Incident/Crisis Communication Protocol
Tyler ISD
Updated 06/23/2020

Principals/Principal Assistants:

When an incident or crisis occurs, you or your designee must call:

Executive Director of School Improvement Assigned to the School
Do Not Leave a Message – Verbal contact must be made with the Executive Director of School Improvement or
Ron Jones, Deputy Superintendent, at (903)262-1070

Immediately notify your principal if he/she is off campus.

(If the situation warrants 911 and 1111) You may refer to the Tyler ISD Emergency Response Plan book to help you with this in specific incidents. The call down will look like this:

Ron Jones, Deputy Superintendent

As appropriate

Dr. Marty Crawford
Superintendent

Gina Orr
Central Office Manager

Jennifer Hines
Ex. Dir. of Communications

Tosha Bjork
Asst. Supt /CFO

Dr. Christy Hanson
Asst. Supt. of C & I

Danny Brown
Chief of Police
1111 or (903)571-1041

Jeff Millslagle
Safety and Security

Rachel Barber
Health Services

Dr. Jennifer Jones
Student Support

Tim Loper
Facilities

John Bagert
Transportation

Victor Olivares
Food Services
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Points of Contact

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Cell Phone</th>
<th>Office Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ron Jones</td>
<td>Deputy Superintendent</td>
<td>214.478.6454</td>
<td>903.262.1144</td>
</tr>
<tr>
<td>Jennifer Hines</td>
<td>Executive Director of Communications</td>
<td>903.521.5887</td>
<td>903.262.1064</td>
</tr>
<tr>
<td>Jeff Millslagle</td>
<td>Director of Safety and Security</td>
<td>903.574.4758</td>
<td>903.262.1975</td>
</tr>
<tr>
<td>Jarrod Bitter</td>
<td>Executive Director of School Improvement</td>
<td>903.714.0933</td>
<td>903.262.1892</td>
</tr>
<tr>
<td>Dr. Julie Davis</td>
<td>Executive Director of School Improvement</td>
<td>903.261.1404</td>
<td>903.262.1125</td>
</tr>
<tr>
<td>Johnita Ward</td>
<td>Executive Director of School Improvement</td>
<td>936.225.2442</td>
<td>903.262.1126</td>
</tr>
</tbody>
</table>
INTRODUCTION

School emergency operation planning ensures that essential functions can survive a natural disaster, technological failure, human error, or other disruption. Many existing emergency operation plans anticipate disruptions such as fires, earthquakes, and floods; these events are restricted to certain geographic areas and time frames are fairly well defined and limited. Pandemic events, however, demand a different set of operations since they are widely dispersed geographically and potentially arrive in waves that could last several months at a time.

A pandemic disease is a global outbreak of an infectious disease that spreads worldwide, or at least across a large region. A disease or condition is not pandemic merely because it is widespread or kills a large number of people. A pandemic requires three conditions:
1. The emergence of a disease new to humans;
2. An agent that infects humans causing serious illness; and
3. An agent that spreads easily and is sustained.

If a pandemic disease strikes, government health officials will issue information and warnings. Officials will work with the media to disseminate advice on how to avoid becoming ill.

ASSUMPTIONS

A pandemic disease can spread rapidly and easily from person to person, affecting student and employee absenteeism.

PURPOSE

Tyler Independent School District is aware of the effect a pandemic event could have on students, employees, and regular operations. This plan will assist our district in responding to and minimizing educational interruption during a pandemic event.

COMMUNICATIONS

Communications during a pandemic event involves both internal and external communications in both English and Spanish.
- Notification to employees/students/parents of operational changes;
- Provide frequent updates about the pandemic status;
- Provide advisories and alerts as conditions change;
- Ensure vendors and suppliers have available a dedicated communications contact;
- Monitor local, state, and federal pandemic updates.

**Persons in Charge** – Executive Director of Communications, Director of Health Services, Coordinator of Purchasing/Risk Management

Procedures
1. Medical information will be obtained from several sources. These sources may include the area health department, area hospitals, and/or local physicians.
2. Government, business, and other school information will be obtained by contacting other local officials, such as Smith County officials.
3. The district will communicate with federal, state, and local agencies using the #safeTisd team.
Incident Command Staff

<table>
<thead>
<tr>
<th>Role</th>
<th>Responsibilities</th>
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</thead>
<tbody>
<tr>
<td>Incident Commander: Director of Safety and Security</td>
<td>Organizes and directs all aspects of the incident response.</td>
</tr>
<tr>
<td>Public Information/Media Liaison: Executive Director of Communications</td>
<td>Creates and releases all information to the media and the public; establishes and maintains relationships with outside organizations.</td>
</tr>
<tr>
<td>Operations Chief: Superintendent</td>
<td>Initiates and manages ongoing operations throughout a pandemic event.</td>
</tr>
<tr>
<td>Logistics Section: Deputy Superintendent</td>
<td>Meets the goods, services, and staffing needs of the operation during the pandemic event.</td>
</tr>
<tr>
<td>Finance Section Chief: Asst. Superintendent of Finance</td>
<td>Monitors all expenditures and ensures fiscal resource availability during the pandemic event.</td>
</tr>
</tbody>
</table>

4. Tyler ISD will communicate with the area health department and the Texas Department of State Health Services about the services available and potential illness within our district.

