

COMMUNITY COLLEGE FOCUS GROUP

*Preparing for Large Events &
CSRM Deadly Weapons Response Program*

May 13, 2026, at 11:00 a.m.

Guest Presenter(s) – *CrisisRisk*



Suzanne R. Loughlin

EVP, General Counsel
Crisis Risk

Suzy has extensive consultative experience in crisis management and crisis communications on behalf of clients ranging from the world's largest global companies to education, healthcare, and governmental entities. She is an experienced attorney, public company director and executive, threat assessment professional and regularly requested speaker by associations and organizations. Suzy's hands-on crisis management experience, combined with her legal training and practice, enables her to provide critical decision support to clients in urgent crisis events.

A previous litigator and insurance claims professional, she brings an extensive understanding of risk and exposure to the work she performs in both prevention and response. Suzy and the deadly weapon team at CrisisRisk have developed tools to help organizations benchmark their existing Violence Protection Program against best practices and identify strategies to prevent and respond to the threat of violence. Serving on the boards of several non-profit organizations, Suzy has received many awards for her service, including the Anti-Defamation League's prestigious 'Americanism Award.'

CrisisRisk Expertise

Examples of Crisis
Events that
CrisisRisk
principals
responded to:

Crisis is defined by loss of control.™

- Abuse of power by Public Officials
- Cannibalism – Higher Education
- Child Pornography – Possession/Creation (Executives/Faculty/Staff)
- Communicable Illness Outbreaks
- Cyber Events
- Deadly Weapon Violence
- Discrimination- Gender/Race/People with Disabilities
- Domestic Violence in Workplace
- Executive Embezzlement / Fraud
- Excessive Use of Force
- First & Second Amendment Auditors
- Fire – Disrupting Critical Operations
- Illegal Search – All Students in High School
- Legal / Regulatory Actions – Publicity
- Mass Shootings – Schools, Festivals, Parades, Workplaces, etc.
- Medical Malpractice
- Product Defect/Recall
- Racial Bias Accusations
- Sexual Abuse of Children in Camps, Childcare, School, Sports
- Sexual Abuse of Patients/Vulnerable Adults
- Sexual Harassment / #metoo
- Transportation Accidents – Trucking, Busing, Trains
- Voter Suppression
- Water System Contamination
- Weather Disasters – Hurricane, Wildfire, Tornado, Winter Storm
- Workplace Violence



ADWRP Program, Not Just a Policy.

Services are Available During Four Timeframes



BEFORE



Access to resources and tools to build resilience and preparedness **BEFORE** a critical event

IMMINENT



24/7 access to CrisisRisk to help prevent or mitigate potential impacts when a critical event is **IMMINENT**

DURING



Resources and coaching on how to triage, prioritize and optimize DECISIONS. ACTIONS.WORDS. **DURING** initial moments of a critical event.

AFTER



Resources on how to restore control and return to a new normal **AFTER** a critical event.

Why Event Preparedness Matters

- **Large events (graduations, commencements, major ceremonies) bring:**
 - High attendance (students, families, etc.)
 - Increased safety, reputational, and operational risks
- **Goals:**
 - Protect your critical assets- people, brand, reputation, finances, key relationships and more.
 - Ensure safety, continuity, and positive experience
- **Proactive Risk Management:**
 - Reduces incidents, improves response, and lessens impacts
 - Planning must address the risk of a critical event across four time-frames: ***Before, Imminent, During, And After.***
- **CrisisRisk™ is a Beazley strategic partner and the Event Responder embedded within CSR's Deadly Weapons Protection Insurance Policy.**
 - Risk management and crisis response services (that accompany policy)

Pre-Event: Preparedness Framework

It is the governance responsibility of senior leadership to assure the operational viability of the institution, and to protect its stakeholders from the threat of violence.

