

Issues Management & Communications Protocol

Issue Identification: Label the level of urgency

GREEN:

No signals that this could cause concern at this time

YELLOW:

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

RED:

Needs immediate attention; may become a communications challenge



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

Community Relations monitors the situation



ACTION

Alert Executive Director of Community Relations & Superintendent's Office for initial assessment

Alert Executive Director of Community Relations & Superintendent's Office

As appropriate, Issues Management Team convenes

Situational Assessment
What? When? Where? Who?
Next steps to take

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

Issues Management Protocol Chart
For Renton Public Schools



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