

Ivey Crisis Communications Plan



Overview

Purpose & Objectives

The purpose of the Crisis Communications Plan is to ensure proactive and efficient dissemination of information before, during, and after a crisis. Specific objectives include:

- Use communication to ensure safety or minimize danger;
- Provide staff, faculty, and students with clear direction during a crisis so they can proceed with confidence;
- Disclose relevant and accurate information in a timely manner to staff, faculty, and students;
- Aim for clarity and responsiveness while avoiding insensitivities;
- Strive for informed decision-making and accurate reporting of information to media to minimize confusion; and,
- Minimize internal confusion by ensuring there is a clear chain of command.

Summary & Scope

This plan is in alignment with and intended to complement Western University's protocols, including Western University's Disaster Plan (go.ivey.ca/westerndisasterplan) and covers the crisis communications function for the Ivey Business School.

Reminders

1. Safety comes first. Get yourself to a safe place before taking further action;
2. Critical incidents must be reported to 911 or Western University's Campus Community Police Service (go.ivey.ca/campuspolice);
3. Notify the Dean's Office and senior members of Ivey's crisis team of a crisis or potential crisis; and,
4. No one is to speak to media during a crisis except those designated in this plan.

When in Crisis – Communications

- Assemble core crisis communications team and identify knowledge gaps;
- Gather facts and ask questions:
 1. Have you heard the same complaint?
 2. Is there a perceived danger?
 3. Is this an illegal activity?
 4. Is there a legal risk?
 5. Does it involve children younger than 18?
 6. If media caught wind of this, would they be interested?
 7. Is it likely media would get hold of this?
 8. Is there a question we need to answer?
- Determine key decision-maker, audience, and timing;
- Draft messages; and,
- Check our gut and get approvals from key decision-maker.

Your Responsibility

Contact an Ivey department lead or crisis communications team member BEFORE taking any definitive action or generating any media responses. Email notifications may not be sufficient. Do not be concerned with bothering these contact people at odd hours.

Off-Campus Responsibilities and Contacts

Any incident that involves Ivey, even when occurring off campus, or incidents involving Ivey that will be reported in the media, MUST be co-ordinated with Ivey's crisis communications team. If there is any doubt, contact an Ivey department lead. Ivey's crisis communications team and all designated spokespeople are entrusted to provide leadership and use good judgment while following procedures in this plan.

Contacts

Core Crisis Communications Team

Adele Huffman, [226-378-8162](tel:226-378-8162), ahuffman@ivey.ca

Cam Buchan, w: [519-661-4157](tel:519-661-4157), c: [519-854-9198](tel:519-854-9198), cbuchan@ivey.ca

Ivan Langrish, w: [416-203-0664](tel:416-203-0664), c: [416-427-6337](tel:416-427-6337), ilangrish@ivey.ca

Dawn Milne, w: [519-850-2999](tel:519-850-2999), c: [226-377-0606](tel:226-377-0606), dmilne@ivey.ca

Core Dean's Office Contacts

Mark Vandenberg, (Via Robyn Smith) [519-661-3279](tel:519-661-3279), mvandenberg@ivey.ca

Lyn Purdy, (Via Jane Weller) [519-661-2106](tel:519-661-2106), lpurdy@ivey.ca

Stephanie Brooks, [519-661-3434](tel:519-661-3434), sbrooks@ivey.ca

Key School Contacts

Robyn Smith (Dean's Office), [519-661-3279](tel:519-661-3279), rsmyth@ivey.ca

Linda McGibbon (HR), [519-661-2061](tel:519-661-2061), lmcgibbon@ivey.ca

Chris Austin (IT), w: [519-661-2111](tel:519-661-2111), ext. 83806, c: [519-870-9633](tel:519-870-9633), caustin@ivey.ca

Karim Soliman (Facilities), w: [519-661-2145](tel:519-661-2145), c: [519-495-3286](tel:519-495-3286), ksoliman@ivey.ca

Mary Hajpel (Finance), [519-661-2132](tel:519-661-2132), mhajpel@ivey.ca

Kate Palmer-Gryp (Faculty), [519-661-2082](tel:519-661-2082), kpalmgryp@ivey.ca

Eric Graage (Advancement), w: [519-661-3850](tel:519-661-3850), c: [519-636-1256](tel:519-636-1256), egraage@ivey.ca

