

LOUISIANA SWIMMING, INC. CRISIS MANAGEMENT PLAN

This plan shall be implemented when any incident requires communication with the public on behalf of Louisiana Swimming. Only the individuals listed in this plan and acting within the scope and procedures below are authorized to make any statements.

Key Positions:

- Crisis Center: A crisis center will be activated at a location designated by the General Chair. Conference calls may also be used to accomplish the Team's goals and objectives.
- Public Spokesperson: The General Chair or another designee shall be the person authorized to speak to the news media, public, membership, and stakeholders during a crisis.
- Information Officer: The person appointed by the General Chair and approved by the Louisiana Swimming Board of Directors. The Information Officer is the commander-in-chief of the crisis management plan who is charged with conducting the preliminary investigation of the crisis situation and gathering information from all relevant sources.
- Crisis Management Team: Members of the crisis management team must be constantly accessible any time of the day or night.
 - Primary Team: Information Officer/Spokesperson, General Chair, USA Swimming Representative, and Legal Counsel.
 - Secondary Team: Remaining members of the Louisiana Swimming Executive Committee and the Secretary.
 - Situational Team: Additional individuals who may be identified collaboratively by the Information Officer and General Chair to serve on the communication team based on their expertise and/or relationship to the situation.
- Stakeholders: Those members of key constituent groups who have a vested interest in Louisiana Swimming.
 - USA Swimming
 - Louisiana Swimming Board of Directors and Staff
 - Louisiana Swimming Members – Clubs, Coaches, Athletes, Non-Athletes
 - Parents of Louisiana Swimming member athletes
 - Facility personnel (location of the crisis – if applicable)
 - Media and general public

Process and Procedures:

At the onset of any crisis, the Louisiana Swimming General Chair shall be immediately notified.

- Upon receiving notification, the General Chair will either activate an intervention/action plan or notify the Information Officer to initiate an investigation.

- Depending on the situation, the General Chair will include others on the Crisis Management Team, as appropriate.
- The General Chair will notify the USA Swimming National Office of the situation and the action taken to date

The Information Officer will convene the Primary and/or Secondary Crisis Management Team.

- The Crisis Management team will be alerted by a phone call or in-person meeting, use of email is discouraged. It is imperative that the Information Officer has up-to-date contact information for all member of the Crisis Management Team.
- The Information Officer may engage others in the process based on the situation.

The Information Officer shall gather and confirm all the available information from relevant sources:

- Determine what happened, when, and where
- Determine who and how Louisiana Swimming is affected
- Identify the cause of the crisis
- Determine reaction to the incident and possible repercussions to Louisiana Swimming
- Determine when there will be more information available
- Continue to monitor the situation and provide appropriate reports
- Take needed action until the Crisis Management Team is officially deactivated
- Report to the Board of Directors on all aspects of the situation

Crisis Management Team Responsibilities:

- Under the direction of the Information Officer: the Team shall determine the appropriate response to the crisis and develop a plan and a timetable.
 - Determine what needs to be done and when it needs to be done.
 - Determine what to say, who will say it, to whom it will be said, when it will be said, and by what means it will be said.
 - Continually evaluate the effectiveness of the dispersed information as the situation progresses.

The Information Officer shall inform the appropriate stakeholders of the situation and of the Louisiana Swimming response:

- Description of the situation and the response are communicated to all interested stakeholders according to the established timetable.
- After meeting with the Information Officer, the Public Spokesperson should make any public statements to media and direct meetings as necessary and appropriate.
- Update the Louisiana Swimming website as needed.
- Stakeholders are given contact information for the Information Officer and other Team members as appropriate.

Post Crisis Follow-Up:

- Appropriate communications should be made to the appropriate audiences summarizing the resolution of the crisis. Verify that interaction with all media contacts has been completed.
- All notes, correspondence, talking points, communications, etc. should be kept as an electronic file to be housed in the Louisiana Swimming Membership/Registration office. The hard copies for all official documents should be filed and also kept at the Louisiana Swimming Membership/Registration office.
- Re-convene the Crisis Management Team to evaluate the effectiveness of the team and the plan.
- Update and revise the Crisis Management Plan to reflect any suggested changes and present to the Louisiana Swimming Board of Directors for approval.

2014 – 2015 Key Positions:

- General Chair
 - Colleen Barczyk (337-280-0886)
- Information Officer
 - Paulette Butterfield (318-257-4634)
- Crisis Management Team:
 - Public Spokesperson
 - § Colleen Barczyk (337-280-0886)
 - Team Members:
 - § Mike Falati (504-400-6143)
 - § Derek Amidon (318-402-9997)
 - Legal Counsel:
 - § Mark Begnaud, attorney
 - USA Swimming Representative
 - § Dave Thomas (719-330-3824)