

Viewpoints

Navigating Crises Effectively Has Become An Art Form



In public education, navigating crises has become a critical art form. From escalating incidents of school violence to the complexities of educator misconduct and labor disputes, the challenges facing K-12 institutions demand astute leadership and effective communication strategies. A recent analysis sheds light on the top five drivers of school communications crises, revealing a landscape fraught with multifaceted issues. At our law firm, we understand the imperative of addressing crises proactively and with precision. Our team not only comprises education attorneys but also includes Terilyn Finders, a distinguished crisis communications expert. With her recognized expertise in crisis communications, Terilyn ensures that our clients are equipped with comprehensive strategies to manage and mitigate crises effectively.

You can read the full article at:



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While 58% of school communication professionals said in 2022 that crisis communications was one of their top five responsibilities, that represented a decrease from 69% in 2020. At the same time, community relations and public engagement rose to the fourth-highest priority in 2022, according to a survey from the National School Public Relations Association. In 2020, during the height of the pandemic, it ranked seventh, and two years earlier it had been sixth.

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