

NCCA Crisis Management Policy

This policy will serve as the acknowledgement that the NCCA shall create and implement a Crisis Management Plan that shall be updated and reviewed annually.

Public Relations Evaluation

The reputation of the NCCA has been attacked periodically over the past few years. The results of these conflicts have been time, money, lawsuits, legal action, and loss of reputation and trust. In order to be better prepared in the future, it is important to follow PR crisis management guidelines set forth by the Institute for PR and PRSSA.

1. Have a crisis management plan and update annually.
2. Have a designated crisis management team.
3. Test the plan annually.
4. Pre-draft potential crisis messages.
5. Have social media policies include this.

The Crisis Management Plan Overview

A crisis management plan (CMP) is a reference tool, not a blueprint. A CMP provides lists of key contact information, reminders of what typically should be done in a crisis, and protocol to document the crisis response. A CMP is not a step-by-step guide to how to manage a crisis. A CMP saves time during a crisis by pre-assigning some tasks, pre-collecting some information, and serving as a reference source. This plan allows the crisis management team to know their roles and allow the organization to react quickly. These roles are outlined below.

Designated Crisis Management Team

Just like a sports team, this crisis team must have a variety of “players” with special skills. It is important that the team covers key roles. Each crisis is unique and the composition of the crisis team may vary based on the nature of the crisis.

The NCCA Crisis Management Team shall be the following:

- **Spokesperson/CEO:** Heather Wrenn, CEO (as per bylaws) This person is the point person during the crisis. Our organization designated this person in the bylaws as the CEO. They will speak on behalf of the organization and relay information to the rest of the team.
- **Senior Official:** President of the NCCA.
- **Advisors:** Two advisors selected by the Senior Official based on the need of the crisis team dynamic. These advisors do not necessarily have to be the highest ranking, but instead can be chosen based on experience, expertise, demographic coverage
- **Public Relations Director:** This person writes statements, speeches and all communication pieces to present a unified message as per the direction of the crisis team. They also monitor and report on replies, pick-ups, and updates. For the NCCA this person is currently Rachael Lord.
- **Lawyer (as needed):** In case there is legal counsel needed.

If it is approved to have a crisis plan and crisis management team added to the NCCA policies, the Public Relations Director under the advisement of the CEO will prepare a formal Crisis Management plan that will include Objectives, potential threat research, crisis team, and action timeline. This will be the formal plan that will be updated by the NCCA staff and reviewed by the board annually.