are. Web site will have information of disaster issues within 4 hours of initiation of plan. Satellite phones / local “walkie talkies”
You have NO mail delivery.	Direct deposit for employees for payroll checks and for vendors Emergency addresses / locations of employees with ability for employees to update information after disaster Web access for employees that leave the region to have information
You have NO power.	Have generators available for key buildings or for key rooms at buildings and portable generators ready for deployment to areas to assist staff and recovery. Have fuel contracts with vendors outside of the region to delivery fuel for generators.
Your onsite Backups have been destroyed.	Have backups in more secure site (water proof vault or containers, some outside of region) Districts now have all servers with removable drives and besides their backup procedures, they will remove the drives to another, safer location when they execute their pre disaster plan.
All of your paper records have been destroyed.	Image archive critical documents with digital off-site backups. Key systems ASP hosted out of the region or that have backups routinely moved out of the region.
All phones are down, no cell phones, land lines, or long distance.	Satellite phones and “walkie talkie” phones for communications In your plan, you need to have contingencies on how/ where to meet in case communications are down. Decisions must be made quickly.

Your Key staff has been displaced due to the disaster.	One district has emergency agreement with outside agency (Ex: Marriott) to house critical staff when their disaster plan is executed. They have full access to key servers and web from location so as to run key business functions (Payroll, A/P, etc)
You CAN NOT communicate to parents, students or Staff.	Automatic phone/email system that can broadcast information via phone (up to 1,500 calls in 5 minutes) and/or email to designated groups or parents or staff. This plus automatic availability of out of region web site (part of pre disaster plan) (regional media has this so they can access and share information) Relationship and plan with local media, State DOE, State Police and other agencies so they can also access emergency information of the district to share with public and staff
You are experiencing Backup Restore problems	Test backups and restore procedures routinely Review what is backed up and what is considered CRITICAL. This changes and you need input from more than just IT.
Your Board is displaced and you are having Decision/Board Process problems.	As part of your plan, you need to have the BOARD develop an emergency decision process and define what triggers the process. Have clear agreements with Banks and other investment accounts on authority for access, etc during emergencies
You CAN'T communicate to Multiple Agencies such as police, hospital, fire, etc.	Have understanding of other Districts/Agencies' disaster plans and how to work together. Share with them your communication and process plan so they know what you are doing and they can help. Issues of who has authority in your plan is needed by other Districts/Agencies when they make critical decisions immediately after a disaster

This information was intended to expand your view of disaster planning and to consider what may have once been unimaginable circumstances for you and your district. The odds may be slim but in today's world, no one is statistically removed from such possibilities. We hope that our experiences can help you be more aware and better prepared as you create and maintain a plan that will best work for you and your School District.

**Good Luck and may you never have to execute your plan!**