5. To improve the basic pandemic event response efforts, Tyler ISD will contact TEA, neighboring school districts, and local suppliers to share essential practices.

6. The Pandemic Plan will be communicated to employees/parents/community members by one or more of the following methods:
   - E-mail
   - website
   - Social media
   - Parent Messaging System
   - Faculty/staff meetings
   - Telephone

7. Tyler ISD will ensure that language, culture, and reading level appropriateness are considered when disseminating school health related messages.

**OPERATIONS**

1. The following infection control measures will be taken within Tyler ISD as appropriate:
   - Gloves
   - Hand-washing supplies
     - Soap
     - Alcohol-free hand sanitizer
     - Clean paper towels at all sinks
   - Facial tissue
   - Wall posters

2. Tyler ISD will identify critical supplies needed to support surge demand and take steps to have those supplies on hand.

3. Guidelines will be developed to lower face-to-face contact during a pandemic event by implementing the following procedures:
• Web-based communication
• Teleconferencing
• Email
• Text messages

4. After notification of a pandemic event, the Superintendent or designee will alert the #safeTisd team and critical call list members that the Pandemic Plan has been activated. Based upon the event size and demographic location, the plan may be fully or partially enacted.

5. Education interruptions due to staff and/or student shortage will be handled as follows:
   • Cross training
   • Canceling extra-curricular activities
   • Distance learning
   • Web-based learning
   • Home-bound education
   • Modified hours
   • School discontinuation – last resort

6. If critical employees are absent, the following steps will be taken to maintain the workload of absent employees:
   • Step 1 – Report absent employees to #safeTisd team or designee
   • Step 2 – Access the cross-training list for capable replacement employees
   • Step 3 – School principal will notify cross-trained employees of new duties

7. Tyler ISD may discontinue school operations when the following criteria are met:
   • Staff absenteeism reaches a level of extreme caution
   • Student absenteeism reaches a level of extreme caution
   • Transportation is interrupted
   • Supply interruption
   • **Person in Charge** – Superintendent

8. School transportation is crucial to operations, therefore the following issues will be addressed in case of a pandemic event:
   • Sanitizing buses
   • Transportation of ill students
   • Doubling-up on routes as needed if drivers are ill
   • **Person in Charge** – Director of Transportation

9. Cleaning and disinfecting of campuses, along with frequently touched surfaces/objects, including but not limited to door knobs, computers, and phones.

   • **Persons in Charge** – Director of Facilities and Supervisor of Custodial Services

10. The Pandemic Plan termination will be determined by the #safeTisd team. Based on functioning capabilities, Tyler ISD may reopen as usual or operations may be modified based on internal staffing and attendance issues.
EMPLOYEES

1. To help eliminate communication issues, Tyler ISD will inform its employees about the Pandemic Plan. Tyler ISD will strive to anticipate employee, parent/guardian, and student fear, anxiety, and rumors so that everyone receives accurate information.
   - **Person in Charge** – Executive Director of Communications

2. Annual flu vaccinations will be encouraged for all employees.
   - **Person in Charge** – Director of Health Services

3. Programs and materials covering pandemic event fundamentals, personal and family protection, and response strategies will be provided to employees.
   - Symptoms of contagion
   - Modes of transmissions
   - Hand hygiene
   - Coughing/sneezing etiquette
   - Pandemic Event Preparedness Plan
   - **Person in Charge** – Director of Health Services

4. Based on critical employee needs, certain employees may be cross-trained in different jobs/educational subject duties. As training is completed, a list will be developed to indicate the jobs/subjects that individuals are capable of teaching or performing.
   - **Persons in Charge** – Campus Principals

5. Employees may be allowed to work from other locations or home to ensure basic program functions are completed. This will be based on availability of home computers or other technology assets.
   - **Persons in Charge** – Asst. Superintendent of Curriculum and Instruction and Chief Technology Officer

6. Compensation and exceptions for absenteeism will be handled by the following criteria:
   - Personal illness
   - Family illness
   - Community containment
   - Government quarantines
   - School closure
   - Business closure – i.e. childcare
   - **Persons in Charge** – Executive Director of Human Resources and Asst. Superintendent of Finance

7. All employees will provide updated Emergency Contact Information to Human Resources.

8. Special needs for employees will be addressed and reasonable solutions will be incorporated into Tyler ISD's preparedness plan.
9. In the event of family illness or school closure, consideration will be given to those who are caregivers for family members. Staff members should feel comfortable when leaving their family for work, as well as when leaving work for family.

10. A length of time will be established for employees to wait before returning to work after contracting an infectious illness. Public health or government agency mandate will supersede school policy.

