



CHAMBERSBURG AREA SCHOOL DISTRICT FINAL CRISIS PLAN

**Chambersburg Area School District
435 Stanley Ave, Chambersburg, PA,
17202**

Introduction

Chambersburg Area School District is located in Chambersburg, Pennsylvania. The district encompasses 17 schools: 14 elementary and three secondary. There are around 1,300 employees and around 10,000 students. It is the 22nd largest school district in Pennsylvania. The school district includes administration, school employees, and staff. They run all of the public schools in Franklin County, which covers 250 square miles in south central PA. The student body is 59.9% White, 23.7% Hispanic, 7.4% Black, and 7.3% two or more races.

Plan Organization

Our crisis plan is designed to guide the Chambersburg Area School District through emergencies with clarity and efficiency. It begins with user-friendly instructions to ensure seamless navigation during high-stress situations. Regular reviews are recommended to maintain the plan's relevance and effectiveness.

Key stakeholders are identified to establish a foundation for targeted communication, ensuring that all necessary parties—administrators, faculty, staff, students, parents, and emergency responders—are informed and engaged. The crisis team structure is clearly outlined, detailing roles and responsibilities for swift, coordinated action.

To enhance preparedness, the plan includes sample crisis scenarios with corresponding stakeholder information and pre-drafted holding statements. One dark website sample provides a secure framework for distributing important updates and resources to anyone affected by the crisis. Additional resources include best practices for internal and external communication, addressing employees, families, and the media, and cooperating with law enforcement. A media contact log and reference list streamline public relations efforts, while a vulnerability audit identifies potential crisis points.

Finally, additional resources are included at the end of the plan for more communication tips. Overall, this plan highlights the district's commitment to student and staff safety, proactive crisis management, and effective community engagement.

Plan Instructions

CASD will keep this crisis plan available at all times - electronically and physically. The plan will be kept up-to-date and frequently reviewed to keep up with any potential crisis. All employees will have

access to the file, and the district will host frequent training to ensure a solid understanding of the crisis plan. Each semester, the plan will be reviewed by the administration, and each school will be required to create its crisis plan using this one as a guidebook. When reviewed, administrators will include any crises that have occurred in the last two years and assess how they were handled. It is the leader of CASD's crisis management team's responsibility to guarantee that the most recent version of this plan is provided and understood by each team member, relevant staff/faculty, and key emergency response partners or stakeholders.

A basic breakdown of how to use the plan goes as follows:

1. *Identify Crisis*
 - a. Recognizing and assessing a potential or active crisis that affects the school district, such as safety threats, natural disasters, or public relations issues. This includes gathering initial details, verifying information, and determining the severity and required response.
2. *Reference Crisis Protocol*
 - a. Following established emergency procedures and response plans designed to address specific crises. This ensures a structured approach to decision-making, communication, and coordination with stakeholders, including law enforcement, emergency responders, and school leadership
3. *Release Statement*
 - a. Communicating accurate, timely, and transparent information to key stakeholders, including students, parents, staff, and the public. Statements should address the nature of the crisis, immediate actions being taken, and where to find updates while ensuring compliance with legal and privacy considerations.
4. *Short-Term Action Plan*
 - a. Implementing immediate response efforts to ensure safety, security, and stability. This may include lockdowns, evacuations, mental health support, staff coordination, and media management to address the situation as it unfolds.
5. *Long-Term Action Plan*
 - a. Developing strategies for recovery, including continued support for affected individuals, policy adjustments, security enhancements, and community outreach. This ensures the district can move forward while preventing similar crises in the future.
6. *Documentation, Review, and Revision*
 - a. Keeping detailed records of the crisis, response actions, and outcomes to evaluate effectiveness. Conducting post-crisis reviews helps identify strengths and areas for improvement, leading to necessary updates in protocols and training to enhance future preparedness.

Plan Review Recommendation

The Chambersburg Area School District (CASD) Crisis Management Plan should be reviewed once per semester to ensure that it remains up-to-date and relevant to the changing landscape of potential crises. The CASD crisis management team, along with key district stakeholders, should meet regularly each semester to evaluate the plan and make any necessary updates. It is essential that the crisis management team implements regular revisions for the following reasons:

1. *Organizational Changes:* Changes in school staff, student enrollment, operational standards, or leadership roles can significantly impact how the district responds to a crisis. It is crucial to update the plan to reflect these changes to ensure all individuals with critical roles are identified and trained.

2. *Current Threats:* The nature of potential crises can evolve, with new risks or emerging threats that may require adjustments to existing procedures. CASD must stay vigilant to any changes in the environment, whether related to security, public health, or other critical factors.
3. *Experience:* After experiencing a crisis or emergency situation, valuable lessons can be learned. Reflecting on past incidents and responses allows the crisis team to refine protocols and ensure that future responses are more efficient and effective.
4. *New Regulations:* Changes in federal, state, or local regulations and laws can impact crisis response strategies. The district must stay informed of any regulatory changes and ensure the crisis management plan is in full compliance with new legal requirements and best practices.
5. *Technology Advancements:* As technology continues to evolve, new tools and resources may emerge that can improve the response to a crisis. The district should assess technological advancements each semester to incorporate new innovations into its crisis protocols.
6. *Training:* Ongoing training and crisis drills are essential to maintaining preparedness. By reviewing the plan each semester, CASD can ensure that all faculty, staff, and administrators are up-to-date on protocols and ready to respond swiftly and effectively in any crisis situation.

Regular revisions to the crisis management plan are essential for CASD to remain agile and prepared for any potential crisis. We recommend that district staff, administrators, and school board members meet at the start of each semester to review, update, and enhance the plan. By maintaining this process, the CASD crisis plan will remain relevant, effective, and adaptable, ensuring the safety and security of students and staff in any situation.

Stakeholder Identification

Faculty:

Teachers and educational staff who are responsible for student instruction and safety during a crisis. They play a key role in emergency response by following protocols and guiding students.

Administration:

School and district leaders who coordinate crisis response efforts, communicate with stakeholders, and ensure emergency plans are properly executed.

CASD Staff:

Non-teaching employees, including office personnel, custodial staff, and support services, who assist in maintaining order and providing logistical support during a crisis.

Campus Police:

School security officers responsible for enforcing safety policies, responding to threats, and working with law enforcement to protect students and staff.

School Board:

Elected officials who oversee district policies, allocate resources for crisis preparedness, and provide governance in emergency situations.

Parents:

Guardians of students who rely on clear communication from the district regarding their children's safety and emergency procedures.

Students:

The primary individuals impacted by a crisis, requiring guidance, protection, and emotional support during and after the incident.

Chambersburg Community Members:

Local residents and businesses who may be affected by school crises and can provide support through community resources and outreach.

Law Enforcement & Emergency Responders:

Police, firefighters, and medical personnel who assist in threat response, evacuation, and emergency medical care.

Media & Journalists:

News outlets that report on crises, requiring accurate information from the district to prevent misinformation and manage public perception.

Local Government Authorities:

City and county officials who may provide additional resources, emergency declarations, and policy guidance during a crisis.

