

# ALTINBAŞ UNIVERSITY

## DIRECTIVE ON CRISIS COMMUNICATION MANAGEMENT

### **Purpose**

#### **ARTICLE 1**

The purpose of this directive is to set forth rules and regulations governing the structure and operation of the Crisis Management Committee and Crisis Management Plan, which is established to ensure effective communication among the university members and inform the public in the event that any corporate crisis takes place at Altınbaş University.

### **Scope**

#### **ARTICLE 2**

The provisions of this Directive shall apply to all academic and administrative staff of Altınbaş University and all students enrolled in Altınbaş University (all associate's, undergraduate, graduate level students enrolled in formal education-evening education programs; students studying at Altınbaş University as part of a student exchange/placement program, including Erasmus Student Mobility , special students that are taking degree-credit courses offered by Altınbaş University to qualify for admission or to improve professional qualifications; master's and PhD students enrolled in Altınbaş University; students enrolled in courses offered by Altınbaş University Continuing Education Centre, etc.).

### **Definitions**

#### **ARTICLE 3**

As used in this Directive, the following terms shall have the meanings specified below;

- a) President: President of Altınbaş University,
- b) University: Altınbaş University,
- c) Stakeholders: Altınbaş University Board of Trustees, all academic and administrative units and staff at Altınbaş University, service providers to Altınbaş University and their staff, all students of Altınbaş University, National and Local Press, Non-Governmental Organizations, Government Agencies and Institutions, Local Administrations and the Public,
- e) Directive: Directive on Crisis Communication Management,
- f) Committee: Altınbaş University Crisis Management Committee,
- g) Committee Chair: President of Altınbaş University,
- h) Crisis Manager: Head of Altınbaş University Corporate Communications Department,
- i) Plan: Crisis Communication Management Plan attached as annex to this Directive,
- i) Crisis: All matters included as part of Campus Issues, Accidents/Losses, Workplace/Employee Relations Issues, Academic/Legal/Managerial/Financial Issues set forth in Crisis Communication Management Plan annexed to this Directive.

### **Crisis Management Committee**

#### **ARTICLE 4**

Crisis Management Committee shall consist of the following members that are appointed by the President:

- a) Committee Chair,
- b) Committee Crisis Manager,
- c) Committee Members whose roles and responsibilities are defined in accordance with ANNEX-1.

### **Roles and Responsibilities of the Committee Members**

#### **ARTICLE 5**

Committee members shall be responsible for creating and maintaining effective communication with internal and external stakeholders and the public in such a manner so as to protect the University's reputation in the event of a crisis that could damage the University's reputation and/or lead to a negative public perception of the University.

The procedures that Committee Members must follow when carrying out their roles and responsibilities have been set forth in the annex attached to this Directive.

### **Crisis Management Committee Regular Meeting**

#### **ARTICLE 6**

The first meeting of the Crisis Management Committee in each academic year shall take place in September. The Committee shall meet at least three times a year at upon the request of the Crisis Manager and upon approval by the Committee Chair.

The Committee Crisis Manager shall submit a report on crises that took place in the previous academic year to the Committee Chair and the Committee Members at the first meeting of the academic year.

### **Crisis Management Process and Steps**

#### **ARTICLE 7**

The policies and procedures governing details about the management of crisis process, messages that should be shared with the stakeholders, and the operation of the Crisis Management Committee, which is formed to prevent potential crisis events that may affect Altınbaş University directly, or indirectly and/or to bring such events under control as urgently as possible, have been set forth in the Crisis Communication Management Plan attached as annex to this Directive.

### **Effective Date**

#### **ARTICLE 8**

This Directive shall become effective immediately on adoption by the members of the University Senate.

### **Execution**

#### **ARTICLE 9**

The provisions of this Directive shall be executed by the President of Altınbaş University.

### **ANNEX: Altınbaş University Crisis Communication Management Plan**

<b>Yönergenin Yürürlüğe Girdiği Yasal Dayanaklar</b>			
<b>İlgili Kurul</b>	<b>Karar Tarihi</b>	<b>Karar Sayısı</b>	<b>Karar Maddesi</b>
Senato	29/07/2019	2019/09	Karar-1
Mütevelli Heyet	05/09/2019	2019/08	Karar-12