- **Person in Charge:** Director of Health Services

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**STUDENTS**

1. Student attendance is a very important part of keeping Tyler ISD operating. In the event of a pandemic event, Tyler ISD will strive to continue to meet student needs and provide information to the best of its ability. Tyler ISD will communicate with students by one or more of the following:
   - Radio and television notifications
   - Newspaper
   - Flyers and postings
   - Telephone
   - Website
   - Social Media
   - E-mail
   - Mail
   - Parent Messaging System

- **Person in Charge** – Executive Director of Communications

2. Waterless hand sanitizer will be placed strategically throughout buildings.

3. If warranted, a standard set of steps will be established for checking children each day as they arrive at school. No one will be allowed to enter school if he/she exhibits symptoms typical of the current disease outbreak.

- **Person in Charge** – Director of Health Services

4. Staff, parents, and guardians will be asked to notify Tyler ISD if a student or immediate family member is experiencing symptoms typical of the current disease outbreak.

5. Students with special needs will be accommodated when reasonably possible. At no time will the school put staff or other students at risk.

- **Persons in Charge** – Campus Principals

6. When possible, meal accommodations will be made available for students.

   - Pick-up from another campus
   - If USDA declares a disaster, other options would be available for the funding of the food.
   - Other

- **Person in Charge** – Director of Food Service
EXERCISE

Periodically, a mock disaster review will be completed. The #safeTisd team and Tyler ISD administrators will review the mock disaster's effectiveness and changes will be made as needed.
### Critical Call Lists

<table>
<thead>
<tr>
<th>School District</th>
<th>Director</th>
<th>Phone</th>
<th>email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arp ISD</td>
<td>Shannon Arrington, Superintendent</td>
<td>903.859.8482 EX 2224</td>
<td><a href="mailto:ar@arpisd.org">ar@arpisd.org</a></td>
</tr>
<tr>
<td>Bullard ISD</td>
<td>Angie Stinson, Communications</td>
<td>(903) 894-6639</td>
<td><a href="mailto:Angie.stinson@bullardisd.net">Angie.stinson@bullardisd.net</a></td>
</tr>
<tr>
<td>Chapel Hill ISD</td>
<td>Whitney Mayfield, Communications and Public Relations Coordinator</td>
<td>(903) 566-2441</td>
<td><a href="mailto:mayfield@chapelhillisd.org">mayfield@chapelhillisd.org</a></td>
</tr>
<tr>
<td>Lindale ISD</td>
<td>Courtney Sanguinetti, Director of Communications</td>
<td>903-881-4008 (ext: 1015)</td>
<td><a href="mailto:sanguinetticd@lisdeagles.net">sanguinetticd@lisdeagles.net</a></td>
</tr>
<tr>
<td>Troup ISD</td>
<td>Tammy Jones, Superintendent</td>
<td>903-842-5101</td>
<td><a href="mailto:tjones@troupisd.org">tjones@troupisd.org</a></td>
</tr>
<tr>
<td>Whitehouse ISD</td>
<td>Nikki Simmons, Communication/PR Specialist</td>
<td>(903) 839-5500</td>
<td><a href="mailto:simmonsn@whitehouseisd.org">simmonsn@whitehouseisd.org</a></td>
</tr>
<tr>
<td>Winona ISD</td>
<td>Damenion Miller, Superintendent</td>
<td>903-939-4000</td>
<td><a href="mailto:dmiller@winonaisd.org">dmiller@winonaisd.org</a></td>
</tr>
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### Local Public Information Officers

<table>
<thead>
<tr>
<th>City Entity</th>
<th>Contact</th>
<th>Phone</th>
<th>email</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Tyler</td>
<td>Jenny Wells</td>
<td>903-531-1272</td>
<td><a href="mailto:jwells@tylertexas.com">jwells@tylertexas.com</a></td>
</tr>
<tr>
<td>Tyler ISD Police</td>
<td>Andy Erbaugh, PIO</td>
<td>Office 903-531-1072, Cell 903-526-9310</td>
<td><a href="mailto:aerbaugh@tylertexas.com">aerbaugh@tylertexas.com</a></td>
</tr>
<tr>
<td>Fire Department</td>
<td>Paul Findley, Fire Marshall</td>
<td>(903) 535-0005 ext. 7129</td>
<td><a href="mailto:Pfindley@tylertexas.com">Pfindley@tylertexas.com</a></td>
</tr>
<tr>
<td>Christus TMF</td>
<td>Will Knous, Public Relations</td>
<td><a href="mailto:will.knous@christushealth.org">will.knous@christushealth.org</a></td>
<td></td>
</tr>
<tr>
<td>NetHealth</td>
<td>Terrence Ates, PIO</td>
<td>(903) 535-0020 Cell : (903)343 - 5451</td>
<td><a href="mailto:tates@netphd.org">tates@netphd.org</a></td>
</tr>
<tr>
<td>Public Health Emergency Preparedness &amp; Disease Surveillance</td>
<td></td>
<td>903-595-1350</td>
<td></td>
</tr>
<tr>
<td>Smith Co Sheriff’s Office</td>
<td>Jimmy Jackson, Chief Deputy</td>
<td>(903) 590-2661 (main) (903) 590-2682 (direct)</td>
<td></td>
</tr>
</tbody>
</table>