Crisis Team Structure

Crisis Team Member	Role in the Crisis Team
Superintendent	Serves as the primary decision-maker and spokesperson during a crisis, coordinating district-wide response efforts, communicating with stakeholders, and ensuring emergency protocols are followed
School Board	Provides governance and oversight, ensuring crisis policies align with legal and ethical standards. They may also approve emergency funding and support recovery efforts.
Chambersburg Police Department	Works closely with school officials to respond to threats, secure school properties, and conduct investigations. They play a crucial role in crisis containment and resolution.
Lawyer	Advises the district on legal implications, ensuring compliance with state and federal laws. They assist with liability issues, public statements, and legal proceedings related to the crisis.
Chief of Police	Leads law enforcement response efforts, coordinates with school officials, and ensures that tactical measures align with public safety protocols.
Director of PR	Manages internal and external communication, ensuring accurate information is shared with the media, parents, and the community. They also help protect the district's reputation and prevent misinformation.
Director of Facility Operations	Oversees building security, maintenance, and emergency infrastructure, ensuring facilities are safe and functional before, during, and after a crisis.
Vice Superintendent	Assists the superintendent in decision-making and crisis management, ensuring that all schools

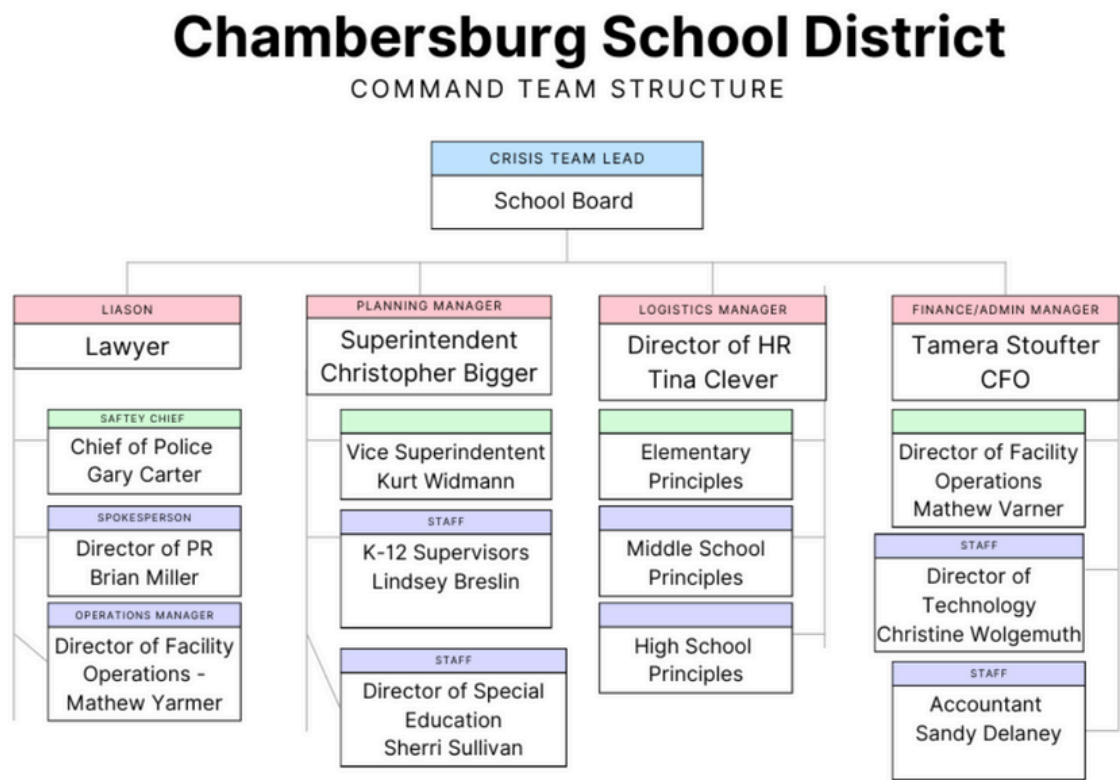
	within the district follow proper emergency
School Principals	Serve as the primary crisis managers at individual schools, ensuring staff and students follow safety procedures, coordinating lockdowns or evacuations, and communicating with parents and district leaders.
Director of Technology	Ensures communication systems, security cameras, and emergency notification technology function properly. They also protect sensitive data and prevent cyber threats during a crisis.
K-12 Supervisors	Oversee curriculum and instruction across grade levels, ensuring that teachers and staff are prepared to implement emergency procedures. They also help coordinate student support services during and after a crisis.
Human Resources	Manages personnel-related issues, including staff well-being, crisis training, and post-crisis support. HR ensures proper procedures are followed for employee safety, leave policies, and any necessary disciplinary actions.
CFO & Accountant	Oversees financial planning and resource allocation during a crisis, ensuring that emergency funds are available for response and recovery efforts. The CFO may also coordinate budgeting for security upgrades, mental health services, and rebuilding efforts if needed.

Crisis Team Chart

The crisis team chart provides a thorough analysis of the chain of command in a crisis situation. It helps to direct communication channels and ensure that miscommunication is kept to a minimum. The structure should be used by all involved in crisis mitigation and updated often with the correct contact information.

The Superintendent acts as the planning manager, while the School Board oversees the crisis team lead. The school board connects the legal team, administration, HR department and financial team. The CASD lawyer directs the Chief of Police and others to ensure a smooth and legally appropriate response is had. The Superintendent will work with schools to maintain a cohesive plan and ensure messaging is

consistent between schools. The Director of HR will oversee the specific school principals to field questions/comments from schools and those affected. They will monitor internal communications and employee complaints. Lastly, our finance manager will allocate funds during the crisis and encourage spending on counseling services or proper financial navigation during a crisis.



Crisis Assessment Chart

Our crisis assessment chart is used to:

1. **Standardized Crisis Evaluation:** The chart provides a structured way to assess the nature and urgency of a crisis, distinguishing between minor disruptions and major emergencies.
2. **Prioritization & Response Planning:** By categorizing crises (e.g., low, moderate, or high-risk), school officials can allocate resources effectively and determine whether an immediate lockdown, evacuation, or other emergency measure is necessary.
3. **Stakeholder Coordination:** The chart helps identify which stakeholders (e.g., law enforcement, administration, parents, media) need to be informed and involved based on the level of crisis.
4. **Communication Strategy Guidance:** It outlines the appropriate messaging and communication channels to ensure transparency while preventing misinformation and panic.
5. **Legal & Compliance Considerations:** By assessing liability and policy implications, the chart ensures that district responses align with legal and ethical responsibilities.
6. **Post-Crisis Review & Prevention:** Documenting crisis assessments helps refine future crisis plans, improving preparedness and response strategies.