A best-practices governance framework consists of:

- **Demonstrated leadership commitment** through a board resolution/workplace violence policy statement
- **Defined roles and responsibilities**
- **Plans, policies, and procedures**
- **Risk Assessment**
- **Training** stakeholders
- **Testing** of plans through drills and exercises
- **Program maintenance**
- **Risk Transfer-** Insurance

Pre-Event: Risk Assessment

- Identify potential threats (violence, terrorism, weather) and vulnerabilities (crowd size, location, type of event)
- Conduct site walkthroughs to spot hazards (exits, bottlenecks, lighting, terrain)
- Consider past incidents or similar event case studies at other institutions
- Involve multi-disciplinary functions in the risk assessment process, i.e.,: internal resources- campus police, facilities, risk, HR, and external resources- EMS, law enforcement, fire.

Pre-Event: Key Threats to Address

When it comes to planning a large event with hundreds or thousands of attendees, there are key threats to consider related to violence/terrorism:

- Active Assailant
- Vehicle as a Weapon
- Drone as a Weapon
- Fire as a Weapon
- Bomb/IED
- CBRN (Chemical/Biological/Radiological/Nuclear Attack)

There are also threats posed by:

- Weather
- Natural disasters
- Bad actors (i.e., cyber, drunk patrons, armed patron altercations)

Pre-Event: Key Vulnerabilities to Address

As part of your Risk Assessment/Physical Site Assessment related to a large event, **vulnerabilities must be identified**. Threat actors exploit vulnerabilities when executing on a threat. **Particular focus should be given to:**

- **Access controls** (badges, tickets, etc.)
- **Crowd control** procedures (queuing, choke-points during emergency response)
- **Data protection** related to security of event
- **Egress points**- arrival time as well as during an emergency evacuation
- **Emergency Response Procedures & Communications Capabilities** (Evacuation, Lockdown)
- **Staff and Vendor hiring practices**
- **Intrusion detection** capabilities
- **Monitoring** capabilities (CCTV)
- **Security procedures** during Set-up/ Tear-down, as well as during event
- **Screening** of visitors, staff and vendors
- **Traffic controls/vehicle barriers**

Pre-Event: Emergency Planning

Emergency Planning

- Develop a **written Emergency Response/Action Plan (ERP)**
- Designate a **Cross-Functional Emergency Response Team (ERT)**
- Define procedures for **Evacuation, Lockdown, Shelter; Medical Emergencies; Emergency Communications**
- Document **threat-specific response protocols** for facility/event attendees: Evacuation (fire, bomb threat), Shelter (weather), Run/Hide/Fight (active assailant/threat actor)
- Establish **clear evacuation routes, shelter-in-place locations, safe rooms**
- Make sure **plans are accessible and communicated** to all staff

Pre-Event: Who Should be Involved?

Appoint a Cross-Functional Response Team with representation from:

- Security/Campus Police
- HR
- Emergency Management/
- Risk
- Behavioral Health
- Facilities/Buildings

Ensure Coordination with Key Stakeholders

- Local law enforcement and fire departments
- EMS providers
- Event organizers and vendors
- Assign a central command structure (Incident Command System)
- Hold pre-event coordination meetings

Pre-Event: Emergency Communications

- Establish reliable **notification capabilities** (i.e., panic buttons, radios, call boxes, annunciator panels, PA system, mass notification system)
- Implement **reliable communication channels** for internal emergency response team members and first responders
- Create a **communication plan** for:
 - Staff coordination
 - Emergency alerts to attendees
- Use **clear signage and announcements** to guide attendees
- **Prepare messaging templates** in advance

Pre-Event: Staffing & Training

Staffing and Training

- Ensure adequate staffing ratios for security and event personnel
- Clearly define roles and responsibilities
- Train staff on:
 - Emergency procedures
 - Communication protocols
 - De-escalation techniques

Pre-Event: Medical / Accessibility & Inclusivity

- **Medical and First Aid Readiness**
 - Provide clearly marked first aid stations
 - Ensure availability of trained medical personnel
 - Plan for ambulance access routes
 - Consider AED placement and visibility
- **Accessibility and Inclusivity in Safety**
 - Ensure ADA-compliant routes and emergency exits
 - Plan assistance for individuals with disabilities during emergencies
 - Provide multilingual signage if needed

