UC Davis Policy and Procedure Manual

Chapter 390, Emergency Management and Campus Security
Section 15, Emergency Alert and Notification
Date: 1/9/15
Supersedes: 8/11/08
Responsible Department: Emergency Management
Source Document: N/A

I.   Purpose

This section provides the policy and procedures for activation of the emergency alert system and the circumstances under which the system would be activated. At UCDHS, also see Hospital Policy and Procedure Section 1611.

II.   Definitions

A.   Emergency—an event, expected or unexpected, that threatens life or safety and requires immediate action.

B.   Urgent situation—incident or condition that does not pose an immediate threat to life or safety, but that is of a nature where timely receipt of information or instructions may affect the well-being of the recipient or university operations

C.   Important information—information about an emergency or urgent situation that does not present a threat but where the campus community may be concerned about the impacts of the event.

III.   Policy

A.   The University maintains an emergency management program to protect lives (human and animal), property, and to continue necessary critical functions.

B.   The University notifies affected members of the campus community of an emergency or urgent situation as rapidly as possible.

C.   The University provides timely information or instruction to members of the campus community on matters related to emergency or urgent situations.

IV.   Procedures

A.   The emergency alert system (WarnMe) is activated for emergency or urgent situation communications, or important related information.

    1.   Emergency

        a.   Possible unexpected emergencies that would activate the emergency alert system include, but are not limited to the following:

            1)   Natural disasters (e.g., earthquake, fire, flood) that put the campus in immediate danger.
            2)   Chemical spills or accidents that require evacuation of the campus.
            3)   Hostage or violent situations requiring evacuation, lockdown, or closure of campus.

        b.   Public safety dispatch personnel are authorized to activate electronic or voice emergency communications to the campus in consultation with ranking officer on duty.

        c.   Follow-up communications shall be sent by Strategic Communications (or their designee) regularly for the duration of the emergency to prevent unnecessary impact on emergency personnel (see IV.A.3, below).

        d.   An informational communication shall be sent when the emergency situation has ended.

   2.   Urgent situations

        a.   Possible expected emergencies or urgent situations that would activate the emergency alert system include, but are not limited to the following:

            1)   Natural disasters that do not pose an immediate danger but do pose a potential future danger to the campus.

            2)   Local emergencies or events that could eventually lead to evacuation, lockdown, closure, or major disruption on or off campus that could affect normal operations.

        b.   Appropriate campus officials consult as appropriate to determine the urgency, timing, and nature of the communication to be distributed.

        c.   The content of the urgent communication is developed by members of Strategic Communications or other appropriate officials in consultation with Public Safety officials as determined by the nature of the event, to be consistent with campus communications via the Web or other means.

        d.   Public Safety officials or Strategic Communications directs activation of the emergency alert system for electronic or voice communications.

        e.   Follow-up communications are sent regularly by Strategic Communications for the duration of the event (see IV.A.3, below).

        f.   An informational communication will be sent when the situation requiring the alert has ended.

   3.   Informational communications

        a.   Important information that would activate that emergency alert system include, but are not limited to the following:

            1)   Local emergencies or events that have concluded or that may have impact to normal operations or may be visible to the community and external audiences via the news media.

            2)   Information related to an ongoing or concluded event that does not pose a likely threat to safety or security.

        b.   Appropriate campus officials consult as appropriate to determine the urgency, timing, and nature of the communication to be distributed.

        c.   The content of the informational communication is developed by Strategic Communications or other appropriate officials as determined by the nature of the event, in consultation with Public Safety officials to be consistent with campus communications via the Web or other means.

        d.   Strategic Communications or other public safety officials direct activation of the emergency alert system for electronic or voice communications.

   4.   Notifications to subgroups

        a.   Notifications may be sent to specific groups of individuals for emergency, urgent or informational situations

        b.   At UCDHS, subgroup notifications shall comply with Hospital Policy and Procedure Section 1611.

B.   Message content

1. Emergency and urgent communications minimally contain the following information:

   a. A subject line with the first word indicating the type of communication (i.e., "EMERGENCY" or "URGENT").

   b. Date, time, and location of incident.

   c. Immediate action required.

   d. Anticipated action required.

   e. Status of campus (e.g., closed, lockdown).

   f. Additional detail necessary to preserve safety and security.

2. Informational communications, including follow-up communications, minimally contain the following information:

   a. A subject line with the first word stating "IMPORTANT."

   b. Date and time of update.

   c. Current situation status.

   d. Continued action (if any) required.

   e. Web site or contact information for additional information regarding incident.

3. Informational communications sent at the conclusion of an event minimally contain the following information:

   a. Date and time of all-clear notice.

   b. Actions required to resume normal campus operations.

   c. Explanation of the resolution/conclusion of incident.

   d. Web site or contact information for additional information regarding incident.

V. Roles and Responsibilities

A. UCD Police, Fire Chief, or Emergency Manager

   1. The Police Chief, Fire Chief, or Emergency Manager (or designees) are authorized to activate the emergency alert system for any emergency, urgent, or security/safety-based informational communication without further consultation.

   2. When possible, they will consult with Strategic Communications regarding urgent or security/safety-based informational communications before distribution.

B. Strategic Communications and the Emergency Manager are authorized to activate the emergency alert system for urgent or security/safety-based informational communications.

C. The Event and Crisis Management Team is responsible for consulting with Strategic Communications to activate the emergency alert system when they are aware of situations requiring urgent or security/safety-based informational communications to the campus.

D. UCDHS officials are authorized to activate the emergency alert system for any emergency or urgent situation affecting UCDHS in accordance with Hospital Policy and Procedure Section 1611.

E. Persons authorized by the Director of Emergency Management and Mission Continuity may activate the emergency alert system for subgroup notifications. Subgroup notifications at UCDHS shall comply with UCDHS Hospital Policies and Procedures 1611.

F. Information and Educational Technology is responsible for ensuring that updated contact

information is uploaded in a timely manner.

G. The Emergency Manager is responsible for:

1. Ensuring that the emergency alert system is maintained in good working order.

2. Providing system training as appropriate.

H. Department heads are responsible for:

1. Ensuring accuracy of contact information for all department employees.

2. Ensuring that department employees follow instructions provided in emergency notifications.

3. Ensuring that employees without immediate access to campus phone or email are notified of emergency situations and appropriate action.

I. All campus affiliates are responsible for:

1. Maintaining current emergency contact information.

2. Responding appropriately to emergency notifications, preserving their personal safety and security by following supplied instructions.

VI. Further Information

Additional information on use of the campus emergency alert system is available from the Office of Emergency Management & Mission Continuity, (530) 752-6463 or the Health System Emergency Preparedness Administrator (916) 734-8261.

VII. References and Related Policies

A. Office of the President: Policy on Safeguards, Security, and Emergency Management (http://www.ucop.edu/ucophome/coordrev/ucpolicies/).

B. UCD Policy and Procedure Manual (http://manuals.ucdavis.edu/PPM/about.htm):

1. Section 390-10, Campus Emergency Policy.

2. Section 390-20, Maintenance of Order.