Crises will be analyzed using these parameters:

- **High-Risk:** Immediate action required (law enforcement, emergency services, lockdowns, parental involvement)
- **Moderate-Risk:** Address promptly (investigation, counseling, policy enforcement)
- **Low-Risk:** Managed through school policies (disciplinary action, warnings, mediation)

IMPACT	Catastrophic (6)			Intruder	Sexual Misconduct	Active Threat
	Significant (4)			Disease Outbreak	Cyber Attack	Bullying/ Suicide
	Moderate (3)			Drug Dist. on Campus		Fights
	Low (2)					Student Unruliness
	Negligible (1)			Weather Delay	Student Verbal Disagreement	Cheating
		Improbable (1)	Remote (2)	Occasional (3)	Probable (4)	Frequent (5)
LIKELIHOOD						

Crisis Scenarios

School Violence/Immediate Threats to School:

A threat, rumor, or physical violence that threatens the schools and everyone in them (school shooting, bomb threat, arson threat, hacking threat). The district needs to prioritize safety and order. There is inevitably going to be mass panic and chaos, so maintaining transparent communication and a structured crisis plan is critical for the navigation of this scenario.

Key Stakeholders:

- **Faculty:**
 - **Concerns:** Safety of themselves, their students and their colleagues; communication between faculty, law enforcement and administration; student protection from threat; prevention for future violence; counseling services post-crisis for students and staff alike
 - **Communication Tactics:** Internal communication channels like email and text; social media pages of school district and affected schools; all-staff meetings; meetings with local law enforcement to ensure action is being taken
- **Administration:**
 - **Concerns:** Safety of their faculty and students; public scrutiny/reaction to the crisis; trauma counseling services; coordination with local law enforcement officials and campus police; crisis

plan protocols

- **Communication Tactics:** Internal communication with faculty via email or text; meetings with faculty to discuss crisis experience and review; CASD social media pages
- **Students:**
 - **Concerns:** Safety; communication during the scenario and following protocols created to ensure safety (lockdown, shelter-in-place, “Run, Hide, Fight”); support post-traumatic incident from school
 - **Communication Tactics:** Internal communication via text/email during emergencies; district social media pages; dark website; announcement systems inside schools; local news outlets
- **Campus Police:**
 - **Concerns:** Safety of all peoples inside the affected building(s); immediate response to crisis; coordination with local law enforcement and local media sources; active threat training and increased security post-crisis
 - **Communication Tactics:** Internal communication channels (email/text); meetings with local law enforcement; meetings with faculty
- **Parents:**
 - **Concerns:** Safety of all involved, most importantly their child(ren); communication regarding the incident via the school; how to support their child post-traumatic incident; prevention of violence in the future
 - **Communication Tactics:** District social media pages; local news outlets; email/text updates from schools; press conference with administration
- **Law Enforcement:**
 - **Concerns:** Safety of peoples in the school; acquisition of people involved with threat; coordination with campus police to eliminate threat and maintain order
 - **Communication Tactics:** Press conferences; email/texts with campus police; meetings with district employees post-incident
- **Community Members:**
 - **Concerns:** Safety of those affected; school’s response and safety protocols moving forward; community-wide response efforts
 - **Communication Tactics:** District social media pages; local news outlets; press conference from administration
- **School Board:**
 - **Concerns:** Safety of students and faculty; oversight of crisis response; public reaction/support for school; funding
 - **Communication Tactics:** News release; email; district social media pages

Key Messages:

1. **Safety & Security:** “The safety and well-being of our students, staff, and community are our highest priorities. We have activated our emergency protocols and are working closely with law enforcement to ensure the situation is managed swiftly and effectively.”
2. **Communication:** “We will be utilizing our district social media pages and local news conferences to maintain transparent and efficient levels of communication. As we receive more information regarding the situation, we will update the public. Please only listen to reliable sources regarding this sensitive issue.”
3. **Support & Resources:** “We understand the magnitude of the situation and the resulting emotional stress. Counseling services and support are available for anyone affected, so please use these and share

with those who may need it. Please do not hesitate to reach out with questions or concerns, and visit our website for additional resources.”

Questions for Proof Points:

- What specific emergency protocols are in place for an active threat?
- How are students and staff trained to respond to an active threat situation?
- What partnerships does the district have with local law enforcement and first responders?
- How quickly can security personnel and law enforcement respond to a threat on campus?
- What measures have been taken to prevent such incidents, such as security systems or access controls?
- How will the school work to prevent this from happening again?
- Will students be required to go back to school right away? What if they do not feel safe?
- What resources are available to traumatized students and faculty?
- How does the district ensure that emergency procedures are communicated clearly and effectively?
- What systems are in place to provide real-time instructions (e.g., intercom, text alerts, social media)?
- How does the district ensure that misinformation is minimized and accurate information is prioritized?
- Who is responsible for communicating with the media and the public?

Holding Statement:

[DATE]

The Chambersburg Area School District prioritizes the safety and well-being of our students, staff, and community above all else. This morning, we were made aware of an active threat on school property, and we immediately activated our emergency response protocols. Law enforcement is on-site, and we are working closely with them to ensure the situation is managed swiftly and effectively.

We understand that this is a highly stressful situation, and we are committed to maintaining transparent and timely communication. Updates will be provided through our official district social media pages and local news outlets. As we receive verified information, we will continue to inform the public. Please refrain from spreading unverified details and rely only on official sources for updates.

We recognize the emotional toll that situations like this can have on students, staff, and families. Counseling services and additional support are available for anyone affected. We encourage those in need to seek assistance and to share these resources with others. For further information on available support, please visit our website.

Our top priority remains the safety, security, and well-being of our entire school community. We appreciate your patience and cooperation as we navigate this difficult situation together.

Additional Resources:

- **Counseling Resources:** Offered by the school, outside of the district, online resources for mental health
- **Crisis Hotline:** Resources for those experiencing traumatic responses, how to care for kids affected and adults
- **Prevention & Preparedness:** Preventative measures in place, next steps for district, emergency protocol success/failures

Inappropriate Misconduct By Student or Faculty

Any unethical or inappropriate behaviors by teachers or staff towards students or other faculty members, including: verbal, physical or sexual harassment; discrimination based on race, color, religion, disability, sex, sexual orientation, gender, gender identity, etc.; inappropriate relationships between faculty and faculty, faculty and students, or students and students. Not only does inappropriate misconduct put the safety and well-being of students in harms way, but it also decreases trust within the school district. Inappropriate misconduct will absolutely not be tolerated.

