

The Art Institute of Indianapolis
Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Report
October 1, 2011

INTRODUCTION

The Art Institute of Indianapolis is providing the following information to all of its employees and students as part of The Art Institute of Indianapolis' commitment to safety and security pursuant to the requirements of the federal Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act. If you should have questions about any of the information provided in this Report, please contact the President, Madeleine Slutsky at 3500 DePauw Boulevard, Indianapolis, IN, 46268, 317-613-4800.

I. CAMPUS SECURITY AND CRIME PREVENTION POLICY

The Art Institute's Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Report is distributed to every student and employee on an annual basis and is available to prospective employees and students at their request. Employees receive a copy by email. The report is distributed to all students through the Student Handbook and email.

REPORTING CRIMES AND EMERGENCIES

A safe environment is everyone's responsibility. Students, faculty and staff are encouraged to report all criminal acts, suspicious activities or emergencies promptly and have the right to report these matters confidentially. Victims or witnesses to a crime are encouraged to file a report of the incident. Reports can be filed on a voluntary, confidential basis for inclusion in the annual disclosure of crime statistics by contacting the Director of Student Affairs. Reports are kept in a secure location in the office of the Director of Student Affairs. Names of victims or witnesses are not disclosed in the crime report. It is the policy of The Art Institute of Indianapolis that all criminal acts or other emergencies be properly documented and reported to local authorities as required by law.

Students and employees should promptly report all criminal actions and emergencies occurring on or around school facilities to the Director of Student Affairs, either in person or by calling 317.613.4815. If the Director of Student Affairs is not available, you may contact the campus President, 317.613.4845, Dean of Academic Affairs, 317.613.4809, Director of Human Resources, 317.613.4804, Director of Admissions, 317.613.4921, or the Director of Accounting and Finance, 317.613.4810. The Indianapolis Police Department should be contacted in an emergency by dialing 911. The police can be contacted for non-emergencies as follows: Marion County Sheriff's Department, 40 S. Alabama Street, Indianapolis, IN 46204, 317.327.1700 or Community Relations Officer – North District (IMPD), 3120 E. 30th St., Indianapolis, IN 46208, 317.327.6100. All criminal activity is documented by the completion of an Incident Report and is reported to local police agencies and the Director of Student Affairs. Criminal activity might include, but is not limited to, burglary, motor vehicle theft, aggravated assault, robbery, sexual offense, hate crimes, gender crimes or murder.

In the event of fire or medical emergencies, staff and employees should contact the Police by dialing 911 and then notify the Director of Student Affairs and the Director of Human Resources if an

employee is involved.

POLICIES FOR PREPARING THE ANNUAL DISCLOSURE OF CRIMINAL STATISTICS

All incidents are reported and documented on the Incident Report, which is sent to the Director of Student Affairs. Reports are kept in a secure location in the office of the Director of Student Affairs. The annual crime report is prepared by gathering campus crime statistics and data from local and state police and sheriff departments and other relevant information by the Director of Student Affairs.

SECURITY AND ACCESS TO THE INSTITUTE

It is the policy of The Art Institute of Indianapolis that access to all campus facilities, including housing facilities, be limited to authorized personnel, students and invited visitors. All visitors are subject to The Art Institute's policies and conduct codes. Students and employees are responsible for the conduct of their guests at all times. Students, staff and faculty are required to have their school issued identification on their person at all times prepared to show it when asked.

ACCESS TO ACADEMIC BUILDINGS

Access to facilities, which are either academic or administrative in nature, is granted without immediate restriction during normal operating hours. The facilities are locked by security officers after hours, and then reopened in the morning for academic and administrative purposes.

All exterior lighting and landscaping are kept in good order. The parking lot lights and building entrance lights are kept on from dusk to dawn everyday. Fixtures are regularly checked for burned out lamps. The hedges and shrubs around the building and in the parking areas are regularly trimmed by the groundskeeper. The sidewalks and means of egress are kept clear of obstructions and are well lighted.

CAMPUS LAW ENFORCEMENT

A safe environment is everyone's responsibility. Each student, faculty and staff member should follow security policies and procedures to ensure the safest possible environment. They are encouraged to report all criminal acts or other emergencies promptly and accurately to the Director of Student Affairs. The Student Affairs department will have incident/accident reports for completion by those who witness or are informed of any criminal activity occurring at The Art Institute of Indianapolis.

The student or employee host should share responsibility for the lawful and appropriate behavior of visitors.

Persons employed as security personnel on the main campus at 3500 DePauw Boulevard, Building One, and security officers at school-sponsored housing off-site, are instructed in security, security problems, specific school rules and regulations, and the proper procedures of how to enforce them. These procedures and rules and regulations are reviewed periodically to ensure that security needs are being met. Security personnel on campus report directly to the President. Unarmed security personnel at the school building are there at the direction of The Art Institute, and are to assist students, faculty and staff of The Art Institute. Someone is on duty to open and close The Art

Institute space. They are responsible for ensuring that persons entering the building are employees, students, and their families or invited guests. They are authorized to request identification from those individuals who are unfamiliar to them, and identification is required of all individuals arriving or leaving after the building is secured. They have the authority to evict unauthorized persons from the premises. Students are advised to carry their Art Institute Photo ID card at all times and to present them upon request. These employees do not have the authority to arrest but will have the authority to evict unauthorized persons from the campus premises and will notify local law enforcement by dialing 911 for all actual or suspected criminal activities, including trespassing.

RELATIONSHIPS WITH LOCAL AND STATE POLICE

The Art Institute of Indianapolis is located in Pike Township within Marion County, Indianapolis, Indiana. The Art Institute of Indianapolis maintains a close working relationship with the Indianapolis Metropolitan Police department and the Marion County Sheriff's department with periodic contact initiated by The Art Institute of Indianapolis personnel to ensure that the school is aware of criminal offenses and arrests occurring on or near the campus so that they can be properly reported, and if necessary, provide for timely warning reports on crimes that represent a continuing threat. Timely warning reports are provided to the campus community is provided via bulletin board notices, notices placed in faculty and staff mailboxes, and announcements read in class.

PROGRAMS TO INFORM STUDENTS AND EMPLOYEES ABOUT CAMPUS SECURITY

All new Art Institute of Indianapolis employees and students are instructed on crime awareness and prevention during Orientation and New Hire Orientation, and Training Programs, during which they are encouraged to be responsible for their security and that of others. The orientation program includes a description of campus security policies and procedures, suggestions on how to avoid becoming a crime victim, and procedures for reporting any criminal activity or emergency.

The Art Institute of Indianapolis also provides occasional in-service programs for students and college personnel designed to heighten awareness of crime and its prevention. In addition to the annual campus security report, students and staff are notified of specific security concerns as they arise throughout the year.

Students are requested to review the School's website at; <http://www.artinstitutes.edu/indianapolis/StudentLife/CampusSafety.aspx> where the Campus Statistics Act and the School's Student Handbook for information regarding the Student Conduct Policy can be found. Employees are requested to review the Employee Handbook where information regarding Standards of Conduct and Safety can be found.

PROGRAMS TO INFORM STUDENTS AND EMPLOYEES ABOUT THE PREVENTION OF CRIMES

The Art Institute of Indianapolis provides occasional in-service programs for students, faculty and staff designed to heighten awareness of crime and its prevention. The Student Affairs and Human Resources departments sponsor these in-service programs. In the event The Art Institute of Indianapolis, working with local police, determines that a particular criminal offense continues to be a threat to the campus community, it will notify the campus community by bulletin board notices as

well as notices read by instructors in classrooms.

OFF-CAMPUS STUDENT ORGANIZATIONS

At the present time, The Art Institute of Indianapolis does not have any off-campus student organizations.

DRUG AND ALCOHOL POLICIES

In keeping with section 120(a) through (d) of The Higher Education Act of 1965, as amended, including the Drug-Free Schools and Communities Amendments of 1989 (Public Law 101-226), a “Drug Free Schools and Campuses” publication, the Drug Prevention Policy, is provided to all The Art Institute of Indianapolis faculty and staff annually.

Pursuant to federal and state drug laws, students are prohibited from the unlawful manufacture, distribution, possession, sale or use of illicit/illegal drugs. The Art Institute of Indianapolis also enforces state laws regarding underage drinking. This prohibition applies while on the property of the school or when participating in any institutional activity. Students or employees who violate this policy will be subject to disciplinary action up to, and including, expulsion from school or termination of employment.

PROGRAMS AND PROCEDURES REGARDING SEXUAL ASSAULT

Educational information promoting the awareness of rape, acquaintance rape, and other sex offenses is available in Student Affairs. Brochures on sexual assault issues are available in the Student Affairs office. Should a student be sexually assaulted, it is the student(s) option to notify the appropriate law enforcement authorities, including on-campus authorities and local police. At the student’s request, the Director of Student Affairs, the Executive Committee or other Art Institute of Indianapolis officials will assist in notifying the proper authorities. Victims of sexual assault or rape should follow these recommended steps:

- **Go to a safe place following the attack.**
- **Do not shower, bathe or destroy any of the clothing you were wearing at the time of the attack.**
- **Go to a hospital emergency room for medical care.**
- **Make sure you are evaluated for the risk of pregnancy and venereal disease. (A medical examination is the only way to ensure you are not injured and it could provide valuable evidence should you decide to prosecute.)**
- **Call someone to be with you, you should not be alone.**

It is also recommended that victims call:

Victim Assistance Center at 1-800-422-3204

R.A.I.N.N (*Rape, Abuse and Incest Hotline*) 1-800-656-4673

The Julian Center

2011 North Meridian St.

Indianapolis, IN 46202

317-941-2200

Crisis Hotline: (317) 920-9320

It is open 24 hours a day and their counselors can help answer medical and emotional questions at any hour and in complete confidence. Reporting the rape to the police is up to the victim, but it is important to remember that reporting a rape is not the same as prosecuting a rape. Victims are strongly encouraged to call the police and report the rape. If the victim requests, The Art Institute of Indianapolis will assist in identifying off-campus counseling or mental health services. After any campus sexual assaults are reported, the victims of such crimes have the right to request that The Art Institute of Indianapolis personnel take steps or actions reasonably feasible to prevent any unnecessary or unwanted contact or proximity with alleged assailants, including relocation in housing, if applicable or the transfer of classes.