Pre-Event: Documentation and Permits

Documentation and Permits

- Secure all required permits and approvals
- Maintain insurance coverage (**Events at covered locations – notify risk consultant of attendee count at 2,500 people for events*)
- Document safety plans and share with stakeholders

Key Event Protection Measures

To prevent or mitigate the impact of threats, several protection measures must be considered:

- **Monitoring** - Measures relating to the monitoring of the premises or event, and the immediate vicinity. Monitoring measures are intended to enable the detection and identification of suspicious activities and items that may be indicators of an impending attack.
- **Movement** - Movement measures are intended to control, prohibit, restrict or reduce the movement of people into and out of the event premises
- **Physical Security** – Measures that deter or hinder attackers.
- **Informational Security** – Data protection to keep information secure and out of reach of those with hostile intent who may be looking for information to assist in the planning, preparation or execution of threats.

Protection Measures: Monitoring

Examples of Mitigations

- Control entry points (ticketing, ID checks if needed)
- Screen for prohibited items when appropriate
- Utilize CCTV cameras with real-time monitoring
- Intrusion detection (sensors on gates, fencing, doors, windows)
- Weapons detection AI technology

Protection Measures: Movement

Crowd Management

- Estimate realistic attendance and set capacity limits
- Design entry/exit points to avoid congestion, bottlenecks.
- Ensure queuing lines are away from parking lots, roads or vehicle access
- Use barriers, signage, and staff to guide flow
- Plan for high-risk areas (stages, parking lots)
- Protect restricted access points
- Traffic/pedestrian controls

Protection Measures: : Physical Security

Security Measures

- Use visible security presence as deterrence
- Establish stand-off zones where vehicles can not park to increase distance of vehicles from the premises
- Parking areas monitored for abandoned vehicles before and after the event
- Parking restrictions are strictly enforced by attendants
- Security personnel coordinate with security detail for VIPs or high-profile speakers, if applicable.

Protection Measures: Information Security

Information Security Measures

- Detailed security measures are not shared
- Daily briefings include reminders of various counter-terrorism security measures, including the importance of not posting information about the event, or that they are working at it, online or social media.
- Event maps do not include staff areas or their use, locations of cameras, etc.
- Websites and other official communications are reviewed to ensure that sensitive information and security details, such as floor plans and staff names, are not being shared or accessed unnecessarily, or shared more widely than is appropriate.
- A social media policy is in place for staff that addresses the sharing of sensitive information.
- IT systems include encryption, firewalls, regular updates to software to ensure details of public protection measures and procedures can't be accessed by unauthorized users.

CrisisRisk Services - *Before*

Beazley Deadly Weapons Protection Portal has tools and training materials designed to enhance your Violence Protection Program, including event-specific resources.

- **Prevention Resources** (Includes: SB 553 ToolKit, Event Risk Self-Assessment Tool)
- **Response Resources**
- **Previously Recorded Webinars**
- **Case Studies-** Circumstances/Events
- **Ask an Expert**

<https://www.beazley.com/en-us/deadlyweaponsprotection>

Event Checklist

ASSESSMENT TOOL

Security Site Self-Assessment Checklist – EVENTS

This Event Planning Self-Assessment tool will help your organization/institution identify current vulnerabilities and opportunities to lower the risk level through controls, policies, plans, procedures, and training. Comprehensive event safety planning involves being proactive with respect to risk assessment, emergency and medical procedures, crowd management strategies, security measures, communication protocols, staff/volunteer/vendor training, and adhering to relevant...

