

Sea Grant Assembly/Communicators Meeting

Mystic, CT Dec. 1-4, 2015

Moving beyond Lessons Learned to Lessons Applied

Rex Caffey, Director of Marine Extension, Louisiana Sea Grant

*Elizabeth Rohring, Director of Integrated Communication
NSGO*

*Peg Van Patten, Communications Director,
Connecticut Sea Grant*

Crisis Planning

- ▶ Crisis Communication
 - ▶ What do we SAY?
- ▶ Crisis Management
 - ▶ What do we DO?

What do we say?

- ▶ Clear and expeditious approval process for key messaging
- ▶ Defined spokesperson *who is prepared to speak*
- ▶ Social media crisis policy
- ▶ Dark web site ready for activation

What do we Do? Have a Plan

- ▶ *Hope is not a plan!*
- ▶ Parties need to read and buy into the plan before a disaster hits.
- ▶ In multi-state catastrophes, adjoining state programs need to have a plan to coordinate efforts
- ▶ Plan should provide a clear structure

Why do we need a structure in advance?

No Structure

- ▶ Lack of coordination
- ▶ Internal confusion over roles
- ▶ Silo communication impeding effective response
- ▶ Conflicting or inaccurate messages
- ▶ Uninformed decision-making
- ▶ Duplication of effort
- ▶ Disenfranchised colleagues

Structure in Place!

- ▶ Efficient time management
- ▶ Effective coordination process
- ▶ Allows proactive action
- ▶ Tracking and accountability
- ▶ Uniform messaging
- ▶ Informed team
- ▶ Everyone has a role

Moving Forward

- ▶ How do you find the Sea Grant niche in your state
- ▶ How can state programs work together in a big disaster
- ▶ Can we all agree on a National Sea Grant crisis plan?
Regional?
- ▶ Can we establish relationships prior to disasters with NOAA components, FEMA, and other fed entities?
- ▶ What can we take from this meeting to Sea Grant Week?