

Rick J. Kaufman, APR

Rick is the Executive Director of Community Relations and Emergency Management for Bloomington (MN) Public Schools. Rick is a nationally respected consultant and trainer on emergency management and crisis communications, having worked in public schools and emergency management for more than 30 years.



In 1996, Rick developed the first full-scale active shooter drill in a school setting while employed at Sheboygan (WI) Area School District. Three years later, the unthinkable happened when on April 20, 1999, two students attacked Columbine High School in Littleton, Colorado, killing 13 and wounding 26 others. Among the first to arrive on scene, Rick provided emergency triage and rescue operations before assuming co-leadership of the Columbine Crisis Response Team.

For the past 20 years, Rick has worked with hundreds of law enforcement and emergency management agencies, and school systems throughout the U.S. to improve safety and security measures, and emergency response. He's provided counsel to Broward County Public Schools, San Bernardino City Unified School District; New York Education Commission and New York City Schools; U.S. Department of Education, Los Angeles Office of the FBI, Association of State Colleges & Universities, and the National School Boards Association. Rick also served a 35-day assignment in Baton Rouge and New Orleans, LA as a FEMA Field Coordinator for public information officers as part of the national response to Hurricane's Katrina and Rita (2005).

Rick is the author of *The Complete Crisis Communication Management Manual for Schools*, and served as a presenter/panelist/content expert at the *We Are Columbine: 20 Years Later* symposium, MN School Law Conference, Wisconsin School Safety Summit and former U.S. Senator Al Franken's School Safety Summit.

Rick has directed school communications programs in Wisconsin, Colorado and Minnesota, and served as a special consultant with the Wisconsin Department of Public Instruction. He is past-president of the National School Public Relations Association (NSPRA) and Wisconsin School Public Relations Association (WSPRA), and served as a director with Wisconsin, Colorado and Minnesota state chapters of NSPRA.

Rick was awarded the Public Relations Society of America's inaugural *Public Relations Professional of the Year* honor in 2000. He's also earned PRSA's *Silver Anvil Award of Excellence*, and NSPRA's *Gold Medallion* five times for excellence in communications programs. In March, he was inducted into the *Wisconsin Dells High School Distinguished Achievement Hall of Fame* for notable success from extraordinary accomplishment and a career of exceptional professional and humanitarian achievement.

Rick holds a Bachelor of Science degree from the University of Wisconsin-Stevens Point and is accredited (APR) by the Public Relations Society of America. He is the father of two children, and a first-time grandfather.