↓ PDF | 638.4 KB

ACCESS	5
ACCESS: PROPERTY CONTROLS	5
ACCESS: CAMERAS/SURVEILLANCE	5
ACCESS: EMPLOYEES & STAFF	6
ACCESS: VENDORS & VOLUNTEERS	7
ACCESS: PUBLIC – GUESTS	8
ACCESS: CROWD CONTROL	9
ACCESS: SIGNAGE	11
ACCESS: DRONES	11
ACCESS: EXTERIOR LANDSCAPING	12
ACCESS: EXTERIOR LIGHTING	12
ACCESS: EXTERIOR PARKING AND VEHICLES	13
ACCESS: EXTERIOR SURROUNDING AREA	13
ACCESS: INTERIOR BATHROOMS	14
ACCESS: INTERIOR DOORS	14
ACCESS: INTERIOR STAIRWELLS, ELEVATORS, ESCALATORS & EXITS	14
ACCESS: INTERIOR LIGHTING	15
ACCESS: OFFICE/RECEPTION AREA IN EVENT VENUE	15
ACCESS: MAINTENANCE	16
ACCESS: EVENT ROUTE (PARADES, RUNS/WALKS, ETC.)	17
SECURITY	18
SECURITY: ALARM SYSTEM	18
SECURITY: PERSONNEL/GUARDS	18
SECURITY: TALENT PROTECTION DETAIL	20
SECURITY: THIRD PARTY EVENTS	21
POLICIES, PLANS, PROCEDURES, EXERCISES, DRILLS, AND TRAINING	22
DRILLS	22
EMERGENCY COMMUNICATIONS	23
POLICIES	25
PLANS - CRISIS MANAGEMENT & CRISIS COMMUNICATIONS PLAN	25
PLANS - EMERGENCY RESPONSE PLAN	26
PLANS: LAW ENFORCEMENT AND FIRST RESPONDER COORDINATION	27
TECHNOLOGY /CYBER RISK	28
THREAT ASSESSMENT & MITIGATION	29
TRAINING OF VOLUNTEERS	30
TRAINING OF EMPLOYEES	31
INTELLIGENCE / SOCIAL MEDIA MONITORING	32
PROTESTS	32
PUBLIC ENTITY (GOVERNMENT) EVENT SPACES	34
DEADLY WEAPONS PROTECTION INSURANCE	34

IMMINENT: CIRCUMSTANCE ENDORSEMENT

There are several triggers which activate coverage under the DWP policy.

One such 'trigger' is a '***circumstance***'.

Circumstance shall mean a situation, action, event, behavior, or information received which indicates that a ***deadly weapon event*** is reasonably likely to occur.

Call 24/7 - 860-677-3790

If it is believed the violence threat is imminent, call 9-1-1 before calling CrisisRisk.

CrisisRisk responds 24/7 to circumstances.

- Answer Hotline calls, 24/7
- Assist insured with assessing the threat level the circumstance presents
- Develop strategic response actions which may involve:
 - Law enforcement
 - Forensic psychological review
 - De-escalation initiatives
 - Enhanced security
- Encourage monitoring

Imminent: Opportunity for Prevention

- Many attackers exhibit behaviors prior to committing a violent act. These behaviors, if recognized, **serve as warning signs**, and afford an opportunity for prevention.
- The greatest opportunity for prevention of violence will apply to your **employees and students**, whose behaviors can be observed over time.
- Everyone should be **trained to recognize high risk behaviors** and how to call for assistance when needed.
- Behavioral warning signs are also exhibited by **strangers, trespassers** and **members of the public**. Stakeholders should be trained on:
 - How to recognize someone who doesn't belong or is acting suspiciously;
 - Suspicious packages and other items that have been introduced to their environment.
- **Educating everyone** within the institution on not only what constitutes **high risk behaviors**, such as outright threats, but also on what constitutes '**behaviors of concern**', is critical to preventing violence.

Circumstance Endorsement

There are several triggers which activate coverage under the DWP policy.

One such 'trigger' is a '***circumstance***'.

Circumstance shall mean a situation, action, event, behavior, or information received which indicates that a ***deadly weapon event*** is reasonably likely to occur.

CrisisRisk Services

CrisisRisk responds 24/7 to circumstances.

