

Crisis Communications

When there is a crisis at your school, your top priority is taking care of your students and staff.

Your regional office and District Relations are here to provide support in a crisis. The DR team can send you Connect-ED messages, write e-mails and parent letters for you, provide talking points for your office staff and manage media.

The team can help via e-mail or can come to your school. ***We are here to help you.***

When an incident happens, please follow these steps IMMEDIATELY:

1. If necessary, call 911 (*don't wait for permission from your region or DR*)
2. Call your regional office at _____.
Regional Superintendent's cell phone:

3. Call the District Relations Incident Line at 336-574-5730 or send an e-mail with as many details as possible to incidents@gcsnc.com.
4. After hours, call Chief of Staff Nora Carr at 704-491-3204 OR Director of Communications Cynthia Shah-Khan at 336-669-8138 or 828-275-3130
5. If necessary, call Human Resources at 336-370-8340 or Dr. Shirley Morrison's cell phone at 336-337-7044
6. If necessary, call Vernice Thomas for help with a crisis team: 336-621-4001 or 336-215-5395
7. Continue providing updates to your regional office and District Relations

Connect-ED – Are You Prepared?

- Who on your staff has access to Connect-ED?
- Who on your staff is trained on Connect-ED?
- Do you know how to send a Connect-ED message from a cell phone?
- Have you downloaded the FREE Connect-ED app?

Connect-ED

Dial-in Message Number: 866-684-4911

User ID: _____

PIN: _____

District Relations – Here For You!

The DR team is here to provide support to all schools, departments and staff. **The DR hotline is always covered from 8 a.m. to 5 p.m. at 336-370-5730 if you require immediate assistance.**

Here is a brief list of some of the services DR can provide:

- Media training
- Marketing your school
- Customer-service training
- Crisis communication
- Parent-involvement strategies
- Parent communications
- Connect-ED messages
- Emails, website and newsletter copy

Share your good news: goodnews@gcsnc.com and you could be featured in local media, the GCS website or on GCSTV.