Aindrea Cramp (HBA), [519-661-3160](tel:519-661-3160), acramp@ivey.ca

Larysa Gamula (MSc), [519-661-3023](tel:519-661-3023), lgamula@ivey.ca

Mindy Studnicka (MBA), [519-661-3751](tel:519-661-3751), mstudnicka@ivey.ca

Liane Allen (EMBA), [519-661-2111](tel:519-661-2111), ext. 87580, lallen@ivey.ca

Carly Vanderheyden (PhD), [519-661-3721](tel:519-661-3721), cvanderheyden@ivey.ca

Mark Healy (Ivey Academy), [416-797-9666](tel:416-797-9666), mhealy@ivey.ca

Ivey Advisory Board, Robyn Smith, [519-661-3279](tel:519-661-3279), rsmyth@ivey.ca

Friends of Ivey (Advancement), Sarah McCarthy, [519-661-4131](tel:519-661-4131), smccarthy@ivey.ca

Core Western University Contacts

Helen Connell, AVP Comms, [519-661-2111](tel:519-661-2111), ext. 85469, hconnell@uwo.ca

Keith Marnoch, Media Relations, [519-661-2111](tel:519-661-2111), ext. 85468, kmarnoch@uwo.ca

Terry Rice, ED Marketing, [519-661-2111](tel:519-661-2111), ext. 85106, trrice@uwo.ca

Melissa Cheater, Digital Content, [519-661-2111](tel:519-661-2111), ext. 82657, mcheate@uwo.ca

Additional campus Contacts

Alert WesternU, Dan Redmond (Campus Police), [519-661-4010](tel:519-661-4010), dredmon@uwo.ca

Campus Police, [519-661-3300](tel:519-661-3300)

Legal Counsel, Paul Eluchok, [519-661-4217](tel:519-661-4217), peluchok@uwo.ca

SERT (Emergency Response), [519-661-2111](tel:519-661-2111), ext. 84824

Western Foot Patrol, [519-661-3650](tel:519-661-3650)

Mental Health @ Western, [519-661-3031](tel:519-661-3031) (Students), [1-877-433-0701](tel:1-877-433-0701) (Faculty and Staff)

Student Health Services, [519-661-3030](tel:519-661-3030)

Reach Out (24-hour crisis line), [519-433-2023](tel:519-433-2023)

Sexual Assault Centre London, [519-438-2272](tel:519-438-2272)

First Nations and Inuit Hope for Wellness Help Line, [1-855-242-3310](tel:1-855-242-3310)

Resources

Command Centre

Main Centre	Backup	Offsite
Dean's Office, Room 3112	Room 3128	Elborn College or Ivey Spencer Leadership Centre

Teleconference Information (if offsite)

Toronto

[416-343-4997](tel:416-343-4997), Access code: 9314695#

Moderator code: #1620

(Adele Huffman, Backup: Cam Buchan)

North America

[1-866-440-4486](tel:1-866-440-4486), Access code: 9314695#

Moderator code: #1620

(Adele Huffman, Backup: Cam Buchan)

Risk Assessment Tool

Link to be added later (TBD)

Media-Ready Spokepeople

Ivan Langrish – Media, [416-203-0664](tel:416-203-0664), ilangrish@ivey.ca

Mark Vandenberg – Acting Dean, (Via Robyn Smith) [519-661-3279](tel:519-661-3279), mvandenberg@ivey.ca

Stephanie Brooks – CAO, [519-661-3434](tel:519-661-3434), sbrooks@ivey.ca

Helen Connell, AVP Comms Western, [519-661-2111](tel:519-661-2111), ext. 85469, hconnell@uwo.ca

Campus Maps

Richard Ivey Building

go.ivey.ca/richardiveybuildingmap

Western University campus

go.ivey.ca/westerncampusmaps

Other Tools

Social Media Monitoring

Hootsuite - go.ivey.ca/hootsuite

Contact: Laura Haggart w: [519-661-2111](tel:519-661-2111),

ext. 84228,

c: [519-312-0389](tel:519-312-0389)

lhaggart@ivey.ca

Student Contact Information

Ivey LEARN - go.ivey.ca/learn

Contact: Chris Austin

w: [519-661-2111](tel:519-661-2111), ext. 83806,

c: [519-870-9633](tel:519-870-9633)

caustin@ivey.ca

Faculty and Staff Contact Information

Bamboo HR - go.ivey.ca/bamboohrlogin

Contact: Linda McGibbon

[519-661-2061](tel:519-661-2061)

lmcgibbon@ivey.ca

Ivey's Dark Site

Update on homepage

Contact: Lauren Bak

[519-661-2111](tel:519-661-2111), ext. 82816

lbak@ivey.ca