

Crisis Communication Exercise #6 - Doing More with Less

Directions

Your group has chosen to address the following crisis scenario: **Doing more with less—Your library is being asked to take over services with no supporting resources.**

Use this worksheet to develop a communication outline in response to your crisis. Consider the four critical aspects of a communication outline—**audience, message, delivery method and source**. The purpose of the exercise is to practice identifying the key elements of a crisis communication plan at the surface level, as well as how to develop a response when an urgent situation arises.

Crisis communication outline

Audience—Who are the stakeholders that need to be communicated with? Consider primary and secondary audiences.

Dean, College of Health Professions, VPAA, Provost, Faculty, Students

Message—What tough questions should we prepare for and how will we respond?

Stop doing? Student or faculty negative feedback for loss / less? Capacity an issue.

Should we be doing this? Why are we doing this? Is library right fit for the service/support?

Is there stipend money out there for this specific activity?

Assessment for evidence-based decision-making. Budgeting.

Can we do this as a trial period?

Delivery Method—What communication tools will we use to deliver the information (face-to-face conversation, email, website, etc.)?

Face-to-face with administrators, data and reports to provide evidence/support points.

Who are your allies (faculty members, sympathetic). Difficult to get buy-in and support.

Panicked thinking sometimes gets in the way. Don't want to do this. Be aware of psychological tolls.

Source—Who should own the message? Who will speak on behalf of the library and continue to

keep others in the loop?

Library Director, faculty / librarian / staff champions/leads – Get champions to vital meetings! But beware of bad arguments from allies.

Take care in choosing your advocates - aligned with your goals.

Need to be clear on expectations.