



Internal and External Security Communications for a Global Generation

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Feb 17, 2020



**Two Women who Lost
Sons Become A Force to
Boost Safety of Study**

Abroad
-Forbes

**German student in India
protests asked to leave**

-Aljazeera

**Universities cancel
study-abroad programs
amid virus fears**

-The Washington Post

**Protests force
students studying
in Hong Kong to
evacuate**

-The Student Life

**A virus, fires and protests:
The perils confronting
college study-abroad**

-The Washington Post

**Disruption the new
norm**

-University World
News



Leadership Group



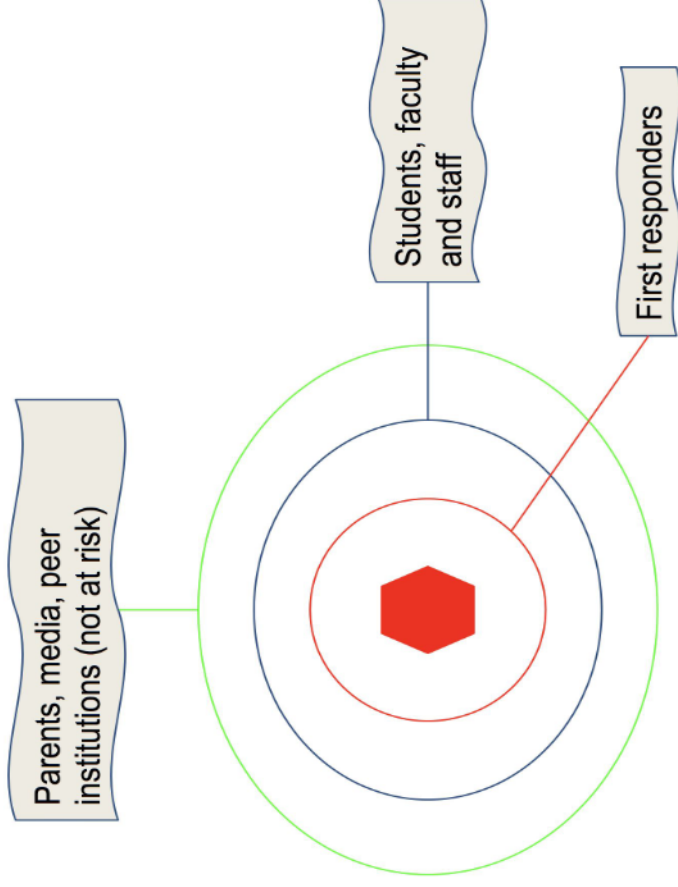
Response Policy
Concerns
Approvals
Information requests
Resource allocation

Response protocols
Risk forecasting
Situation updates

Response Managers



- Forms of communication:**
- **Pre-departure orientations**
 - **Emergency preparedness workshops**
 - **Precautionary alerts**
 - **Emergency notification**
 - **Response instructions**
 - **Holding messages**
 - **Substantive update**
 - **Press release**
 - **Awareness-raising in peer institutions**





College business school trip to Europe

- 1 faculty member
- 10 students studying globalization patterns in EU trade and investment
- 2-week trip
- This trip carries academic credit
- Visiting Belgium, Germany and France
- Faculty member is an experienced, frequent traveler to Europe





8AM EST Wednesday (2PM in Brussels)

- Students in Brussels are involved in a car crash. Surviving student contacts local emergency authorities and contacts his professor who was not in the vehicle.
- Professor calls college emergency line to report car crash in Brussels.
- Two students deceased on scene, one severely injured in hospital, one with only mild injuries.
- Faculty member contacts Business School Dean's Office

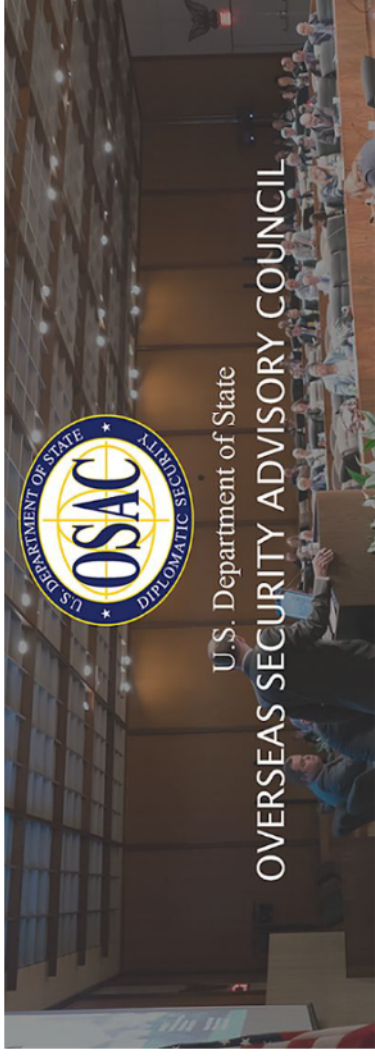
1. When would university expect to be notified and by whom?
2. How would that notification take place?
3. What questions need to be answered at this point?
 - Who takes lead on answering those questions?



10AM EST Wednesday (4PM in Brussels)

- The professor confirms two students are deceased and one is in critical condition. The student with minor injuries is very upset and is posting to social media.
- College emergency line, the business schools, and Public Affairs have received calls from concerned parents and friends of travelers asking about the identities of deceased/injured students.
- The parents of the critically injured student are making plans to go to Brussels to be at their daughter's bedside.

1. What actions would your team be taking?
2. What communication(s) would you be planning for?
3. What privacy laws would apply to this situation?
4. Who decides if the trip continues or not?



- **Dataminr**
- **Factal**
- **IHS Markit Risk**
- **WorldCue**
- **ISOS**
- **Drum Cussac**
- **GeoSpark**

- **Riskline**
- **Control Risks**
- **Stratfor**
- **Geopolitical Futures**
- **Sibylline**
- **And many others....**



Q & A

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Dataminr

<https://www.dataminr.com/>

Factal

https://www.factal.com/?gclid=EAIaIQobChMI54bKif7O5wIVA2yGCh314QLLEAAYASAAEgJKyvd_BwE

IHS Markit Risk

<https://ihsmarkit.com/industry/economics-country-risk.html>

WorldCue

<https://www.worldaware.com/products-and-services/platform-and-products-overview/worldcue-traveler>

ISOS

<https://www.internationalisos.com/>

Drum Cussac

<https://drum-cussac.com/>

GeoSpark

<http://geospark.datasyslab.org/>

Riskline

<https://www.riskline.com/>

Control Risks

<https://www.controlrisks.com/>

Stratfor

<https://www.stratfor.com/>

Geopolitical Futures

<https://geopoliticalfutures.com/>

Sibylline

<https://www.sibylline.co.uk/>

3 Rings of Communication

