

Annex B

WVU Emergency Risk Communication Plan

1.0 University Spokesperson

- 1.1 The primary spokesperson for WVU is the President.
- 1.2 The Executive Officer for Communications will coordinate all communication.
- 1.3 The Executive Officer for Communications 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 News and Information Services will act as backup in the absence of the Executive Officer for Communications.

2.0 Media Coordinator

- 2.1 The Director for News and Information Services will coordinate all media activities described below:

2.1.1 Media Office Accommodations

- A. The media will be provided space and facilities in which to conduct business. The WVU will provide a press room with telephones and fax machines. Potential locations are:
 - 1st – Mountaineer Field Press Box
 - 2nd – Puskar Center (Thomas Room)
 - 3rd – 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 – Mountaineer Field Press Box
 - 2nd – Puskar Center (Thomas Room)
 - 3rd – Coliseum (Jerry West Lounge)

B. Parking for Media/Satellite Uplinks

- 1st – Mountaineer Field (Law School)
- 2nd – Puskar Center (Silver Lot)
- 3rd – Coliseum (Coliseum Parking Lot)

2.1.3 Media Hotline

A dedicated media call-in line will be established in News and Information Services during the crisis to provide accurate updates and information.

2.1.4 Communications Vehicles—Responsibilities

- A. E2 Text Alert Messages
Chief, University Police Department
- B. Information Screens
Director, TV Productions
- C. Radio and Television
Director, News and Information
- D. E-News
Director, News and Information
- E. The MIX
Director, Web Services
- F. GroupWise e-mail systems
Manager, Internal Communications, News and Information
- G. Main Campus and Health Sciences Internet servers.
Director, Web Services
- H. Main Campus and Health Sciences Intranet servers.
Director, Web Services
- I. Meetings in Residence Halls and Mountainlair.
Associate Vice President, Student Affairs
- J. Rumor Control Hotline (one individual stays in touch with the police and gives out accurate information).
Director, Telecommunications

- K. Toll-free call-in line for parents (answered 24 hours a day).
Director, Telecommunications
- L. Letter to parents.
Executive Director, Mountaineer Parents Club
- M. Posters in high-traffic locations—residence halls, Mountainlair,
recreation center.
Director, News and Information

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 providing service to:

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

Responsible Offices:

University Police: Emergency Messaging to Campus Community (Public Group) and First Responders (Private Group). Can if necessary, send messages to all groups.

President or designee: Emergency Messaging to designated cabinet and staff members (Private Group)

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 are 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.

Crime Alerts: Utilized for major crimes which have occurred on or off-campus, requiring University Police response, and/or present an ongoing threat directly affecting the university community. These offenses include but are not limited to; Criminal Homicide, Sex Offenses, Robbery, Aggravated Assault, Burglary, Motor Vehicle Theft and Arson.

Weather Alerts: Utilized when weather conditions have, or will cause delays and additionally, when such conditions have or will close the university.

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 phone and Email, therefore the first 106 characters must contain critical information for all to receive. The total message may be 3000 characters which will be sent to those who have validated their Email addresses. See screenshot below.

Remember to keep your messages short and concise!

Do not paste text directly from Microsoft Word into the text box. It may add unintentional characters to the message. [You can hide this box in the 'Account' section]

[Suggestions](#) | [Logout](#)

West Virginia University

Send Messages

Dashboard Messages Users Groups Admins Account Tools Help

Send Message History Send Test

Select Groups:

- ALL USERS
- Emergency Alerts
- Crime Alerts
- Weather Delays & Closures
- WVU Morgantown First Responders
- WVU Parkersburg First Responders
- WVU Potomac State First Responders
- WVU Tech First Responders

From: **WVU Alert**

Subject:

Message:

SMS	Max Length: 160
	Remaining: 137
Email	Max Length: 3000
	Remaining: 3000

Emergency Alerts:

SUBJECT: Shelter N Place Now (19 characters)

MESSAGE: Lock down Away from windows W8 4 cops or message Check email if can Immediate need 911 (87 characters) *Additional information provided here.*

SUBJECT: Evacuate Now “building/campus name” (characters vary)

MESSAGE: A “*specify incident*” has occurred, is occurring or suspected to occur at “*location or campus*” *Additional information provided here.*

Crime Alerts:

SUBJECT: Campus Concern Caution Advised (30 characters)

MESSAGE: *Additional information provided here.*

Weather Delays & Closures:

SUBJECT: Campus Closed, Closing, Delayed (31 characters)

MESSAGE: *Additional information provided here.*

Preformatted Statements have been prepared.

Procedure (Specific):

Contact Information:

Bob Roberts, Chief, University Police:

Office: 304.293.3136

Cell: 304.216.1976

Ricky Jackson, Staff Officer:

Office: 304.293.3136

Cell: 304.216.0165

- B. Protocol for Information Screens
--held by Director, TV Productions
- C. Protocol for Radio and Television
--held by Director, News and Information
- D. Protocol for E-News
--held by Director, News and Information

2.1.4.1 Communications Vehicles--Protocols

2.1.4.1 E. Protocol for MIX Messages

--held by Director, Web Services

- In an extensive emergency, we would need to go to the stoplight page in MIX, with special announcements of the emergency. When large numbers of students hit MIX at the same time, it fails.
- Students can log into e-mail outside of the portal, so the stoplight page would post the emergency announcement and then students could still log into e-mail.
- Web Services and OIT are looking at alternative solutions to the current vendor SCT for the portal. Research on the new Google U portal and e-mail is currently in process. The e-mail would be housed with Google which would help with the load problems due to their extensive resources.
- Targeted personal messages to students and faculty can be posted in about 1 minute.
- Targeted e-mails can be sent in 30 minutes to all students. A new script was written this week (April 17, 2007) to narrow the time limit to 30 minutes for 32,000 users from the previous 90-120 minute time limit.
- Targeted e-mails to faculty can be sent in 5 minutes.
- We would like to have more standard messages where we could fill in the blanks if we could work with News Services on that idea. At this time, we do this for the PRT downtimes.
- If there is a problem in one particular building such as Engineering or the Creative Arts Center, we have previously been able to send a targeted message and e-mail to those with majors in that area. In the past, we have had to do this with heating problems at the Creative Arts Center.
- Cancellations-Posting the url for the new posting site that we have currently in the plans for MIX so we do not have to edit as much to post in MIX as we currently do.

- F. Protocol for GroupWise e-mail systems
--held by Manager, Internal Communications,
News and Information
- G. Protocol for Main Campus and
Health Sciences Internet servers.
--held by Director, Web Services
- H. Protocol for Main Campus and
Health Sciences Intranet servers.
--held by Director, Web Services
- I. Protocol for Meetings in Residence Halls and Mountainlair
--held by Associate Vice President, Student Affairs
- J. Protocol for Rumor Control Hotline (one individual stays in
touch with the police and gives out accurate information)
--held by Director, Telecommunications
- K. Protocol for Toll-free call-in line for parents
(answered 24 hours a day).
--held by Director, Telecommunications
- L. Protocol for Letter to parents.
--held by Executive Director, Mountaineer Parents Club
- M. Protocol for Posters in high-traffic locations—
residence halls, Mountainlair, Recreation Center.
--held by Director, News and Information