

Crisis Communications Plan for Patience Classical Christian Academy

A. The Basics of Plan:

Purpose:

Patience Classical Christian Academy is a private and uber conservative school that resides in Granbury, Texas. They are known for their religious values and recently had their first graduating class as a K-12 school. There are 100 students enrolled at this time as they are still growing and planting their presence in the community. Tradition and conservatism are esteemed at the school while they provide a great liberal arts education centered around God and Christ-like virtues. Their purpose is to mold students into capable young adults able to glide through college and life-skills while cultivating a fire for Jesus. This crisis plan is to outline how Patience Classical will handle and respond to a scandal surrounded by their now fired headmaster and volunteer and their marital affair. The plan will include strategies for both external and internal audiences while also providing a step-by-step guide for repairing the school's reputation and preventing it from being stained.

Objectives of the Plan

1. Provide concise and accurate communication to everyone, including parents, students, faculty, staff, and media during this crisis.
2. Designate roles and actions for the crisis response team.
3. Offer quick solutions and share information fast with external and internal stakeholders.
4. Make sure to safeguard trust within the community and investors by handling the situation with the utmost of empathy and transparency.
5. Make sure to pave a way for the school to be able to return to its normal operations so that they can keep on tending to the education of the students without any scandals clouding their main purpose.

Command Center:

- **Primary Location:** Church Conference Room at Grace Christian, Weatherford Highway Loop 33.
- **Secondary Location:** Conference Room at Patience Classical Christian Academy, 110 Cherrylane Blvd.

Crisis Team Membership and Responsibilities:

- **Board Member (Attorney):** He will manage legal affairs and coordinate with Patience's legal counsel and respond to any legal concerns. He will act as the spokesperson for the school.

- Cell phone: [817-926-7556]
 - Email: [Lonestar_man79@gmail.com]
- **Director of Public Relations:** Be the head of the strategies involving communication like making clear messages to the community while managing social media and upholding transparency.
 - Cell phone: [817-312-7765]
 - Email: [Vivalajan02@icloud.com]
- **Human Resources Manager:** Manage communication among faculty members, staff, and families affected by the scandal. Offer support and resources for emotional and psychological needs.
 - Cell phone: [817-626-5554]
 - Email: [Ashley_Denning98@gmail.com]
- **Operations Manager:** Watch over the daily routines of the school while protecting the ability to educate the kids and manage any adjustments that need to be made in order to create a proper response to the crisis.
 - Cell phone: [817-998-2567]
 - Email: [JenMedley03@yahoo.com]
- **Finance Manager:** Make sure that financial areas are okay and manage any legal fees or any compensation from the scandal.
 - Cell phone: [817-854-9632]
 - Email: [JerryJones65@yahoo.com]
- **Category of Threat:**

Level 3: Students, parents, and staff are affected and until a replacement for a headmaster is found and the situation is addressed there will be unrest.

B. Case Plan:

Situation Analysis (Research)

First Hour Response Strategy (Research, Planning, Communication)

- **Board Member (Attorney):**
 - Gather the Core Crisis Response Team at the main communicating spot.
 - Make sure legal matters are addressed, like any potential lawsuits or managing public statements.
 - Be the main spokesman for legal matters and official statements on the school's behalf.
- **Director of Public Relations:**
 - Notify internal stakeholders like faculty, parents, students about the scandal through either email or phone calls.

- Start drafting a statement for the public and reveal what is known at this certain point and emphasize the school's desire and commitment to cultivating a safe and supportive atmosphere for everyone.
- Make a social media post to address the situation publicly to also reassure not only the town's community but also the internal community of the school like the parents and such to remind them that actions are being taken.
- Watch social media and any local media for potential spreading of misinformation or rumors.
- **Human Resources Manager:**
 - Get into contact with the families affected by the actions of Steel and Douglas, like their spouses or parents who also have their children enrolled at the school. Offer support and provide any resources needed.
 - Offer counseling available for affected parties like staff, students, and parents for emotional support.
 - Put together a staff meeting in order to address the scandal so that questions can be answered, and support can be provided to faculty and employees.
- **Operations Manager:**
 - Watch over the daily operations of the school like communicating with the teachers to make sure that classes run normally, and that the students' mental health and education is prioritized.
 - Formulate appropriate decisions for any staff changes or necessary recovering actions.
- **Finance Manager:**
 - Meet with the board and legal counsel to go over any financial impact of the scandal.
 - Watch for any tuition refund requests or financial adjustments necessary.
 - Protect the stability of the school's financial standing.

