

FMU EMERGENCY PLAN APPENDIX 2

EMERGENCY COMMUNICATIONS

Broadly defined, telecommunications comprises the university's data network, telephone systems, cable TV, educational systems, and centralized information services. These systems can be dramatically stressed during a crisis. By using all available methods; e-mail, voice mail and text messaging, we improve our odds of reaching our community in the event of an emergency. The university on-campus phone system may be swamped by internal and external problems. External cellular telephone systems and the Public Switched Telephone Network (hardwire telephone systems off campus) can expect a huge demand increase and may experience some blocking of calls during the initial periods of a crisis.

- A. PURPOSE:** To establish notification policies and procedures to be adhered to by the student body, faculty and staff during an emergency and describe procedures to follow when notified of a potentially life threatening incident or natural disaster.
- B. ACTIVATION:** The following individuals can determine if an emergency situation exists and instruct the Emergency Alert System be activated:
- President
 - Provost
 - Vice President for Business Affairs
 - Vice President for Student Affairs
 - Chief of Campus Police
- C. GENERAL INFORMATION:** Real Time Emergency Notification can provide a mechanism for campus authorities to provide guidance while an emergency is ongoing, including both information about the nature of the emergency, and actions which the community can take, such as avoid a particular area of campus, shelter in place, be on the lookout for/report the location of a missing, child, disoriented or elderly person, watch for severe weather, evacuate a particular building, class cancellation, etc. Several different communications avenues are available to notify the community of emergencies. A siren system will augment other methods of communications primarily covering outdoor spaces. The Swamp Fox Alert System will send warnings and emergency information by text-message, e-mail and voice mail to campus community members and cell phones.
- The system is designed to notify members of the campus community in a particular part of campus, such as those in a particular building, those with responsibility for particular facilities or buildings (building managers, resident staff) executive leadership, or emergency response teams.
 - Communications with those who may be at home or in transit pose other difficulties as does communications with parents and others who may be worried about family members at the site.
 - FMU will send text messages for emergency purposes only to cell phone numbers of those who have subscribed to the system.
 - Emergency text messages should produce immediate action.
 - Follow-up messages may be sent as the situation develops or concludes.
- D. PROCEDURES:**
- **E-Mail:** All students are required to provide a preferred, active "E-mail address" for on-line registration. This provides an avenue for contact. E-mail will continue to be one method for contacting community members in an emergency. This method will be augmented by the method listed below.

- **Voicemail Calling Groups:** Voicemail call groups were developed to pass information to on campus telephones with voice mail capabilities. One voicemail call group per building consists of all phone extensions within the building with a voicemail capability. This group can be used for reporting a problem limited to a single building. An "all call" group incorporates each of the single building groups. This "all call" group will be used for reporting issues of interest to everyone. A final call group consists of the President's senior staff allowing one call to alert senior staff members on issues. The voicemail calling groups are a communications enhancement, not a stand alone entity. This voicemail calling group is a communications enhancement that augments Swamp Fox Alerts, regular e-mail channels and/or siren.

- **VOICEMAIL GROUP USE INSTRUCTIONS - ON CAMPUS**
 - From your extension dial "4622"
 - When connected, enter your password
 - When you hear the voice, press "2" to send a message
 - When prompted enter the mailbox number of the group you want to send the message to.
 - When prompted after entering the group number press "2" to start your recording.
 - When finished press "2" again to stop recording.
 - If you want to review the message prior to sending press "6"
 - If you are satisfied with your message press "5" to send it.
 - The message will be sent to the group you selected.
 - To send the message to another group press "1" and follow the prompts
 - To send to no one else press "9"
 - Hang up

- **VOICEMAIL GROUP USE INSTRUCTIONS - OFF CAMPUS**
 - From off campus you need to dial in on the FMU number "661-4622"
 - When you hear the start of the greeting press the "#"
 - At the prompt enter your "mailbox" number – your on campus extension.
 - When prompted enter your password.
 - When you hear the voice, press "2" to send a message
 - When prompted enter the mailbox number of the group you want to send the message to.
 - When prompted after entering the group number press "2" to start your recording.
 - When finished press "2" again to stop recording.
 - If you want to review the message prior to sending press "6"
 - If you are satisfied with your message press "5" to send it.
 - The message will be sent to the group you selected.
 - To send the message to another group press "1" and follow the prompts
 - To send to no one else press "9"
 - Hang up.

