



**The Evergreen State College**

**EMERGENCY COMMUNICATIONS PLAN**

**April 2011**

*For Official Use only*

*The Evergreen State College  
Olympia, WA*

**For emergencies, dial 911**

**Note:** This plan provides basic emergency communication procedures. Please refer to the Comprehensive Emergency Response Plan (CEMP) for more detailed information.

## **I. Purpose**

Disasters, emergencies and crises disrupt normal campus activities and may require activation of Evergreen's Comprehensive Emergency Management Plan (CEMP). A key component of CEMP is ensuring the smooth flow of crisis information from initial notifications to key personnel, students, faculty, staff, and outside organizations to ongoing communications with all interested parties as the crisis unfolds. Communications must be timely, clear and effective and they must reach, as much as possible, all those who need to be informed.

This plan provides guidelines for internal and external communication during crisis events at The Evergreen State College. It includes responsible individuals, communications methods, and priorities for notification. It is designed to be flexible based on the situation. It should be regularly checked for accuracy and tested during all emergency drills and exercised.

## **II. Objectives**

The objectives of the plan are to:

- A). Set forth criteria for when the plan is to be initiated.
- B). Establish priorities for notification.
- C). Establish the emergency notification sequence.
- D). Establish criteria for convening a Crisis Communications Team,
- E). Identify team members and team responsibilities.
- F). Identify all emergency communications systems/methods and designate authority to activate those systems.

## **III. Plan Activation**

This plan will be initiated anytime there is an event that calls for more than a routine response to a situation. Examples of events that could activate the plan include but are not limited to:

- A). Threats to life, property or the environment.
- B). Medical emergencies.
- C). Events requiring specialized emergency services.
- D). Events that interrupt college programs or services.

Discretion for activating the plan will be sole responsibility of the Police Chief or designee, a senior staff member, or a public information representative.

## **IV. Priorities and Responsibilities for Notification**

The priority for notification will be somewhat dependent on the event but in all situations other than a routine response the following individuals or groups must be notified immediately:

- Police Chief or designee
- Marketing, Communications & College Relations
- Vice President for Student Affairs or alternate, the Vice President for Finance and Administration
- RAD Services Director or designee

These individuals will make decisions about the seriousness of the event and will assume responsibility for making further notifications as described below.

**Based on a call to 9-1-1, the system would function as follows:**

- ▶ 9-1-1 call alerts Police Dispatch Center of significant emergency
- ▶ Dispatch center immediately notifies the following:

**1. Police Chief or designee who will:**

- Initiate emergency response
- Direct Dispatch Center to issue Voice Alert per instructions (TBD)
- Direct Dispatch Center to send message via outdoor PA system per instructions (TBD)
- Direct Dispatch Center to contact other critical personnel as needed per call list below (pages 5 and 6).
- Direct Dispatch Center to contact outside resources per Section VII of the Emergency Response Handbook.

**2. Marketing, Communications & College Relations lead or alternate who will:**

- Notify key communications staff as appropriate
- Issue e2Campus alert per Suspended Operations call list
- Issue e2Campus alert to EOC Team if directed by Vice President or IC
- Issue email and voice mail alerts
- Alert media through Flash Alert per Suspended Operations call list
- Alert website coordinator to issue announcement

**3. Vice President for Student Affairs or alternate who will:**

- Notify President
- Notify Senior Staff members and Academic Deans who will notify:
  - Directors and Deans who in turn will:
    - Notify key personnel in their division or section
- Activate crisis communication team depending on situation
- Activate EOC if necessary and contact members by phone or by e2Campus through College Relations

**4. RAD Services Director or designee who will:**

- Notify RAD staff
- Notify student emergency team
- Notify residents

## **V. Crisis Communication Team**

Depending on the type, magnitude, and the seriousness of the event, the Vice President of Student Affairs or alternate in coordination with the Public Information Office may determine the need to activate a crisis communication team to help ensure that internal and external communications are accurate, coordinated, timely and effective and to ensure that rumors, misinformation, and distortions are minimized. Members of the group could include the following:

- Marketing, Communications and College Relations
- Police Services
- President's office
- Academic Deans
- Environmental Health and Safety
- Health Services

- Human Resources
- Student Affairs
- Finance and Administration
- AG's Office
- RAD Services

The team would likely not physically meet but would virtually meet via phone or email. The Vice President or Public Information representative would determine when a sufficient number of members are available to make decisions. The responsibilities of the group would be to:

- Assess the situation
- Identify:
  - What constituencies need to be informed
  - What information should be disseminated
  - Who is responsible
  - Who can and cannot talk to the media
  - What methods should be used
- Implement emergency operations mode
- Determine when normal communications can resume

## **VI. Plan Testing and Evaluation**

The plan should be updated and tested at least once a year. It should be activated anytime there is a drill or exercise to ensure viability. Responsibility for updating and maintaining the plan will rest jointly with Marketing, Communications and College Relations Office and the Emergency Planning Office.

