



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

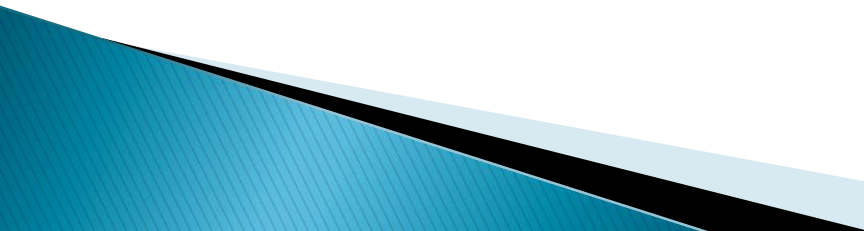
#3 Focus on board policies, prevention, sustainability and recovery.

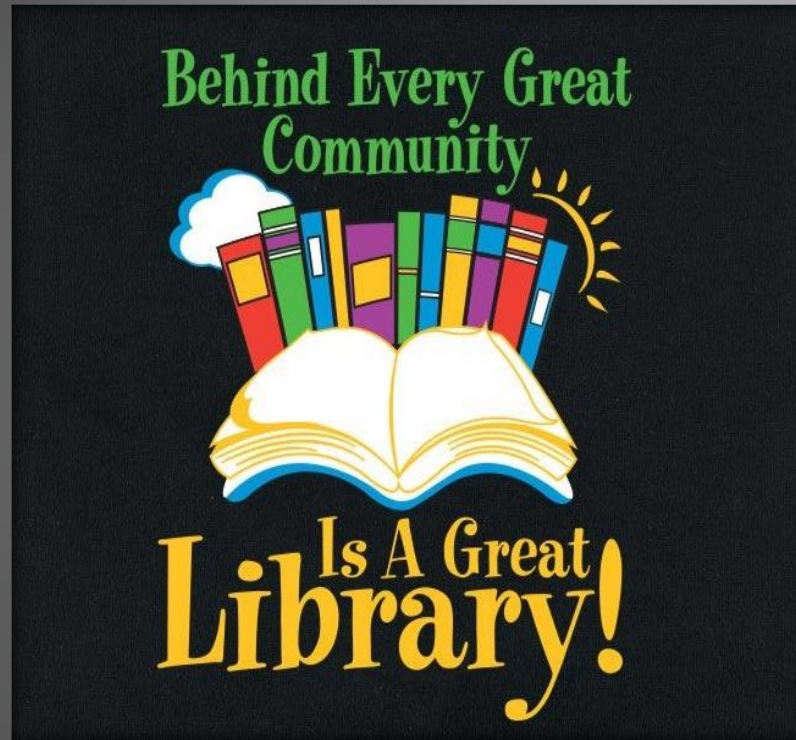
If it becomes a police issue, 

“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

