Overview

Today’s presentation will identify and share:
• Primary types of high-profile incidents pools face
• Stories from two pools that include
  • Key demographics that fuel incidents among media and public
  • Loss control lessons learned
• Policies, procedures, and training that can improve outcomes
• Steps pools can take to improve loss control and risk management
Common Types of High-Profile Critical Incidents

1. Police Excessive Force
2. Alleged Improper Case Handling
3. School Sexual Molestation
4. Employment Allegations for Public Entities and Schools
5. Public Official Misconduct
6. Improperly Maintained Infrastructure
7. Others?
Member Service Value of Navigating with Pool Member

1. Pools are extensions of public entities
2. Pooling value proposition includes stepping into the breach to serve and problem solve shoulder-to-shoulder
3. Lessons learned and strategies developed in these situations often can be applied and customized to other members and pools
Demographics that Fuel High-Profile Incidents

1. Race
2. Age
3. Geographical
Identify High-Profile Situations You May Face

Determine your pool’s likely high-profile situations.
Review your pool’s:
• Coverages
• Member history
• Communications
  • Internal
  • External
Review Policies and Procedures

Examine your pool’s current policies related to:

• Internal Communications
• External Communications
• Data Privacy
• Attorney-Client Relationships

If you don’t have these policies, develop them in a way that fits the needs of your pool and members. Don’t copy, cut and paste!
Policies and Procedures: Questions to Ask

Communications Policies: Internal and External

• Reduce risk of varied and/or incorrect information being distributed to member, public, media by identifying one spokesperson
  • Internal communication
  • External communication
• Vet all information for accuracy, data privacy, attorney-client privilege
• Consider restrictions on “political persons”
Policies and Procedures: Questions to Ask

Privacy

• Goal: Avoid creating additional legal issues by thoroughly vetting information against privacy laws such as HIPAA, FERPA etc.
• What laws govern information sharing
• Who decides what can be shared (and how does this intersect with attorney-client privilege issues?)
• FOIA – Federal Claims
• DPA – State Claims
Education and Training

What are Employees to be Trained On?
  How to Communicate in a Crisis
  Direct Inquiries to Proper Official
  When not to share “Opinions” on a Matter
  When to Say “No Comment”
  Stick to the Facts

Schedule Classes for Each Department:
  Annually, Quarterly, MONTHLY

Use of Webinars to reach larger audiences

Many Pools Provide Education and Training Programs for their members
Internal Communications

Questions to ask

• **Who is charged with communicating within pool**
• **Does everyone get same message**
  • How do you segregate and protect data within pool
• **Who approves message**

Why these questions matter: Mentioned previously – avoid illegal sharing of protected data, ensure consistency in story
Build Community, Media Relationships

Why this is important
- A Positive Reputation Needs to be Developed
- A Strong Relationship with the Involved Parties
- A Strong Relationship with the Rest of the Community

How to Build
- Survey Community, Have Charity Events
- Develop Planned Community Engagements
- Find Ways to Share “Good News” with public, media
- Do not let the Media Focus on Negative Issues Only
- Social Media – Twitter, Facebook, ETC.
Will Your Personal Perception of an Incident Be the Same as Others?

It is Important to Look for Quick Reactions Via Tweets, Instagram, Facebook + On Line Newspapers
Lessons Learned and Key Takeaways

1. Identify high-profile incidents your members and pool are likely to encounter

2. Consider what to put into place now, before an issue occurs
   • Policies and Procedures
   • Education and Training
   • Communications Tools
   • Community Relationships
   • Media Relationships
Any Questions or Experiences to Share?
Thank You

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