## **VII. Post Event Review**

Within a week of the crisis, the Marketing, Communications and College Office will convene the Crisis Communications Team for a review of lessons learned. The Communications Plan will be modified in a timely manner if needed and re-distributed to key users.

## **VIII. Emergency Notification List**

On page 5 and 6 is a list of critical contact names and phone numbers. It is not meant to be all inclusive. Depending on the situation other staff members will likely need to be contacted by the appropriate director or supervisor. Vice presidents, directors and supervisors are expected to have contact information for their key staff readily available. This list will be updated at least quarterly and is to be kept strictly confidential.

The call list is based on a priority hierarchy as follows.

- **TIER 1 Calls:** For anything other than a routine incident, Police Services Dispatch Center always contacts these individuals or their alternates
- **TIER 2 Calls:** The Vice President for Student Affairs or alternate will contact these individuals based on the situation
- **TIER 3 Calls:** A vice president will make these calls based on the situation.
- **EOC Members:** These individuals will be contacted by the Dispatch Center or a senior staff if the President, a senior staff member or the Incident Commander determines the EOC should be activated

## EVERGREEN Emergency Notification List

<b>TIER 1 calls initiated by Police Dispatch Center</b>	<b>NAME</b>	<b>OFFICE</b>
Police Chief or designee	Ed Sorger	6155
Public Information	Jason Wettstein	5213
	Alt: Todd Sprague	6042
	Alt: Lee Hoemann	6300
Vice President	Art Costantino	6296
	Alt: John Hurley	6500
RAD Services	Sharon Goodman	6419
	Alt: Mark Lacina	6107
<b>TIER 2 calls initiated by VP Student Affairs or alternate</b>		
President	Les Purce	6100
VP Student Affairs	Art Costantino	6296
VP/ Provost	Don Bantz	6400
VP Advancement	Lee Hoemann	6300
VP FAD	John Hurley	6500
Assoc VP Enrollment	Steve Hunter	6310
Assoc VP Human Resources	Laurel Uznanski	6366
<b>TIER 3 calls initiated by a vice president as situation warrants</b>		
Dir. Communications / Computing	Aaron Powell	6238
Dir. Facilities	Paul Smith	6115
Dir College Relations	Todd Sprague	6042
Dir. Business Services	Colin Orr	6451
Dir. Residence and Dining	Sharon Goodman	6419
Dir. Health / Counseling	Elizabeth McHugh	6808
Dir. Athletics and Recreation	Sarah Works	6351
Dir. SAS	Phyllis Lane	6035
Physician Assistant	Barbara Krulich	6805
Environ. Health and Safety	Robyn Herring	6111
Emergency Response Planning	Bruce Sutherland	6517
TSS / Radio / Video	Rob Rensel	6050
Telecommunications	Richard Schneider	6417
Computer Equipment	Joe Pollock	6224
Dining Services	Craig Ward	6282
Grounds	Mark Kormondy	6349
Mechanical Systems	Mike Drennon	6586
Construction	Richard Miles	5043
KAOS	Jerry Drummond	6895
Building Mgr Labs & Farm	Marty Beagle	6466
Building Mgr – CAB	Tom Mercado	6220
Building Mgr – Childcare	Casey Birdsall	6062
Building Mgr – Comm Bldg	John Robbins	6651
Building Mgr – CRC	Andrew Beattie	6528
Building Mgr – Sem I and II	Susan Opprecht	6371
Library Services	Gregg Sapp	6607
EF - Internat Language Program	Melissa Hahn	6423
International Program Coordinator	Michael Clifthorne	6312
<b>EOC Members notified by a senior staff or Dispatch Center</b>		
Incident Commander	Ed Sorger	6155
	Alt: Colin Orr	6415

