



## Part 1

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- ▶ Environmental i.e. tornado/flood
- ▶ Facilities i.e. bed bugs/roof collapse
- ▶ Customer i.e. creating & accessing p
- ▶ Employee i.e. thief, work stoppage
- ▶ Board i.e. conflict of interest



## Types of crisis



## Environmental Crisis

Don't hesitate, meet the crisis head on.

The first 12 hours are crucial. Fill the void with information, if you don't someone will.

### Key messages:

#1 concern for those affected

#2 Scope of the problem

#3 Actions to remediate the situation



The Board Chair should be seen at the location, supporting the CEO and reassuring customers & staff.

# Facilities Crisis



The Board must convey to the community their commitment to clean and safe facilities. If you don't know the implications do not speculate.

## Key messages:

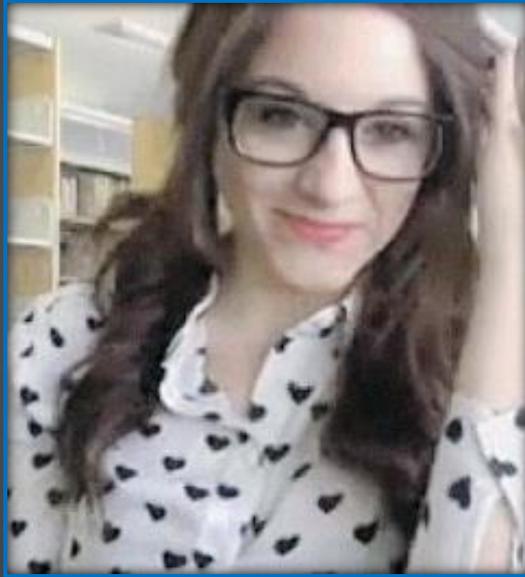
#1 Focus on the facts: who, what, when, where & why

#2 Communicate concern & apologize for the inconvenience

#3 Highlight actions

- i.e. Bugs..exterminator schedule
- Flood...sump pump installation
- Roof collapse
- ...engineers on site >>

# CUSTOMER CRISIS



Because these are often the most sensitive and complex crisis, start with a holding statement...

“Our concern right now is with the family and our staff....”

Do not speak off the cuff, the Board needs to re-build credibility and trust with concrete actions.

Assure the public this is not the norm

## **Key messages:**

#1 Customer and staff safety

#2 Library policies followed

# Security



If it becomes a police issue,  
“No comment”

AND SAY NO MORE.

# Employee Crisis



The Board must convey to the community their commitment to excellent customer service and equitable treatment of staff.

## Key messages:

#1 concern for those affected, staff and customers

#2 Scope of the problem

#3 Focus on actions to rectify the crisis, not the issue.

However if it is a work stoppage, or police matter refrain from any comments.



# Board Crisis



Start with a holding statement...to give the board time to assess the situation.

“We are gathering information, I will get back to you.”

Inform board members first, followed by the Mayor and staff and then the public.

## **Key messages:**

#1 Acknowledge outrage

#2 Define the scope of the crisis

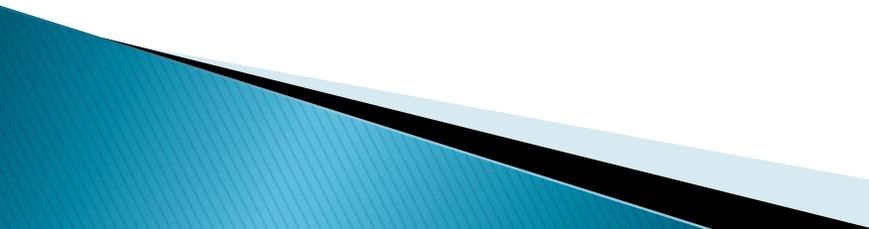
#3 Focus on board policies, prevention, sustainability and recovery.

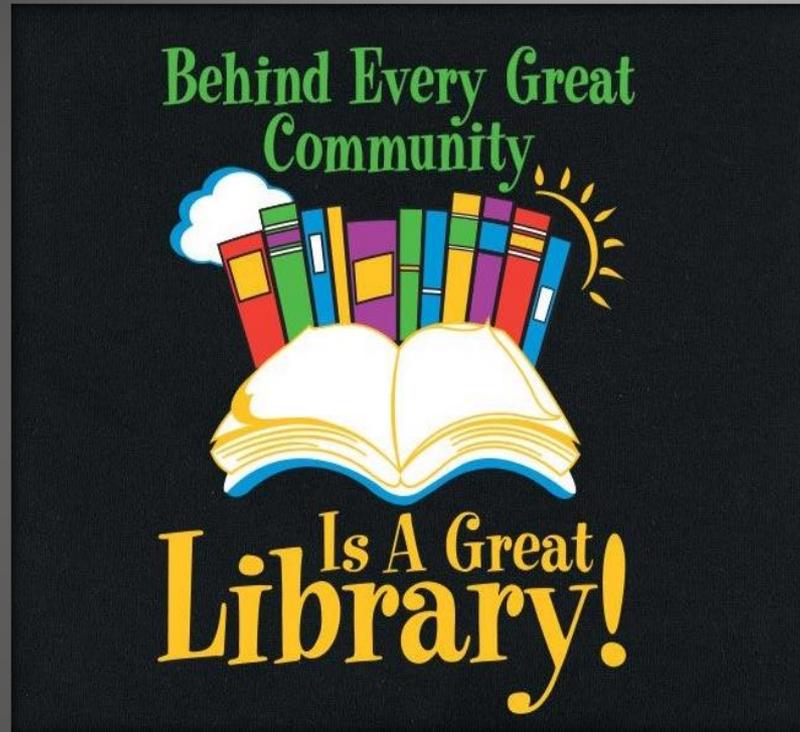
If it becomes a police issue, 

“No comment, it is now a police issue”.

AND SAY NO MORE

# Guidelines

- ▶ Don't hesitate, time is of the essence
  - ▶ Stay calm
  - ▶ Develop 3 key talking points and stick to them!
  - ▶ Focus on actions, not the issue itself (the thing that has already happened – is now beyond your control)
  - ▶ Keep the Board, the Mayor and your staff up to date and then keep the public informed to the maximum extent possible
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Thank You

