



Prospectus – VTS Presentation to the XXXXX School District

After a brief introduction, VTS representatives will discuss the following:

- I. Laying the Foundation for an Optimal Response - Identifying and Truly Accepting the Threat
 - A. History of School Violence – A summary of the history of school violence and school responses before and after Columbine with additional implications for the future including potential terrorism-related incidents such as the Beslan school attack.
 - B. Mental Calibration/The Foundation for an Optimal Response Begins Today – Dr. Asken discusses common psychological responses that may hamper proper proactive planning for crisis events. He introduces the importance of one’s mindset before, during, and after a crisis event and how proper mental and emotional preparation begins.
- II. Crisis Management Before and During the Event
 - A. Overview of Alternative Approaches – A discussion of various policies commonly adopted by school districts such as the “Lockdown” approach, the “Evacuate or Escape if Possible” alternative, and other relevant debates. VTS will conduct a critical examination of the most common approaches to aid school districts in anticipating the scrutiny various policies may face.
 - B. Proactive Planning, Policy Development and Review – A summary of planning measures and risk management, with emphasis on policy development considerations. Discussion

of the development of a safety-specific strategic plan for the District, with designation of roles, responsibilities and provisions for continual updating and follow-through. A discussion of the relationship between policy development and liability exposure.*

- C. The Mindset of Survival During the Crisis Event – Dr. Asken discusses the composition of the “survival mindset” and “Mindsighting” principles that promote an optimal mental, emotional, and physical response during high stress situations.

III. Media Relations / Post Crisis Management

- A. Media Relations After a Crisis Event – Failing to prepare in advance for the media storm that will envelop your school community after a crisis will result in failure in your ability to accurately convey and justify the well-reasoned policies and mitigation practices that were put in place. VTS will offer:
 - A comprehensive approach for dealing successfully with the media in both routine and crisis events.
 - Advice on creating mutually-beneficial relationships with members of the media.
 - Tactical communications techniques to ensure your message is delivered clearly, concisely, and ultimately gets broadcasted on-point.
 - Strategies to ensure that evidence of quality policy development and decision-making does not get lost because of ineffectual communication.

IV. Question and Answer Period and Closing

- A. VTS experts will conduct a question and answer session to address issues and concerns of those in attendance.
- B. VTS experts will offer closing comments and summarize the presentation offering sources for further information on the discussion topics.

* VTS presentations are conducted for general informational purposes. VTS does not engage in the rendering of legal advice and the status of the law may vary from jurisdiction to jurisdiction. Please contact your attorney for counsel regarding the current status of the law and the application of the law to your specific facts and circumstances.