Key Stakeholders:

- **Faculty:**
 - **Concerns:** Safety of themselves, their students and their colleagues; legality and confidentiality; communication between faculty, law enforcement and administration; student protection from threat; prevention from future distress or harm
 - **Communication Tactics:** Internal communication channels like email and text; all-staff meetings; meetings with local law enforcement to ensure action is being taken
- **Administration:**
 - **Concerns:** Safety of their faculty and students; legality and confidentiality; public scrutiny/reaction to the crisis; trauma counseling services; coordination with local law enforcement officials and campus police; crisis plan protocols
 - **Communication Tactics:** Internal communication with faculty via email or text; meetings with faculty to discuss crisis experience and review the crisis plan; monitor and update CASD social media pages
- **Students:**
 - **Concerns:** Safety of themselves or their peers; counseling services available; plans in place to support students and actions being taken
 - **Communication Tactics:** Internal communication to students' parents via text/email during emergencies; update district social media pages; launch the dark website; local news outlets; holding statement
- **Parents:**
 - **Concerns:** Safety of all involved, most importantly their child(ren); communication regarding the incident via the school; how to support their child post-traumatic incident; action being taken to prevent harm in the future
 - **Communication Tactics:** District social media pages; local news outlets; email/text updates from schools; press conference with administration
- **Campus Police:**
 - **Concerns:** Safety of all peoples involved in the incident; immediate response to crisis; coordination with local law enforcement and local media sources; active threat training and increased security post-crisis
 - **Communication Tactics:** Internal communication channels (email/text); meetings with local law enforcement; meetings with faculty
- **Law Enforcement:**
 - **Concerns:** Safety of peoples in the school; acquisition of people involved with threat; coordination with campus police to eliminate threat and maintain order
 - **Communication Tactics:** Press conferences; email/texts with campus police; meetings with district employees post-incident

- **Community Members:**
 - **Concerns:** Safety of those affected; school's response and safety protocols moving forward; community-wide response efforts
 - **Communication Tactics:** District social media pages; local news outlets; press conference from administration
- **School Board:**
 - **Concerns:** Safety of students and faculty; oversight of crisis response; public reaction/support for school; funding; legality and confidentiality within school board and administration
 - **Communication Tactics:** Open school board meeting to public; News release; email; district social media pages
- **Media/Journalists:**
 - **Concerns:** Safety of those involved; safety of the community; school's response to the crisis; law enforcement's response to the crisis; people involved in the incident;
 - **Communication Tactics:** open school board meeting to public; news release; holding statement; dark website

Key Messages:

1. **Student Safety Is The Top Priority:** Our top priority is the safety, security and well-being of all of our students. We want all students to feel comfortable and safe, which is why all allegations of misconduct are treated with urgency and seriousness. Counseling services will be available to all students and faculty, as well as additional resources posted on our website.
2. **Immediate & Transparent Investigation Conducted By Police Department:** The Chambersburg Area School District immediately launched an investigation alongside the Chambersburg Borough Police Department. As we believe in action and transparency, we are committed to keeping our community informed as more information becomes available. Any formal questions or requests for information should be sent to The Chambersburg Borough Police Department, as they are now handling the incident.
3. **Zero Tolerance Policy for Misconduct:** Any inappropriate behavior (inappropriate communication, discrimination, harassment, etc.) that compromises student safety is strictly prohibited and will not be tolerated under any circumstances.

Questions for Proof Points

1. Are counselor services available to students and faculty?
2. What policies are in place to protect students in the future?
3. How quickly did the district respond once the allegations were made?
4. How quickly until police were notified of the incident?
5. Who is involved in the investigation? What process do they follow?
6. What does this zero-tolerance policy entail and how is it enforced?
7. How extensive is the hiring process?
8. How extensive are the background checks conducted on potential employees?

Holding Statement:

Sent out and/or read by District Superintendent, Christopher Bigger. Since this is a high-level crisis.

[DATE]

Christopher Bigger

Chambersburg Area School District Superintendent

The Chambersburg School District unequivocally condemns any form of misconduct between students, teachers or staff. Our top priority is the safety and success of our students. We were made aware of an alleged incident where [insert specific scenario here]. Once notified of these allegations, the teacher was immediately placed on leave, and there is currently an ongoing investigation with the Chambersburg Area Police Department.

We will continue to make statements and collaborate with the community. Any formal questions or requests for information should be sent to The Chambersburg Borough Police Department, as they are now handling the incident. Any inappropriate behavior or misconduct that compromises student safety is strictly prohibited and will not be tolerated under any circumstances.

We want to direct you to our website where there are additional resources and support, including how to report any inappropriate misconduct. Any questions going forward should be directed to the Chambersburg Area Police Department. Once again, our top priority is the safety, security and well-being of all of our students.

Additional Resources Needed:

- Counseling and emotional support for those affected
- Potential medical care for those affected
- Legal support and consultation
- Training programs for employees
- Anonymous way to report misconduct

Severe Weather Event (Tornado or Blizzard)

Severe weather events, such as tornadoes or blizzards, have the potential to significantly disrupt the Chambersburg Area School District. Pennsylvania experiences seasonal storms that can lead to school closures, power outages, road blockages, and structural damage. To protect students, staff, and facilities, the district must have clear communication strategies and emergency plans in place to ensure safety, maintain order, and aid in recovery efforts when necessary. Being unprepared for extreme weather conditions or failing to implement safety protocols could escalate the situation into a larger crisis, demonstrating a lack of foresight and responsibility in protecting the school community.

Key Stakeholders:

- **Faculty:**
 - **Concerns:** Personal safety, ensuring student safety during school hours, access to emergency instructions, potential damage to school buildings, disruptions to instruction, and post-storm

recovery efforts.

- **Communication Tactics:** Internal communication via email/text notifications, emergency faculty meetings via Zoom or in person (if feasible), staff bulletin updates, district social media updates.
- **Administration:**
 - **Concerns:** Coordinating emergency response efforts, ensuring student and faculty safety, determining school closures or delays, handling parent and media inquiries, securing funding for repairs and recovery.
 - **Communication Tactics:** Internal communication with staff and faculty via email/text, district social media pages, school website updates, coordination meetings with emergency services.
- **Students:**
 - **Concerns:** Personal safety, knowing whether schools are open or closed, access to remote learning if necessary, clear communication regarding emergency procedures.
 - **Communication Tactics:** School district social media pages, direct text/email updates, PA system announcements in schools, local news broadcasts.
- **Parents & Guardians:**
 - **Concerns:** Ensuring their child's safety, school closure notifications, transportation disruptions, access to emergency resources, food security concerns in case of prolonged closures.
 - **Communication Tactics:** District-wide emails/text alerts, district website updates, local news channels, social media updates, emergency hotline availability
- **Emergency Responders & Law Enforcement:**
 - **Concerns:** Ensuring school evacuation plans are effective, assisting in storm damage recovery, coordinating efforts with the school district.
 - **Communication Tactics:** Direct communication with school administration, emergency planning meetings, press conferences, local government coordination.
- **Media & Journalists:**
 - **Concerns:** Providing the public with accurate and timely information on school closures, damages, emergency response, and safety precautions.
 - **Communication Tactics:** Press releases, media briefings, social media updates, school spokesperson interviews.
- **Local Government & Utility Companies:**
 - **Concerns:** Restoring power and essential services, coordinating emergency shelter resources, ensuring the safety of school communities.
 - **Communication Tactics:** Collaboration with school administration, joint emergency updates with the district, local government press briefings.

Key Messages:

1. **Safety First:** “The safety and well-being of our students, staff, and community are our top priority. The district has emergency plans in place to respond to severe weather events and will implement all necessary safety measures in coordination with local authorities.”
2. **Ongoing Communication:** “The district will provide timely updates regarding school closures, emergency protocols, and recovery efforts. We encourage families to check our official district website, social media pages, and local news outlets for the most current information.”
3. **Support & Resources:** “We understand that severe weather events can create challenges for many families. Resources such as emergency shelters, food assistance, and counseling services will be available to those in need. Information on these resources can be found on our district website.”