Other rape crisis centers or mental health agencies available to assist a victim of sexual offenses include:

Indiana Coalition Against Domestic Violence

1915 W. 18th Street, Ste#B

Indianapolis, IN 46202-1002, TOLL-FREE: 800-332-7385, Phone: (317) 917-3685, FAX: (317) 917-3695.

Disciplinary Action and Sanctions

On-campus disciplinary procedures against students will be in accordance with The Art Institute's published Student Conduct Policy. Both the accuser and the accused are entitled to have others present during a disciplinary proceeding. Both will be informed of the outcome of any campus disciplinary proceeding. For this purpose, the outcome of a disciplinary proceeding means only The Art Institute of Indianapolis has the final determination with respect to the alleged sexual offense and any sanction that is imposed against the accused. Sanctions, which may be imposed following a final determination of a disciplinary proceeding regarding rape, acquaintance rape, or other forcible or non-forcible sex offenses, may include warning, probation, suspension or dismissal.

INFORMATION REGARDING REGISTERED SEX OFFENDERS

Students and staff may obtain information about registered sex offenders who are present on campus by logging onto the national website at <http://www.fbi.gov/hq/cid/cac/registry.htm> or the Indiana state website at <http://www.icrimewatch.net/indiana.php> and conducting a search by county. Effective January 1, 2003, Zachary's Law requires sheriff departments to jointly establish and maintain the Indiana Sheriffs' Sex Offender Registry to provide detailed information about individuals who register as sex or violent offenders at Indiana sheriff departments (or, in Marion County, the Indianapolis Police Department). The purpose of the registry is to inform the general public about the identity, location, and appearance of sex and violent offenders who live, work, or study in Indiana.

Indiana Code defines a sex and violent offender as:

1. An individual who has been convicted of any of the following offenses:

- Rape (IC 35-42-4-1)
- Criminal Deviate Conduct (IC 35-42-4-2)
- Child Molesting (IC 35-42-4-3)
- Child Exploitation (IC 35-42-4-4b)
- Vicarious Sexual Gratification (IC 35-42-4-5)
- Child Solicitation (IC 35-42-4-6)
- Child Seduction (IC 35-42-4-7)

- Sexual Misconduct with a Minor as a Class A, B, or C felony (IC 35-42-4-9)
- Incest (IC 35-46-1-3)
- Sexual Battery (IC 35-42-4-8)
- Kidnapping, if the victim is less than 18 (IC 35-42-3-2) or Criminal Confinement, if the victim is less than 18 (IC 35-42-3-3);

2. An individual who has been convicted of attempting to commit or conspiring to commit any of the above-listed offenses;
3. An individual who has been convicted of a crime, convicted of attempting to commit a crime, or convicted of conspiring to commit a crime under the laws of another state or in a military court that is substantially equivalent to any of the above-listed offenses; or
4. A child who is at least 14 years of age and is on probation or parole or is discharged from a facility by the department of correction, discharged from a secure private facility, or discharged from a juvenile detention facility as a result of being adjudicated as a delinquent child for an act that would be an offense listed above if committed by an adult found by a court to be likely to repeat an act that would be an offense listed above if committed by an adult.

The following sex and violent offenders are required to register with the Sheriff of the county that has jurisdiction where the offender intends to live, work or study for longer than seven days. (In Marion County offenders must register with the Indianapolis Metropolitan Police Department). That registration must occur within seven days of arriving in each jurisdiction where the offender intends to live, work or study.

- A sex and violent offender who spends or intends to spend at least 7 days (including part of a day) in Indiana during a 180 day period or an offender who owns real property in Indiana and returns to Indiana at any time,
- A sex and violent offender who works or carries on a vocation or intends to work or carry on a vocation in Indiana either full-time or part-time for more than 14 days in a row during any calendar year,
- A sex and violent offender who works or carries on a vocation or intends to work or carry on a vocation in Indiana either full-time or part-time for a total of more than 30 days whether or not they are in a row during any calendar year, and
- A sex and violent offender who is enrolled or intends to be enrolled on a full-time or part-time basis in any public or private educational institution in Indiana.

When an offender registers with the Sheriff's Department (or the Indianapolis Metropolitan Police Department), these authorities notify all other law enforcement agencies that have jurisdiction in the area where the offender has registered.

In addition to the detailed information about registered offenders, Zachary's Law requires the Indiana Criminal Justice Institute to keep Indiana's Sex and Violent Offender Directory, a list of all offenders convicted of a sex or violent crime.

Before entering the web site, please read the following information:

- Indiana sheriffs make no representation, either implied or expressed, that all information placed on this web site is accurate. Much of the information derives from official records but some is gathered from the offenders themselves who are required to list their address when they have

been released into the community at large, whenever they move, and as part of an annual verification process

- Information contained on this site provides no representation as to any offender's likelihood of re-offending or the nature of any future crimes that may be committed.
- If you believe that information on this web site is incorrect please contact the Sheriff's Department in the county in which you live. They will be able to assist you directly or by referring you to another Sheriff's Department where the offender is registered.
- Information in this registry may not be used to harass or threaten sex offenders or their families. Harassment, stalking, or threats may violate Indiana law.

IMMEDIATE EMERGENCY RESPONSE

In the case of an emergency situation students and staff at The Art Institute of Indianapolis would be notified via email and public announcement of an emergency situation. The Art Institute of Indianapolis currently has in place a Crisis Management Plan that would be implemented in an emergency situation. The Crisis Management Plan will be distributed annually to every employee and student, made available by request of the Director of Student Affairs, as well as available online to students at <http://www.artinstitutes.edu/indianapolis/StudentLife/CampusSafety.aspx>.

EVACUATION PROCEDURES

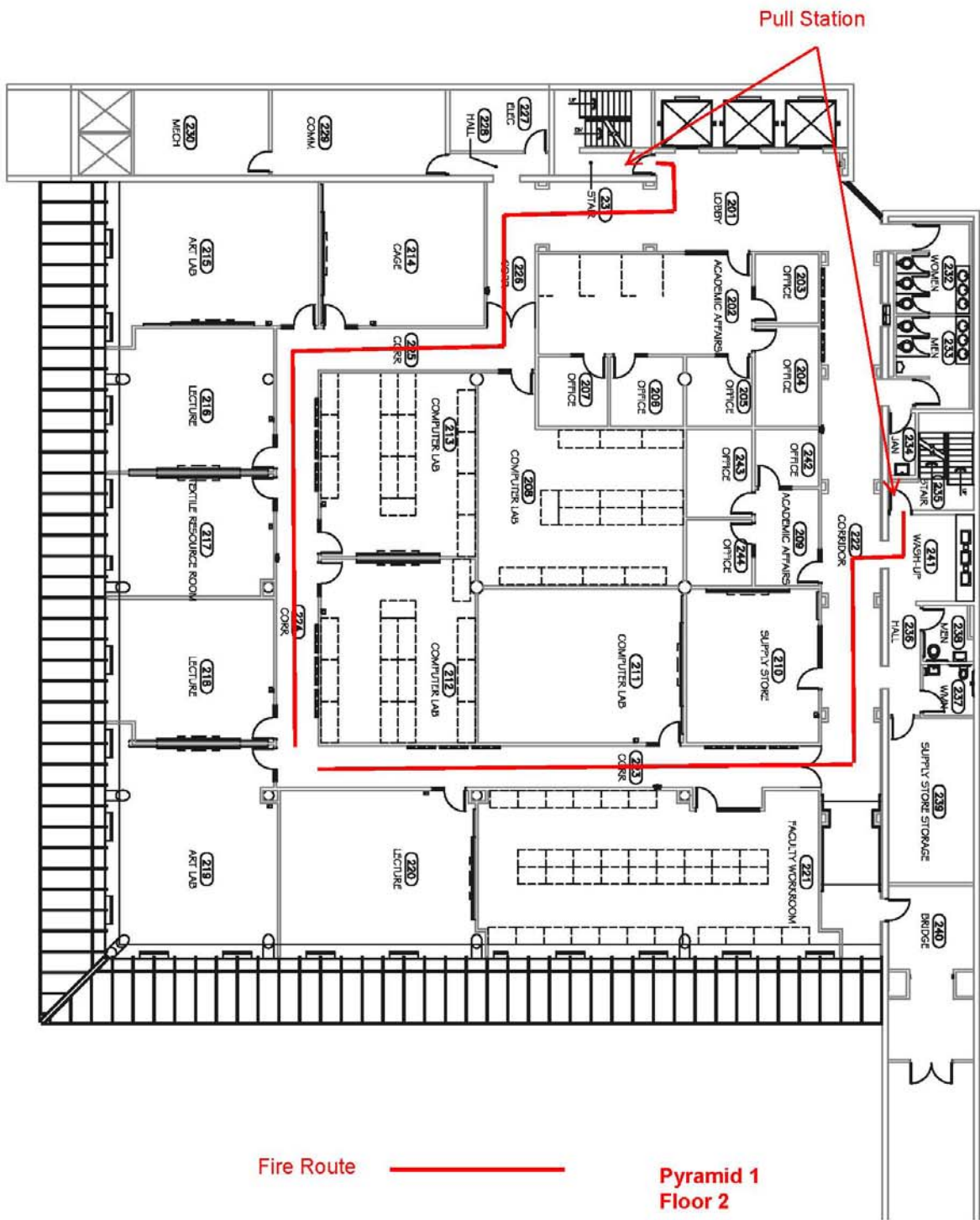
In the case of fire or other emergency requiring building evacuation, employees and students should follow the evacuation plans posted on each floor. Elevators should not be used in emergency situations. Those evacuating should walk, not run, to the nearest stairwell or ground-floor exit.

