

Crisis Communication Exercise #1 - Space Grab

Directions

Your group has chosen to address the following crisis scenario: **Space grab—another unit on campus is looking to acquire valuable library space for their own use.**

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.

CAO—those we report to
Students and faculty (secondary)—those we serve
Facilitators—those who enact the change/work/installation
Accreditation agencies—external reviewers
Instigator—those who claim the space

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

Who needs a library?
Why do you need the space? USE?
What is the cost in losing the space?
Who is actually using the space, and how?

Responses

Libraries are sometimes “just in case”
Sometimes go around the entity/person asking.
Possibly go full kamikaze. Or not. Which hill do you die on?

What questions can we ask in return?

What are the consequences to students and their academic success of repurposing this space?

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

Face to face / telephone / Zoom with stakeholders and entity/person asking
Email allows for organization of thoughts, phrasing, tone. Also shows respect for the person by giving them time to think and respond. Email is also a record of the exchange.

Determine which mode is most effective in each context.

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

Note: Can strategically “give space away.” Trade offs. Win-win situation. Not territorial, broader outlook to wider campus needs. Be wary of plunderers.

Gospel of John—“crisis” is simply a decision that needs to be made.