Questions for Proof Points:

- What emergency plans are in place for responding to severe weather events?
- How will emergency alerts and school closure notices be distributed to families?
- What safety protocols will be implemented to protect students and staff during a storm?
- How will the district coordinate with emergency responders and local government officials?
- What steps will be taken to assess structural damages and determine when schools will safely reopen?
- What resources will be available for families affected by power outages or transportation disruptions?
- How will the district ensure minimal learning disruption if extended closures are necessary?

Holding Statement:

Sent out and/or read by District Superintendent, Christopher Bigger. Since this is a mid-level crisis, but is community wide.

[DATE]

Christopher Bigger

Chambersburg Area School District Superintendent

The Chambersburg Area School District is committed to ensuring the safety of all students, faculty, and staff in the event of severe weather. The district has emergency protocols in place and will work closely with local emergency responders and government officials to monitor weather conditions and implement appropriate safety measures.

In the case of a school closure or delay, families will receive immediate updates via district-wide emails, text alerts, and our official social media pages. Information will also be available on our website and through local news outlets.

We recognize that severe weather can create significant challenges for students and their families. We encourage those in need of assistance to access the support resources available through the district, including emergency shelter locations, food assistance programs, and mental health services.

Our priority remains the well-being and security of our school community. We appreciate your cooperation as we work together to respond effectively to extreme weather conditions.

For further information, please visit our direct website or contact our emergency hotline.

Additional Resources Needed:

- Emergency shelter locations for displaced students and families
- Coordination with local food banks for families in need
- Counseling and emotional support services for those affected
- Utility company updates on power and water restoration
- Transportation alternatives if school bus routes are affected
- Damage assessment reports for school buildings and a timeline for reopening

Health Crises (Pandemics/Disease Outbreaks)

Health Crises, like pandemics and disease outbreaks, pose a serious and significant threat to the health and safety of students and faculty. Crises, such as pandemics, require timely responses to prevent outbreak, which can disrupt normal school operations. Having a plan prioritizes clear communication, public health, student and faculty safety and a timely response in the time of the crises.

Key Stakeholders:

- **Faculty:**
 - **Concerns:** Personal health and safety; the health and safety of their students and fellow faculty; disruptions to instruction; post-pandemic recovery efforts; protective resources (e.g. masks, hand sanitizer) if in-person instruction continues; guidelines for continued instruction
 - **Communication Tactics:** Internal communication via email/text notification; emergency faculty meetings either in-person or online; monitor and update district social media pages and websites.
- **Administration:**
 - **Concerns:** Ensuring efficient and timely emergency responses; ensuring student and faculty safety; determining guidelines for continued instruction; maintaining school operations; coordinating with health agencies; legality and confidentiality.
 - **Communication Tactics:** Internal communication with staff and faculty via email/text; coordinate faculty meetings either in-person or online; update district social media pages and website updates; release holding statements; launch dark website.
- **Students:**
 - **Concerns:** Personal health and safety; safety of family, classmates, and teachers; knowing if and how school instruction will continue (online, in-person, etc.); access to remote learning if necessary; clear communication regarding school procedures.
 - **Communication Tactics:** Update school district social media pages; mass email with protocols sent to student email; PA system announcements in schools; local news broadcasts; update school district website;
- **Parents & Guardians:**
 - **Concerns:** Ensuring their child's health and safety; school closure notifications; access to resources needed for remote learning; school policies (closures, quarantines, vaccinations) and health protocols (masks, hand sanitizers); access to mental health services for child;
 - **Communication Tactics:** District-wide emails/text alerts to parents; district website updates; local news channel broadcast; updates to district social media pages
- **Health Officials & Departments**
 - **Concerns:** health and safety of students, faculty, and general public; prevention of furthering an outbreak; ensuring schools follow safety protocols;
 - **Communication Tactics:** Direct communication with school administration via email; meetings in-person or online with school administration;
- **Media & Journalists:**
 - **Concerns:** Providing the public with accurate and timely information on school closures, damages, emergency response, and safety precautions
 - **Communication Tactics:** Press releases; media briefings; social media updates; update district website; launch dark website; designate a school spokesperson for interviews.

Key Messages:

1. **Health & Safety is Top Priority:** “The health, safety and well-being of our students, staff and community are our top priorities. The district has emergency plans in place to respond to health

crises and will implement all necessary health protocols in coordination with local and/or national health officials.”

2. **Continued Communication:** “The district will provide timely updates regarding school closures, emergency protocols and health efforts. We encourage families to check our official district website and social media pages for further updates.”
3. **Commitment to Learning:** “We are dedicated to continued learning and the academic success of our students, whether instruction continues in-person or remotely. Resources, including access to technology and mental health services, will be available to all students and staff. ”

Questions for Proof Points

1. Are counselor services available to students and faculty?
2. What policies are in place to protect students in the future?
3. How quickly did the district respond once notified of the health crises?
4. How quickly did the district inform the community of the crises?
5. How quickly until health officials were consulted for additional help?
6. How will resources be provided to those seeking additional need?
7. If learning proceeds online, how will you accommodate for families needing additional resources?
8. How will students and families be notified of school health procedures?

Holding Statement:

Sent out and/or read by District Superintendent, Christopher Bigger. Since this is a mid-level crisis, but is community wide.

[DATE]

Christopher Bigger

Chambersburg Area School District Superintendent

The Chambersburg Area School District is aware of the pandemic/disease outbreak/health crises, and the risks it poses to our community. We are committed to ensuring the health, safety and well-being of our students, faculty and community at this time. Our emergency plans allow a swift response to health crises. The district will implement all necessary health protocols in coordination with local and/or national health officials.”

In the case of a school closure or change in instruction (online instruction), families will receive timely updates, including updates on emergency health protocols. We encourage families to check our official district website and social media pages for further updates.

We are dedicated to continued learning and the academic success of our students, regardless of instruction style. We recognize that additional resources may be needed if instruction continues remotely. Resources, including access to technology and remote instruction supplies will be available to all students and staff. For students and families facing additional challenges, mental health services and counseling services will be available in-person and remotely.”

Our priority remains the health, safety and well-being of our school community. We appreciate your cooperation as we work together to ensure the health of the community around us.

For further information, please visit our direct website or contact our emergency hotline.

Additional Resources Needed

- Health supplies (masks, hand-sanitizer) for schools
- Coordination with local health officials
- Counseling and emotional support services for those affected
- Remote learning materials (technology, workbooks)

Dark Website

This Dark Website mockup is specific for a high level crisis pertaining to inappropriate sexual misconduct between any persons involved within the organization (Students, teachers, staff). It will be a drop down menu on the official district website and once clicked, will redirect to the “Official Crisis Update” home page as pictured below.

Our goal for this was to provide useful resources for community members, but redirect any formal questions or requests for information to the Chambersburg Police Department. Some important links we have include the official Title IX statement from the district along with how to report sexual misconduct within the district. We provide the concern hotline for parents and guardians and the contact information for the District’s Title IX Coordinator. There is an FAQ section where community members can list any questions they may have, and the district can respond directing them to the correct sources and content.

