Develop an Effective Plan to Ensure the Safety of Our Schools

2004 National Summit on

Emergency Preparedness and Crisis Management for Schools

Strategies to Design, Implement and Improve Your School's Emergency Preparedness Plan

Sessions for K-12 Administrators on:

School Safety Assessments
Crisis Management Exercises
Bomb Threat Response
Terrorism in Schools

Presented by:

The Performance Institute

In Association with:

A.A.G.P.
American Association of Grant Professionals

Develop a Comprehensive Plan to Ensure School Safety

October 18-19, 2004
Washington, DC
Radisson Barcelo Hotel Washington

All Encompassing Innovations from Leading Experts in School Security

Forge a Plan

Develop a system that effectively outlines appropriate procedures for before, during and after a crisis

Build a Team

Collaborate with public safety officials, pediatricians, psychologists and all school personnel to prepare for an emergency

Organize Your Staff

Train staff to work with the community to handle crisis response, management and recovery from both internal and external sources

Apply Best Practices and Crisis Response Strategies from School Security Experts

Meet Title IV Reporting Requirements on School Safety

Comprehensive Coverage of the Latest Innovations in:

- ✔ Bomb Threat Response Methods
- ✔ Conducting a School Safety Assessment
- ✔ The Central-Office's Role in School Emergencies
- ✔ Communication Strategies for Crisis Response and Management
- ✔ Designing and Operating Effective Crisis Management Exercises
- ✔ Building and Coordinating a Crisis Response Team

Dear School Security Personnel,

Developing a comprehensive emergency preparedness plan that covers all possible disaster scenarios is quite a daunting task. Complete plans require coordinated teamwork and organization from school personnel, public safety officials, pediatricians, psychologists and the community as a whole. While most schools have plans in place, few are perfect and most are in need of serious improvement.

Fortunately, proven strategies from leading experts in school security are available for your review at the Performance Institute's ***2004 National Summit on Emergency Preparedness and Crisis Management for Schools***. This summit will help schools design, implement and improve school emergency preparedness plans and crisis management strategies so that our children can be safe.

Perfect Your Plan

Many emergency plans in schools have glaring holes. In this time of heightened security with an increased threat of domestic terrorism it is more important than ever to revise your plans. This summit will provide you with the tools necessary to forge an effective plan that addresses both internal and external threats. By utilizing proven emergency planning models, you will emerge with the all the necessary knowledge to draft an all-inclusive plan and comply with Title IV. Furthermore, gain the latest information on prevention strategies to quell a crisis before it occurs.

Build and Train Your Team

Your crisis response team must be both qualified and well trained for any situation. Every member must know his/her role in every stage of a crisis. This conference will identify and establish the appropriate personnel for your emergency network. You will gain knowledge of innovative training methods for school personnel and public safety officials. Experts will be on hand to show you how to develop a functional crisis exercise program to practice elements of your emergency plan.

Master Crisis Management

The inability to respond appropriately in a crisis can worsen an already bleak situation. Many injuries can be minimized and avoided if the proper decisions are made in a swift manner. You will emerge from this conference with proven response methods to manage any emergency. Develop a public affairs communication network so staff, students, the community, parents and the media can be notified at appropriate times during a crisis situation.

This forum promises to be a valuable peer-to-peer setting for the exchange of strategies and best practices from the nation's leading school security experts. Register today by calling 703-894-0481 or visit us at www.PerformanceWeb.org. I look forward to seeing you this October!



Chris DeJohn
Director
Center for Education and Social Policy



Agenda & Speaking Faculty

Day One: October 18, 2004

8:00 Conference Registration & Continental Breakfast

8:30 Keynote Address: Keeping Schools Safe
Local school districts must provide assurances that they have plans outlining how they are working to keep their schools safe and drug free. The Department of Education has been working with other federal agencies on a number of school safety initiatives, including a new program to help school administrators and state and local public safety officials better prepare for threats against the nation's schools. Effective emergency response plans should ensure that:

- Both students and faculty are effectively prepared
- All parties involved respond appropriately
- Schools and communities recover from crisis

***Sara Strizzi**, Policy Analyst, US Department of Education Office of Safe and Drug-Free Schools**

9:30 Bomb Threat Response
The bomb threat response plan for a school is a sub-protocol of the complete crisis management plan. Schools should have similar procedures specified for other major crisis. Walking through the appropriate steps of response in the context of a bomb threat will provide a clear understanding of overall crisis planning and management.

