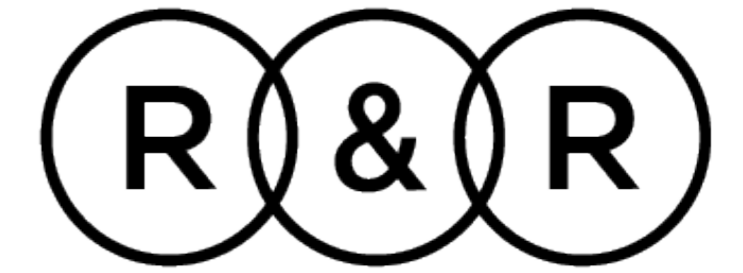


Crisis Communications

Utah Board of Higher Education



Prepared by:

R&R Partners

Company Representative:

Kelsey Richardson

Matt Driscoll

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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


R&R Services

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."



Her father and mother said the University of Utah violated Title IX by failing to investigate their 20-year-old daughter's claims, which first led to The New York Times.

By **Christine Healey**

Dec. 16, 2022

The state of Utah has agreed to pay more than \$10 million to the family of Lauren McCluskey, a University of Utah student whose nude 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.

Sonoma State president faulted CSU's sex harassment response. Now she has her own scandal



Sonoma State President Judy Sakaki. (California State University)

BY ROBERT J. LOPEZ, COLLEEN SHILBY
JAN. 20, 2023 6:02PM PST

Sonoma State President Judy Sakaki was part of a group of Cal State presidents who met with a top aide from the Assembly speaker's office in February to say they had lost confidence in the system chancellor over his handling of a sexual harassment case, The Times has learned.

Sakaki now faces a revolt from some faculty on the Academic Senate at her own campus who are drafting a resolution for a no-confidence vote in her leadership after a Times investigation detailed accusations of sexual harassment and retaliation involving Sakaki and her husband.

Records show that just weeks before the Feb. 23 phone meeting with Assemblyman Anthony Rendon's office, Sakaki signed a settlement in which CSU agreed to pay \$600,000 to resolve a legal claim filed by a former provost who reported the harassment allegations against the president's husband, lobbyist Patrick McCallum, and alleged that Sakaki then retaliated against her. A Rendon spokeswoman confirmed that the meeting took place and said the speaker had been unaware of the settlement when Sakaki and four other CSU presidents met with his higher education

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Lawsuit links Virginia killer Jesse Matthew 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



LYNCHBURG, Va. — Twelve women have filed a lawsuit against Liberty University, claiming that "Liberty University has intentionally created a campus environment where sexual assaults and rapes are inevitably more likely to occur than they would in the absence of Liberty's policies."

The lawsuit, filed in the U.S. District Court for the Eastern District of New York, specifically references the Liberty Way, the university's honor code.

Clark Larkin represents the 12 women who said that university leaders weaponized that honor code, making it difficult or impossible for them to report violations.

For instance, you're not permitted to drink regardless of where you are. As a result, some of the victims, for whom victims of date-rape drugs, felt like they couldn't report that to the university because if they did, they would themselves be punished. And in some instances, people who did report to the university were punished," said Larkin during an interview with 10 News.

University of Michigan Fires Its President Over Inappropriate Relationship

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



An Associated Press photograph from 2018 against the University of Michigan President Mark S. Schiessel (left) speaking. (The Associated Press)

By **Alexandra Martocelli**

Updated Jan. 18, 2023

The president of the University of Michigan, Mark S. Schiessel, has been fired for having a relationship with a subordinate that the university's Board of Regents said violated university policy and was carried out "in a manner inconsistent with the dignity and reputation of the university."

The board terminated Dr. Schiessel's employment effective immediately after a special meeting on Saturday, ordering him to return all university property and canceling an agreement that would have continued to pay him his base salary of \$827,000 for two years after his contract was supposed to end in 2023.

The board named a former president, Mary Sue Coleman, as interim president.

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.

