Issue Identification: Label the level of urgency

**GREEN:**
No signals that this could cause concern at this time

- Keep reviewing to assess who this might impact or who needs to be involved

**YELLOW:**
Causing questions or concerns; could become unfavorable over time and needs to be managed

- Alert Executive Director of Community Relations & Superintendent’s Office for initial assessment
- As appropriate, Issues Management Team convenes

**RED:**
Needs immediate attention; may become a communications challenge

- Alert Executive Director of Community Relations & Superintendent’s Office

ACTION

- Situational Assessment

Develop key messages for internal and external use

Creation of materials

Superintendent shares information with Board of Education and communicates with key partners and interested parties

Internal Communications

Tracking media and community response

Planning discussions and decisions are chronicled

Post Mortem: Evaluation of issues management protocol, message, response and results is conducted to improve processes