- Improve physical security by reviewing bomb threat prevention strategies
- Understand the intricate stages of the response process
- Apply proper follow-up procedures after a situation

***Dr. Chris Dunlap**, Director of Support Services, Danville Public School District*

10:30 Break & Refreshments

10:45 The Central-Office Role in School Emergencies
Are you ready to lead the response and are your staff members ready to respond? If your school district was sued after an emergency, would you be able to go to court and defend your planning and actions? Identify the central-office roles in emergency management.

- Identify complicating factors
- Meet site needs
- Allow for evaluation

***Robert Laird**, Director, Division for Safe Schools, Mississippi Department of Education*

12:00 Networking Luncheon

1:00 Approaching School Safety through Interactive Strategies in Crisis Planning
In this presentation, you will go through instructions and activities on what a school crisis team is responsible for after a critical incident. Discover what to look for in an audit of the school campus and how to conduct a drill scenario through interactive exercises. Emerge from this session with answers to key questions facing and school safety professional immediately following an incident.
***Sandra Ezell**, Safe School Coordinator, Louisiana Attorney General's Office*

2:00 Communication Strategies for Crisis Response and Management
Does your school have a viable crisis plan? The best time to initiate or revamp your school's crisis plan is now – not in the middle of a crisis! This presentation will examine guidelines for communications between public safety officials, parents, the media and school personnel and will provide suggestions for establishing school crisis teams and procedures.
***Linda Bacon**, Senior Policy Analyst, National Education Association*

3:00 Break & Refreshments

3:15 Case Study: Montgomery County Public Schools
A comprehensive Emergency Preparedness System is in place for the Montgomery County Public Schools. Discover how this large school system has implemented a model program that effectively covers all aspects of emergency situations. Listen to this case study and learn how to coordinate a team consisting of school personnel and public safety officials. Finally, ensure that you are ready with a proper crisis response plan.
***Edward Clarke**, Director of School Safety and Security, Montgomery County Public Schools*

4:30 Adjourn

For more information, please call us at 703-894-0481 or visit us at www.PerformanceWeb.org

l Emergency Preparedness Planning

Day Two: October 19, 2004

8:00 Continental Breakfast

8:30 Terrorism and Schools
9/11 has taught Americans many lessons. We must now take a proactive approach and prepare schools for many situations from external sources. This session will detail different methods for handling the threat of terrorism.
- Access the latest information on terrorism planning
- Prepare for biological, chemical and radiological threats
- Determine hoaxes from actual threats

***John Woods**, Training Officer, D.C. Emergency Management*

9:45 Bringing It All Together: Linking School Emergency Planning Efforts to Community Disaster Plans
Integrating school emergency planning with overall community disaster planning is a necessity. Discover how FEMA and the Department of Homeland Security efforts can support local school preparedness.
***Stephen G. Sharro**, Superintendent, Emergency Management Institute, DHS/FEMA/USFA*

10:45 Break & Refreshments

11:00 Leadership Panel: Ensuring that Schools are Prepared
Crisis response and management takes extensive planning and coordination with many members of the community. This interactive panel will take questions and give perspectives on the best way to, coordinate and build a comprehensive emergency response plan, and team.
***Robert Laird**, Director, Division for Safe Schools, Mississippi Department of Education*
***Sandra Ezell**, Safe School Coordinator, Louisiana Attorney General's Office*

12:15 Conference Adjourns/Workshop Luncheon

"PI assembled a great panel of presenters. Exposure to both presenters and fellow participants and their experiences and perspectives has been invaluable and inspirational and energizing."
— Mark Tinsman, American Red Cross

