Thursday, February 17, 2011

Workshop Session II

Time of Session: 1:30-3:00pm

Session Title: A Content Analysis of Crisis Management Websites at Four-Year Institutions Along the Gulf Coast

Speaker(s): Matt Stanley, Cumulus Lividus

Steven McCullar, Louisiana State University

Room: 256

Head Count: 19

Note Taker: Bayoji Akingbola

Notes:

**Definition of crisis:** is an event which is often sudden or unexpected which disrupts normal operations of the institution or its educational mission and threatens the well being personal property resources or rep of institution

**Before 2001 many colleges were not prepared**
Recent events have shown that colleges are now the forefront of it

**Administration has responsibility to protect the students, we have a lot of stakeholders**

**The Crisis Matrix from Zdziarski, Rollo, Dunkel:** Means of measuring crisis

**Crisis Communication:** It is important to get info out and how you do it matters too
**Crisis Communication During Crisis:** Internal and External
**Post Crisis**

**Internet and Email:** blogs, email, tweets, text message

needs to be clear and concise

**Content Analysis:** looking at something and really studying what it is saying, what is the real message coming out, you can look at it from a qualitative and quantitative standpoint

He looked at 18 4-year institutions along the Gulf Coast
We can look at what happened down here and show the rest of the country what they can learn from us

**Methodology Involved:**
Coded Frame
Coding Categories
Coding Protocol
First Observation in 08
Second in Observation in 2010

Manifest Content: Crisis Management Website
Number of Designated Crisis Websites: 14/18
They had different names
We need to have the same language across the board, and that is “definitely not happen”

How many linked directly off of front page: 7/18

Number of Clicks to the Website:

9 schools = 1
5 = 2
3 = 3
1 = 4

Reference to text message service: 12/18

Off the Main page or the crisis page
13 Mentioned Hurricane Preparedness
3 mention school shootings
6 mention swine flu

Links to outside references: 10
Contains FAQ: 4
Specifically targeted info

Students = 5 Universities
Parents = 4 Univ
Faculty Staff = 8 Univ

Disaster
Critical Incident
Campus emergency
Environmental Crisis
Facility Crisis
Human Crisis- not to much being mentioned

Deductions from Analysis

Schools in South. Louisiana dedicate websites to crisis management
Some webpages have a large PDF file on web page (not easily accessible. For institutions not linked directly off the main page, alot of searching for alot of different terms was needed.

No exact common name used at all
Don't seem to be accessible by mobile phone devices

Many are linked from public safety or police page
In general those are not listed on the main page in a bold position making it harder to identify
Universities with Hurricane plans were very detailed

You need to constantly update your website
Are you giving to much information to potential shooters? I don’t have an answer for that but it should be considered. How can info be used both ways

Discussion Questions

Should there be standard terminology
Should there be a standard for the information present
How much should you put on the website
What is the importance of the page being located off the main university
Are the links important? Can you simply put the information up as PDFs
Can you get the information from an iphone, blackberry, or other mobile device
Do you have a back-up website?

Where to Next?
Larger sample size looking past the Gulf Coast
Contact institutions to see if they have a back up website
Discussion of standards for websites