MISSISSIPPI SWIMMING: Crisis Management Plan

Mississippi Swimming, Inc. ("MSI") is committed to safeguarding the interests and well-being of USA Swimming and its members in the event of an emergency or crisis effecting organizational operations within the jurisdiction of our LSC. This Crisis Management Plan shall be implemented by the Crisis Management Team ("CMT") to oversee and direct unified response measures on behalf of our LSC.

A "crisis" shall be defined as any unstable time effecting the normal operations of Mississippi Swimming, Inc. that without active response measures taken has a distinct possibility for an undesirable outcome that may cause irreparable harm to our organization and/or any of its members.

Any crisis incident that attracts close media or government scrutiny and requires communication with the public on behalf of MSI shall be handled by the Crisis Management Team. Only the individuals listed in this plan and acting within the scope and procedure below are authorized to make any statements. All other individuals shall refer any and all inquiries to the General Chair who will direct them to the appropriate crisis personnel as identified by the Crisis Management Team.

Mississippi Swimming, Inc. seeks to resolve all crisis situations with integrity and fairness, upholding the high ethical standards of USA Swimming and its Code of Conduct. MSI's Crisis Management Team shall exemplify the crisis management organizational values of timeliness, transparency, humility, learning, accountability and compassion.

1. **Crisis Management Team**
   The Crisis Management Team shall involve the following MSI officers and personnel as available:

   - General Chair (who shall act as Chair)
   - Administrative Vice-Chair
   - Senior Vice Chair
   - Age Group Vice Chair
   - Senior Athlete Rep
   - Website Chair (who shall act as Information Officer)
   - USA Swimming
   - Public Relations Counsel
   - Legal Counsel
   - *Situational Alternates*
     - *Alternative Spokesperson and/or Information Officer*
     - *Committee Chairs as appropriate (Safe Sport, Safety, Diversity, Finance, etc.)*
     - *Junior Rep and/or other appointed athlete(s) as needed*
     - *Specialists, advisors and other professionals as needed*
     - *Backup counsel as needed*

2. **Stakeholders**
   Stakeholders are identified as the key concerned parties that may be affected by a crisis situation with designated contacts to receive specific crisis information from the Information Officer.

   - Board of Directors – contact emails and phone numbers kept by Information Officer

- Clubs – contact emails and phone numbers as provided and posted on MSI website
- Coaches – contact emails and phone numbers as provided and posted on MSI website
- MSI Membership – MSI website shall be used to provide crisis information and updates
- Media/Public – CMT spokesperson to communicate with media and public as warranted

3. **Process**

General Chair identifies a crisis issue, activates the Crisis Management Plan and assembles the Crisis Management Team. Should the General Chair be incapacitated, unreachable, unavailable, personally involved or have any conflict of interest, the MSI executive committee can call an emergency executive session and by majority vote activate the Crisis Management Plan and appoint a qualified replacement chairperson to preside over the Crisis Management Team.

- Crisis Management Team chair directs Information Officer to gather and confirm all relevant crisis information from the relevant sources:
  - Determine what happened, when and where
  - Determine who is involved and affected
  - Identify the likely cause
  - Determine reactions to incident and possible repercussions

- Information Officer convenes with Crisis Management Team

- Crisis Management Team defines the scope of the crisis (local, statewide, regional, national)

- Crisis Management Team determines appropriate responses, develops action plan and sets timetable
  - Determine what needs to be done, when it needs to be done and clearly define the roles of each member responsible to get it done
  - Establish a unified response – select one official spokesperson to communicate with the media and the public. Keep the message simple, clear, consistent and tailored to each audience.

- Information Officer informs and regularly updates appropriate stakeholders of the situation

- Spokesperson makes any necessary public statements to the media, directs meetings of membership or others as deemed necessary

- Crisis Management Team remains vigilant, proactive, responsive and in composed control of the situation until the crisis reaches its definitive closure

4. **Post Crisis Review and Maintenance**

Once a crisis has passed, a Crisis Review Committee will be put together at the subsequent HOD meeting to review and evaluate the effectiveness of the Crisis Management Team. The Crisis Review Committee will report their findings and any recommended improvements of the MSI Crisis Management Plan at the following HOD meeting.

MSI Crisis Management Team

General Chair	Wade Heggie	601-595-1739 (c)
Administrative Vice Chair	Matthew Mixon	601-629-7392 (c)
Senior Vice Chair	Eddie Ware	601-209-3193 (c)
Age Group Vice Chair	David Orr	818-640-5897 (c)
Senior Athlete Rep	Moses Williams	
Website/Information Officer	David Orr	818-640-5897 (c)

USA Swimming – Southern Zone

Zone Sport Consultant	Dave Thomas	dthomas@usaswimming.org
Zone Director (Non-Coach)	Clark Hammond	clarkhammond2797@gmail.com
Zone Director (Coach)	John Roy	coachjohn@bellsouth.net

Websites

Mississippi Swimming	http://www.msswim.org
Southern Zone	https://www.teamunify.com/Home.jsp?_tabid_=0&team=szlsc
USA Swimming	http://www.usaswimming.org