- **Campus Alert Siren System:** Federal Signal siren notification system also provides a means of notifying persons outdoors of emergencies. The system has seven pre-recorded messages. There is a public address capability in the FMUPD office that allows for voice input for unusual situations from a missing child during a special event to a violent incident at a particular location. For each message the siren will "ramp up" to full volume in 5 seconds, the steady tone will play for 5 seconds and the pre-recorded message or the PA announcement will be provided twice. The pre-recorded list is:

- **SYSTEM TEST:** Attention: The following is a regular test of the outdoor warning system. This is not an emergency. This is only a test. This is the regular test of our outdoor warning system. This is only a test.
 - **TORNADO WARNING:** Warning! A tornado warning has been issued for the FMU area. Please take shelter immediately. A tornado warning has been issued for the FMU area. Please take shelter immediately.
 - **SEVERE THUNDERSTORM WARNING:** A Severe Thunderstorm Warning has been issued for our area. There is a possibility of heavy rain, lightning, or hail. Please take shelter indoors. Severe Thunderstorm Warning for our area. There is a possibility of heavy rain, lightning or hail. Please take shelter indoors.
 - **HAZARDOUS MATERIALS INCIDENT:** Attention: A hazardous materials incident has occurred in our area. Go inside, close all windows and doors, and turn off all ventilation systems, air conditioners, and heating units. Be alert for further instructions. Repeat, a hazardous material spill has occurred in our area. Go inside, close windows and doors; turn off ventilation, air conditioners and heating units.
 - **HURRICANE WARNING:** Hurricane warning. A hurricane warning has been issued for the FMU area. A hurricane warning has been issued for our area.
 - **SEVERE ICE OR SNOW WARNING:** Winter Weather Warning! Severe Ice or Snow is predicted for our area. Use caution if you must go out. Winter Weather Warning. Severe ice and snow is predicted for our area. Use caution if you must go out.
 - **ALL CLEAR:** All Clear. The emergency is over. All Clear. The emergency is over.
- **SIREN TEST:** Siren testing will occur periodically to ensure system viability. Testing will occur in a manner that minimizes interference with classes or causes concerns to community members. Any testing would be preceded by e-mail messages to alert faculty, staff and students that a test will be conducted. A voicemail message will also be sent to all numbers advising of the test.
- **Emergency Response Telephone Center:** A telephone response bank will be established at the UC for crisis situations providing a single contact number for incoming calls from concern parties. The call center will be set up to handle incoming calls from students, parents and members of the community. The CIO or his designee will automatically transfer certain main campus numbers (including Office of the Vice President for Student Affairs – 1187, Office of the Dean of Students – 1182, Admissions Office – 1231, President’s Office – 1210, Public Affairs Office – 1220, and the Main FMU line – 1362) to this phone bank. Under the direction of the Vice President of Student Affairs or Dean of Students, staff members will have scripted information to pass on to callers about the initial incident along with reference information callers may use to obtain future information. Sample scripted responses include:
 - There has been an incident involving a person with a firearm on campus. Law enforcement personnel are on the scene to address the situation. The FMU campus community has been notified of the incident via our emergency alert system, and provided instructions to increase their safety. We are unable to verify if there have been any injuries at this time. As the situation develops, we will provide more information through the media.
 - There has been an incident involving a person with a firearm on campus. Law enforcement personnel are on the scene to address the situation. The FMU campus community has been notified of the incident via our emergency alert system, and provided instructions to increase their safety. Unfortunately, there have been injuries as a result of this incident. Emergency Medical Personnel have responded to provide treatment. We are not able to report or confirm the identity of any person involved at this time. As the situation develops, we will provide more information through the media.

- There has been an incident involving a hazardous material release on campus. Emergency Management Personnel are on the scene to address the situation. The FMU campus community has been notified of the incident via our emergency alert system, and provided instructions to increase their safety. We are unable to verify if there have been any injuries at this time. As the situation develops, we will provide more information through the media.
- Earlier today, there was a situation involving a person with a firearm on campus. Law enforcement personnel quickly responded to address the situation. The FMU campus community was notified of the incident via our emergency alert system, and provided instructions to increase their safety. Unfortunately, there were injuries and loss of life resulting from this incident. We are working with law enforcement officials to notify the family members of victims at this time. We ask that you respect the privacy of the victims as they deal with this tragic situation. As the situation develops, we will provide more information through the media.