<https://chambersbergcrisisinfo.wordpress.com/>

Click the link for Website



Page Directory Includes:

- Homepage
- Latest Updates
- Contact Information
- FAQ’s
- Useful Links
 - Reporting Sexual Misconduct Within the School District
 - District’s Official Title IX Statement pertaining to sexual misconduct

Latest Updates:

Latest Updates

A Chambersburg Area School District teacher is alleged to have engaged in inappropriate behavior with a student. Once notified of these allegations, the teacher was immediately placed on leave, and there is an ongoing investigation. All questions should be directed to the Chambersburg Police Department, as they are handling the incident.

Chambersburg Police Department Information:
Address: 116 S 2nd St, Chambersburg, PA 17201
Phone: [\(717\) 264-4131](tel:7172644131)

Upcoming School Board and Conference Events:

March 2025						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Written: A Chambersburg Area School District teacher is alleged to have engaged in inappropriate behavior with a student. Once notified of these allegations, the teacher was immediately placed on leave, and there is an ongoing investigation. All questions should be directed to the Chambersburg Police Department, as they are handling the incident.

Chambersburg Police Department Information:
Address: 116 S 2nd St, Chambersburg, PA 17201
Phone: [\(717\) 264-4131](tel:7172644131)

- Why:
- Simple, redirect formal questions to Chambersburg Police Department
 - Offer calendar with dates of public forum, press etc, events.

Contact

Contact

The Chambersburg Area School District is now offering a **Concern Hotline** for parents/guardians. (717) 261-5662

The District's Title IX Coordinator is Dr. Mark Long, Assistant Superintendent for Innovation and Improvement. The Title IX Coordinator can be contacted by email at mark.long@casdonline.org or by phone at 717.261.3313. The Title IX Coordinator's office is located at 435 Stanley Avenue, Chambersburg, PA 17201.

Media Contact: Brian Miller Communications & Marketing Director
435 Stanley Avenue, Chambersburg, PA 17201
(717) 261-5663 brian.miller@casdonline.org

Superintendent: Christopher Bigger christopher.bigger@casdonline.org

Written: The Chambersburg Area School District is now offering a Concern Hotline for parents/guardians. (717) 261-5662

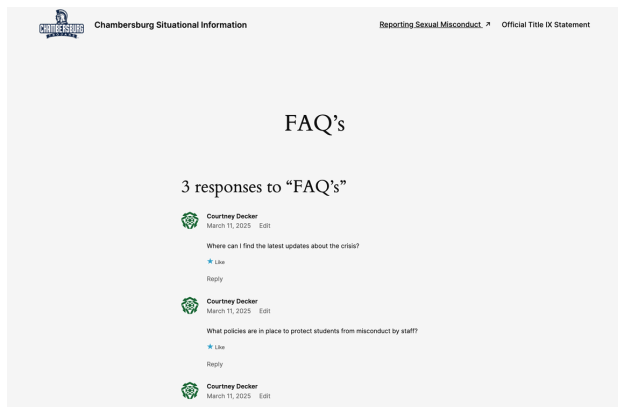
The District’s Title IX Coordinator is Dr. Mark Long, Assistant Superintendent for Innovation and Improvement. The Title IX Coordinator can be contacted by email at mark.long@casdonline.org or by phone at 717.261.3313. The Title IX Coordinator’s office is located at 435 Stanley Avenue, Chambersburg, PA 17201.

Media Contact: Brian Miller Communications & Marketing Director
435 Stanley Avenue, Chambersburg, PA 17201
(717) 261-5663 brian.miller@casdonline.org

Superintendent: Christopher Bigger christopher.bigger@casdonline.org

- Why:
- Offers support for students, parents and community members
 - Important: Concern hotline for parents and District Title IX Coordinator

FAQ’s:



Why:

- The FAQ Portion allows visitors to write questions/concerns. The district can respond and direct them to the correct material.
- Works as a Q&A Response
- Can redirect questions off of the district and allows for more of a public forum

Useful Links Provided:

Link to Chambersburg District Official Statement on Sexual Harassment and Discrimination on the Basis of Sex in Violation of Title IX of the Education Amendments Act of 1972

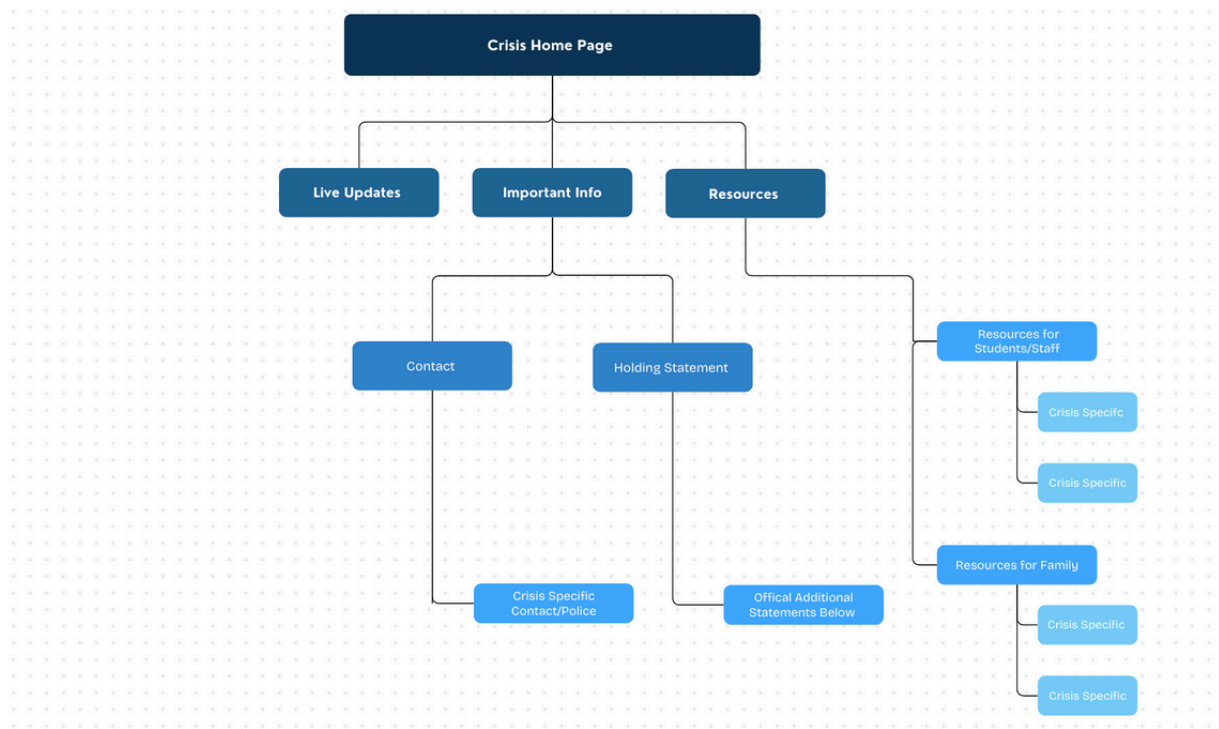
Link to reporting sexual misconduct within the district. Who to contact, ensuring confidentiality, and how to make a formal complaint.