Post-Conference Workshop

1:15 Workshop Registration

1:30 Procure Grants and Funding to Improve and Strengthen Emergency Response and Crisis Management Plans
Learn how to win grants and funding to effectively help school officials plan for any emergency, including natural disasters, violent incidents and terrorist acts. Funds can be used to train school personnel, parents and students in crisis response; coordinate with local emergency responders, including fire and police; purchase equipment; and coordinate with groups and organizations responsible for recovery issues, such as health and mental health agencies.
- Develop effective strategic plans for raising and managing funds.
- Utilize logic models and accomplish funding goals
- Achieve performance based outcomes
- Implement a grant and fundraising plan that ensures that your preparations are comprehensive

***Gail Vertz**, Executive Director, American Association of Grant Professionals*

4:30 Workshop Adjourns *Invited

Who Should Attend?

- School Board Members
- Superintendents and Assistant Superintendents
- Principals and Assistant Principals
- Division/Department Chairs
- State and Federal Education Department Personnel
- Staff Development Coordinators
- Classroom Teachers
- Public Safety Officials
- School Resource Officers
- All School Safety Personnel

Create a Seamless School Emergency Plan

Reasons to Attend

1. **Organize** safe school planning
2. **Implement** a practical crisis exercise program
3. **Discover** the latest in biological, chemical and radiological terrorism planning
4. **Establish** a thorough communication network for crisis management
5. **Build** and **Coordinate** a team consisting of school personnel, public safety officials, psychologists and members of the community
6. **Harness** bomb threat response methods
7. **Understand** the role of the central-office in school emergencies
8. **Access** funds to improve school crisis planning, management and technologies

"Generally, if I pick up one good idea to implement I would consider a conference a success. This conference I consider a HUGE success!"

— Russ Smith, Wake County Public School System

"Excellent conference to develop skills for the establishment of a school emergency preparedness plan! The conference provided a comprehensive delineation of why everyone should plan for emergencies and to practice these plans with evaluations. The networking with fellow participants was excellent."

— David A. Goad, Sheriff, Allegheny County Sheriff's Office

Venue & Hotel Information



The ***2004 National Summit on Emergency Preparedness and Crisis Management for Schools*** will be held at the Radisson Barcelo Hotel in Washington, DC. A limited number of rooms have been reserved at a discounted rate of $150. Please contact the hotel directly by September 25th to make reservations. And please be sure to ask for the Performance Institute conference rate.

Radisson Barcelo Hotel Washington
2121 P Street NW
Washington, DC, 20037
800-333-3333

Exhibiting and Sponsorship Information:

To learn more about sponsorship opportunities at the Performance Institute and customized in-house training sessions or other educational seminars and conferences, please contact Shawn Keeley at 703-894-0481 or Keeley@PerformanceWeb.org.

Tuition Rates:

Fees for attendance to the ***2004 National Summit on Emergency Preparedness and Crisis Management for Schools*** are as follows:

Conference	$ 1,095
Workshop	$ 395

Group Discounts:

Group discounts are available. Contact Shawn Keeley at the Performance Institute regarding group rates for the ***2004 National Summit on Emergency Preparedness and Crisis Management for Schools*** at 703-894-0481 or Keeley@PerformanceWeb.org.

Administrative Note: A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

The Performance Institute
1515 N. Courthouse Rd. Suite 600
Arlington, VA 22201

Strategies to Design, Implement and Improve School Emergency Preparedness Plans

Registration Form for the *2004 National Summit on Emergency Preparedness and Crisis Management for Schools*

Call 703-894-0481; Fax this Form to: 703-894-0482; or visit www.PerformanceWeb.org

- ☐ **Yes!** Register me for the Summit Only
- ☐ **Yes!** Register me for the Summit AND workshop
- ☐ **Yes!** Register me for the workshop alone
- ☐ **Please call me.** I am interested in a special Group Discount for my team

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