The Team

Kelsey Richardson
Public Relations Supervisor

Matt Driscoll
Communications Director
R&R Partners

- Full-service communications agency
- Offices located in Salt Lake City and Las Vegas
- Decades of experience managing high-profile public issues and crises
When can you use our services?

• When your organization has an actual or anticipated claim with the potential for significant reputational impact.

How can we help you?

• We can assist you in developing appropriate and effective communications during a crisis.
• We can consult and assist you with managing the crisis by creating a plan of action, preparing messaging, monitoring media and social media, and other communication needs during a crisis situation.
The toughest job in the nation is the one of an academic- or health-institution president.

Retired U.S. Navy Admiral General William McRaven and Chancellor of the University of Texas System
**Family of Lauren McCluskey Agrees to $13.5 Million Settlement in Daughter’s Death**

The University of Utah, where Ms. McCluskey, 21, was killed in 2018, said its employees had “failed to fully understand and respond appropriately to Lauren’s situation.”

---

**Los Angeles Times**

Sonoma State president faulted CSU’s sex hara response. Now she has her own scandal

---

**University of Michigan Fires Its President Over Inappropriate Relationship**

Mark Schlissel’s contract was terminated immediately for interactions with a subordinate, the Board of Regents said.

---

**Lawsuit links Virginia killer Jesse Mathew Jr. to reported sexual assault at Liberty University in 2000**

The lawsuit details instances of Title IX offenses connected to alleged incidents of sexual assault of 12 different women.

---

**The New York Times**

The state of Utah has agreed to pay more than $10 million to the family of Lauren McCluskey, a University of Utah student whose制作 photographs were shared by a campus police officer from whom she had sought help before she was murdered in 2018, according to a settlement and court documents.

The university “acknowledges that the murder of Lauren McCluskey was a brutal, senseless and preventable tragedy” the agreement said.

Under the agreement, which was reached on Wednesday, Ms. McCluskey’s parents, Matthew and Jill McCluskey, would receive $10.5 million from the state. Jim McConkie, a lawyer for the family, said on Thursday that the McCluskeys had “publicly committed” to putting all of the money, after fees and costs, into the Lauren McCluskey Foundation, which seeks to improve campus safety.
It can take years to build a reputation, but only a few seconds to destroy it. Reputations are won or lost in crises.
What is a crisis?

Any situation that is threatening or could threaten to harm people or property, seriously interrupt business, damage reputation, or negatively impact public image.

For DRM purposes, we define it as: when your organization has an actual or anticipated claim with the potential for significant reputational impact.
The role of crisis communications strategy is to “get out in front” of the crisis as much as possible. It is better to tell your story than let someone else tell it for you. Failure to respond quickly enough can result in negative public opinion.

When a crisis arises, the communications team needs to have immediate access to people who have the accurate information needed to develop and disseminate the message to key audiences.
The goal of crisis communications is to resolve the crisis at hand and move on as quickly as possible.
Test scores are down, and violence is up. Parents are screaming at school boards, and children are crying on the couches of social workers. Anger is rising. Patience is falling.

——— Laura Meckler, The Washington Post
Reputational Threats

- Title IX
- Staff/student misconduct
- Decline in student enrollment
- Political battles
Start by determining your crisis team

Make this group as small as possible. A team of 3-6 people with diverse backgrounds and skill sets.
Set clear expectations for this team
Need to make quick, unbiased and non-retaliatory decisions.
A crisis plan determines and outlines the process your team will go through to get to the right solution for any given situation.
A crisis plan is a foundation used to make the right decision in the shortest amount of time.
A crisis plan should be actionable
A crisis plan should be mission and value-based
A crisis plan should be forward-thinking
Crisis plan should help you answer:

- Who are our key audiences we need to address?
- Who is going to share this information?
- What information must be shared?
- What other information should we share?
- Where are we going to share these messages?
Determine a Crisis Team

Schedule Tabletop Exercises

Create a Plan

Hold Post-Mortem Evaluations
Contact

R&R Partners

CALL: 801-957-7170
EMAIL: NOREPLY@RISK.UTAH.GOV
Thank You