The resources within this dark website can help community and family members communicate within the school district, ensuring there is a sense of trust within them. It is important we ensure the families of students feel there is a place to put their concerns toward any possible inappropriate conduct. By providing resources and contact information, we can instill this. Still we don't want to open up too much cause for concern and we want to direct any formalities to the Police Department and take a more hands off approach toward the specific crisis, and take a more proactive route to ensuring it doesn't happen again.

Not included in the mockup is the emergency statement page that is for high/extreme crises. This page can direct you to live updates, a holding statement and emergency contact numbers. The mockup provided below is some form of an emergency statement page, but since it is not an *immediately* harmful crisis (i.e natural disaster, shooting etc.), it does not need all the elements on an E.S.P.

Emergency Statement Page (E.S.P)

As Stated above, the E.S.P will provide critical information for an extreme and immediate crisis. As noted, this is similar to the actual mockup website provided. Importantly they are kept short, easy to navigate, and resourceful. This E.S.P would be useful for immediate threats such as a natural disaster or shooting/lockdown threat. The contact information is crisis specific, not including contacts such as the superintendent. There are separate resources for internal stakeholders (students and staff) and a separate section for family and community members. This site map is kept broad, as each resource should be specific toward the crisis.



Appendicies

CASD Media Contact Log

The CASD Media Contact Log is a comprehensive record of the Chambersburg Area School District's interactions with the media. This log serves as a chronological history of communication between CASD and journalists, ensuring transparency and consistency in media relations.

Maintaining a media contact log helps track which reporters frequently engage with the district, the nature of their inquiries, and how those interactions unfold. Much like a media kit, this log provides CASD with a detailed account of why the district became newsworthy, how key stakeholders responded to media coverage, and the potential impact on CASDs reputation and crisis preparedness.

By documenting media interactions, the district can assess trends in coverage, refine messaging strategies, and proactively manage public perception. This tool is essential for ensuring a coordinated approach to media relations and fostering strong, informed relationships with journalists covering education or current events in the region.

It is purposefully left blank, as it is meant to grow as more media inquiries are received. The first entry is to be used as an example for the future.

Date	Time	Contact Info/Name	News Outlet	Info Requests	Deadlines	Comments
March 9, 2025	5:46 PM	Joel D. Smith	CBS 21	Joel D. Smith emailed CASD admin asking for comments on the fire that occurred on the morning of March 9. Joel is covering the announcement on his evening segment.	March 10, 2025	Smith inquired about possible foul play or lack of oversight from building crews that could've led to the fire.

CASD Media List

Outlet	Name	Role	Email	City	Twitter Handle	LinkedIn Profile	Notes
Chambersburg Area School District	Brian Miller	Communications & Marketing Director	brian.miller@casdonline.org	Chambersburg, PA	N/A	N/A	Primary contact for district communications.
Public Opinion (Newspaper)	Janis Reeser	Reporter	jreeser@gannett.com	Chambersburg, PA	N/A	N/A	Local newspaper, main news source in Cburg
WHTM TV	George Stockburger	Executive Digital Producer	gstockburger@abc27.com	Harrisburg, PA	N/A	N/A	Regional newspaper covering Franklin County.
ABC27 News (WHTM)	Seth Kaplan	Reporter	news@abc27.com	Harrisburg, PA	@SETHABC27	N/A	Television station covering local education news.
ABC27 News (WHTM)	Alicia Richards	News Anchor	arichards@abc27.com	Harrisburg, PA		https://www.linkedin.com/in/alicia-richards-34b99890/	News Anchor for Harrisburg ABC channel
Associated Press	Mark Scolforo	Reporter	mscolforo@ap.org	Harrisburg, PA	@	https://www.linkedin.com/in/mark-scolforo-50864589/	Reporter published nationally, based in Harrisburg
The Sentinel	Joseph Cress	Education Reporter	jcress@cumberlandlink.com	Carlisle, PA	@SentinelCress	https://www.linkedin.com/in/joseph-david-cress-5b19a554/	Covers Carlisle School District news
PennLive	Dan Gleiter	Photojournalist	dgleiter@pennlive.com	Harrisburg, PA	N/A	N/A	Harrisburg-based local news publication
PennLive	Daniel Urie	Reporter	durie@pennlive.com	Chambersburg, PA	@DanielUrie2018	N/A	Covers local news and school updates
WHTM-TV	Erica Moffitt-Dilks	Reporter	edilks@abc27.com	Harrisburg, PA	N/A	https://www.linkedin.com/in/erica-moffitt-dilks-645b5412/	Covers regional news in Harrisburg, PA

WIKZ-FM	Ryan Smetzer	Morning News Radio Host	ryan.smetzer@alphamediausa.com	Hagerstown, MD	@RyanSmetzer	https://www.linkedin.com/in/ryan-smetzer-6a175464	Radio Station, largest listening in Chambersburg/Hagerstown area
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CASD Media Inventory

- **Instagram:** @casd_news
- **Facebook:** Chambersburg Area School District
- **Twitter:** @CASDNews
- **Youtube:** Chambersburg Area School District CASD, @chambersburgareaschooldist7013
- **LinkedIn:** <https://www.linkedin.com/company/chambersburg-area-school-district/>
- **Radio Station:** Trojan Radio WEMR 92.7 FM
- **District Website:** 🌐 Home - Chambersburg Area School District
- **District Calendar:** 🌐 District Calendar - Chambersburg Area School District
- **Counseling Directory:** 🌐 Counseling - Chambersburg Area Senior High School
- **Parent Portal:** <https://casdonline-sapphire.k12system.com/CommunityWebPortal/app/#/>
- **Department Contacts:** 🌐 Contact Us - Chambersburg Area School District
- **Safe 2 Say Something:** 🌐 Safe 2 Say Something - Chambersburg Area School District
- **Campus police number:** 717-261-8400
- **Campus Safety Department:** 🌐 Safety and Security - Chambersburg Area School District
- **Emergency phone line number:** (717) 261-5662
- **Main phone line number:** (717) 263-9281

Internal Stakeholder Vulnerability Audit Questions

Superintendent & District Administration:

1. What is your definition of a crisis here?
2. What are the safety/security protocols in place?
3. What communication systems are used between staff? Between the district and the general public?
4. What is your worst-case scenario here?
5. How often are you in contact with the authorities?
6. What kind of training is required for emergencies?
7. How does the district evaluate the effectiveness of drills and training programs?
8. What are the hiring procedures and background checks?
 1. Do you think it is effective?

Teachers:

1. What is your definition of a crisis here?
2. What are the safety/security protocols in place?
3. What communication systems are used between teachers and the administration?
4. What is your worst-case scenario here?
5. Are there drills in place for crises? Lockdown, natural disaster, school violence?
 1. Protocols and training for such

6. How often are you in contact with other school staff and administration?
 1. What are the main preceding situations for this?
7. Do you feel adequately trained to respond to emergencies?
8. Are you familiar with the district's crisis response plans?
9. What are the protocols with school visitors/ what are the procedures for visitors?
10. What background checks and procedures did you go through prior to this job?
 1. Do you think it was thorough/effective?

