EMERGENCY COMMUNICATION AND PLANNING

March 25, 2014
Emergency Situations

Emergency situations refer to severe weather, a long-term power outage, a fire, a tornado, man-made and natural disasters, or a declared "state of emergency" situation.
Potential Causes of Emergency

- Loss of power
- Flood
- Tornado
- Fire
- Breaches of Security
- Terrorist Attack
- Shooting/Hostage
- Snow/Ice Storm/Extremely Low Temperatures
Decision-Points

What level of service do we need to provide?

Who makes that decision?

What is our goal(s) when we make that decision?

How is that communicated?
In cases of prolonged emergency situations, the level of services appropriate to the functioning of the University and the needs and levels of employee involvement will be determined by the unit administration in order to protect the health and safety of human and animal life and the basic security of the University's physical plant and equipment.
For Emergency Communications to the employee: (regular and temporary)

All information the university has on an employee is utilized. Emails, telephone calls to home number and texts and phone calls to cell phone numbers are sent simultaneously.

- Home telephone and MSU email (not unit email)
- Cell phone and other phone numbers if employee posted on ALERT.MSU.EDU
Emergency Communication

• **Connect ED**: allows MSU to send information to the community in the event of an emergency via: landlines, cell phones, email, and text messages.
  - See the MSU Police Website to get your cell phone connected with [www.alert.msu.edu](http://www.alert.msu.edu)

• **Outdoor Weather Warning Sirens**

• **Green light speaker phones**

• **MSU Alert**: voice message system 1(888)-MSU-ALERT…1-888-678-2537

• **Media Sources**
Information

Michigan State University is committed to the safety and security of our students, faculty, staff, and visitors. We have partnered with Blackboard Connect-Ed to provide time-sensitive notifications to our community. Through their exclusive partnerships with telephone and wireless service providers, we will be able to call you, e-mail, and send text messages, quickly and easily.

Background

The Blackboard Connect-Ed system allows authorized personnel to send you a recorded voice message, e-mail, and a text message simultaneously from a remote site. The system is located off campus to maintain availability in the case of power outages and there are redundant systems throughout the United States available for MSU to use in case of an emergency.

Within moments of an event requiring mass notification, we will be able to call you and provide details of the situation. At the same time, we will send you an e-mail to your MSU mail account. If you provide us with your cell phone number, we’ll even send you a text message. You can also add other phone numbers for us to call so your parents or guardians can get the message as well as add an e-mail account other than your MSU mail account.

Your Data

We have already included your MSU information in the Blackboard Connect-Ed database. If you would like to receive SMS text messages on your cell phone, you can register your phone information by logging in to our system and adding your number. If you would like to add additional phone numbers to receive a voice call or an e-mail address in addition to your MSU mail account, you can do that via our system too.

Click the LOGIN link to sign in using your MSU Net ID.

Privacy

Michigan State University maintains student education records and is responsible for their access to and release in accordance with the Family Educational Rights and Privacy Act, 20 U.S.C. § 1232g (“FERPA”). It is the policy of the University to comply with FERPA. Telephone numbers, including cell phones, and e-mail address information, maintained within the Blackboard Connect-Ed system, are considered Directory Information. No other personally identifiable information, confidential, or educational records are transferred to the Blackboard Connect-Ed system.

Blackboard Connect-Ed has a commitment to your privacy too. Blackboard Connect-Ed does not sell, trade, or rent client data to others. [http://www.blackboardconnect.com/about/privacy.asp](http://www.blackboardconnect.com/about/privacy.asp)

Alerts

Alerts will also be posted to the MSU Police Twitter feed and the MSU Police Facebook page.

*Tweets*

**MSU Police @msupolice**

Roads are very slick this morning. Give yourself extra time for your morning commute. Be safe!

Expand
Alert Notification...

In the event of an emergency we are able to send you an e-mail message, an SMS text message to your cell phone, and call you with a recorded message using the Blackboard Connect-Ed system.

Please provide us with additional contact information if desired. Please note that the additional phone numbers to call do not have to be your own. This is where you may add the phone number of a parent, guardian, friend, or neighbor if you would like them to be informed of emergency situations on campus.

The MSU Contact information below is on file for you at Michigan State University. We will call the phone number(s) below as well as send an e-mail to your MSU registered e-mail address. To keep this information most accurate, we do not enable to change this data via the MSU Alert website. If you move to a new office or residence hall, we will always obtain your current phone number from the MSU Directory.

