



## **UE's ProResponse and crisis communications**

ProResponse, a benefit United Educators offers to its member clients, provides a school with expert crisis communications services — generally at no cost — to help protect the institution's public image.

To be eligible for ProResponse, the crisis does not need to be public, nor must it lead to a liability insurance claim. Rather, United Educators says the key aspect is that, in the opinion of school officers or trustees, the school's reputation or standing in the community is at risk of material damage.

If your school has both general liability (GL) and educators legal liability (ELL) coverage, making use of ProResponse is easy:

- 1) Engage Fine Point Communications to handle your crisis communications.
- 2) Notify UE within 10 days of the event that precipitated the crisis or of when the crisis was discovered by or reported to the school.

UE will pay Fine Point up to \$15,000 for services; no prior approval is necessary. (The school must obtain UE approval to cover services *above* that amount, up to another \$60,000.)

ProResponse is a member benefit, not a coverage. So expenses covered by ProResponse do not count toward a school's self-insured retention (SIR) or deductible, nor do they erode any policy limit. The ProResponse benefit resets each year, with no balance carried over.

ProResponse can also be tapped to provide trauma/grief counseling, sexual misconduct investigation services and threat-assessment case consultation. For more information on ProResponse, visit United Educators at <https://www.ue.org/working-with-you-for-members/proresponse/>.