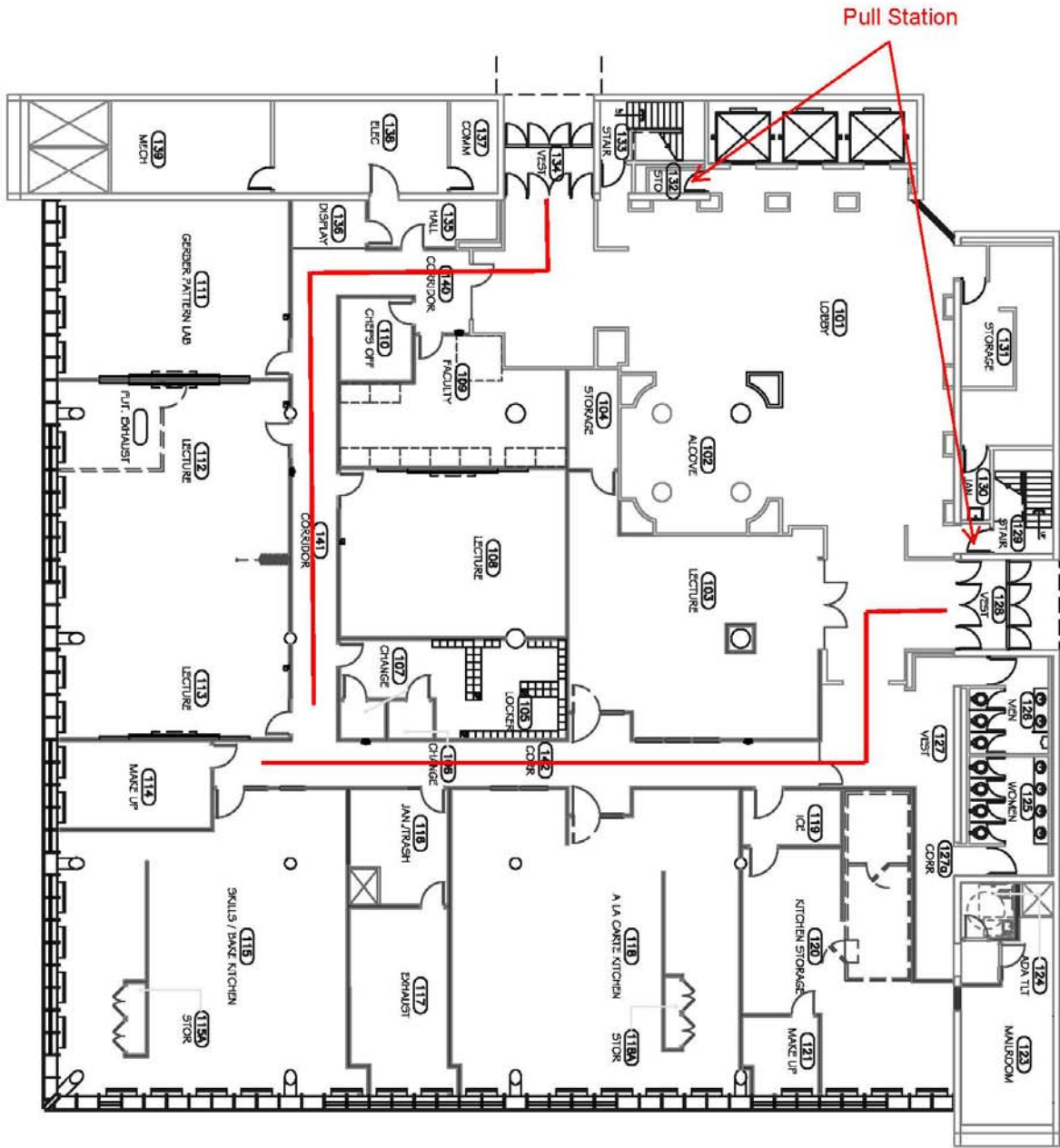
In an effort to control and contain a building fire, all classroom doors should be closed by a faculty member as he or she exits the classroom.

Students, faculty and staff may pick up only those personal belongings in their immediate possession when the alarm is sounded. Students are discouraged from carrying portfolios during an emergency evacuation of the building because of the danger large articles pose.

Faculty should direct one student to lead the group to the parking lot. Faculty should remain with their class and keep the group together. The faculty member should check roll to verify that every student has exited the building successfully.

Wheelchair-bound faculty, staff and students should be assisted into the stairwell where designated staff will assist with their evacuation. **UNDER NO CIRCUMSTANCE SHOULD A WHEELCHAIR-BOUND INDIVIDUAL BE DIRECTED TO THE ELEVATORS.**

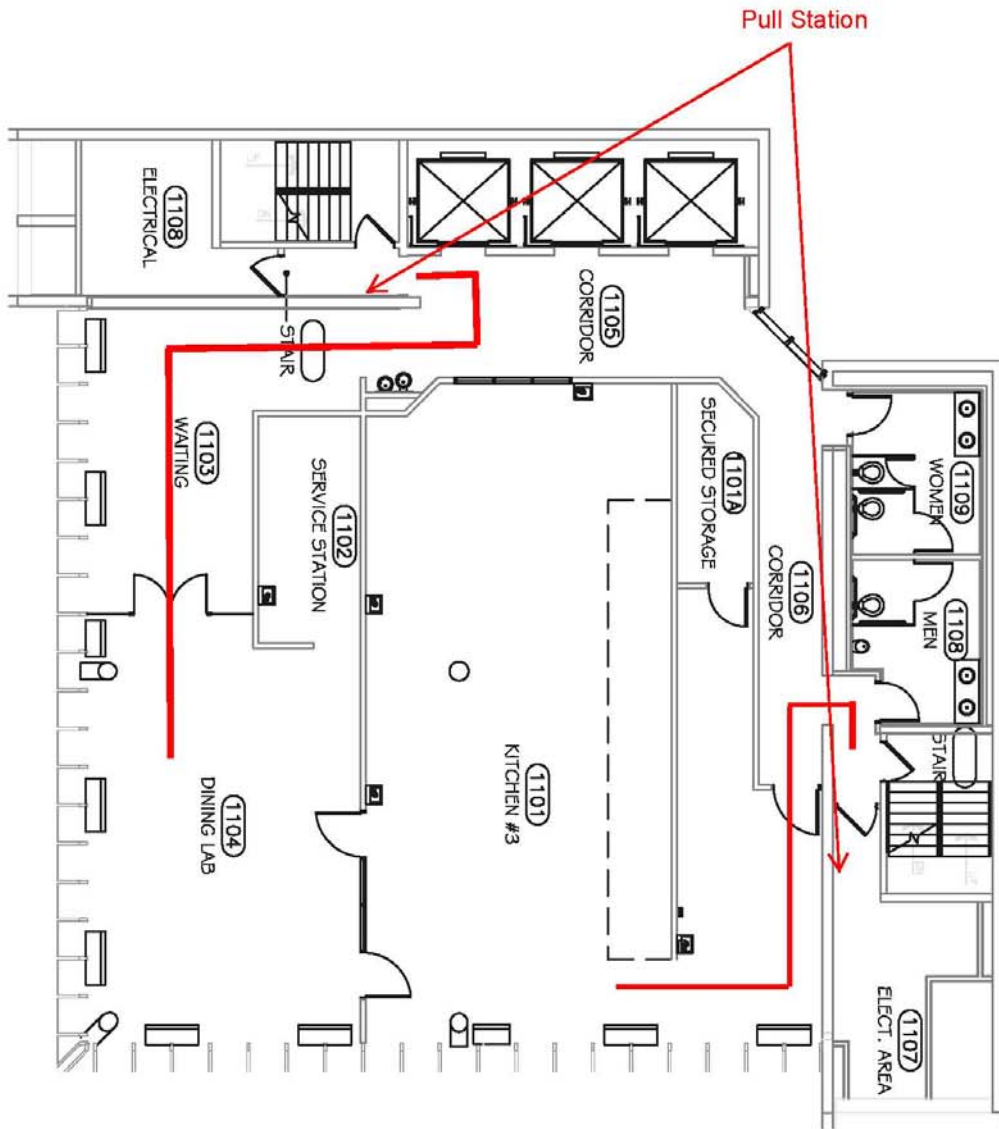




Fire Route



Pyramid 2
Floor 1



Fire Route —————

Pyramid 2
Floor 11

CRIME STATISTICS

The Art Institute of Indianapolis is providing the following information to all of its employees and students as part of the school's commitment to safety and security and pursuant to the requirements of the Jeanne Clery Disclosure of Campus Security Policy and Campus Statistics Act. All the incident report forms and local police reports are gathered annually for inclusion in the Jeanne Clery Disclosure of Campus Security Policy and Campus Statistics Act.

Set forth below are the statistics available to The Art Institute of Indianapolis concerning the occurrence of crimes on campus which were reported to local police agencies. The second box below sets forth available statistics concerning the number of criminal offenses in relation to hate crimes on the Institute's campus, non-campus buildings and property, and public property. Finally, in the third box arrests and "referrals for campus disciplinary action," for liquor law violations, drug law violations, and illegal weapons possession are listed. Victims or witnesses may report crimes on a voluntary, confidential basis for inclusion in the annual disclosure of crime statistics.

The Art Institute of Indianapolis

*The following statistics show the **total** criminal offenses, hate crimes and arrests/referrals for campus disciplinary action that occurred on the Institute's campus, non-campus buildings & property and public property.*

CRIME STATISTICS The following statistics are provided for your information in compliance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act. Set forth below are statistics available to the Institute concerning the occurrence of criminal offenses in the listed categories which were reported to campus security officials or local police agencies.

<i>Criminal Offenses</i>	Calendar Year								
	2008			2009			2010		
	On Campus	Non-campus buildings and property*	Public Property**	On Campus	Non-campus buildings and property*	Public Property**	On Campus	Non-campus buildings and property*	Public Property**
Murder & Non-negligent Manslaughter	0	0	0	0	0	0	0	0	0
Negligent Manslaughter	0	0	0	0	0	0	0	0	0
Forcible Sex Offense	0	0	0	0	0	0	0	0	0
Non-Forcible Sex Offense	0	0	0	0	0	0	0	0	0
<i>Incest</i>	0	0	0	0	0	0	0	0	0
<i>Statutory Rape</i>	0	0	0	0	0	0	0	0	0
Robbery	0	14	1	0	5	0	0	1	0
Aggravated Assault	0	5	0	0	7	0	0	5	0
Burglary	0	38	26	0	64	7	0	1	0
Motor Vehicle Theft	0	12	4	0	5	1	0	1	0
Arson	0	0	0	0	0	0	0	0	0
Totals	0	69	31	0	81	8	0	8	0

The crimes listed above plus any other crimes involving bodily injury reported to local police agencies or to a campus security authority, that manifest evidence that the victim was intentionally selected because of the victim's actual or perceived race, gender, religion, sexual orientation, ethnicity, or disability are listed below, according to type of criminal offense and category of prejudice.

