

Annex B WVU Emergency Communication Plan

1.0 University Spokesperson

- 1.1 The primary spokesperson for WVU in a major emergency or crisis is the President, or his designee.
- 1.2 The Assistant Vice President for University Communications (University Relations) will coordinate all communication.
- 1.3 The AVP will determine other WVU spokespersons depending on the nature of the crisis. They will coordinate with media and public relations personnel from other agencies.
- 1.4 The Director for University Relations/News will act as backup in the absence of the AVP.

2.0 Media Coordinator

- 2.1 The Director for University Relations/News will coordinate media activities described below:

2.1.1 Media Office Accommodations

- A. The media will be provided space and facilities in which to conduct business. WVU will provide a newsroom with telephones and, if feasible, fax machines and wireless internet access. Potential locations are:
 - 1st – The Mountainlair student union
 - 2nd – Marilyn Lugar Courtroom, Law School
 - 3rd – Mountaineer Field Press Box
 - 4th – Puskar Center (Thomas Room)
 - 5th – Coliseum (Jerry West Lounge)
- B. Media accommodations will be made offsite when the campus is affected by a major incident.

2.1.2 News Conference Sites

- A. The official news conference sites are:
 - 1st – The Mountainlair student union
 - 2nd – Marilyn Lugar Courtroom, Law School
 - 3rd – Mountaineer Field Press Box
 - 4th – Puskar Center (Thomas Room)
 - 5th – Coliseum (Jerry West Lounge)

B. Parking for Media/Satellite Uplinks

- 1st – Maiden Lane (Mountainlair)
- 2nd –Law School Lot
- 3rd --Mountaineer Field (Law School)
- 4th – Puskar Center (Silver Lot)
- 5th – Coliseum (Coliseum Parking Lot)

2.1.3 Media and Rumor Control

University Relations/News will assign a dedicated staffer to field general media calls at its normal number (304.293.6997) during the crisis to provide accurate information and updates.

2.1.4 Communications Vehicles—Responsibilities

- A. E2 Text Alert Messages
Chief, University Police Department or designee
- B. Information Screens
Director, University Relations News/Web Services
- C. Radio, Television, Print, Social Media
Director, University Relations/News
- D. E-News/GroupWise
Director, University Relations/News
- E. The MIX
Director, University Relations/Web Services
- F. Main Campus and Health Sciences Internet servers.
Director, University Relations/Web Services
- G. Main Campus and Health Sciences Intranet servers.
Director, University Relations/Web Services
- H. Meetings in Residence Halls and Mountainlair.
Associate Vice President, Student Affairs
- I. Toll-free call-in line for parents (answered 24 hours a day).
Parents Advocate, Mountaineer Parents Club
- J. Letter to parents.
Executive Director, Mountaineer Parents Club

2.1.4.1 Communications Vehicles--Protocols

2.1.4.1 A. Protocol for E2 Text Alert Messages

--held by Chief, University Police Department

Description:

e2Campus is a self-service, web-based, mass notification system capable of providing service to:

- Mobile phone (via SMS text message)
- Blackberry
- Wireless PDA
- Text pager
- School & personal e-mail accounts
- Personal portal (My Yahoo, iGoogle or My AOL page)
- RSS reader

Responsible Offices:

University Police: Emergency messaging to Campus Community, in coordination with University Relations/News (Public Group) and First Responders (Private Group). Can if necessary, send messages to all groups.

Web Services: Technical Issues and deployment. Can if necessary, send messages to all groups.

Definitions:

Emergency Alerts: Utilized when an incident has occurred or is likely to occur, placing members of the university on-campus community in imminent danger. Campus is further defined as WVU-owned or leased property or within very close proximity. "Close proximity" means areas running through or immediately adjacent to WVU property. Incidents include, but are not limited to; Shooter or Terrorist Act (including bomb threat), Chemical/Biological/Radiological Release and/or Fire or Structural Collapse.

Administrator (commonly referred to as a Super-Admin): A main administrator. One who has administrative rights to create messages, create and manage groups, create and manage group administrators.

Group Administrator: One who has administrative rights to send messages to a specific group, without rights to administer the e2Campus system.

Parameters: Text Messages must be limited to 106 characters to accommodate all cell providers. This includes the subject line, which is limited to 40 characters.

The emergency message is sent as one message for both cell phones and Email, therefore the first 106 characters must contain critical information for all to receive. The total message may be up to 3,000 characters which will be sent to those who have validated the Email addresses.

