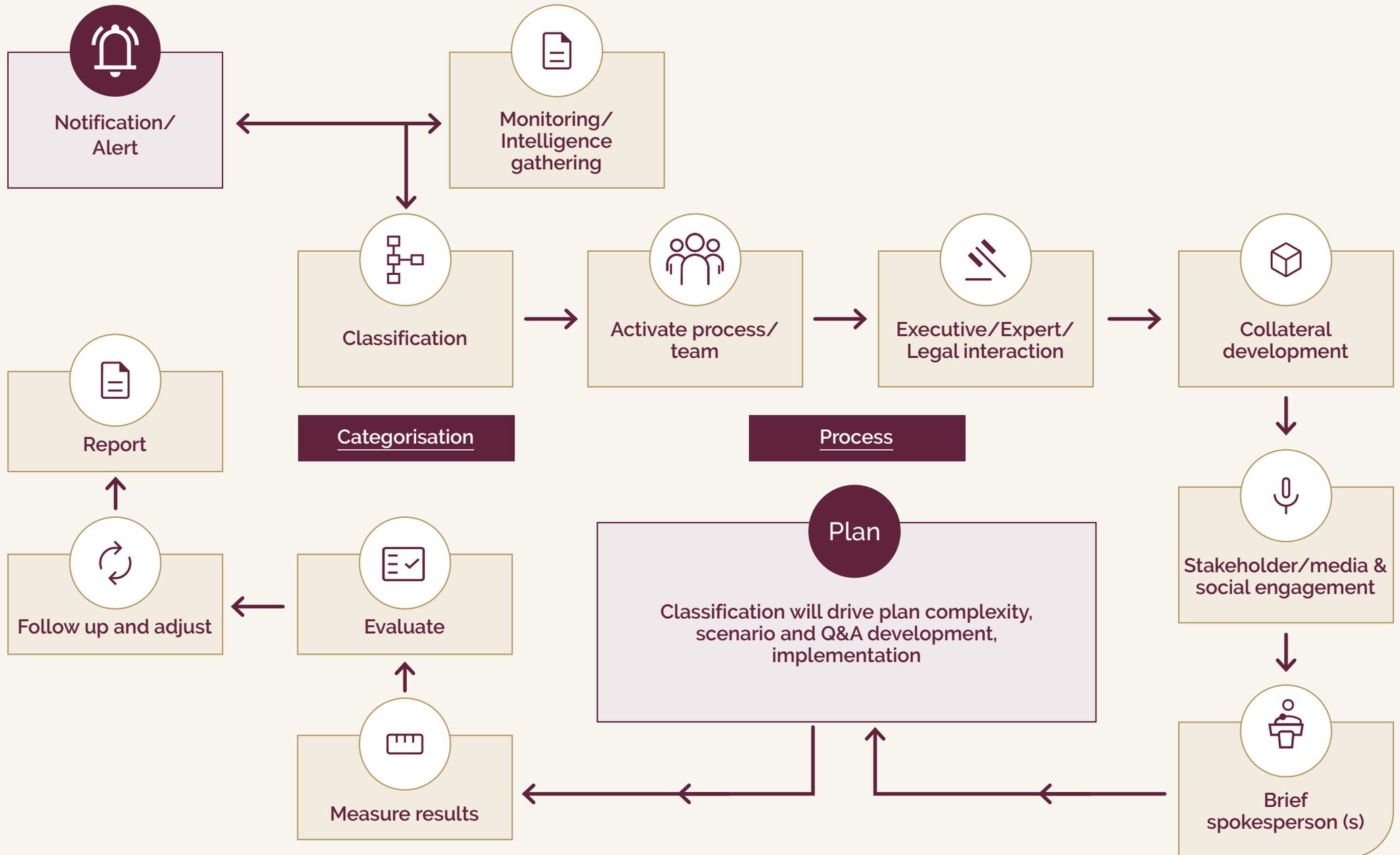
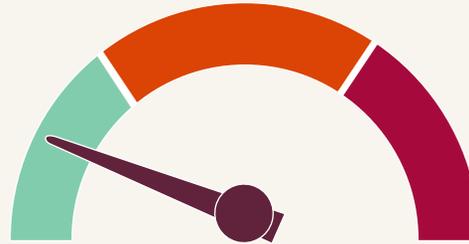


Crisis process flow



Risk categorization



LOW OR MEDIUM reputational risk

An **isolated incident** or event that involves a **student/staff member on/off campus** with **no further or broader impact** on campus activities

High-jacking incident • vehicle collision • accidental death • accident in a single laboratory | residence

