



“Crises Management & Elected Officials”

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By The Numbers...California's Central Valley

- 3 Members of Congress
- 3 State Senators
- 5 State Assembly (House) Members
- 20 County Supervisors (Commissioners)
- Business, Political, Community organizations



Blue State or Red State?





The Issues

- Spring 2017 – Lecturer Tweet re: Pres. Trump
- Spring 2017 – Faculty “Chalking” Incident
- Spring 2018 – Faculty Tweet re: Barbara Bush



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A College Lecturer Tweeted, 'Trump Must Hang.' He Doesn't Regret ...
A College Lecturer Tweeted, 'Trump Must Hang.' He Doesn't Regret It. The media attacked Larry Mitchell ...



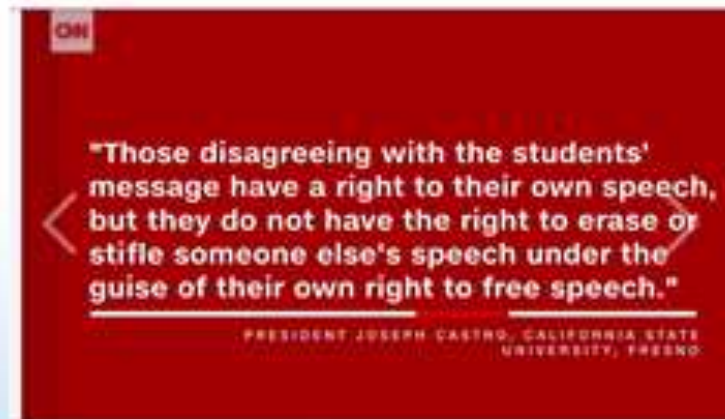
1776 RT @RandaJarrar
Replying to @RandaJarrar
When you start losing writing gigs you won't think it is funny.
Just so you know, this kind of garbage is why I stopped voting democrat.
4/10/18, 4:33 PM
8 Retweets 25 Likes



Anti-abortion student group sues California professor over free speech

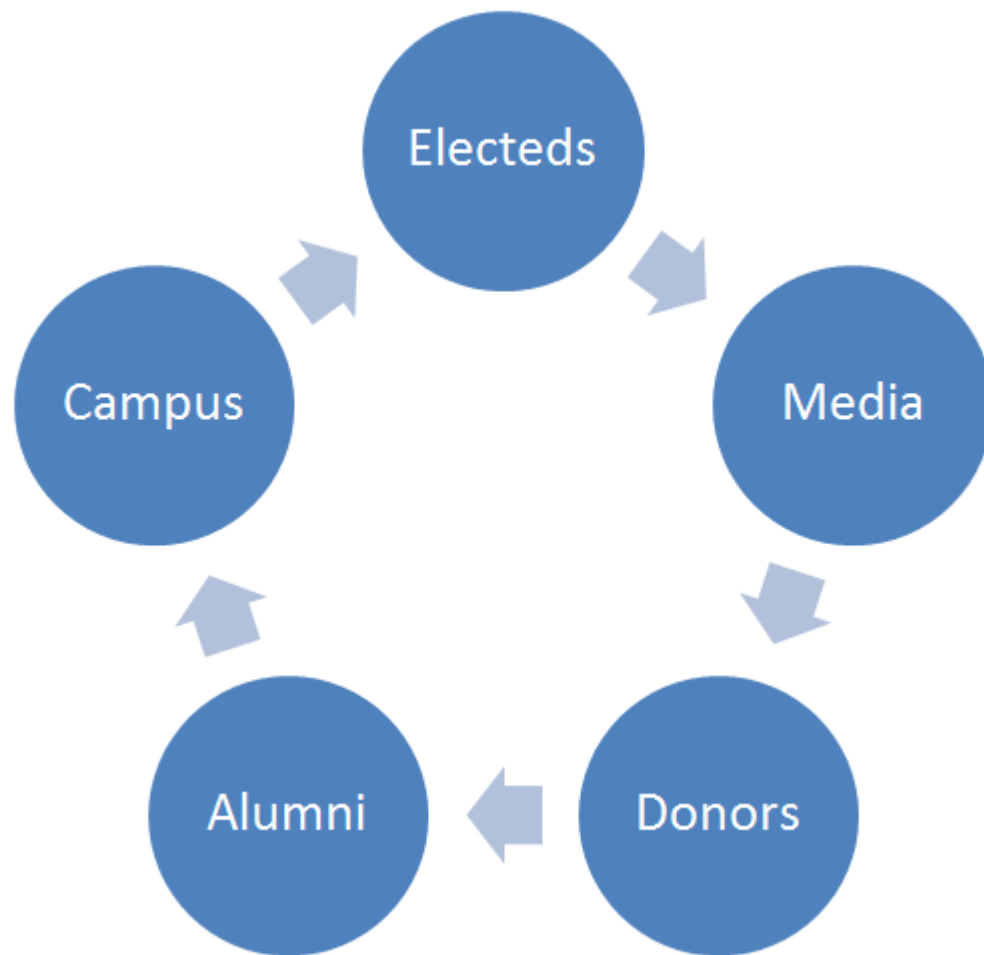
By Paul R. Murphy, CNN

Updated 7:29 AM EDT, Sat May 13, 2017





The Stakeholders





The Impact / Fallout

- Calls / Texts From Elected Officials
- Thousands of angry calls/emails – World-wide
- All day – Conservative Talk Radio Shows
- Negative Radio, Print, TV Coverage
- Donor & Alumni Frustration



Response / Gov. Rel. Tactics

- Fielding Calls, Inquiries
- Proactive Daily Updates to Members/Staff
- Open Town Hall style forum / All stakeholders invited
- President's Direct Engagement



Outcomes

- Prof. 1 – Resumed teaching responsibilities
- Prof. 2 – Appropriate Personnel Action & Court Approved Agreement
- Prof. 3 – Returned to class 4 months after leave
- Relationships w/ Members in-tact
- Donor Support + / State Budget Allocation +
- Favorable media coverage
- Establishing Social Media Guidelines including Ac. Senate
- Establishing Campus “Principles of Community”
- Created Institute for Media & Public Trust



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Thank You!