MSU Contact Information

We will call the following telephone number(s) and play a recorded message about the current alert:

- (517)353-5631

We will also send an e-mail message about the current alert to:

- PRISCER@MSU.EDU

Additional Contact Information

Please provide additional contact information if desired. (Do not use spaces or dashes only a 10 digit number. Example: 5175551234)

We will call these numbers and play a recorded message about the alert:

Additional Phone Number 1 [5175551234]
Additional Phone Number 2
Additional Phone Number 3

We will send an e-mail message about the alert to this address:

Alternate E-Mail Address [priscer@police.msu.edu]

We will send a short text message, providing as much information possible, in 140 characters or less to this cellular phone:

SMS Text Message Cellular Number* [5175555631]

*SMS Text Messaging fees may apply. Please contact your wireless provider for more information.

Save
For Emergency Communications to students:

Information that a student provides when registering to MSU and their MSU email address is utilized based on date in SIS.

*Emails, telephone calls to home number and texts and phone calls to cell phone numbers are sent simultaneously.*
### Emergency Contact System

Please review the contact information below. To correct or submit new information, click the update button.

**Update Contact Information**

<table>
<thead>
<tr>
<th>Student Number (PID)</th>
<th>Student Name</th>
<th>Student Cell Phone</th>
<th>MSU ALERT</th>
<th>Alternate Email Address</th>
<th>Opt-out of MSU ALERT</th>
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### Contact Information

<table>
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<tr>
<th>Contact Name</th>
<th>Relationship</th>
<th>Phone 1</th>
<th>Phone 2</th>
<th>Email</th>
<th>Address 1</th>
<th>Address 2</th>
<th>City</th>
<th>State</th>
<th>Zip/Postal Code</th>
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<th>Address 2</th>
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<th>State</th>
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Emergency Communications to family members/designee about a student

- University utilizes emergency contact information on record in the Student Information System
- Students should review and update their information in StuInfo

* Student logs into StuInfo
* Goes under Other in StuInfo and selects Address and Parent Information
* It lists what information is in their record and they can Add, Edit, etc
Emergency Communications to family member/designee about an Employee

*University utilizes emergency contact information on record for faculty and staff*

- Employees can view and update in EBS: ESS tab – Personal Information-Emergency Contact information

*Supervisors and Dean’s office has access to this information*

- Employees should review and update as changes occur
Welcome Margaret Fischer

Emergency Contact

Overview  Edit and Save

Note: Enter the two letter abbreviation for the region/state (i.e. MI) and country (i.e. US).
Outreach Communications

To Faculty, Staff and Students when there may be situations that MSU wants to communicate and it is not an emergency

- Email sent to MSU ID, Telephone of record (i.e., office telephone number) is called, cell phone is texted and called (if on record in Alert.MSU.EDU) and Student Information System
Emergency Action Teams

Know Your Building Emergency Action Plan

WHO IS YOUR BUILDING EMERGENCY ACTION TEAM LEADER?

www.police.msu.edu/actionplans.asp

Program the non-emergency number for the MSU Police Department into your phone

(517) 355-2221
Next Steps for CANR

• Encourage faculty, staff and students to review and update their contact and emergency contact information.

• Identify an emergency coordinator for your unit

• Review the university policy for Emergency Situations and units develop action plans for their building.
Next Steps for CANR

Identify Critical, essential, and non-essential functions

*Critical: Cannot operate with this function as it would threaten life safety.

*Essential: Not critical but difficult to operate without. After a period of time it would become critical.

*Non-essential: Disruption would merely be an inconvenience.
Next Steps for CANR

• Identify which individuals are critical, essential and non-essential and communicate to them their designation.

• Clarify how the unit emergency coordinator/chair/director will communicate with individuals during an emergency.

• Ensure evacuation posters are displayed in work areas.
Links to Resource Documents

• [http://www.hr.msu.edu/documents/uwidepolproc/emergencysit.htm](http://www.hr.msu.edu/documents/uwidepolproc/emergencysit.htm)
Links to Resource Documents

Risk Assessment Process – Critical Incident Protocol

• https://search.msu.edu/google-results.php?q=critical%20functions
Links to Resource Documents

• [www.cip.msu.edu/risk-assessment-worksheet.doc](http://www.cip.msu.edu/risk-assessment-worksheet.doc)


• [http://www.drp.msu.edu/documentation/Step2sampleCriticalSystemRanking.htm](http://www.drp.msu.edu/documentation/Step2sampleCriticalSystemRanking.htm)
Questions?
Thank you!

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Michigan State University Police Department
517-432-6366
fischerp@police.msu.edu