Level 1



MEDIUM reputational risk

An **incident** that happens on **any** of the **campuses**/in a faculty, **sport facility** or in a **residence**

Closure or evacuation of a specific building or area • bomb threat • robbery • other criminal acts) • impacts a section of the SU environment

Level 2



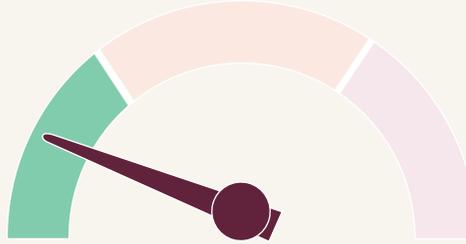
HIGH reputational risk

A **serious incident** that **impacts/ could impact the entire university/ SU community**

Student protest halting the academic programme • a potential health epidemic or outbreak • closure due to weather or environmental risks) with a high reputational risk.

Level 3





LOW OR MEDIUM reputational risk

An **isolated incident** or event that involves a **student/staff member on/off campus** with **no further or broader impact** on campus activities e.g.

High-jacking incident • vehicle collision • accidental death • accident in a single laboratory | residence

Level 1

- No institutional crisis communication strategy required if incident is locally contained;
- Limited institutional communication required (often an expression of support/empathy);
- University entities should have an environment-specific operational contingency plan and a crisis communication plan to deal with the situation on a decentralised level.

Communication tools



e-mail communication
where required



MEDIUM reputational risk

An **incident** that happens on **any** of the **campuses**/in a faculty, **sport facility** or in a **residence e.g.**

Closure or evacuation of a specific building or area • bomb threat • robbery • other criminal acts) • impacts a section of the SU environment

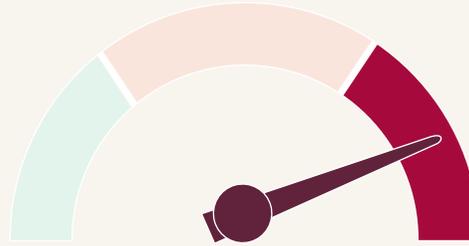
Level 2

- Risk of a wider impact is higher than for level 1 that may require expanding the communication beyond the affected entity only;
- Mostly internal and very specific external stakeholders to be targeted;
- Depending on the severity of the situation the institutional crisis communication team should be consulted/involved so that the crisis communication becomes a joint project.

Communication tools



Social media, e-mail communication, media, SMS and WhatsApp if required (system failure)



HIGH reputational risk

A serious incident that impacts/
could impact the entire university/
SU community e.g.

**Student protest halting
the academic programme**
• a potential health
epidemic or outbreak •
closure due to weather or
environmental risks) with
a high reputational risk.

Level 3

- A crisis or potential crisis on this level will mostly necessitate a Contingency Committee, or at least some form a joint task team where the operational crisis management and crisis communication will come together.
- Internal and external stakeholders to be targeted, but communication plan will most probably need to expand to wider audiences, for example, parents of students, local government, provincial government, national government, for example, in case of student protests, emergency services and local residents.

Communication tools

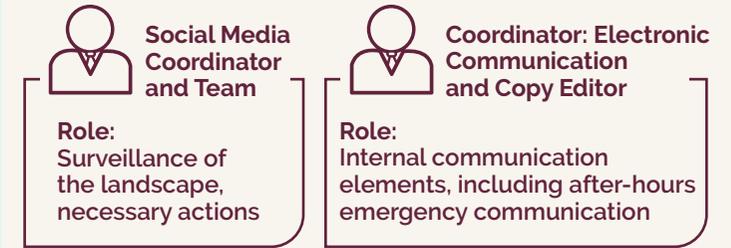


SMS and WhatsApp/rapid response tools or in the event of system failure, followed by e-mail correspondence and social media where required

CORE MEMBERS



ADDITIONAL MEMBERS



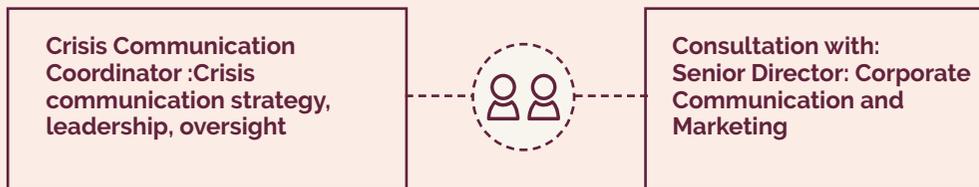
SPOKESPERSON



LEVEL 3 CRISIS



AUTHORITY AND DECISION-MAKING



TEAM-BASED APPROACH

