



HASS Rubric: Foundations

How are crisis response communications handled?

Beginner

Organization has a clearly identified communication channel and primary point of contact determined to handle crisis response needs.

Intermediate

Organization has a clearly defined communication channel and primary point of contact determined to handle crisis response needs. Organization has created or crowdsourced crisis response templates. Templates are up to date with relevant organizational information.

Advanced

Organization has a clearly identified communications channel, a primary point of contact determined to handle crisis response needs, and up-to-date crisis response templates. All executive leadership has completed at least one crisis communications training.