Should a hate crime be reported, it will be identified by hate crime category (race, gender, religion, etc.).

<i>Hate Crimes</i>	Calendar Year								
	2008			2009			2010		
	On Campus	Non-campus buildings and property*	Public Property**	On Campus	Non-campus buildings and property*	Public Property**	On Campus	Non-campus buildings and property*	Public Property**
Murder & Non-negligent Manslaughter	0	0	0	0	0	0	0	0	0
Negligent Manslaughter	0	0	0	0	0	0	0	0	0
Forcible Sex Offense	0	0	0	0	0	0	0	0	0
Non-Forcible Sex Offense	0	0	0	0	0	0	0	0	0
<i>Incest</i>	0	0	0	0	0	0	0	0	0
<i>Statutory Rape</i>	0	0	0	0	0	0	0	0	0
Robbery	0	0	0	0	0	0	0	0	0
Agravated Assault	0	0	0	0	0	0	0	0	0
Burglary	0	0	0	0	0	0	0	0	0
Motor Vehicle Theft	0	0	0	0	0	0	0	0	0
Arson	0	0	0	0	0	0	0	0	0
Simple Assault	0	0	0	0	0	0	0	0	0
Larceny-Theft	0	0	0	0	0	0	0	0	0
Intimidation	0	0	0	0	0	0	0	0	0
Destruction, Damage, Or Vandalism of Property	0	0	0	0	0	0	0	0	0
Totals	0	0	0	0	0	0	0	0	0

Arrests/ Persons Referred for Campus Disciplinary Action

	Calendar Year								
	2008			2009			2010		
	On Campus	Non-campus buildings and property*	Public Property**	On Campus	Non-campus buildings and property*	Public Property**	On Campus	Non-campus buildings and property*	Public Property**
Arrests									
Weapons: carrying, possessing, etc	0	0	0	0	0	0	0	0	0
Drug Abuse Violations:	0	0	0	0	0	0	0	0	0
Liquor law violations	0	0	0	0	0	0	0	0	0
Disciplinary Actions									
Weapons: carrying, possessing, etc	0	0	0	0	0	0	0	0	0
Drug Abuse Violations:	0	2	0	0	0	0	0	0	0
Liquor law violations	0	1	0	0	1	0	0	0	0
Totals	0	3	0	0	1	0	0	0	0

*Includes school-sponsored housing at Westbury Court at 7747 Santa Monica Drive, 46268; Brighton Park at 8002 Harcourt Road, 46268; and Summerwood on Towne Line at 2520 Summer Drive, 46268.

**Public property includes the sidewalks immediately adjacent to the campus on DePauw Blvd, Purdue Rd., Vincennes Rd., and Wesleyan Rd.

Crime statistics are incomplete as the Indianapolis Department of Public Safety did not include hate crimes or alcohol, drug, or weapons charges.

MISSING PERSON NOTIFICATION POLICIES AND PROCEDURES

Any student believed to be missing from the campus unexpectedly for 24 hours shall be immediately reported to the Director of Student Affairs. If the Director of Student Affairs is not available, you may contact the campus President, 317.613.4845, Dean of Academic Affairs, 317.613.4809, Director of Human Resources, 317.613.4804, Director of Admissions, 317.613.4921, or the Director of Accounting and Finance, 317.613.4810. The Indianapolis Metropolitan Police Department should be contacted in an emergency by dialing 911. It is the policy of The Art Institute of Indianapolis that the Director of Student Affairs will investigate

any report of a missing person filed with the office that is filed by someone with knowledge of that student being missing or otherwise not where s/he is expected to be. This report may be filed by a parent/guardian or other family member of the person, by a roommate, a staff member (including student staff), faculty, employment supervisor, or anyone else with information that indicates the person is missing. The Student Affairs Department will conduct an initial investigation to determine if the person appears to be missing, or has simply changed her or his routine unexpectedly, and whether or not there is reason to believe the person is endangered. The Student Affairs Department will check student's class schedules, interview fellow students and faculty, and use other methods to determine the status of a missing person. From this initial investigation, the scope will continue to expand to make attempts to determine the location of the person reported missing to assure she/he is safe.

Each student at The Art Institute of Indianapolis can identify on their FERPA form a person or persons that the College can contact in the event that the student is reported missing. This person would be contacted within 24 hours of a missing person report being filed with the Student Affairs Department. Note that this contact information is confidential and is shared only with College administrators who would have responsibility for making connections with emergency contacts in the event of a determined emergency. The contact information will also be disclosed to the local law enforcement agencies in furtherance of a missing person investigation.

Should the Student Affairs Department not be able to locate a person reported missing within twenty-four (24) hours of the report, the Student Affairs Department would then notify your designated 'missing person' emergency contact.

- In the event that no separate emergency contact is identified, a parent or guardian as listed in college records will be contacted.
- Students should be sure that this contact knows how to reach the student in the case of an emergency, and have a general idea of the student's general daily routine and any travel plans.
- This person should be someone you trust to aid officers in determining your whereabouts, or verifying that further investigation and/or entry into national missing person databases is warranted.

Regardless of whether the student has identified a contact person, is above the age of 18, or is an emancipated minor, the Student Affairs Department will immediately notify local law enforcement agencies within this 24 hour window, as well as any other agencies where the missing student may be.

NOTE FOR STUDENTS UNDER AGE OF 18 AND NOT EMANCIPATED

For any student under the age of 18 and who is not emancipated, the College must notify a custodial parent or guardian no later than 24 hours after the time the student is determined to be missing. For any situation in which a missing person is believed to be endangered, this notification will be made as early as possible while officers are continuing to investigate.

FIRE EVACUATION POLICY

COLLEGE POLICY ON REPORTING OF FIRES: Any member of the community who becomes aware of any active or past fire must notify the Director of Student Affairs immediately. If the Director of Student Affairs is not available, you may contact the campus President, 317.613.4845, Dean of Academic Affairs, 317.613.4809, Director of Human Resources, 317.613.4804, Director of Admissions, 317.613.4921, or the Director of Accounting and Finance, 317.613.4810. Every person in the building, including staff, faculty, students, visitors, and contractors where the fire alarm is sounding, regardless of known or suspected cause, is required to evacuate immediately. Persons evacuating must leave via the closest exit (floor plans attached). Any equipment that could cause a fire should be turned off before exiting if it can be done quickly and safely. All occupants will assemble at a safe distance from the building and await further instructions from fire and/or the Crisis Management Team. No occupant will re-enter a building until clearance is given by fire and/or the Crisis Management Team.

PROHIBITED ITEMS IN SCHOOL SPONSORED HOUSING:

Items prohibited in the campus houses include, but are not limited to:

- Candles, incense, open flames
- Open heating coils
- Smoking is prohibited in all school sponsored housing and all academic and administrative buildings.

COMMUNITY RESPONSIBILITIES

Additionally, all members of the school sponsored housing community are required to:

- Participate in all fire drills and promptly leave a building when the fire alarm sounds. Follow any instructions of the Department of Student Affairs or fire officials during a drill or an actual alarm.
- Report any condition that creates a fire hazard (trash in the corridors or stairwells, missing fire extinguishers, blocked floor exits or stairwells, etc.) to the Department of Student Affairs.
- Know where the fire extinguishers are located. Learn how to operate them. If you need training, contact the Facilities Management Department.
- Know the location of the fire alarms and how to activate them.
- Know where the nearest exits are and be prepared to use an alternative exit, if necessary. Plan how you would escape through each of these exits in case of a fire.
- Know the location of the fire stairwells.
- Never use an elevator to evacuate a building.
- If you become trapped, dial 911 from a cell phone and alert the dispatcher to your location.

WHAT SHOULD I DO IF I DISCOVER A FIRE?

Any person who discovers a fire, smoke, or an unusual amount of heat should do the following:

1. Pull the nearest fire alarm. If there is no nearby fire pull station, call 911.
2. Exit the building immediately; notify those in the immediate area of the danger.
3. Never use the elevator; use the stairways.
4. Assist in removing any person needing assistance from the immediate area to the stairwells to wait for fire department personnel (or to the outside if that can be done safely). However, never place yourself in danger.

5. Assemble outside your building at the predetermined location.
6. Follow the instructions given by the Student Affairs Officials and the Pike Township Fire Department.

SCHOOL SPONSORED HOUSING FIRE SAFETY AND SPRINKLER SYSTEMS

Below is a listing of housing fire safety systems at The Art Institute of Indianapolis
 School-Sponsored Housing Fire Systems:

Building	Smoke Detectors	Heat Detectors	Carbon Monoxide Detectors	Sprinkler System
Summerwood on Towne Line	X	N/A	N/A	Throughout the building

Crisis Communications Plan

THE ART INSTITUTE OF INDIANAPOLIS

EDMC™

Education Management Corporation

Prepared: June 8, 2011

Travis Berghoff, Director of Student Affairs, The Art Institute of Indianapolis

317.613.4815 tberghoff@aii.edu

TABLE OF CONTENTS

OVERVIEW	3
COMMUNICATION GUIDELINES FOR MANAGING OUR MESSAGES	3
CRISIS MANAGEMENT TEAM AT OUR SCHOOL	6
CRISIS MANAGEMENT FLOW CHART	7
GO TIME: COMMUNICATING DURING A CRISIS.....	8
Notify Local Emergency Response (9-1-1)	8
Notify School President	8
Notify EDMC Emergency Management Team	8
Activate Emergency Web and Phone-Based Messaging	9
Emergency Management Team Briefed by Representative at the Incident Scene	9
Identify Media Spokesperson	10
Compile List of Key Media Contacts	10
Develop Key Messages.....	11
Respond/Reach Out to Media	11
Update Recorded Messages	11
EMPLOYEE & STUDENT COMMUNICATIONS DURING A CRISIS.....	11
AFTERMATH: EVALUATION AFTER A CRISIS	12
MEDIA RELATIONS: POLICIES & PROCEDURES	13
Responding to Media Inquiries at the School Policy	13
Media Access to School Property Policy	14
Media Relations Policy for Responding to National Media Inquiries	14
MEDIA RELATIONS: TIPS FOR A GOOD INTERVIEW	16
APPENDIX A: AUDIENCES	18
APPENDIX B: MESSAGE MAP	19
APPENDIX C: SAMPLE SCRIPTS FOR SCHOOL CLOSURE.....	20
APPENDIX D: LOCAL MEDIA CONTACTS	21
APPENDIX E: MEDIA WORKSHEETS & FORMS	22
Media Inquiry Log Form.....	22
News Interview Checklist.....	23
Post-News Interview Checklist.....	24
APPENDIX F: KEY PHONE NUMBERS/CONTACTS.....	25

OVERVIEW

The Art Institute of Indianapolis recognizes the need to be as prepared as possible for crises, emergencies, and conflicts. This crisis communications plan is designed to act as a resource in times of crisis and also serve as a reminder of the importance of *preparing* for a possible crisis situation.