Public Information Officer	Jason Wettstein	5213
	Alt: Todd Sprague	6042
Health and Safety Officer	Robyn Herring	6111
Liaison Officer	Bruce Sutherland	6517
Planning Section	Rich Davis	6136
	Alt. Kirk Knittle	5313
Operations Section	Paul Smith	6115
	Alt: Azeem Hoosein	6041
Logistics Section	Colin Orr	6415
	Alt: Aaron Powell	6238
Finance / Admin Section	Clifford Frederickson	6432
	Alt: Kathleen Haskett	6356
RAD Section	Mark Lacina	6107
	Alt Matt Lebens	6658

## IX. Emergency Notifications System

The spreadsheet below describes the various elements of the emergency notification system, the priority for use and who has authority to activate each element. This information will be revised as systems are added or replaced.

<b>EMERGENCY NOTIFICATION SYSTEM 11/10</b>								
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Communication Method	Description	Time to Activate	Area of Coverage	Target Groups	Speed	Limitations	Priority for Activation	Authority to Activate
e2Campus	External hosted system contacts individuals via cell phone, text, email	Minutes	Anywhere	Open to all who sign up	Fast	Incomplete cell phone coverage	High for all situations	PIO, Police Chief, Vice President
Voice Alert	Provides voice alerts through Fire Alarm System operated by Police Services dispatch center	Minutes	Interior of 8 buildings on Upper Campus	All building occupants	Fast	Lower Campus, Annexes, Children's Center, out buildings not covered	High depending on situation	Police Chief, Vice President
Outdoor PA System	Provides very loud outdoor voice alert with either canned message or voice over-ride	Minutes	Lower campus and children's center	All people within hearing range	Fast	Cannot be heard inside upper campus buildings	High depending on situation	Police Chief, Vice President
Campus email	TESC email system	Seconds	Anywhere	All users	Slow during mass mail out	Not secured, system can become overloaded	High	Anyone
Campus voice mail	State voice mail system	Minutes	Campus phones w/voice mail	All users	Slow	Mass distribution slow	Medium	Activated by phone system supervisor
Campus Website	TESC Website	Minutes	Anywhere	All users	Moderate	Limited to on line users	Medium	PIO, Web administrator
Emergency Phones	Emergency call lines to Police Services	Seconds	Located around campus	All users	Fast	Point to point telephone communication only	High	Activated by caller

Communication Method	Description	Time to Activate	Area of Coverage	Target Groups	Speed	Limitations	Priority for Activation	Authority to Activate
Panic buttons	Alerts Police Services	Seconds	Located around campus	Key campus services	Fast	Non-specific alert	High	Activated by user
Pagers	Phone activated alert call back system	Seconds		Selected staff and administrators	Fast	Limited to users	High	Police Chief, Vice President
Two way radios	VHF and UHF conventional radio system	Seconds		Police, ERT's, RAD, Facilities	Fast	Limited to users		User activated
Power Fail Emergency Phones	8 phones in key locations Activated when all power fails and PBX goes down	Seconds	Local area	Local area	Fast	Limited to site	High	User activated
In house wall phones	Most class rooms, meeting rooms and hall ways have in house wall phones	Seconds	Campus	Campus users	Fast	Limited to campus	NA	User activated
Emergency status phone message	Campus information phone line	Seconds	Anywhere	Campus community	Fast	Only works if phones operating	High	PIO
FM Radio Station	College FM radio station located on campus	Minutes	Local area	Local area	Moderate	Limited by transmitter	High depending on situation	PIO, Vice President
CA TV	Local insertion TV channels	Hours	Local area	Local area	Moderate		Medium	PIO
Media release - commercial radio	Various commercial radio stations in area	Minutes	Local area	Local community	Moderate		High Depending on situation	PIO
Media release - commercial TV	Various commercial TV stations in region	Minutes	Region	Region	Moderate		High depending on situation	PIO
Media release - print media	On and off campus newspapers	Minutes	Local area	Local community	Slow		Medium	PIO
Emergency operations center	Back up phone, computer, TV, and radio capability	Minutes	Region	Region	Fast	Limited to trained users	High depending on situation	President, Vice President, Police Chief
Flash Alert	Provides media alerts	Seconds	Region	Local community	Fast	Media alerts only	High depending on situation	PIO

