

WHAT IS A CRISIS?

A crisis can be defined as a surprise, accident or unplanned event. Our response to a crisis will not only help us recount of the situation, it will shape the public perception of Delta Upsilon. In many cases, if we do not tell our story, someone else will. So, it is important for DU to quickly and proactively tell our own story.

In Delta Upsilon, a crisis can take many forms. Here is a list of possible crises your chapter may face:

- ✦ Injury/death of a member (even if injury/death doesn't involve a DU activity)
- ✦ Sexual assault/violence
- ✦ Hazing-related incident or allegation
- ✦ Questions from media/reporters
- ✦ Intolerance-related incident or allegation (i.e., racism, bigotry, anti-LGBTQ, anti-Semitic, misogyny/hyper-masculinity, other instances of bigotry)
- ✦ Investigation into chapter conduct by university or IFC
- ✦ Arrest of member or criminal charges filed against member
- ✦ Injury/death of a non-member at a fraternity-sanctioned event or on fraternity property
- ✦ Major fight or incident of violence involving chapter members or on fraternity property
- ✦ Property damage at chapter house
- ✦ Complaint filed regarding general chapter conduct
- ✦ Natural disasters (i.e. tornado, hurricane, fire, flood, etc.)

If an issue has any or multiple of the following characteristics, it is a potential crisis.

- ✦ Issue/incident that may impact the reputation of your chapter, Delta Upsilon or fraternities at large
- ✦ Media coverage anticipated
- ✦ May generate a response from campus community, university leadership, the International Fraternity, legislators or higher education influencers
- ✦ Chapter closure or other major sanctions being considered by university or International Fraternity