- Answer Hotline calls, 24/7
- Assist insured with assessing the threat level the circumstance presents
- Develop strategic response actions which may involve:
 - Law enforcement
 - Forensic psychological review
 - De-escalation initiatives
 - Enhanced security
- Encourage monitoring



Onset: Life – Safety Operations & Response

The following must be in place when the threat of violence materializes:

- **Notification Capabilities** (i.e., panic buttons, radios, call boxes, annunciator panels, PA system, mass notification system)
- **Plan of Action**
 - **Emergency Response Plan** for internal responders. Internal responders coordinate the response based on the type of emergency, e.g., fire vs. active assailant. The ERP will define roles, responsibilities, notification methodologies, response actions and procedures to follow around all response protocols (Evacuation, Lockdown, etc.)
 - **Emergency Response Protocols** for all site occupants. All employees, students and other stakeholders must be trained on what to do when a threat materializes:
RUN/HIDE/FIGHT



During: The First Hours

How people respond in the first seconds, minutes, and hours after a critical event will make the difference between an emergency, a crisis and consequences that can last forever.



CrisisRisk Response Services – *During*

Incorporating *CrisisRisk* Support - *CSRM Member Colleges*

When it is safe to do so, **call 860-677-3790**. You will be live-transferred to a CrisisRisk principal.

- We will ask for a **description of the facts** *you are aware of*. Facts only. No assumptions, beliefs or opinions.
- We will **focus on your concerns** and then discuss **DECISIONS.ACTIONS.WORDS**. that are necessary right away.
- **Immediate Priorities** will be:
 - Victims and their families
 - Triageing needs of impacted stakeholders
 - Coordination of communications
 - Ongoing threats/safety concerns

During: Immediate Guidance Provided

CRISISRISK IMMEDIATE GUIDANCE		
#	IMMEDIATE ACTION	WHY
1	SEND REPRESENTATIVES OF INSURED TO HOSPITALS / NOTIFY FAMILIES OF VICTIMS	Dispatch insured representative(s) to hospitals where victims have been taken. Notify victim(s) families of what occurred and where their loved ones have been transported to.
2	DON'T COMMUNICATE WITH MEDIA • You will communicate with stakeholders directly through your own channels and on your own timeline. • If you have a PIO or a designated spokesperson accustomed to speaking with the media, please make sure they understand not do so until speaking with legal counsel and CrisisRisk.	Media is fueled by controversy. Contact CrisisRisk for guidance on media and crisis traps related to media. CrisisRisk will provide you with specific guidance on any potential communications with the media and/or stakeholders. • Don't speak with the media. • Inform everyone verbally that they are not a spokesperson, and they are not to speak to media. • Don't respond to the media via email, text, telephone. • If confronted by the media in an unavoidable circumstance, let them know – <i>I am not an authorized spokesperson for the organization and you will pass on their information.</i> • If a reporter is persistent, refer them to law enforcement. • Do not issue a press release. • Do not hold a press conference. • Do not speculate.
3	DON'T ALLOW MEDIA ACCESS TO YOUR PREMISES OR STAKEHOLDERS	Media may seek to access your premises. If you are public or private will determine where media is permitted/not permitted to be. Do not give media access to your stakeholders. If they come onto private property, let them know – <i>this is private property and we would ask that you please leave.</i> Offer to pass on their information to your spokesperson. Don't promise call back.
4	DON'T HOLD OR PARTICIPATE IN PRESS CONFERENCES	Don't hold a press conference. Don't participate in a press conference. If possible, allow police and first responders to interact with the press. Contact CrisisRisk for guidance.
5	DON'T PUT ANYTHING IN WRITING – INCLUDING EMAIL AND TEXTS	Avoid communicating in writing about what occurred until legal counsel is appointed. Anything written or printed is subject to later discovery. Goal – to cloak attorney/client privilege around any communications.
6	HOLD OFF INVESTIGATING UNTIL COUNSEL IS APPOINTED	Don't commence internal investigation until legal counsel is appointed. Don't interview witnesses. Preserve video surveillance footage. Discuss any requests for surveillance footage from law enforcement with counsel before turning over. Inform law enforcement that you will cooperate but need to speak with legal counsel first.
7	SPEAK WITH COUNSEL BEFORE RESPONDING/ REPORTING TO REGULATOR	If you are contacted by regulators or are preparing to notify regulators in the event of serious injury/fatality, speak with legal counsel first.
8	DON'T RELEASE INFORMATION ABOUT ANY EMPLOYEE OR STUDENT WITHOUT PRIOR AUTHORIZATION FROM THEIR FAMILY	Prior to releasing information that names an employee or student, describes their involvement in an event, or attempts to describe what the impacts are to your organization as a result of what happened to them, reach out to the family to discuss your intent to do so and show them draft language.
9	AVOID SOCIAL MEDIA CONVERSATION	Don't engage in any social media dialogue about what occurred. Social media engagement and messaging should be pursuant to a defined strategy.

