

Issues and Crisis Management

Description

Gold, Silver, and Bronze awards may be given for outstanding planning efforts and results in dealing with external and/or internal institutional issues or an immediate crisis situation.

Subcategories

1. Issues Management

Proactive issues management and planning used to address such internal/external campus issues as reputation/image management; environment; drinking; college costs; safety/security; research/intellectual property; parental involvement; and service to students.

2. Crisis Management

Strategic communications management used to explain and defuse immediate crises such as hate crimes, student/staff deaths, sexual harassment, weather-related disasters and health issues.

Judging Criteria

Judges will look for:

- * Well-stated goals and objectives;
- * Thoughtful planning and implementation of a strategic communications or crisis management plan;
- * Strategies for communicating with all affected or interested constituencies;
- * The communicating and tracking of an issue/crisis situation;
- * Evidence of plan adaptation as the situation or crisis evolves; and
- * A summary of results, including an assessment of success or other outcomes.