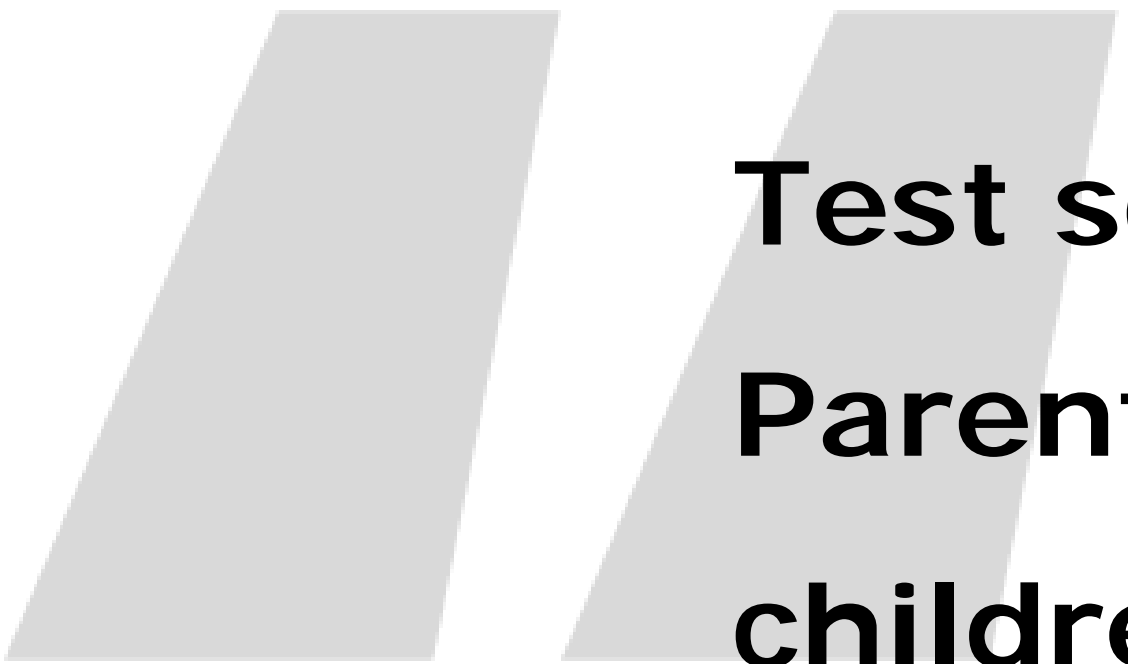
For DRM purposes, we define it as: when your organization has an actual or anticipated claim with the potential for significant reputational impact.

