ANNEX D: EMERGENCY INFORMATION AND COMMUNICATIONS PLAN

Purpose: The purpose of this plan is threefold**:**

1. Outline the multiple communication mechanisms in place to inform university employees, tenants, students, and families, as well as agencies and organizations off campus, of campus emergencies, and to provide information about how to become and remain informed during an emergency.
2. Identify the incident alert communications procedures to be employed by university first responders for Emergency Management Advisory Group (EMAG) notification, Leadership and Policy Group (LPG) notification, and potential activation of the Emergency Operations Center (EOC).
3. Emphasize that during an incident or emergency on campus the Office of Public Affairs (OPA) is the only organization authorized to release information to local media and the general public. The university will speak with one voice and OPA will be the clearinghouse for all incident and emergency information.

Communication with the General University Population:

General Overview: The university's approach to emergency communications to the general population is to use a broad array of communications tools, with redundancy, to get the word out as quickly as possible and to as many individuals as possible. Text messaging using the Emergency Alert System (EAS) is the primary means the university has implemented. This mechanism will be used to steer students and other members of the university population to the university home page and emergency information website for additional information. The university may also utilize campus priority e-mail, campus electronic messaging boards, Twitter, Facebook, and the MYNAU portal, as well as local media, to communicate emergency information. These modes of communication will be managed and supervised by the OPA, which will serve as the single source and clearinghouse for all incident and emergency related information.

Alert Text Messaging: The university has developed a system by which to send text messages to cell phones of the general university population in the event of a campus emergency or university closure. An alert will be sent to everyone who has registered his or her text-enabled cell phone. Messages will contain brief safety instructions and/or brief details as to where to get more information about the alert. Students must register for this service online through the nau.edu/naualert. Employees are encouraged to enroll their cell phone numbers. Employees with university-sponsored cell phones or who receive a cell phone allowance are required to register that number. Once registered, the contact number will be active until the alert system is notified that the number has changed or the student or employee is no longer affiliated with the university. This service is not intended for family member primary registration; however, students are allowed to enroll a total of three numbers into the alert system, two of which can be for family members. Please see below for the primary means for parents to be kept informed during an emergency.

Comprehensive Communication: Upon the confirmation of a significant emergency or dangerous situation involving an immediate threat to the health or safety of students and employees occurring on the campus, the university will immediately notify the campus community using a systemized emergency communication procedure (EAS). The university has developed an integrated and comprehensive procedure which includes all of the following emergency alert systems: cell phone text messages; priority e-mails; indoor notifications utilizing campus electronic bulletin boards; Internet notifications at the university home page, the university emergency information web site, MYNAU portal, Facebook and Twitter; broadcast using university police department patrol cars, campus phone trees, and local radio and television stations.

In addition to the notification of the on-campus community, the university will also report any significant emergency or dangerous situation to the local community. The initial report will be executed by university police department. The OPA will manage all follow-up reports and all communications to local and regional media. This will ensure the university sends consistent information to those off campus.

The university will, without delay, and taking into account the safety of the community, determine the content of the notification and initiate the notification system, unless the notification will, in the professional judgment of responsible authorities, compromise efforts to assist victims or to contain, respond to, or otherwise mitigate the emergency.
The emergency notification process involves the receipt of information, the verification of this information, and the evaluation of the information, which then sets into motion the following actions:

- Determination if the entire Flagstaff community or just the campus community will receive the emergency alert notification.
- Compilation of the content of the emergency alert message.
- Activation of the campus EAS and the redundant communications capabilities listed above.
- Potential activation of the campus EOC.

The following individuals, at a minimum, will routinely be involved in making these determinations/decisions:

- The emergency manager
- The university police chief or designee
- The public information officer or designee

The EAS equipment is tested at least twice annually (typically, more frequently) to ensure it is working properly. At least once per calendar year the university will conduct a full activation of the EAS, which will be advertised to the university and local communities beforehand.

How NAU Communicates with Parents/Families During an Emergency:
Families may obtain information about campus emergencies by going to
http://www5.nau.edu/emergencyinformation. Additionally, the Office of Student Life works to keep students' families informed about important university information. In the event of a crisis,

the office will send updates on any changes to university operations (class schedules, housing, dining, etc.) via the following means.

- E-announcements to the Parent and Family Services e-mail list. Families must be registered to receive *The Backpack.*
- Recorded messages and staff assistance available on the Parents' Helpline.

We do need to emphasize that parents/guardians **should not** contact the main emergency number, which is staffed by the university police department, to check on the status of a crisis situation. This can overload phone lines and hamper emergency personnel's ability to manage the situation.

Alert Communication within Emergency Management Advisory Group, Leadership and Policy Group, and off-campus first-responders: The EMAG and university leadership have been established as alert 'groups' and will be notified via a simultaneous page/text message through the EAS by one of three entities: university police department, the emergency manager or OPA. If the situation demands, off-campus first responders will also be notified via the university police department dispatch. After the initial notification has been made, OPA will be the clearinghouse for all future communication intended to keep the general population and media informed.

Proactive Measures to Prepare for/Prevent Emergencies: Safety is a shared responsibility. There are many resources and strategies students should use to help prevent a personal or campus emergency. These include, but are not limited to, the following:

- All students should register for campus emergency text messaging (EAS),
- Read e-mail announcements about campus crime updates.
- Blue-Light Phones are strategically placed around campus, such that anyone can reach the NAUPD with the touch of a button in an emergency.
- Emergency Plan for Students with Special Needs– Students with disabilities, such as a hearing impairment, should work with the Disability Resources and Residence Life to make arrangements for emergency plans suitable for their needs.
- Report suspicious activity. Students should be vigilant about ensuring the safety of themselves and the community. If they see or are aware of dangerous activity, they should contact NAUPD immediately at **3-3000** or **9-1-1**.

More information about the university's emergency preparedness and communication plans are available on line http://www5.nau.edu/emergencyinformation.