CRISISRISK IMMEDIATE GUIDANCE		
#	IMMEDIATE ACTION	WHY
10	DOCUMENT WHO WAS PRESENT AT THE TIME OF THE EVENT (BOTH INTERNAL AND EXTERNAL)	It is critical to determine what people know, what they saw, and who was actually there. Often, individuals will come forward claiming they were present at the time of the event when they were not. Some will go as far as making a financial claim for damages. This is why immediate notification to CrisisRisk is so crucial. We will assign (or recommend assignment in a crisis event) legal counsel/investigator who will engage within minutes and often will have representatives on site within hours.
11	DON'T TAKE OWNERSHIP OF A SITUATION YOU HAVE NO INVOLVEMENT WITH	Don't take ownership of a situation where you had no direct involvement or control, e.g., a death or serious injuries of student or employee that occurs outside of your care/custody/control.

Do not delay in contacting the 24/7/365 # on your policy following an event involving a deadly weapon. Time is not on your side. Call CrisisRisk at 1-860-677-3790

- Victims and employees need to be supported.
- Evidence needs to be preserved.
- Witnesses need to be identified.
- Your brand and reputation need to be protected.

RETENTION IN YOUR DEADLY WEAPONS PROTECTION POLICY

Your Deadly Weapons Protection Insurance Policy may have a Retention. If you have a Retention, and if there is coverage under the Policy for the event you report, pursuant to the policy terms, CrisisRisk is authorized by you and Underwriters to incur expenses that may be necessary as determined by CrisisRisk. These expenses may include pre-suit legal fees, investigation costs, funeral expense, medical expense, counseling/psychological first aid, and biohazard clean-up costs. These costs will be your responsibility up to The Retention. If such expenses ultimately exceed the Retention, Underwriters will pay the additional amounts up to The Policy (sub)-limits.

Investigation, legal, counselling, security, or other services will be assigned by CrisisRisk. **FEES FOR THESE SERVICES WILL BE COVERED BY THE POLICY ONLY IF ARRANGED AND APPROVED BY CRISISRISK.**

Please note, the work performed by CrisisRisk as Event Responder does not fall within your Retention in your policy and will not erode your Retention. The cost of CrisisRisk services is borne by Underwriters.

Upon notification of an event to CrisisRisk or Underwriters, if there is an applicable Retention, you will receive an email from CrisisRisk about your responsibilities under The Retention provision of the policy. See [APPENDIX B](#), for a Sample Retention Email.

During: Guidance - Common Crisis Errors & Traps

Media Relations - Do not speak to the media. Communicate directly with stakeholders once spokespersons are trained and messaging has been created.

- If a reporter is persistent, refer them to law enforcement.
- CrisisRisk will provide you with specific guidance on any potential communications with the media and/or stakeholders.
- **Do not issue a press release. Do not hold a press conference.**

Law Enforcement Collaboration - Law enforcement will have specific objectives and will be initially in control of your facility and access.