What is a crisis? A crisis is any situation that threatens the business activity, integrity or reputation of EDMC and/or its Schools. These situations may be caused by natural disaster, legal dispute, criminal activity, deaths, accident, or manmade disaster affecting the company. Communication during these periods will help to manage information, minimize damage, inform the public (internal and external) and allow school locations to continue operating with minimal disruption.

This plan outlines a basic approach to crisis communication at The Art Institute of Indianapolis, containing recommendations to implement when a crisis arises. Implementing the plan in a specific situation will likely require tailoring the plan to suit the circumstance, and manage that which cannot be predicted. As such, this plan is not intended to answer all questions or fill all needs.

This plan deals specifically with crisis communication, and coincides with EDMC's various safety and emergency plans. Incorporating crisis communication best practices from other Art Institute locations, the plan outlined below should be integrated into The Art Institute of Indianapolis's comprehensive Crisis Operations plan, and formally posted with CS Public Relations as a resource for the school. The Art Institute of Indianapolis crisis communications plan should be updated at minimum on an annual basis, and when key personnel changes or re-locations occur.

COMMUNICATION GUIDELINES FOR MANAGING OUR MESSAGES

Public Relations has established fundamental guidelines related to external communication to both large audiences, or to targeted segments of the population through media outreach. All external communications should reflect our longstanding commitment to our values, vision and mission. Communicating responsible messages through responsible means serves to promote and position our organization at its highest levels, and in an ethical way.

We value the relationships that a school cultivates with employees, alumni, students, staff, community members, and the media at-large, to cooperate and respond as fully and quickly to all media inquiries. And, we'll work collaboratively with those who wish to generate favorable publicity on behalf of our organization, assuring that proper checks and balances are in place to manage the message.

MEDIA PROMISE

- ✓ Adhere to our belief to always "Do the Right Thing"
- ✓ Preserve reputation
- ✓ Ensure that communications are consistent and in keeping with our key messages.
- ✓ Ensure communications are disseminated in accordance with all legal and regulatory requirements.

GENERAL DEFINITION OF COMMUNICATIONS/PUBLIC RELATIONS

For the purpose of this crisis plan, communication and public relations are defined as activities undertaken on behalf of The Art Institute of Indianapolis to communicate with and promote messages to consumers, the media or other publics. This encompasses communications in the form of news releases, public service announcements, public relations campaigns, printed collateral, promotional videos, websites, FAQ documents, website postings, correspondence, special events and national collaborative campaigns.

RESPONSIBILITIES

It is the responsibility of The Art Institute of Indianapolis team to ensure that all public relations activities conform to these basic guidelines with the understanding that special circumstances may require a more extensive interpretation of the guidelines. This should be done in deliberation, and with the advice and counsel of CS Legal, CS Business Practices, and/or CS Public Relations, if necessary.

Those engaged in the conduct of public relations activities are responsible for communicating the guidelines to all agencies, freelancers and other suppliers who may be developing or promulgating communications or public relations materials or programs.

We have a responsibility to ensure that The Art Institute of Indianapolis is viewed, at all times, as credible and dependable sources of information to the media.

*Education Management Public Relations is responsible for supervision and administration of these guidelines.
The Vice President – Public Relations is responsible for monitoring and updating the guidelines*

CONFIDENTIALITY

It is the duty of The Art Institute of Indianapolis faculty and staff to maintain the confidentiality of certain business operations until such information has been disclosed to the public in accordance with direction from Legal or Regulatory Affairs.

DESIGNATED SPOKESPERSONS

The The Art Institute of Indianapolis school president Madeleine Slutsky, or designee, is responsible for communication with the media. All inquiries from national media outlets shall be referred first to the EDMC Vice President – Public Relations.

From time to time, and depending upon the circumstance, others may be designated to speak on behalf of the organization or to respond to specific inquiries. Employees who are not authorized spokespersons must not respond to the media or others, unless specifically asked to do so by an authorized spokesperson.

PRESS RELEASES

Public Relations will authorize the dissemination of a national news release, after it has been reviewed and approved by Business Practices. Local level press can be released in the local market by the appropriate public relations designee, with the same approval. CS Public Relations can assist in determining the national newsworthiness of a press release. (See “National Media Relations Policy,” page 16 for details.)

RUMOR

Education Management does not comment, affirmatively or negatively, on rumor or speculation echoed by any media outlet and originating from any internal or external source. CS Public Relations will respond consistently to such inquiries by saying, “It is our policy not to comment on rumors or speculation.” Certain circumstances may be considered when there may be an exception to this response.

FORWARD-LOOKING INFORMATION

Making forward-looking statements in the media should be avoided at all cost. Such information, if deemed material by Legal, will be broadly disseminated via news release and clearly identified as forward-looking.

GENERAL PRINCIPLES

- All communication offered to the media must be honest, ethical, accurate, objective, timely, and conform to our accepted principles of sound business practices.
- All external communications should be reviewed prior to public disclosure for materiality, nonpublic or proprietary information by entities such as Business Practices Committee, EDMC Public Relations, Legal and Investor Relations.
- Avoid the use of forward-looking statements.
- Communication activities should position our school, our people, and programs as favorably as possible.
- Communication should not mislead as to the benefit of our school, our people and programs.
- Only authorized spokespersons should speak on matters that reflect upon the school. Exception may be made under certain circumstances.
- Prompt, courteous and responsive service sensitive to the concern of the public and respectful of individual rights should be delivered.
- All education systems should work collaboratively to achieve coherent and effective messaging with the public when required to do so.
- When in doubt, seek the advice of CS Public Relations or Legal on issues and themes which may have horizontal or organization-wide implications that require coordination.
- All news releases to be distributed via national news wire services are to be reviewed and approved in advance by BPC and Public Relations. No other department or external agency except for CS Public Relations and CS Investor Relations is authorized to send a news release directly to a national wire service.

- Information requests from media can be received by phone, email, fax, or letter. When in doubt, forward inquiries to CS Public Relations. Requests should be handled as follows:

Trade/Business Media

Direct inquiries to CS Public Relations

Finance/Analyst/Investment Media

Direct inquiries to CS Investor Relations

Local Media

Direct inquiries to on-site PR designee; or, appropriate business unit/academic department leader

National Media

Direct inquiries to CS Public Relations

CS Public Relations Contact:

Jacki P. Muller, Vice President – Public Relations
Education Management Corporation (EDMC)
210 Sixth Avenue, 33rd Floor
Pittsburgh, PA 15222
(412) 995-7262, jpmuller@edmc.edu

CS Investor Relations Contact:

James Sober, Vice President – Investor Relations
Education Management Corporation (EDMC)
210 Sixth Avenue, 33rd Floor
Pittsburgh, PA 15222
(412) 995-7684, jsober@edmc.edu

CRISIS MANAGEMENT TEAM AT OUR SCHOOL

The Crisis Management Team (CMT) at The Art Institute of Indianapolis consists of the following individuals:

Executive Committee

School President / Madeleine Slutsky
Senior Director of Admissions / Chad Robertson
Director of Administrative and Financial Services / Greg Haslam
Dean of Academic Affairs / Dr. Darrell Brown
Director of Student Affairs / Travis Berghoff
Director of Career Services / Kristen Robertson
Director of Human Resources / Julie Saunders

Other Staff

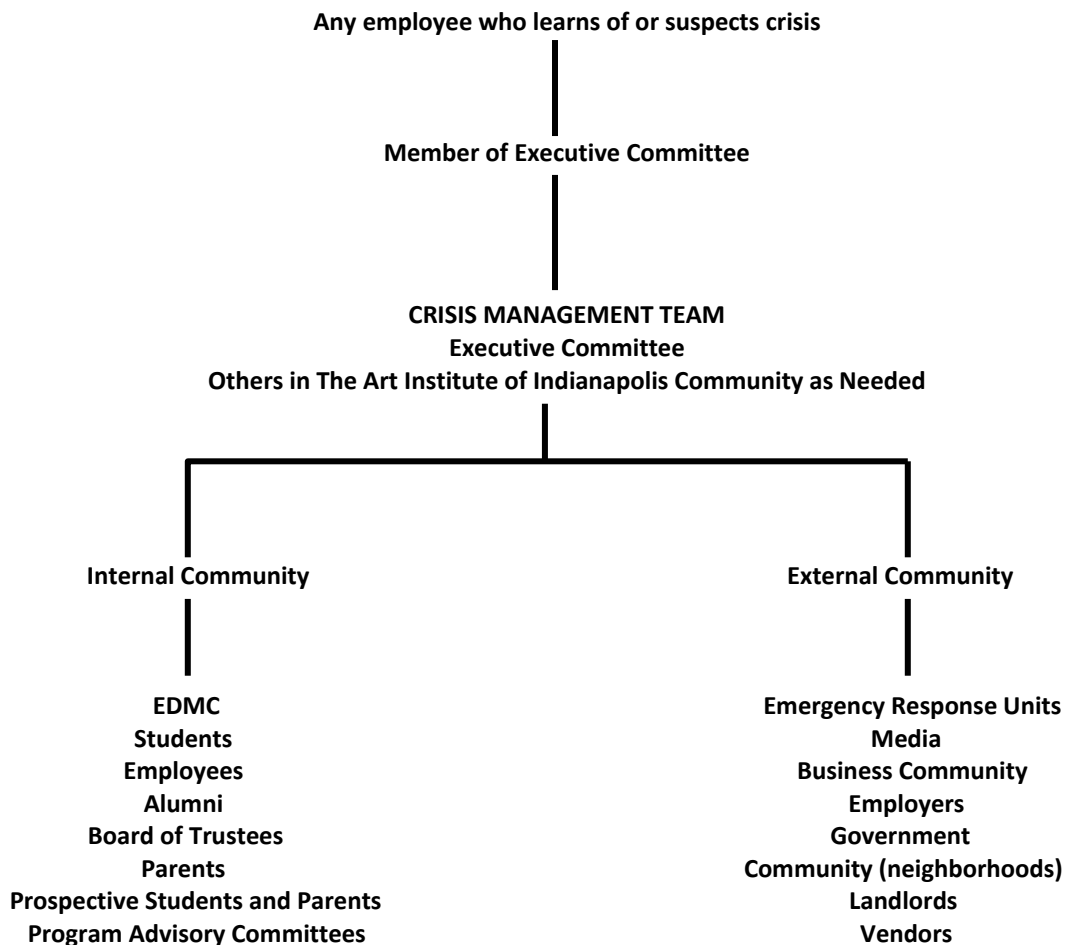
Director of Institutional Effectiveness / Russ Kennedy
Academic Department Director, Fashion / Natalie Swindell
Academic Department Director, Culinary / Marc Aguilera
Academic Department Director, Graphic Design / Greg Craddock
Academic Department Director, Media Arts / Eric Kurt
Academic Department Director, Digital Photography / Rocky Rothrock
Academic Department Director, General Education / Karen Neubauer
Program Coordinator, Interior Design / Dani Kohl
Program Coordinator, Fashion / Gary Stephens
Technical Support Supervisor / Larry Hamilton
Sr. Desktop Analyst / Dennis Jones