To speed up response time, the messages are selected from a variety of previously constructed and approved templates.

See screenshots below.

Send Messages

[Dashboard](#) [Messages](#) [Users](#) [Groups](#) [Network](#) [Admins](#) [Account](#) [Tools](#)[Help](#)[Send Message](#) [History](#) [Send Test](#)**Live Network Status** EMAIL RSS SMS**Select Groups:**

- ALL USERS
- Emergency Alert
- CERT 

Select Services:

- EMAIL 
- RSS 
- SMS 

From: **WVU Alert**Templates:  [Create](#)
[more templates](#)

Subject:

Message:

email	Max Length: 3000
	Remaining: 2977
sms	Max Length: 160
	Remaining: 149

Emergency Alerts:

Emergency Alert (All Clear)

Subject: Emergency

Message: The emergency has passed. ALL CLEAR. Resume normal activities. Info: wvu.edu

Emergency Alert (All Clear-Distribution Error)

Subject: Error Emergency Error

Message: The message was not intended for distribution and was posted in error

Emergency Alert (Avoid Area)

Subject: Emergency

Message: (Location) is closed due to (circumstance.) Avoid area. Updates: wvu.edu

Emergency Alert (Campus Fire)

Subject: Emergency

Message: Fire at (location). Avoid area, evacuate nearby buildings. Updates: wvu.edu

Emergency Alert (Evacuation)

Subject: Emergency

Message: Evacuate (location) due to emergency. Others shelter in place. Updates: wvu.edu

Emergency Alert (Hazardous Material Spill)

Subject: Emergency

Message: Chem spill (location)-(evacuate/shelter-in-place). Others avoid area. Updates: wvu.edu

Emergency Alert (Police Emergency-Seek Shelter)

Subject: Emergency

Message: (Situation) at (location). Seek shelter, deny entry. Updates: wvu.edu

Emergency Alert (Police Emergency-Stay Indoors)

Subject: Emergency

Message: Emergency at (location) due to (situation). Stay indoors; deny entry. Updates: wvu.edu

Emergency Alert (Random Acts of Violence)

Subject: Emergency

Message: Two (incident-stabbings) have taken place in (location-Sunnyside) in last (timeframe-2 wks). Remain cautious/alert. Updates: wvu.edu

Emergency Alert (Shots Fired)

Subject: Emergency

Message: Shots fired (near location). No one hurt. Stay inside; avoid area until all clear. Updates: wvu.edu

Emergency Alert (test)

Subject: Test Emergency Test

Message: Testing Alert System. This is only a test

Emergency Alert (Weather)

Subject: Emergency

Message: Severe weather conditions (situation); seek shelter. Updates: wvu.edu

Weather Alert (All Clear)

Subject: Weather

Message: Classes/WVU to resume normal operations beginning (date, day, night) Info: wvu.edu

Weather Alert (Cancellations)

Subject: Weather

Message: Classes (canceled, delayed) (date, day, night) due to (situation) Updates: wvu.edu

Contact Information:

Bob Roberts, Chief University Police:
Office: 304.293.3136
Cell: 304.216.1976

Ricky Jackson, Assistant Director
Office: 304.293.3136
Cell: 304.216.0165

Guidelines for WVU Social Media use during emergency

It is critical that all West Virginia University social media accounts communicate uniform messages during a crisis or disaster.

Accordingly, all official University responses in a crisis or disaster will originate on the WVUToday Twitter account (@WVUToday) and the West Virginia University Facebook page (<http://facebook.com/wvumountaineers>). This content should be repurposed on other social media accounts (specifically @WestVirginiaU) through retweets/reposts/shares/etc.

The social media monitor/editor during a crisis or disaster should be in constant contact with the director of University Relations/News and designated communications specialist for the latest information on updates surrounding the crisis and additions to a news release on WVUToday.

Social media posts can do the following during a crisis or disaster:

- 1) Calm the masses.
- 2) Give information to the public.
- 3) Give information to external news outlets.
- 4) Control/"own" the conversation around a crisis or disaster.
- 5) Give us off.site communication access should phone lines and internal servers be compromised.

General rules

- 1) All scheduled posts on Sprout Social or other social media scheduling programs should be deleted on all accounts during a crisis or disaster to allow for a constant and consistent stream of news.
- 2) Any University.related social media accounts (those with reference to WVU or are considered affiliated with the University) should also refrain from posting and refer their followers to WVUToday and the WVUToday Twitter account for more information.
Please post: "For updates on the current campus situation, follow @WVUToday or visit