Messages specific to the incident will be drafted as needed, with updates made as the situation develops. As more information develops, the Vice President for Public Information will provide media releases and share those with the personnel staffing the Emergency Response Telephone Center for their use.

- **Swamp Fox Alert:** This system provides a means of communications through text messaging and posting alerts on the FMU Website. Registered users can also provide additional e-mail addresses to which information can be sent. Text messaging is an effective and reliable means of communicating during an emergency situation and is a powerful way to reach people on the move or away from conventional media (i.e. television and radio). Text messaging makes it an ideal vehicle for communicating critical information during times of emergency.
 - a. Swamp Fox Alert notifications are divided into three categories.
 - CRITICAL ALERTS - Emergency items that would be defaulted whenever a person signs up for the system. This category contains potentially life threatening incidents.
 - CAMPUS STATUS - Items people could opt to receive if they so chose such as class cancellation and university closing.
 - WEATHER ALERTS - Weather reports of an imminent nature. We will continue to send "forecasts" via the regular e-mail system but not via text or siren.
 - b. Student members of the FMU Community may subscribe to the Swamp Fox Alert system via the Swamp Fox Web on the FMU Website at www.fmarion.edu/enrollment/ . Members of the faculty and staff may subscribe via a direct link provided by the Vice President for Student Affairs or the Vice President for Administration. All subscriptions are purged on a yearly basis at the end of May to ensure the validity of subscriptions; new and continuing members of the FMU community are invited to re-subscribe at that time.
 - c. Swamp Fox Alert Activation: Select Administrators, including the Vice President for Student Affairs, the Dean of Students, the Assistant Dean of Students, the Vice President for Public Affairs, the Chief Information Officer, the Chief of Campus Police, and the Campus Police Captain have been trained to activate the Swamp Fox Alert System. Activation includes the following steps:
 - Access the Administrator Log-In Page at www.e2campus.com/my/fmarion/admin/index.htm
 - Enter User Name & Password
 - Click on *Send Message*
 - Enter Subject in *subject box*

- Enter Message in *message box* (limit 130 characters)
 - Proofread Message, then Click *Send Message*
- d. It is important to note that only the first 130 characters are included in the text message. Any additional information sent in a message via the Swamp Fox Alert System will be sent via e-mail only. The Swamp Fox Alert system will automatically include all faculty and staff e-mail addresses, as well as the preferred e-mail address registered by students.

**Emergency Warning System
Text Messages and Their Explanation**

Emergency Text Message	Explanation of Message
FMU emergency. Do not enter campus. If you are on campus, lock yourself in a room immediately. Wait for instructions. (116 characters)	There is a very serious emergency on campus. Do not enter the campus. Classes and all activities like club meetings are cancelled. There may be someone with a gun on campus, or an armed robbery, or another kind of crime in progress.
FMU building emergency _____. Leave the area immediately. Go to _____. If off campus, do not enter campus. (96 characters)	There may be a condition like a Hazardous Substance spill at a specific location. Or there may be a hazardous condition requiring immediate action. The location will be included in the message.
FMU attention An emergency condition exists. Wait for additional instructions. (79 characters) <i>Go to http://www.fmarion.edu for information.</i>	This is a general emergency notice. It will be used for conditions like flooding or a utility failure. It may also be used for an emergency near FMU that may affect us, such as an emergency at the Airport, a train derailment, etc.
FMU severe weather warning. Seek shelter indoors. Wait for additional instructions. (82 characters)	A severe weather warning has been issued for the area. This includes warnings for thunderstorms, severe winds, blizzards, tornados, etc. A location will be included in the message, such as the 'basement.'
FMU test of the FMU Emergency Warning System. No action is needed. (66 characters)	This test message may be sent when the system is tested. The testing will occur periodically.
FMU emergency is over. All clear. Emergency is over. (53 characters) <i>Go to http://www.fmarion.edu for information.</i>	This message is sent when the emergency condition is over.

NOTE: Number of characters listed by each text message due to text message length limitations within the system.