Sr. Desktop Analyst / Jay Ray
 Receptionist / Kia Davis
 Receptionist (evening) / Deborah Mills
 Receptionist (evening) / Terri Kaufman
 Executive Assistant / Sherri Gapinski

CRISIS MANAGEMENT FLOW CHART

FUNNEL THE INFORMATION

Any Art Institute of Indianapolis employee, upon learning of or suspecting a crisis situation, should contact a member of the Crisis Management Team (CMT) *immediately*. Because time is of the essence in crisis situations, employees must be persistent, and the Crisis Management Team must convene an emergency meeting. CMT immediately contacts appropriate EDMC personnel with news of crisis.



See **Appendix A: Audiences** for a complete list of key audiences alerted in a time of crisis.

GO TIME: COMMUNICATING DURING A CRISIS

☐ Notify Local Emergency Response (9-1-1)

If necessitated by the crisis, immediately take steps to secure staff, faculty, students and school property.

When a crisis situation arises at The Art Institute of Indianapolis the first step is to ensure the safety of employees and students. To ensure safety and swift response to an immediate threat, contact local emergency response units and appropriate governmental authorities.

*See **Appendix F: Key Phone Numbers/Contacts, Page 25** for a complete list of local emergency response contact information.*

☐ Notify School President, Madeleine Slutsky

(If s/he is not at the school, nor already aware of the crisis)

The School President (or appropriate designee) should be notified immediately and will evaluate the situation and determine whether the local crisis plan is adequate to respond to the event or if additional assistance is required.

If the School President is unavailable, a pre-determined Executive Committee member (and member of the Crisis Management Team) will serve as primary contact person during the crisis.

It is the School President's responsibility to notify his/her Group Vice President and/or Education System Head; and CS Public Relations.

*See **Appendix F: Key Phone Numbers/Contacts, Page 25** for a complete list of Crisis Management Team contact information.*

☐ Notify EDMC's Emergency Management Team

The Emergency Management Team is comprised of key decision makers, including: Senior management at EDMC, VP – Public Relations, our Education System Head, Group Vice President, VP – Security and Business Continuity, EDMC Legal, and the communications professional for that campus (if available/applicable). The Emergency Management Team will determine if others need to be brought into the crisis management process.

□ Activate Emergency Web and Phone-Based Messaging

As a crisis situation unfolds, important information about the State of the School will need to be disseminated quickly. Such information can include:

- ✓ Information regarding the status of classes
- ✓ Information regarding the location of any evacuated personnel and/or students
- ✓ Information regarding the status of any evacuated personnel and/or students
- ✓ Contact information for any appropriate relief or aid organizations
- ✓ Official statements direction from EDMC corporate

The Emergency Notification System (ENS) is a new web-based tool which schools can use for timely notification of an emergency or crisis situation. In the event of an emergency, a pop-up box can be activated on the school-level website, providing timely information about the emergency, including class cancellations. The school's Communications and Public Relations Director (or CS Public Relations, in the absence of a school PR Director) and The Art Institute of Indianapolis president Madeleine Slutsky are the only personnel with activation access to this tool (CS Public Relations is also notified when the ENS tool has been activated).

*Note: All new school websites are included in the ENS when the website goes "live" at marketing launch. New School Presidents **must** register with the AMS Application Portal to begin using ENS, and should register as soon as marketing begins. Click on "Register" link here <http://www.edmc.edu/edmcapplicationportal/Login.aspx> and fill out the New Account Request form. Once approved by CS Public Relations, the New School President will have authorization to use the ENS during a crisis.*

Notifications can be pre-written and/or recorded as templates in anticipation of certain types of events. See **Appendix C: Sample Scripts for School Closure, Page 20** for basic template messaging which can be used for Web-based or voicemail crisis communication channels.

□ Emergency Management Team Briefing by Representatives at the Incident Scene

If necessary, the EDMC Emergency Management Team will convene via teleconference as quickly as possible. At that time, the local Art Institute of Indianapolis Crisis Management Team will brief the EDMC team regarding the situation and any communications action already underway.

This Emergency Management Team determines the most appropriate course of action vis-à-vis communications and divides the work accordingly.

□ Identify Media Spokesperson

The Emergency Management Team will designate a primary spokesperson to represent the school. This person will make official statements and answer media questions throughout the crisis. A back-up to the designated spokesperson (typically the Director of Communications) should also be identified to fill the position in the event that the primary spokesperson is unavailable.

The School President, Madeleine Slutsky, serves as official spokesperson during the crisis. If necessary, in addition to the primary spokesperson and the backup spokesperson, individuals may be named to serve as experts or advisors. These experts may include representatives from functional areas at the local and/or corporate levels.

Criteria for the spokesperson, backup spokesperson, and experts include:

- ✓ Comfortable in front of reporters/TV camera
- ✓ Skilled in delivering/staying on message
- ✓ Knowledgeable about the organization and the crisis
- ✓ Accessible to the media and to communications personnel who will facilitate media interviews
- ✓ Ability to remain calm in stressful situations

Note: It can be anticipated that other parties involved in the crisis (police, fire department, health officials, etc.), will also have a spokesperson. It is important to obtain the identity of those individuals as early as possible so all statements and contacts with the media can be coordinated with those organizations/interests whenever possible.

□ Compile List of Key Media Contacts

Once the nature and location of the incident has been established, compile a list of the major news outlets in the immediate area. IF necessary, these outlets will receive official information from The Art Institute of Indianapolis on a regular basis throughout the incident and from the location itself following the incident.

- ✓ News room contact info for major, local daily newspaper/s
- ✓ Phone number for the news desk of the major news-oriented radio stations
- ✓ Phone number for the newsroom of the local television stations
- ✓ Newspapers, radio stations and television stations are tools for distributing messages to internal and external audiences.

*See **Appendix D: Local Media Contacts, Page 21** for complete list of media contacts.*

□ Develop Key Messages

After the Emergency Management Team is briefed on the current situation, the Team will identify who will draft an initial statement. The situation may require multiple statements for multiple audiences.

Statements should be:

- ✓ Factual, gathered from reliable sources and confirmed (Who, what, when, where, why)
- ✓ Sensitive to health, safety, privacy, and legal rights of The Art Institute of Indianapolis employees, students and others
- ✓ Updated on a regular basis
- ✓ Clear and specific, in providing instruction and direction going forward

See **Appendix B: Message Map, Page 19** for a chart used as an organizational tool in devising important media messages delivered during a crisis.

□ Respond/Reach Out to Media

The nature of the situation may require media outreach and/or response. Messages developed and approved by the Emergency Management Team will identify who will deliver the messages, through the designated spokesperson. Messages may be distributed to the media through a variety of channels (one-on-one, press conference, written statement, press releases, E-mail).

The media can be a valuable tool in reaching key audiences (employees, students, parents, etc. – See **Appendix A: Audiences, Page 18**) and alerting them as to the status of students, the location and classes.

Once the crisis situation has subsided, ongoing media outreach will be coordinated on a local level, supported by CS Public Relations, as required.

□ Update Recorded Messages

As official statements are updated, recorded messages and Web-based information should also be updated. The school's CMT should identify who at the school will be responsible for updating the information.

EMPLOYEE & STUDENT COMMUNICATIONS

It is a business imperative that The Art Institute of Indianapolis ensures that appropriate communication is deployed to students and employees during times of crisis.

COMMUNICATE LOCAL PLANS IN ADVANCE

Local-level emergency operations plans will spell out the “when” and “where” students should assemble in times of emergency. These locations should be publicized at the school level in advance. Additionally, the establishment of official means of communications for employees and students (emergency numbers, Call Trees, Text Trees), and member of the CMT responsible for such means, should also be pre-determined and publicized at the local level, and pre-determined who is responsible for doing so.

Some methods of local, internal communication channels include:

- ✓ Web site
- ✓ Fliers and posters in common areas
- ✓ Periodic mass e-mail reminders
- ✓ Voicemail broadcast (for employees)
- ✓ Faculty mentioning emergency procedures during classes
- ✓ Group meetings and open forums
- ✓ Student/faculty portal
- ✓ Emergency Notification System and AlertFind

Knowing where evacuated students or employees will be relocated in the event of a crisis will aid in updating them on when, if and how to report to work or class following the emergency.

THE SCHOOL COMMUNITY

Students and faculty must be periodically reminded of community emergency procedures and processes (i.e., natural disasters, bomb scare, etc.)

AFTERMATH: EVALUATION AFTER A CRISIS

After the crisis, evaluate how well it was managed by The Art Institute of Indianapolis’ team. Evaluating what was done well, and what could have been done better, will only help refine the crisis communication plan and make it more effective in the future.

