



SOUTH DAKOTA SWIMMING

CRISIS COMMUNICATION PLAN

(updated 3/22)

1. Crisis Communication Team

- 1st Team –, General Chair (*Martin Schmidt 605-228-0196*), Administrative Vice-Chair (*Barry Hein 605-366-2644*), Safety Chair (*Josh Hoftiezer safetycoordinator@sdswwimming.org*), Safe Sport Chair (*Carrie Ward safesportchair@sdswwimming.org*)
- Situational – *Others may be included as individuals/specialists as appropriate for given situation. This may include other members of the Board of Directors, an attorney from the SDSI Membership, or site-specific volunteers.*

2. Stakeholders:

- Board of Directors – emails and phone numbers are in Information Officer’s possession
- Clubs – contact emails and phone numbers available on website
- Coaches – contact emails and phone numbers available on website
- SDSI Membership – use SDSI web site
- Media/Public – contact media specific local media as needed

3. Process

- The General Chair or Administrative Vice Chair gathers and confirms all the information from relevant sources
 - a. Determine what happened, when and where
 - b. Determine who is affected
 - c. Identify cause
 - d. Determine reaction to incident and possible repercussions
 - e. Determine when there will be more information/update
- The General Chair or Administrative Vice Chair convenes Crisis Communication Team via conference call or by in-person meeting



- a. Team will be alerted by phone call to cell number, all of which are in possession of the General Chair and the Administrative Vice Chair.
 - b. Depending on situation, the crisis communication team will be expanded to include others as necessary. This will include a the meet director for incidents involving swim meets.
 - c. Crisis Center location – The Coach and Official hospitality area will be the onsite location for convening the crisis communication team for any events involving a swim meet.
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- Team determines appropriate response to crisis and develops plan and timetable
 - a. Determine what needs to be done and when it needs to be done
 - b. Determine what to say, who will say it, to whom it will be said, when it will be said, and by what means it will be said, as well as determining whether to take a proactive or reactive approach

 - The General Chair or Administrative Vice Chair informs appropriate stakeholders of situation and response
 - a. Description/background of situation and the response are communicated to stakeholders by established timetable
 - b. Stakeholders are given contact information for Information Officer as well as other contact information that may apply in the situation

 - Spokesperson, under direction of General Chair, makes any necessary public statements to news media, direct meetings of membership, or others as appropriate

 - Team monitors situation and reacts accordingly



2021 SDSI Board Members (elected/appointed at HOD September 2021)

Position	Name	Term Exp. (Term #)	Contact Information
General Chair	Martin Schmidt (ASC)	Spring 2022 (1)	generalchair@sdswimming.org
Admin Vice Chair	Barry Hein (SFST)	Spring 2023 (1)	adminvicechair@sdswimming.org
Senior Vice Chair	Kyle Margheim (SFST)	Spring 2023 (1)	svicechair@sdswimming.org
Age Group Vice Chair	Wendy Ahrendsen (BSC)	Spring 2022 (1)	agegroupvicechair@sdswimming.org
Finance Vice Chair	Shelly Anderson (TIDE)	Spring 2022 (2)	financevicechair@sdswimming.org
Secretary	Laura Pineiro (GREA)	Spring 2022 (*)	secretary@sdswimming.org
Treasurer	Lisa Jorgenson (ASC)	Spring 2023 (*)	treasurer@sdswimming.org
Operational Risk Chair	Josh Hoftiezer (WASC)	Spring 2023 (1)	safetycoordinator@sdswimming.org
Technical Planning Chair	April Lovrien (SFST)	Spring 2023 (1)	echplanning@sdswimming.org
Safe Sport Chair	Carrie Ward (PST)	Spring 2022 (1)	safesportchair@sdswimming.org
Seasonal Members Chair	Rose Vogl (WST)		seasonalchair@sdswimming.org



Officials Chair	Jamie White (TIDE)	Spring 2022 (1)	officialschair@sdswwimming.org
Diversity, Equity and Inclusion Chair	Clyde Smith (TIDE)	Spring 2022 (1)	inclusionchair@sdswwimming.org
Membership/Reg. Coord	Misty Trehella (DL76)	Spring 2023 (*)	registration@sdswwimming.org
Coaches Rep.	Kent Huckins (PST)	Spring 2022 (1)	coachesrep@sdswwimming.org
Sr. Athlete Rep	Gena Jorgenson (ASC)	Lg Crs 2022	genaswims0104@gmail.com
Sr. Athlete Rep	Matthew Sorbe (SFST)	Lg Crs 2022	Matthewcsorbe@gmail.com
Athlete Rep	Grace Davis (SFST)	Lg Crs 2023	davisgd3151@gmail.com
Athlete Rep	Keatyn Wede (TIDE)	Lg Crs 2023	keatywede@gmail.com
*This position does not have a term limit.			



Appointed Chairs & Coordinators (Non-Voting)

Position	Name	Term Exp. (Term #)	Contact Information
Records/Top Times Chair	Brenda Hendricks (GOLD)	Spring 2022 (**)	recordstop16@sdswwimming.org
Sanctions	Cassie Pietz (YST)	Spring 2023 (*)	sanctions@sdswwimming.org
Webmaster	Trish Harrell (TIDE)	Spring 2022 (*)	webmaster@sdswwimming.org
<p>*This position does not have a term limit.</p> <p>**This position was appointed April 2021 to carry out a term.</p>			