

MAINE SWIMMING, INC.

CRISIS MANAGEMENT & COMMUNICATION PLAN

Effective Date: December 12, 2021

CRISIS MANAGEMENT DEFINED

Crisis Management consists of those actions taken to alleviate or to eliminate an Emergency Situation

CRISIS PLAN MISSION

to establish within Maine Swimming, Inc. (MESI) a plan to continue operations and programs and keep members and associates up to date on any and all actions taken in connection with meeting the needs of MESI related to an emergency.

CRISIS TEAM COMPOSITION

The crisis team shall be task oriented to meet the needs created by the emergency and will be composed of the officers and members of MESI as a collateral duty. Some of the assignments may include:

INFORMATION OFFICER: General Chair – Taylor Rogers

BACK-UP INFORMATION OFFICER: Administrative Vice Chair – Brian Savage

OFFICIAL SPOKESPERSON: Until the position of Public Information Officer is established within MESI, the official spokesperson will be the General Chair or his/her designee

LEGAL COUNSEL - MESI's legal counsel will be the lawyer the LSC selects as a contingency legal advisor.

USA SWIMMING NATIONAL STAFF LIAISON - This position will be determined and named by USA Swimming National Office on the initial call to that office to report an emergency situation.

MEMBERS -The Crisis Management team will be staffed as a “task force” to fill the needs at the time of the incident(s). In addition to the General Chair and the Administrative Vice Chair, members should be selected from the following:

- a. Finance Vice Chair
- b. Operational Risk Chair
- c. Safe Sport Chair
- d. Coach Representative
- e. Office Administrator
- f. Committee Chairs who are directly involved in some aspect of the crisis

and a sufficient number of athletes chosen, in this order:

1. Senior Athlete Representative
2. Junior Athlete Representative
3. Athlete At Large Board Members in order of seniority
4. Athletes Committee Members

to make up 20% of the Crisis Management Team.

CRISIS CENTER

The Crisis Center will be activated at the MESI Office or at another location announced by the General Chair if the use of the MESI Office is not practical. A conference call may also be used to accomplish the crisis team's goals and objectives.

No member of the MESI staff will serve as the official spokesperson for the organization, but upon request staff members may assist in the distribution of materials and information under the supervisory control of the Crisis Team.

CRISIS COMMUNICATION

The preferred method of communication will be electronic, utilizing Constant Contact (or other mass email software applications), the LSC website and/or LSC social media accounts (Facebook, Twitter, etc.). The crisis team should have contact information for the following groups, as appropriate to the situation:

- a. Board of Directors: emails and phone number contacts
- b. Clubs: emails and phone number contacts
- c. Meet facility contacts
- d. Coaches: network emails and telephone contacts
- e. MESI webmaster
- f. Media/Public: contact list of local newspapers and local television.
- g. Conference call initiation information

ADDITIONAL ACTION RECOMMENDED BEFORE ACTIVATING THE CRISIS MANAGEMENT & COMMUNICATION PLAN

- a. Formalize the designation and obtain the services of a lawyer to serve on a contingency basis to resolve and provide advice to MESI on Crisis Plan and other Legal matters.
- b. Name an official MESI Public Information and Relations Officer (PI&RO) to cover all MESI concerns and activities. The PI&RO might be an individual appointed to this function only or as an additional/collateral duty of an existing officer.

PROCESS AND PROCEDURES

At the onset of the crisis, the Information Officer or person assuming that responsibility gathers and confirms all the information from relevant sources.

- a. Determine what happened, when and where
- b. Determine who is affected
- c. Identify cause
- d. Determine reaction to incident and possible repercussions
- e. Determine when there will be more information/update
- f. Continue to monitor situation, provide appropriate reports and take needed action until the team is officially deactivated

The MESI General Chair will convene the Crisis Team via conference call or by in-person meeting:

- a. Team will be alerted by email, phone call, or text message. Depending on the situation, the General Chair will involve others as appropriate.
- b. General Chair will notify USA Swimming National Office of the problem and action taken to date. The General Chair will also obtain the name and contact information for a USA Swimming liaison contact.

CRISIS TEAM RESPONSIBILITIES AND PLAN DEVELOPMENT

The Team determines appropriate response to crisis and develops plan and timetable:

- a. Determine what needs to be done and when it needs to be done
- b. Determine what to say, who will say it, to whom it will be said, when it will be said, and by what means it will be said, as well as determining whether to take a proactive or reactive approach
- c. Create or utilize an avenue of communication, first to the Board, Committee Chairs, and staff and then to the general membership. Board, Committee Chairs, and staff must understand that any and all information about the situation will be handled through and by the Information Officer. No one else should answer questions

from any source, speculate about the outcome of the crisis, or provide any information to the general membership.

INFORMATION OFFICER

The person designated to act as Information Officer informs appropriate interested and/or affected parties of the situation and the MESI response:

- a. Description/background of situation and the response are communicated to all interested and/or affected parties in according to an established timetable developed for that purpose.
- b. An Official Spokesperson is named and only that person makes any public statements to news media, direct meetings of membership, or others as appropriate.
- c. All interested and/or affected parties are given a point of contact, the Official Spokesperson of MESI, for the crisis as well as other contact information that may apply in the situation.
- d. Please note that only the designated Official Spokesperson is authorized to release information.

TERMINATION OF CRISIS DECLARATION

The crisis mode designation will be terminated, upon a recommendation by the Crisis Management Team, by a vote of the majority of the Board of Directors to this effect.

CONTACT INFORMATION

GENERAL CHAIR	Taylor Rogers	MESIGeneralChair@gmail.com
ADMINISTRATIVE VICE CHAIR	Brian Savage	MSIAVChair@gmail.com
OPERATIONAL RISK CHAIR	Kyle Bauer	MESIOpRisk@gmail.com
SAFE SPORT CHAIR	Matt Montgomery	MESISafeSport@gmail.com
COACH REPRESENTATIVE	Marcel Da Ponte	marcel@coastalmaineaquatics.com
SENIOR ATHLETE REPRESENTATIVE	Ali Bragg	MESISrAthRep@gmail.com
JUNIOR ATHLETE REPRESENTATIVE	Ethan Schulz	MESIJrAthRep@gmail.com
ATHLETE AT LARGE BOARD MEMBERS	SENIOR: Emma Farnham JUNIOR: Abby Hollis	MESISrAthAL@gmail.com MESIJrAthAL@gmail.com
OFFICE ADMINISTRATOR	Mary Ellen Tynan	MESwimOffice@gmail.com