- View/Read Media Coverage**
The best way to evaluate is to watch and read the media coverage of the crisis. Seeing how each of the school’s actions was covered by the press can help form future media strategies. Use the **Post-News Interview Checklist, Page 24** to help document news coverage and aid in preparing for the next crisis situation.
- Debrief**
The Emergency Management Team should convene after the crisis ends to evaluate every action taken and refine the crisis communication plan based on learnings.

- **Test the Plan**
To ensure that the plan works and is kept up-to-date, it should be tested and evaluated annually.
- **Squash Those Rumors**
Rumors may follow a crisis, further creating an atmosphere of anxiety. Take full advantage of E-mail, student/faculty portal, Web page notices, information hotlines, bulletin boards, etc. to report facts as appropriate. Voice mail broadcasts to faculty/staff, students and others with voice mail accounts can also be arranged.
- **Be There for The Art Institute of Indianapolis Community**
Make resources available to provide assistance to employees or students who have been negatively affected by the crisis. Arrange for counseling services or other resources to come to the campus to provide assistance. Depending upon the nature of the crisis, services and assistance may have been rendered by agencies, companies and/or individuals external to the campus. Ensure that applicable follow-up information, as well as thank-you letters, is forwarded to appropriate persons.

MEDIA RELATIONS: POLICIES & PROCEDURES

RESPONDING TO MEDIA INQUIRIES AT THE SCHOOL POLICY

The Public Relations Department at each school is responsible for media relations at that location.

The Director of Public Relations (or in some locations, the Director of Public Relations and Marketing, or Director of Communications) will be the media's sole contact, with a responsibility to determine story angle, deadline and manage requests for supporting material. When appropriate, the Communications and Public Relations Director will brief the school's official spokesperson or expert source in preparation for a media interview.

Media inquiries from reporters, editors, producers or researchers representing print, broadcast, or online media outlets should be immediately referred to the Public Relations Director. Should someone other than the Public Relations Director field a media call, take the reporter's name, phone number and publication and refer the call to the Public Relations Director. This will allow Public Relations to more effectively manage the flow of information. Communications professions stay abreast of areas of media interest and are prepared for inquiries. They will ensure that consistent information is being disseminated, and are well prepared to decide who is best equipped to respond to a given inquiry on behalf of the school.

It is in a school's best interest to be a reliable media source, and as such, all media inquiries should be addressed as quickly as possible. Therefore, if the Public Relations Director is unavailable, even by cell phone, and the matter is urgent, contact the campus President. And if the President is unavailable, contact an Executive Committee member.

MEDIA ACCESS TO SCHOOL PROPERTY POLICY

Our schools should welcome news media to campus just as the public is welcome to the campus. But neither the public nor reporters have a right to indiscriminate access to our buildings or other facilities. It is Public Relations' policy to be as helpful as possible to news media seeking access to facilities while upholding the school's mission of teaching, and maintaining the reasonable privacy expectation of students and others.

- Because television equipment may interfere with traffic or school activities, television crews must seek permission from the Communications and Public Relations Directors (or, School President) to set up to videotape or broadcast live from campus, and they must park in designated areas. Such permission generally will be granted for exterior work as long as it does not interfere with school operations. In certain situations, the school may limit television broadcasting to specific locations.
- In general, representatives of the news media not using cameras still need permission to enter a school or to take exterior still photographs for news purposes. However, access may be denied or limited, and pool cameras or reporting may be required, during an emergency or in situations when the Communications and Public Relations Director (or, School President) determines that unrestricted media access may become inappropriately disruptive. The goal will be for students, faculty and other members of the school community to carry out their activities with a reasonable expectation of privacy and normality while remaining free to speak openly with the media if they choose to do so.
- News media representatives must seek permission from the appropriate office (Public Relations, or School President) if they want to enter classrooms or similar facilities for the purpose of reportage. Such permission generally will be granted as long as the reporting activities do not disrupt school activities; interfere with the privacy of students, faculty or staff; or jeopardize the safety of school personnel, visitors or facilities. Residence halls are closed to news media except in rare cases with special advance arrangement.

For Night Time Supervisor/Staff/Security

If the reporter says his/her call is an emergency (that is, he/she cannot wait until the morning for any reason, take the name of the reporter, the name of the company, and phone number) and call the School President immediately.

School President's Phone Numbers

Madeleine Slutsky
Office: 317-613-4811
Mobile: 317-690-4639

MEDIA RELATIONS POLICY FOR RESPONDING TO NATIONAL MEDIA INQUIRIES

As stewards of the organization's reputation, EDMC Public Relations and Communications professional across the system are first obligated to ensure that all information is conveyed to the media consistent with legal and regulatory requirements; and, that such information is reviewed and approved by the Business Practices Committee, in cooperation and consultation, when necessary, with EDMC Public Relations.

It is a business imperative to recognize the importance of consistent message management, and the subsequent implications for not managing the message. By communicating through specified channels, we are ensuring reliable and consistent information is being provided; and, that our schools are being portrayed as accurately as possible in the media.

It is incumbent upon the organization to ensure that proper checks and balances are in place as we respond to national media interest or inquiries in order to protect our reputation and to position our schools, people and programs favorably with all audiences.

We place the company at risk when unauthorized, arbitrary or capricious use of national wire services to disseminate information occurs.

- When dealing with national media inquiries, the importance of collaboration between and among systems, their schools, the Business Practices Committee and EDMC Public Relations, must be paramount.
- National media inquiries/opportunities should be coordinated in consultation with EDMC Public Relations to determine how to respond and who best may respond. EDMC Public Relations will assist in obtaining necessary approvals, and, in counsel and agreement with appropriate entities, determine requisite courses of action in responding to national media inquiries/opportunities.
- The inquiry/opportunity may be managed by the system/school public relations professional or executive team members if it is determined that a response originating from the system/local level is appropriate.
- EDMC Public Relations evaluates and determines newsworthiness of media interest, and is an integral part of the media communication process.
- The President or a designee from EDMC shall serve as the media spokesperson in times of crisis or when addressing information pertaining to the school and its operations.
- Faculty or staff may serve as additional media sources to round out a positive feature story, but should not comment on any matters of school policy, financial or operational issues.
- EDMC Public Relations/Corporate Communications/Investor Relations is responsible for the transmission of news releases over wire services. No other department or external agency is authorized to do so on behalf of EDMC or its affiliates.
- Reporters work on tight deadline and require prompt response. It is our aim to be a reliable source of information to those in the media with whom we have a relationship – and with those we aspire to work with in the future. As we continue to establish ourselves as that reliable source, it is imperative that our schools are viewed as credible and dependable partners.

MEDIA RELATIONS: TIPS FOR A GOOD INTERVIEW

The nature of a crisis situation may require media outreach and/or response. Messages developed and approved by the EDMC Emergency Management Team and delivered through the designated spokesperson may be distributed to the media in the most appropriate format (one-on-one, press conference, written statement, press release, E-mail).

The media can be a valuable tool in reaching key audiences (employees, students, parents, etc.) and alerting them as to the status of students, the location and classes.

Once the crisis situation is declared concluded, ongoing media outreach will be coordinated on a local level with the assistance of CS Public Relations, as required.

MEDIA INTERVIEW TIPS DURING A CRISIS

- ✓ All media should be treated equally. What is given to one (such as access to an area affected by the crisis) should be available to all media.
- ✓ Reporters may ask to speak to staff, faculty or students who are involved with or have been affected by the crisis. It is best to **restrict** all interviews to the primary spokesperson, back-up spokesperson or technical experts. However, if it is possible to provide the media with the access they desire, it should be carefully considered as media may decide to seek the interviews without the school's consent.
- ✓ All calls from the news media are to be referred directly to School President Madeleine Slutsky
- ✓ Be prepared: gather facts and communicate only what you know.
- ✓ Practice questions and answers (as appropriate).
- ✓ Avoid jargon, industry language, and internal abbreviations. Keep in mind that you are talking to the general public during an interview.
- ✓ Don't volunteer information unless it is a point the school wants to make and the question hasn't been asked.
- ✓ **Don't talk off the record** – there's no such thing.
- ✓ The words **"no comment"** should be avoided in dealing with the media, even if you have a legitimate reason not to talk. If a subject is too sensitive to discuss with a reporter, try to explain why. If a question involves a legal action, for example, explain that you cannot discuss litigation. **If proprietary information is requested, you can simply say that the school does not disclose that kind of information.**
- ✓ Issue joint press releases with city and state officials, if necessary.
- ✓ Prepare a conference room for regular briefings and equip the room. Depending on location and crisis level, there may be more than just the local media in attendance. Ensure that a podium, microphone, and outlets for lights, computers, and other media equipment are available. Have a fax machine available for press use. Have media kits, press releases, fact sheets and backgrounders available for additional information. Simple refreshments, such as coffee and water, are a nice gesture, but not a requirement.
- ✓ Stay in control. Don't panic.
- ✓ Be honest and straightforward.
- ✓ Tell the truth – **always**. Do not lie, mislead, or speculate.
- ✓ Tell reporters if you don't know. It's OK if you don't have all the answers, but follow-up when you have more information.
- ✓ Make sure someone is answering phones and taking down call back info.

- ✓ Before speaking with reporters one-on-one, find out what they know about the situation first.

CONTACT LOG

Establish a log and record all telephone calls from the media (or other parties) inquiring about the crisis. This will help to ensure that required callbacks are not overlooked.

