



National University of Health Sciences General Policies

Title: Crisis Management	Page	1	of	2
Date Adopted: 11/17/06	Date(s) Revised:			
<i>James Hinterstein</i> President	<i>8-25-09</i> Date			

POLICY STATEMENT

This policy establishes rules and regulations for management of information for media use and media access to National University of Health Sciences (NUHS) during times of crisis.

Crisis Definition:

Any occurrence on the NUHS main campus, in NUHS clinics or at events in which NUHS personnel participate which may:

- A. Break a local, state or federal law.
- B. Result in substantial property or personal damage.
- C. Result in damage to the image of the University and/or the image of the profession.
- D. Violate human rights.
- E. Result in discrimination.
- F. Result in a potential lawsuit involving NUHS employees and/or NUHS.

Crisis Information Management

All University personnel who observe or participate in a crisis action will immediately notify the Vice President for Business Services (VPBS) of the crisis and give full particulars to the VPBS concerning the crisis.

All University personnel reporting a crisis to the VPBS will refrain from acting as an agent of the University concerning issues of the crisis unless so directed by the President or his/her designee. Until directed otherwise, the reporting person will direct all inquiries about the crisis to the VPBS.

The VPBS will contact the President or his/her designee for a decision to initiate the information control procedure. The VPBS shall inform the Director of Communications of the final decision.

Information Control Procedure

This procedure is initiated whenever the President or his/her designee decides that a crisis issue merits information control. When a crisis issue is deemed to merit information control, steps 1 through 6 will be implemented.

1. The Information Control Group will meet. The Information Control Group is composed of:
 - a. The employee who initially reported the crisis.
 - b. The President, Vice President for Business Services, Vice President for Academic Services and the Vice President for Administrative Services.
 - c. The Director of Communications.
 - d. Others selected by the President on an ad-hoc basis.
2. The Information Control Group makes decisions on the following issues:
 - a. Developing the University position statement on the crisis.
 - b. Establishing the media parameters for the crisis (i.e., worse case/best case).
 - c. Establishing the probable time parameters for the crisis.
3. The Director of Communications, or other person as designated by the President, acts as the spokesperson for the Information Control Group.
4. All University personnel refer inquiries about the crisis to the spokesperson.
5. The spokesperson manages inquiries based on the position statement and parameters set by the Information Control Group.
6. The spokesperson keeps the President current on the results of the information control process until the crisis no longer merits information control as decided by the President.