

STANDARD OPERATING PROCEDURE

	Version:	2.0
	Approval Date:	08/11/2026
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Title:	Emergency and Critical Incident Escalation	

SOP Owner:	Department:	Applies To:
Risk Manager	Operations & Risk Management	Supervisors & Managers

Purpose

To ensure any situation posing a risk to child or staff safety, property, assets, or the organization's reputation is communicated immediately and consistently, with clear responsibilities and timelines for leadership response.

Scope

This SOP applies to all site-level staff, support team members, and field managers responsible for AlphaBEST-operated programs and sanctioned events.

Escalation Responsibility and Ownership

No single employee is responsible for determining whether an incident requires escalation. If an incident meets the established escalation criteria, it must be reported immediately. Once notified, the established escalation team will determine the appropriate response level, assign ownership, and coordinate next steps. Qualifying incidents should not be independently managed or resolved within a single department, region, or site without appropriate notification, alignment, and oversight from the escalation team.

What Requires Immediate Escalation

- Injury requiring professional medical treatment (ambulance, ER, urgent care)
- Fire, explosion, or major property damage
- Theft, burglary, or significant loss of company, school, staff, or participant property
- Police, fire, or CPS involvement
- Credible threats (weapons, bomb threats, severe violence)
- Suspected abuse or neglect allegations
- Any incident likely to draw media attention or reputational risk
- Workplace Violence

Immediate Steps to Take On-Site

- Prioritize emergency response: Call 911 if needed and ensure safety.
- Secure the area to prevent further harm.
- Preserve any evidence related to the incident.
- Email or text basic facts to your supervisor: who, what, where, and when (no opinions or assumptions).

Evidence Preservation

For all incidents requiring escalation:

- Video: Secure all footage; if managed by a third party (e.g., school), request immediate retention.
- Documentation: Retain photos, statements, emails, and texts.
- Data Integrity: Do not alter, edit, or delete any records.

Communication Timelines and Responsibilities: Field Manager

Immediate (*within 1 hour*):

- The Site Director notifies their field manager and provides the initial facts: who, what, where, and when.
- The Field Manager escalates the incident to the Regional Director and the Risk Manager.
- Regional Director notifies Vice Presidents of Operations and Programs.

Short-Term (*within 3-6 hours*):

- Regional Director coordinates next steps, including:
- Required licensing or regulatory notifications.
- Internal leadership updates.
- Communication planning: Parent, staff, or customer communication planning as needed.
- Incident report: Completion or initiation of the incident report.
- Response meetings with appropriate partners.

Communication Timelines and Responsibilities: Support Team

Immediate (*within 1 hour*):

- The team member notifies their supervisor and provides the initial facts: who, what, where, and when.
- Support team member escalates the incident to their Director and the Risk Manager.
- Director notifies their appropriate VP or ELT member.

Short-Term (*within 3-6 hours*):

- Director coordinates next steps, including:
- Required regulatory notifications if applicable.
- Internal leadership updates.
- Communication planning: Team members as needed.
- Incident report: Completion or initiation of the incident report.
- Response meetings with appropriate partners.

Official Incident Notification

As soon as sufficient facts have been gathered, an official notification email must be prepared and distributed to:

- Appropriate Vice President or ELT member
- Risk Manager

The notification should include:

- Incident timeline
- Known facts
- Actions taken
- Witness statements

Follow-Up (Within 24 Hours)

- All incident reports submitted.
- Final parent communications approved and sent if applicable.
- Staff statements collected.
- Internal leadership debrief held.

Media and Public Communications

- Do not speak to the media. Refer all inquiries to the Vice President of Brand Strategy & Marketing
- **Social media:** Regarding escalated incidents and related investigations, confidentiality should be maintained to protect the privacy of all parties involved. Posting on social media platforms regarding an active investigation is not allowed. Please be aware that any social media activity, including comments, posts, or speculation regarding critical incidents, creates a permanent digital record that may be subject to discovery in legal proceedings.
- **Approval required:** Any public-facing communication, social media response, statement, or messaging related to an incident must receive prior approval from the Vice President of Brand Strategy & Marketing before publication or distribution.

Confidentiality Expectations

- **Need to know:** Information regarding incidents should only be shared with individuals who have a legitimate business need to know.
- **Avoid discussions:** Employees should avoid discussing incidents with uninvolved staff, parents, community members, or external parties.
- Maintain confidentiality throughout any investigation or review process.
- **Factual information only:** Record and communicate factual information only. Avoid speculation, assumptions, opinions, or unofficial discussions that could compromise the integrity of the investigation or the privacy of those involved.

Questions or Uncertainty

When in doubt, **escalate**. If unsure whether an incident qualifies as an emergency or critical incident, contact your supervisor immediately.