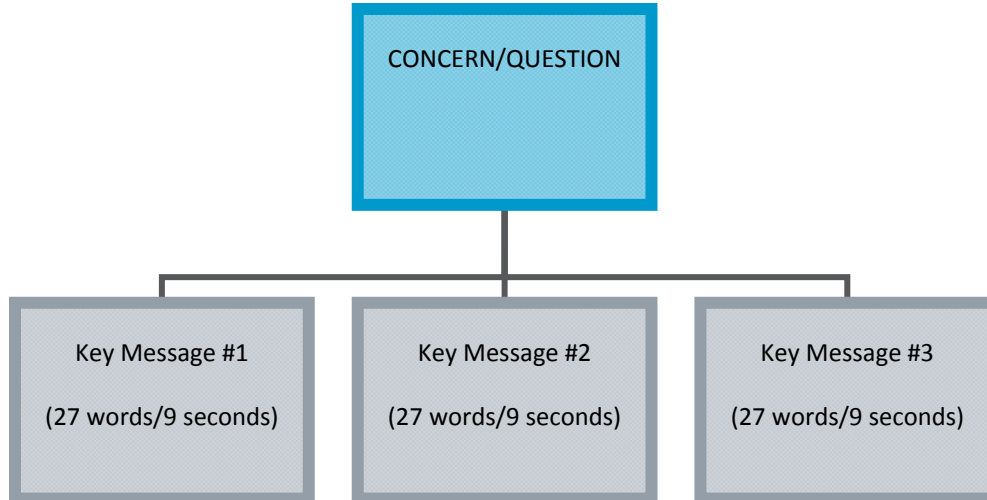
See **Appendix E: Media Worksheets & Forms, Page 22**, for blank media worksheets. Print out and share copies of these worksheets and forms with every employee, in the event that s/he receives a call from the media during a crisis situation.

APPENDIX A: AUDIENCES

When working on a crisis, consider the following potential audiences (in alphabetical order) and the most effective method of communicating with each:

- Alumni
- Boards of directors
- Community (where campus is located and employees live, neighborhood coalitions, community organizations, Chambers of Commerce)
- Emergency response groups
- Employees
- Government: Local, state, regional, national, international (Canada)
- Landlords
- Legislative/regulatory agencies
- Media: General, local, national and international
- Parents
- Prospective students
- Students
- Vendors

APPENDIX B: MESSAGE MAP

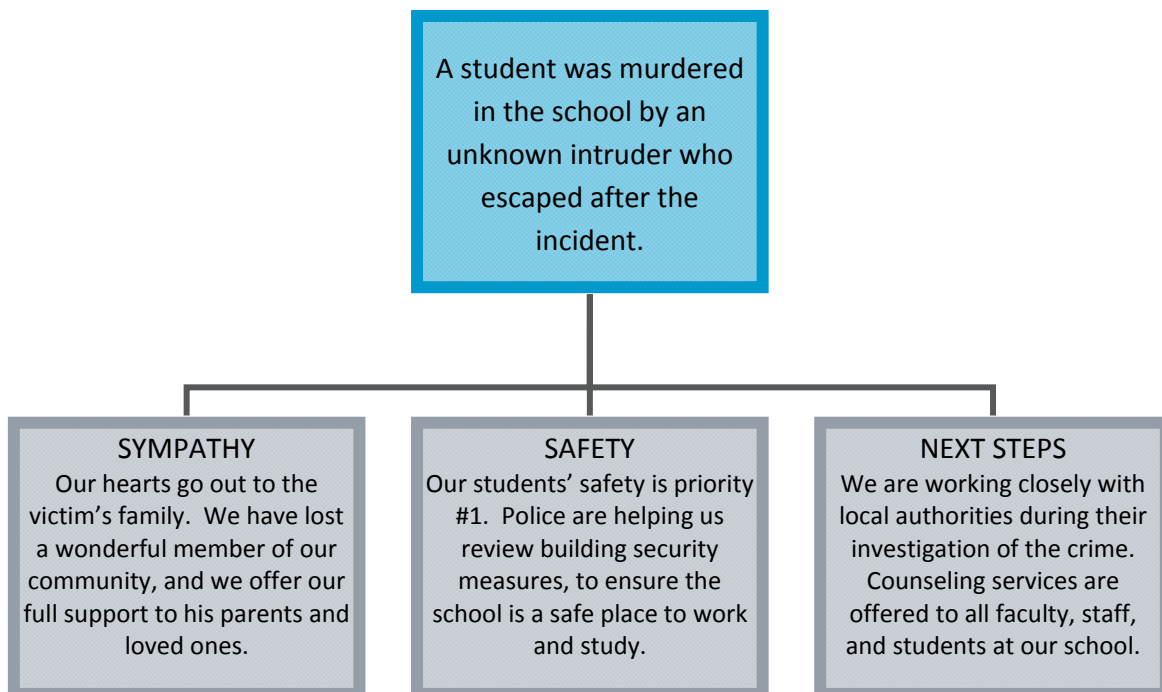


In a high-stress situation, the brain can retain an average of three (3) messages at one time.

This Message Map can serve to help you organize your media message points cohesively.

For each question or concern, develop:

- ✓ Three (3) key messages
- ✓ Within each message, develop a talking point of 27 words or 9 seconds max

SAMPLE:

APPENDIX C: SAMPLE SCRIPTS FOR SCHOOL CLOSURE

Following an incident, school personnel working phone lines and/or pushing content to an Emergency Website can issue the following statement (updated as appropriate on an ongoing basis to reflect the latest developments):

“The Art Institute of Indianapolis will be closed beginning <date> due to <incident>. Classes are tentatively scheduled to resume on <date>. We are monitoring the situation and will provide further updates as needed. Interested parties may check the Emergency Web site <address to be provided> or dial <phone number to be provided> for updates. Thank you.”

If necessary, voicemail boxes may be established to automate and facilitate the answering of calls. Sample script:

“Thank you for calling The Art Institute of Indianapolis. This message was recorded on <date>. Due to <incident>, the school is closed today <date> and is scheduled to reopen on <date>. You may tune into local television and radio stations for more details or visit our Web site at (Emergency Web address to be provided) for additional updates. Officials are currently evaluating the status of (faculty/staff/students/campus facilities). Please continue to check this voicemail for updates. If you’d like more information, please (press button).”

APPENDIX D: LOCAL MEDIA CONTACTS

Identify key local media outlets and contact information for this Appendix. This list will be invaluable during a time of crisis, when there will be little or no time to conduct such research. Consider including the same media information used during non-crisis situations (for example, class cancellations due to inclement weather). Consider conducting a search on Cision (an online tool accessible to all Ai school PRDs and PR designees), to identify what the key media outlets/contact information should be for this list.

TELEVISION STATIONS

WISH TV-8
317.923.8888
newsdesk@wishtv.com

WTHR TV-13
317.636.1313

WXIN Fox TV-59
317.632.5900
lmrosenthal@tribune.com

WRTV TV-6
317.635.9788

NEWSPAPERS

The Indianapolis Star
317.444.4000

RADIO STATIONS

WIBC 93.1
317.637.6397
news@wibc.com

WLHK 97.1
317.266.9700

WZPL 99.5
317.816.4000

APPENDIX E: MEDIA WORKSHEETS & FORMS

MEDIA INQUIRY LOG FORM

Fill out a separate form for each media call.

Your Name: _____ Date and Time of Call: _____

Name of publication, radio station or television station: _____

Name of Reporter/Producer/Editor: _____

Deadline: _____

Phone Number: _____ FAX Number: _____

Media E-mail Address: _____

Reporter's deadline: _____

School Spokesperson: _____

Thrust of Reporter's Story:

Other people being interviewed for the story:

Date story expected to run: _____

APPENDIX E: MEDIA WORKSHEETS & FORMS

NEWS INTERVIEW CHECKLIST

Interviewer Name: _____

Interview Date/Time: _____

Name of Publication/Radio/TV: _____

Deadline: _____

Phone Number: _____

Topic: _____

Purpose of interview: _____

Anticipated questions:

Three Most Controversial or Negative Issues:

1. _____

2. _____

3. _____

Three Most Positive Issues:

1. _____

2. _____

3. _____

Our Three Key Messages:

1. _____

2. _____

3. _____

Our Single Overriding Communications Objective:

APPENDIX E: MEDIA WORKSHEETS & FORMS

POST-NEWS INTERVIEW CHECKLIST

Date/Time: _____

Interviewer's Name and Media Outlet: _____

Interviewee at School: _____

Topic: _____

Key Points Made During Interview:

1. _____

2. _____

3. _____

Number of key messages printed or broadcast: 1 2 3

Negative or Unanticipated Questions: _____

EVALUATION Positive Experience () Negative Experience () Neutral ()

Explain: _____

Did the reporter ask informed questions? Yes () No ()

Would you grant another interview to this reporter? Yes () No ()

If the answer above is "Yes," did you get the reporter's phone number or address or otherwise open a line of communication for the future? Yes () No ()

POST-PUBLICATION or BROADCAST REACTION

Was the story balanced in your view? Yes () No ()

Explain: _____

Additional Follow-Up Required? _____

APPENDIX F: KEY PHONE NUMBERS/CONTACTS

The Art Institute of Indianapolis
3500 Depauw Boulevard, Suite 1010
Indianapolis, IN 46268
317.613.4800 or 866.441.9031

SCHOOL PRESIDENT

Madeleine Slutsky
Office: 317.613.4811
Mobile: 317.690.4639

SENIOR DIRECTOR OF ADMISSIONS

Chad Robertson
Office: 317.613.4921
Mobile: 317.430.6264

DIRECTOR OF STUDENT AFFAIRS

Travis Berghoff
Office: 317.613.4815
Mobile: 317.407.6006

DIRECTOR OF ADMINISTRATIVE AND FINANCIAL SERVICES

Greg Haslam
Office: 317.613.4810
Mobile: 317.690.4640

BUILDING SECURITY COMPANY

Securatex
800.465.0544 ext. 6

LANDLORD/BUILDING MANAGER

Cassidy Turley
Becky Fields
317.875.5055

POLICE

Indianapolis Metropolitan Police Department
50 North Alabama Street
Indianapolis, IN 46204
Emergency: 911
Non-Emergency Number: 317.327.3811

GROUP VICE PRESIDENT

Roger Gomez
Office: 818.299.5250
Mobile: 310.460.9468

DEAN OF ACADEMIC AFFAIRS

Dr. Darrell Brown
Office: 317.613.4809
Mobile: 317.775.8888

DIRECTOR OF CAREER SERVICES

Kristen Robertson
Office: 317.613.4912
Mobile: 317.517.3598

DIRECTOR OF HUMAN RESOURCES

Julie Saunders
Office: 317.613.4804
Mobile: 317.690.4641

FIRE DEPARTMENT

Pike Township Fire Department
4881 West 71st Street
Indianapolis, IN 46268
Emergency: 911
Non-Emergency Number: 317.347.5860

LOCAL HOSPITALS

St. Vincent Hospital
2001 West 86th Street
Indianapolis, IN 46260
Emergency: 911
Non-Emergency Number: 317.338.2345

NOTES