- Understanding when you will regain access control is needed.
- Preserve all video immediately. Don't turn over original surveillance video, documents or electronic devices (physical computers, cell phones, etc.) before speaking with your legal counsel. Inform law enforcement that you will cooperate but need to speak with legal counsel first.
- CrisisRisk will immediately assign legal counsel who will provide you with further guidance related to preservation of records, personnel files, video recordings, etc.

Documentation - Be sure to document who was present at the time of the event (both internal and external).

- It is critical to determine what people know, what they saw, what they need, and who was actually there.
- Often, individuals will come forward claiming they were present at the time of the event when they were not. Some will go as far as making a financial claim for damages.

CrisisRisk Response Services – *During*

- **Crisis Management***
 - Triaging Impacts and Stakeholder Needs
 - Leadership Support with DECISIONS.ACTIONS.WORDS.
 - Crisis ABCs™
- **Victim Support / Coordination with Victims and Families**
 - Psychological First Aid/ **Counselling***
 - Assistance with **Medicals*/Funerals*/Travel Expenses/Childcare**
 - Standing up a Call Center and Family Assistance Center
- **Property*** Impacts
 - Bio-Hazard Clean Up
 - Premises Repairs
- **Legal**
 - Attorney Client Privilege
 - Investigation
 - Preservation of Evidence
- **Crisis Communications**
 - Stakeholder Message Maps
 - Media Strategy
 - Social Media Monitoring
- **Enhanced Security**
 - Threat Assessment

**Coverage parts within the policy, each with its own sub-limit.*

DURING: CRISIS RESPONSE SERVICES FOR PEOPLE

In the aftermath of a critical event, victims and other stakeholders require immediate support to mitigate impacts.

Human Impacts

The #1 priority in crisis response is people.

Crisis Risk triages what they need.

Proprietary strategies and tools are used to measure Human Impacts (stresses, negative emotions, and tensions) that critical events create for people.

- Crisis ABCs
- Impact Matrix

Human Impacts drive every claim.

Victim Support

Support can include:

- Psychological First Aid/ Counselling
- Assistance with Medicals/Funerals/Travel Expenses/Childcare
- Standing up a Call Center and Family Assistance Center

Leadership Support

Leadership requires assistance with: DECISIONS.ACTIONS.WORDS. Guidance includes:

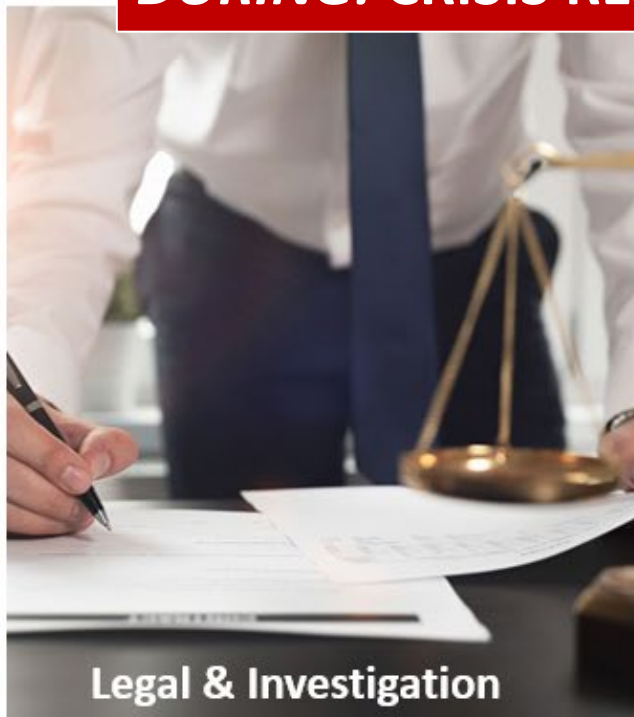
- How/when to communicate with families of victims
- When to go to hospitals or victim homes
- Navigating the emotional response that can inhibit the ability to make optimal decisions and understand long-term impacts of those decisions.
- When/how to engage victim families in drafting communications
- Timing around release of communications

