



March 8, 2023

6:00 pm

Committee Members: Maria McMunn, Mat Cantore, Jason DiGianni, Steve Meyer, Russ Wise

Staff: Alex Gutelius, Lou Ann Stewart

1. Review Board of trustees Crisis Communications document / takeaways from October 2022 Board Retreat
2. Crisis Management & Recovery Webinar highlights
3. Next steps:
 - Review possible topics for creation of additional sample positions
4. Other



Introduction

This Crisis Communications Plan will serve as a guide for the Library Board of Trustees and their communications in the event of a crisis.

A crisis is defined as any situation that threatens the integrity or reputation of the Library. These situations can be any kind of legal dispute, theft, accident, fire, flood, or manmade disaster that could be attributed to the Library. It can also be a situation where, in the eyes of the media or general public, the Library did not react to one of the above situations in the appropriate manner.

2022 Crisis Communications Team

TITLE	NAME	CELL
Library Director	Alex Gutelius	
Board President	Maria McMunn	
Board Vice President	Suzanne Dugan	
Board Treasurer	Mat Cantore	
Legal Counsel	Joe Gaug	

Audiences & Communications Channels

Audiences and communications channels are dependent on the crisis at hand and may need to be modified as the crisis is managed.

Audiences	Communications Channels
Internal	
Board of Trustees	Phone, Email
Library Staff	Text Alert, Email, Phone, Meeting
Friends of the Library	Phone, Email
External	
Patrons	Website, Social Media, Email, LED
Community Partners	Website, Social Media, LED
Other Organizations	Website, Social Media, LED
News Media	Website, Social Media, Press Release

Board of Trustees Crisis Communications 2022

Sample Position Statements on Crisis Issues

Crisis: BUDGET

CPHL has always strived to create a budget that balances the growing needs of the community and increasing costs while remaining tax cap compliant. With the public vote against the proposed levy, by law, the library reverts to the previous year's levy. While disappointed in the outcome, we recognize the community's concern. Our next step will be to investigate options by working with staff, board members and local government.

Crisis: CENSORSHIP

As per CPHL Policy 4.2, the library's goal is to provide the community with materials that reflect a wide range of views, expressions, opinions and interests. Library patrons make their own choices as to what they will use based on individual interests and concerns. Responsibility for a child's use of library materials lies with his or her parent or guardian.

The Library's Policy 4.2, which is publicly available, sets forth the objectives of the selection policy. It also sets forth detailed criteria for the selection of materials. These criteria are carefully applied to determine the precedent applicable to the policy. The policy addresses requests for reconsideration of materials. A multi-step process has been created for implementing this policy and ensuring the policy is being followed.

Each year the library adds X number of items to its ever growing and comprehensive collection and grants X% of requests for patrons.

Crisis: PERSONNEL

CPHL is concerned that we provide the services the community needs and that our staff are treated with fairness and respect. These concepts will guide us as we investigate and respond to this issue.

Board of Trustees Crisis Communications 2022

Guidelines for Crisis Response

Designated Spokesperson	<ul style="list-style-type: none"> • Library Director or designee • Board president or designee • Board treasurer (for financial crises)
Process to Follow	<ul style="list-style-type: none"> • Designate spokesperson • Notify the Board • Convene the Board, if necessary • Convene Board committees as appropriate • Review Library policies and procedures • Determine the message • Inform the staff and/or community
Resources Needed	<ul style="list-style-type: none"> • Details of crisis (Library Director) • Library's Operational Policies (Library Staff) • Legal ramifications (Legal counsel) • Communications including talking points (PR Staff) • Press contacts (PR Staff) <p>For personnel crises:</p> <ul style="list-style-type: none"> • Police /Human Services Agencies (Library Director) <p>For budget crises:</p> <ul style="list-style-type: none"> • Survey of the community (PR Staff)
Follow-up Steps	<ul style="list-style-type: none"> • Investigate • Assess • Convene Board and appropriate Board committees, if needed • Report • Advise affected parties • Advise public
Policy Considerations	<ul style="list-style-type: none"> • Review Library policies • Review other policies as appropriate (ALA, First Amendment, etc.) • Adjust policy manual, if necessary

Board of Trustees Crisis Communications 2022

Collateral Materials

See *Talking Points for Board Members* document.

Library Policies

The Library's policies are available under the About section of the website, www.cphlibrary.org