

# **A Study on Teachers and Administrators' Crisis Management Strategy in Both Secondary and Primary Schools through Investigation into the Ways of Handling "Traumatic Events among Students"**

## **Abstract**

Crisis management, as an important part of the study of management and public relations, has gradually been gaining great attention by public and private organizations in Europe and North America since the 1980s. In terms of school crisis, students' injury and death events are most serious.

Nowadays, most of the crises happening in primary and secondary schools are food poisoning, collapses of school buildings, drowning, school violence and even suicides. If the crises were not appropriately handled by the school, greater harm would result in such a way that the victim student, his/her family and society would lose confidence in the school's ability of handling crises and daily executive management and would even charge the school for legal responsibility. Therefore, in the present social and educational environment, it is necessary and inevitable for the school executive management staff to find a way to prevent and control school crisis, handle and respond to crisis appropriately so that the harm brought to the victim and negative effects impacted on the school's management system, responsibility and reputation will be minimized.

Through questionnaires, interviews and on-the-spot observation in primary and

secondary schools in Shanghai, this thesis is a research study based on the crisis management theory and directed at the school executive management staff's ways of handling student accidents. The study aims to examine the causes, types and effects of student accidents that happen in primary and secondary schools in Shanghai and to look into the knowledge of crisis management that teachers and executive staff currently possess and their strategic ability of handling student accidents.

Finally, based on the results of the research, the researcher makes suggestions to school management staff, authorities in charge of education and other related researchers in hope of contributing to the development of the crisis management theory which will help primary and secondary schools in various regions of China to handle student accidents more appropriately.

**Key words:** primary and secondary schools, student accidents, crisis management