Role of communications strategy

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

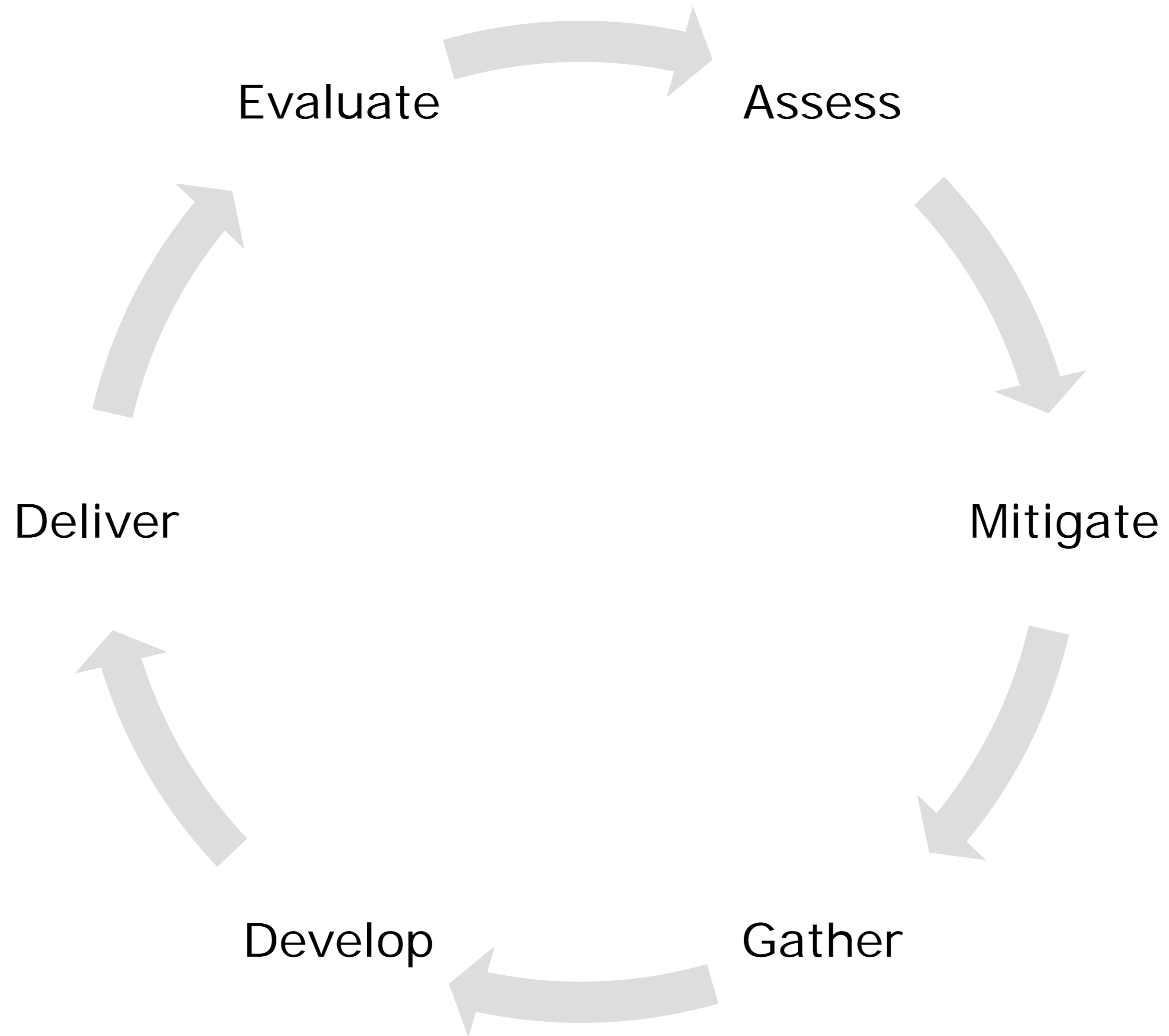
A crisis plan should be

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



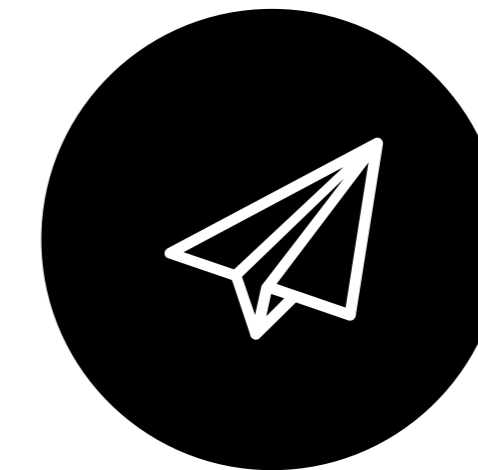
Hold Post-Mortem Evaluations



Contact R&R Partners

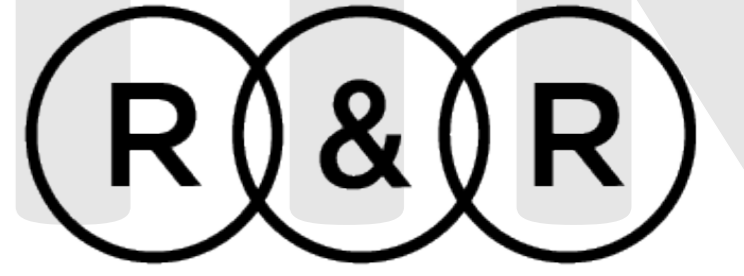


CALL: 801-957-7170



EMAIL:
NOREPLY@RISK.UTAH.GOV

**Thank
You**



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