

News Release: Accountability Project Institute Releases Research on Strategic Communication in Crisis for Universities

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Accountability Project Institute, a leading authority in higher education research, is proud to announce the release of its latest white paper, *Strategic Communication in Crisis: Research-Driven Best Practices for Universities*.

This comprehensive report offers actionable insights and evidence-based strategies to help universities navigate crises effectively through strategic communication.

Developed through extensive research and analysis, the white paper addresses the critical role of clear, transparent, and timely communication in maintaining trust and resilience during university crises, such as public health emergencies, financial challenges, or reputational issues. Key findings include:

- The importance of proactive messaging to build stakeholder trust.
- Best practices for leveraging digital platforms for real-time updates.
- Case studies of universities that successfully managed crises through strategic communication.
- Frameworks for aligning communication strategies with institutional values.

“Universities face unique challenges during crises, and effective communication is paramount to preserving their reputation and community trust,” said Michael Coulter, PHD., Board Chair. “This report equips university leaders with research-backed tools to respond swiftly and strategically, ensuring clarity and confidence in their messaging.”

The white paper is designed for university administrators, communication officers, and crisis management teams to provide a robust framework for crisis communication planning.

The full white paper is available for download at AccountabilityProjectInstitute.com/Research.

About Accountability Project Institute

The Accountability Project Institute is a research-driven organization dedicated to educating the public and keeping our officials accountable. We’re here to bridge the gap between research and accountability—empowering people with the information they need to understand the world and advocate for positive change.

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