Holding Statement:

For Immediate Release – March 6, 2025

The Headmaster of Patience Classical Christian Academy, Nathan Steel, and a parent volunteer, Donna Douglas, were both immediately fired from their positions at the school after Steel had come clean about an extramarital affair between the two. Steel and Douglas were both guilty of violating the Academy's Christian values, resulting in their termination and permanent ban from the school's campus.

Patience Classical is deeply heartbroken over this breach of trust on the grounds of what is supposed to be a safe and Christ-like space, of which they are constantly striving to cultivate. In no way does the Academy condone the actions of Steel and Douglas and they are taking immediate steps to ensuring the integrity of the school and its mission. Patience Classical is offering all support to the families affected by the situation during this difficult time.

For more information, contact Board Member (Attorney) Tim Cane at (817) 926-7556.

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After Hour 1 Response Strategy (Action/Communication)

- **Board Member (Attorney):**
 - Oversee legal findings and communications and prepare for potential lawsuits resulting from this situation.
 - Speak with the Director of Public Relations to edify the next day's press release, making sure that legal considerations are discussed. Since the affair happened also on campus respective spouses may get involved to ask questions following potential divorce procedures.
 - The first day back at school address the situation to the kids during morning assembly and go over any concerns they may have or questions as well. Keep them up to date on where their previous headmaster is and why he is no longer with them. Obviously keep it brief and don't get into specifics as they are still children.
- **Director of Public Relations:**
 - Write a follow-up release that highlights the school's loyalty to the truth and transparency, while clearing up what steps are being taken to prevent future incidents like this from happening again. Make sure to share support for resources.
 - Put on a press conference or maybe a detailed email response as soon as the info has been clarified.
 - Detail what actions are being taken to find a replacement or sub acting as a temporary or permanent new headmaster.
- **Human Resources Manager:**
 - Keep up communication with counseling services and ensure everyone is supported, both external and internal parties.
 - Try to make a FAQs for parents to address any concerns and to provide info about actions being taken.
- **Operations Manager:**
 - Protect the school and make sure it continues to run as scheduled with as little issues as possible. Focus on maintaining a safe environment for the kids.
 - Speak with the faculty and help them figure out how to address any concerns the students may have and to help make sure they feel supported during this difficult time.
- **Finance Manager:**
 - Make sure that the legal and operational costs of this situation are accurately documented for any future reference.

Day 2 and Beyond Response/Recovery Strategy (Action/Communication/Evaluation)

- **Board Member (Attorney):**
 - Continue to speak with the school's board and revise the hiring process to protect the integrity of the Academy and prevent any similar events like this from happening again.
 - Make sure the public is informed properly and that statements are clear and concise.
 - **Director of Public Relations:**
 - Daily statements/updates should be released for the first few days to keep the school's community well-informed of the various actions being taken to fix this situation.
 - Hand out key conversational points for parents and faculty to use for their own communications.
 - Constantly evaluate the media's portrayal of the scandal and adjust what is necessary to protect the school's rep.
 - **Human Resources Manager:**
 - Check in with staff and parents daily, including students, to protect the emotional welfare since it's a tight knit community and both Steel and Douglas were heavily involved.
 - **Operations Manager:**
 - Oversee the day-to-day routine at the school and make any adjustments needed in the environment to ensure no staff members will have inappropriate relations on campus.
 - **Finance Manager:**
 - Keep monitoring the potential financial impact of the scandal in case any families pull out ect.
 - Keep close relations with both the Board and the Director of Public Relations to provide eloquent transparency in any potential financial impact on the school's tuition and such.
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