DURING: CRISIS RESPONSE SERVICES



Crisis Communications

- Stakeholders Identification
- Scripted Messaging
- Training for Spokesperson
- Management of the Media



Legal & Investigation

- Preserve Evidence
- Capture Witness Statements
- Protect Surveillance
- Navigate Regulator inquiries
- Cloak Attorney-Client Privilege around any investigation



**Social Media /
Intelligence Monitoring**

- Subject's Social Media Profile
- Social Media Posts and Traditional Media Publishing
- Effectiveness of Communications



Enhanced Security

- Following a deadly weapons event:
- Where the perpetrator remains at large; and
 - Is deemed to be a continuing threat to people on an insured premise, security can be enhanced to protect people on-site.

AFTER: CRISIS RESPONSE SERVICES

Recovering & Normalizing

Maintain Command & Control

- Crime Scene/Law Enforcement
- Clean up / Property Damage Assessment
- Enhance Security - If Threat Remains
- Monitor Follow on Threats
- Assess Business Interruption Impacts
- Continuity of Operations – Reopening Timeline

Interact with Stakeholders

- Counselling
- Funeral Expense Coordination
- Medical Expense Coordination
- Family Assistance – Travel, Communications, Information
- DEI Sensitivity – Victims, Families, Employees
- Regulatory Exposures (i.e., SB 553)
- Assess strategic impacts event will have on stakeholders

Community and Charitable Entity Engagement

- Canvas Resources Available to Assist Victims
- Victim Fund Coordination (DA/AG)
- Scams
- Fundraisers
- Monitoring
- Community Vigils

Post Event: Review and Improvement

Post-Event Review and Improvement

- Conduct debriefs with all partners
- Document who was present (internal and external)
- Document what worked and what didn't
- Determine root cause of incident/event
- Update safety plans to reflect lessons learned for future events
- Ensure corrective actions are taken



How Colleges can Integrate *CrisisRisk*

(CSRM Member Colleges)

- Reference CrisisRisk in your Emergency Response, Crisis Management and Crisis Communications Plans.
- Include the 24/7 # in your plan documents.
- Working together, there will be a better outcome— one that cared for your stakeholders, supported leadership, and minimized impacts to your critical assets- people, brand, reputation, finances, key relationships and more.

**It all starts with the first phone call to us:
860-677-3790**



Crisis Advisory Services Added to Deadly Weapons Insurance Policy

Crisis is defined by a loss of control.™

Most executives, public officials, administrators, and board members are not equipped to manage **Business Unusual**.

It is not the underlying emergency or threat that causes the Crisis Event; **it is the way leadership communicates about what occurred that escalates the situation to a Crisis Event.**

When facing issues that create upheaval, leadership is looking for **experienced-based assistance to help them restore control.**

- CrisisRisk provides **up to 20 hours of Crisis Advisory Services** per Crisis Event to empower the insured to restore control
- **Counselling services** up to USD 10k per person, USD 50k per event and USD 200k in the annual policy aggregate
- Insureds have **access to several CAS tools** which are available during the 4 stages of a crisis event



Wrap-Up & Discussion



- **Key takeaways**
 - Plan early & collaboratively
 - Identify & mitigate risk upfront
 - Clearly define roles & responsibilities
 - Leverage partners (including *CrisisRisk*)
 - Learn & Improve after every event
- **Resources**
 - CrisisRisk
 - Deadly Weapons Portal
- **Questions?**

Upcoming Meetings & Learning Opportunities

THE LEARNING INSTITUTE

GENERAL
WORKPLACE
SERIES

RISK
MGMT
SERIES

HUMAN
RESOURCES
SERIES

MIND-BODY
WELLNESS
SERIES

CSEBA
SERIES

- **CSRM TLIs:**
 - Check out our Training Calendar [HERE!](#)
- **Vector Solutions Training:**
 - *Questions?* Contact your Risk Consultant
- **Next Community Meeting:**
 - August 05, 2026, 11:00am-12Noon (virtual)