School Staff & Administration (principals, front desk):

1. What is your definition of a crisis here?
2. What are the safety/security protocols in place?
3. What communication systems are used between staff? Between the district and the general public?
4. What is your worst-case scenario here?
5. Are there drills in place for crises? Lockdown, natural disaster, school violence?
 1. Protocols and training for such
6. How often are you in contact with your parents?
7. Do you feel adequately trained to respond to emergencies?
 1. What are they?
8. Are you familiar with the district's crisis response plans?
 1. What are they?
9. What are the protocols with school visitors/ what are the procedures for visitors?
10. What background checks and procedures did you go through prior to this job?
 1. Do you think it was thorough/effective?

Parents, Guardians & School Board Members:

1. What is your definition of a crisis here?
2. What is your worst-case scenario?
3. What are your communication methods with the teachers and district?
4. How often do you communicate with the school?
5. How satisfied are you with the school safety protocols?
6. How do you prefer to receive emergency alerts?
7. Does your child have any medical or communication needs that require special planning in situations?
8. What have you heard about the staff at your child's school?
 1. How do you feel about them?
9. What is the process you go through to drop off and pick up your kid from school?
10. Are you satisfied with those protocols?

Resources

Tips for Communicating with Employees

Prioritizing Employee Well-Being

- **Express Empathy:** Acknowledge the impact of the crisis on employees and demonstrate genuine concern for their well-being.
- **Provide Support Resources:** Clearly outline available services, including counseling, mental health resources, and employee assistance programs.

Establish Clear Communication Channels

- **Designate Primary Channels:** Use internal email, staff meetings, and the district's official social media accounts for communication.
- **Maintain a Dark Website:** Provide a dedicated crisis information page with updates, FAQs, and resources.

Ensure Consistent Messaging

- **Deliver Clear and Concise Information:** Use straightforward language to ensure accessibility and understanding.
- **Provide Frequent Updates:** Share timely and accurate information, even when there are no major developments.

Form a Crisis Communication Team

- **Identify and Train a Communication Team:** Assign a dedicated team to draft and distribute official statements.
- **Designate a Spokesperson:** Ensure the spokesperson is well-trained to handle media and public inquiries effectively.

Support Remote Work

- **Communicate Remote Work Policies:** Clearly outline changes in remote work expectations and available support.
- **Offer Technology Assistance:** Provide training and resources to ensure employees can access necessary digital tools.

Training and Preparedness

- **Implement Training Programs:** Conduct mandatory crisis preparedness training for employees.
- **Hold Regular Drills:** Familiarize staff with emergency protocols through simulated crisis scenarios.

Foster Ongoing Employee Engagement

- **Recognize Employee Contributions:** Acknowledge staff dedication and resilience during crises.
- **Encourage Community Building:** Create a supportive work environment through open dialogue and shared experiences.

Tips for Communicating with Families

Prioritizing Families' Well-Being

- **Use Compassionate Messaging:** Address concerns with empathy and transparency.
- **Provide Family Support Resources:** Offer access to counseling, mental health support, and community assistance programs.

Establish Clear Communication Channels

- **Use Designated Family Channels:** Keep families informed through official district emails, text messaging, automated calls, and social media.

- **Encourage Open Dialogue:** Allow families to ask questions and express concerns.
- **Offer Family-Focused Updates:** Maintain a centralized FAQ section and provide timely responses.
- **Gather Feedback:** Adjust communication strategies based on family input.

Ensure Consistent Messaging

- **Deliver Clear and Concise Information:** Avoid jargon and use language that is easy to understand.
- **Provide Regular Updates:** Share consistent information to maintain trust and engagement.

Offer Virtual Engagement Opportunities

- **Host Virtual Family Meetings:** Provide updates, answer questions, and offer reassurance.
- **Maintain Online Resources:** Ensure families have access to a dedicated web portal with crisis-related information and guidelines.

Communicate Safety and Evacuation Information

- **Share Evacuation Protocols:** Clearly outline safety and evacuation procedures.
- **Provide Emergency Contact Information:** Ensure families know whom to contact during a crisis.

Training and Preparedness

- **Distribute Preparedness Materials:** Offer safety guides and emergency procedure documents to families.

Maintain Ongoing Family Engagement

- **Express Gratitude:** Acknowledge families' patience and support.
- **Foster Community Unity:** Encourage support groups and initiatives to build resilience.

Tips for Communication with the Media

Establish Media Contacts

- **Designate Spokespersons:** Train individuals to serve as official district representatives.
- **Ensure Unified Messaging:** Maintain message consistency across all platforms, including press releases and social media.
- **Maintain a Media Contact List:** Keep an updated database of journalists and media outlets.
- **Schedule Regular Media Briefings:** Ensure transparency and control the narrative through scheduled updates.

Practice Transparent and Timely Communication

- **Respond Promptly:** Address media inquiries quickly with available information and estimated update timelines.
- **Be Transparent:** Share known facts while clarifying ongoing investigations and uncertainties.

Conduct Media Training

- **Hold Training Sessions:** Prepare spokespeople to communicate effectively with journalists.
- **Stimulate Crisis Scenarios:** Conduct mock press conferences to enhance preparedness.

Monitor and Analyze Media Coverage

- **Track Media Reports:** Identify misinformation and respond proactively.
- **Evaluate Post-Crisis Engagement:** Assess media interactions to refine future communication strategies.

Prepare Press Materials

- **Develop Media Kits:** Include key information, visuals, and messaging to assist journalists.

General Communication Best Practices

Maintain Consistency

- Ensure all communication is pre-approved to align with official messaging

Use Empathy and Clarity

- Acknowledge emotional impacts while keeping messages clear and concise.

Respond Timely

- Provide quick but accurate responses to prevent misinformation and panic.

Follow a Chain of Command

- Route all external communication through the designated spokesperson to ensure message control.

Be Transparent

- Share known facts, acknowledge uncertainties, and offer timelines for updates.

Best Practices for Different Stakeholders

Families

- **Prioritize Student Well-Being:** Keep families informed about safety measures.
- **Use Empathetic Communication:** Recognize the mental health impact of crises on students.
- **Offer Support Resources:** Provide access to counseling services and reporting mechanisms.

Employees

- **Maintain Confidentiality:** Keep internal information private and avoid external discussions.
- **Stick to Approved Messaging:** Use only pre-approved scripts for crisis communication.

- **Avoid Discussing Investigations:** Refrain from talking about active investigations with students, parents, or media.
- **Report Rumors Immediately:** Notify leadership about misinformation so it can be addressed promptly.

Media

- **Balance Transparency and Privacy:** Be open while safeguarding sensitive information.
- **Acknowledge the Situation:** Confirm the crisis is being addressed without unnecessary details.
- **Highlight Response Measures:** Share new policies, training initiatives, and support resources.
- **Correct Misinformation Strategically:** Issue factual clarifications when needed.