Building a Proactive Issues Management Program

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Issues Management at NC State

- Established in 2017
- Proactive outreach
- Ongoing monitoring of issues and potential issues on and off campus
Issues Management is...

- Building a culture of swift, thoughtful response to perceived issues
- Minimizing the “it’s a crisis” reaction
- Helping campus to define an issue, crisis and emergency
- Increasing self-awareness. What are your issues? What might impact you?
Issues Management at NC State

- Relationship-building across campus
- Real-time response and consultation
- Just-in-time media training and message development
- After-action reporting and takeaways
Building Relationships

- Identify campus stakeholders who have a finger on the pulse of potential campus climate, emergency and academic issues
- Build trust with faculty and staff leadership
- Reach out even when there’s not a problem
Real-Time Response

• Establishing trust early so we get the call
• Getting the right people to the table and building consensus
• Partnering with those involved on strategy
• Elevating to higher levels as needed
Media and Message Training

- Media relations basics
- Just-in-time training
- Establishing spokespeople
- Preparation to help avoid missteps, issues
Review and Learn

• Learn and prepare for what may come
• Can help future incidents run more smoothly
Case Study: Food and Housing Insecurity
Thank you!