



Crisis Management Quick Reference

Most of the information in this packet can be found in **Section 6 of the Collegiate Chapter Officers Manual (CCOM)**. It is the expectation that all chapter officers review the CCOM at the beginning of, as well as, throughout their term.

CRISIS MANAGEMENT/COMMUNICATION PROCEDURE

In the event of a tragedy or crisis, Delta Gamma has certain steps that should be taken to ensure the tragedy/crisis is handled safely and is communicated effectively. Examples of what situations may be a tragedy or crisis include but are not limited to:

- Death or serious injury of a member or new member.
- Injury or incident involving a member, new member or a non-member at or during a chapter event; this includes chapter meetings held in campus facilities, such as classrooms.
- Injury or incident involving a member, new member or a non-member that occurs on chapter property.
- Fire, earthquake, flood or other natural disaster affecting the chapter or surrounding area.
- Serious crime against chapter member or chapter house.
- Threat on campus (i.e., bomb threat, campus shooting)
- Outbreak of infections or endemic diseases.

Per the Crisis Communication policy, the following should occur:

- Instruct all members and new members that the president is in charge of all emergency situations. She may consult other members possessing more expertise or insight; however, all correspondence and important decisions rest with the president under the guidance of the advisory team chairman (ATC) and Regional Collegiate Specialist (RCS)/Council Appointed Coordinator (CAC)/New Chapter Coordinator (NCC).
- Inform the members and new members that in the event of the chapter president's absence, the next ranking officer in order of election assumes the responsibility.
- Require the members and new members to know who is in charge and be prepared to follow her instructions.
- Inform the member and new members that all information released must come from the president and/or the ATC.
- If the chapter does not have Delta Gamma housing, or if the housing available will not accommodate the entire membership of the chapter, select a convenient, yet private, location for members to gather to obtain information from appropriate sources.

- Review the crisis management procedures with the member and new members. All procedures apply to chapter houses, dormitory areas, suites or any other place where Delta Gammas are housed or meet. The same procedures apply if an accident occurs at a Delta Gamma sponsored event.
- Instruct the director of house management to post all emergency telephone numbers by **each** telephone in chapter housing. Instruct the vice president: communications to include emergency telephone numbers on the chapter roster/telephone list.
- Advise the university administration of Delta Gamma's crisis management procedures.

EMERGENCY PROCEDURES

1. Do not allow the accident victim to be disturbed by untrained people. Keep curious onlookers away and protect the dignity of the injured person.
2. Call 911 or the appropriate emergency number. Briefly and calmly explain the situation so that the emergency personnel can respond appropriately.
3. Close the house or restrict the area where the accident has occurred to all non-Delta Gammas except for medical or police personnel. Assign a responsible member to control access to the house. For example, if the accident occurs on campus property, appropriate university/college officials should be allowed access.
4. Contact your Collegiate Development Specialist (CDS) at Executive Offices (EO), as well as your ATC and RCS/CAC/NCC. Please arrange the best method to contact your ATC and RCS/CAC/NCC in advance, so you are aware of how to reach these women as soon as possible. Your CDS will manage the Fraternity's internal crisis communication procedure and provide you with next steps.
5. Contact the university/college person (Panhellenic advisor, Greek Affairs Coordinator, etc.) who is responsible for sororities.
6. Do not contact the individual's parents. Medical or police personnel will accurately inform the family.
7. If instructed by EO, assemble all members and new members for a chapter meeting. For chapters that do not have housing, the location for this meeting should be established at the beginning of each academic year and provided as part of the biannual review of the Crisis Management Procedures. Explain that there is an emergency. If the chapter has housing, explain that the house is closed. Stress that everyone should remain calm and that all emergency measures have been taken.
8. Advise the members and new members that they are to refrain from discussing details or speculating about events with anyone outside the chapter; the president is the official spokesperson for the chapter.
9. If instructed by EO, inform members and new members, who are not aware of the situation, of the emergency.

CRISIS COMMUNICATION PROCEDURES

If a tragedy occurs, please follow the [Crisis Communication Procedures](#) to notify the appropriate people within Delta Gamma.

In summary, the procedures include:

- If you are a member, adviser, or employee (such as a House Director) of a collegiate chapter, and you learn about a crisis, please ensure the chapter president is notified. If the chapter president is unavailable, please contact the vp: social standards, and she can assume the president's responsibilities until the president becomes involved.
- The chapter president will then notify the ATC, Regional Director (RD), RCS/CAC/NCC and CDS. If the chapter president is unsure of who any of those women are, she can contact at least one of them, and they will ensure the others are notified.
- If the crisis occurs at or includes the chapter's facility, the chapter president should include the House Corporation president and the Regional Housing Specialist (RHS) in her original outreach. The CDS will then work with the Office of Housing and any other housing and regional volunteers regarding the crisis.
- The CDS then serves as the official go-between communicator with the chapter, the regional team and appropriate EO staff. All communication and instructions from Fraternity officials will be communicated through the CDS, as well as, all updates from the chapter will be sent to Fraternity officials through the CDS.

MEDIA OUTREACH

Some crises or tragedies will draw media attention. Follow the below guidelines when dealing with the media:

1. Do not speak with any source of media outlet. If you are approached or contacted, either do not reply, or refer them to Executive Offices with the appropriate email, media@deltagamma.org, or phone number, (614) 481 – 8169.
2. Notify the chapter president.
3. The chapter president notifies the ATC, the regional team, the director of member services and your CDS at EO. No one is authorized to speak to the news media in a crisis without clearance from the Fraternity President or the Executive Director.
4. All formal responses to external media will be managed through the Director of Communications, through guidance of the Executive Director and Fraternity President. The director of marketing and communications will approve statements for accuracy and compliance with Delta Gamma policies. The Director of Communications will distribute verified information as quickly as possible to internal and external audiences.
5. Do not allow yourself to be drawn into extensive discussion of what has occurred. Answer any inquiries by telling the media to contact Delta Gamma Executive Offices.

6. Do not draw conclusions, provide details, lay blame or speculate in any way.
7. Do not mention names.

POST-EMERGENCY PROTOCOL

Some tragedies will be continuous depending upon the severity of the situation. For guidance on what to do after the initial emergency has been handled, please see below.

SERIOUS INJURY

- Do not remove or disturb any personal belongings in the woman's room (in Delta Gamma housing, dormitory or apartment) unless instructed to do so by the accident victim or her family.
- Determine the visitation wishes of the family and coordinate these with members and new members.

DEATH

- Do not remove any personal belongings from the woman's room (in Delta Gamma housing, dormitory or apartment). Do not let anyone enter the room except police or other officials. If the woman lived in Delta Gamma housing and there is a roommate, move her out of the room temporarily.
- If the woman lived in Delta Gamma housing, ask the family members what their wishes are regarding the disposition of the woman's possessions. Regardless of where the woman lived, if the family chooses to come and pack the belongings themselves, give them as much support as possible: arrange for transportation to and from the airport, supply boxes for packing, etc. If the woman lived in Delta Gamma housing, keep the room locked until that time.
- Encourage members and new members to show loving concern and support. Understand, however, that this is a difficult time for the family and that they may want privacy.
- Notify EO of the name and address of a parent/guardian contact where an official letter of sympathy can be sent. Include personal information about the member/new member (offices held, etc.) as well as cause of death.
- Plan chapter attendance at the funeral if the service is open. Delta Gamma has a beautiful memorial service that may be appreciated by the family members but respect their wishes in this regard. The memorial service may be held in the chapter house.