

# Emergency Communication Protocols

The University of North Carolina  
at Chapel Hill

August 2011  
Updated March 2012

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# 1.0 Introduction

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The University of North Carolina at Chapel Hill has an Emergency Notification System (ENS), which is activated using a strategy that is based on redundancy, using multiple methods to communicate with students, faculty and staff, as well as visitors, local residents, parents and the news media. The ENS consists of the following three types of notification: emergency, timely warning, and informational. The University's goal is to provide the campus and the community with a timely notification of a confirmed emergency situation and to provide instructions for taking action if needed. These protocols outline the emergency notification process.

THE INFORMATION CONTAINED IN THESE PROTOCOLS IS GUIDANCE FOR ISSUING AN EMERGENCY ALERT, RECOGNIZING THAT INDIVIDUAL CIRCUMSTANCES OR EVENTS NOT ANTICIPATED BY THESE PROTOCOLS MAY OCCUR. THE EXPERIENCE AND JUDGMENT OF THOSE USING THESE PROTOCOLS IS AN IMPORTANT CONSIDERATION IN HOW AND WHEN THESE PROTOCOLS ARE USED AND WHEN AN ALERT IS ISSUED.

## 1.1 Background

In 2007, the University purchased its **outdoor siren warning system**, following about two years of discussion and planning. The sirens were designed to deliver high-intensity warning signals over a large area using omni-directional speakers, as well as public address announcement capability. The sirens are activated only during an **imminent, life-threatening emergency** or a test. (See <http://www.alertcarolina.unc.edu/go/doc/1395/206156/>.)

In conjunction with the siren system installation, the University developed and launched **Alert Carolina**, a safety and awareness initiative, in March 2008 to educate students, faculty and staff about what to do in an emergency and where to go for information and resources. Alert Carolina communications are anchored by a **website** (<http://www.alertcarolina.unc.edu/>), where updates about an ongoing situation are posted. The website also provides detailed information, resources and contacts covering campus safety issues.

Other emergency notification communication methods include:

- **Text messages**, which may be sent to the text-capable cell phone numbers registered by students, faculty and staff in the online campus directory.
- **Campus-wide e-mail and voice mail** (only for campus land lines; lengthy delays likely). (The Office of New Student and Parent Programs also may forward such e-mails to parents who have signed up for communications.)
- Replication of Alert Carolina website postings announcing the University's current status on the **University's homepage**, [www.unc.edu](http://www.unc.edu).

- **Adverse Weather and Emergency Phone Line**, 919- 843-1234, for recorded information.
- **University Access Channel** (Chapel Hill Time Warner Cable Channel 4) along with **other campus cable television channels**.
- **1610 AM**, the low-frequency travelers advisory radio station covering about a two-mile radius from campus.
- **News release sent to campus and local media.**
- **Official University social media accounts**, including Twitter and Facebook. (Those emergency-related messages also activate social media accounts targeting parents who have signed up through the Office of New Student and Parent Programs in Student Affairs and the campus community through the Department of Public Safety’s website and Facebook account.)
- **Direct, localized means of communication**, such as voice/bullhorn from emergency responder vehicles; fire alarm systems; and public address systems in a small number of buildings.

The University’s ENS addresses the reporting requirements of the 2008 Higher Education Opportunity Act. The Clery Act is a component of the 2008 Higher Education Opportunity Act and defines emergency notification as:

*“Procedures to immediately notify the campus community upon the confirmation of a significant emergency or dangerous situation involving an immediate threat to the health or safety of students or staff occurring on the campus ... unless issuing a notification will compromise efforts to contain the emergency.”*

While the law does not specify requirements related to time(s) or mode(s) associated with issuing an emergency notification, it does indicate that once the emergency situation is confirmed, such warnings should be issued “immediately.”

## **1.2 Training and Exercising**

Training and exercising are essential to demonstrating and improving the University’s ability to activate its ENS. Periodic exercising also helps ensure that equipment and procedures are maintained in a constant state of readiness. The University tests the sirens at least twice a year in addition to other emergency preparedness activities, drills and exercises. The campus continues to evaluate its Emergency Notification Protocols as part of an ongoing evaluation of best practices and the use of new technologies. And the University coordinates closely with UNC General Administration to fully participate in emergency preparedness activities and work being coordinated across the 17-campus UNC system.

Staff with responsibilities in the ENS will receive initial training on the emergency notification protocols and process. The University Executive Group and/or Emergency Response Officials (ERO) will be briefed on the emergency notification system and their responsibilities for making and carrying out related policy and action decisions. On an ongoing basis, staff and leadership will be trained and exercised on the ENS and will be informed when the ENS protocols or technology are updated.

The University recognizes that trained staff may not be available in an emergency to perform their function under the ENS protocols and has committed to developing a robust line of succession within each area of responsibility. New staff with ENS roles will be trained on the system and protocols as they assume their positions.

## 2.0 Operational Guidelines

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### **2.1 Purpose and Authority of the Emergency Notification System Protocols**

These protocols provide operational guidelines for issuing emergency messages via the University's ENS. These protocols are integrated with and supplement the University's Emergency Operations Plan (EOP).

The protocols are consistent with the Safety and Security Policies of the University and have been approved by the University Executive Group, which is chaired by the Vice Chancellor and General Counsel.

### **2.2 Purpose of the University of North Carolina at Chapel Hill Emergency Notification System (UNC ENS)**

The purpose of the University's ENS is to authorize and issue safety and security warning notifications to the campus community in an emergency or when specific actions must be taken to maintain safety and security.

### **2.3 Initial Activation of the ENS**

The process for activating the University's ENS begins when a potential threat or emergency situation is reported to or received by the Department of Public Safety (DPS). Typically, those reports are received via an incoming telephone call or computer transmission to the DPS E-911 Telecommunications Center (Dispatch). Once the emergency is confirmed, the highest-ranking police field supervisor will notify Dispatch and authorize the initiation of the proper type of notification.

### **2.4 Emergency Notification System Principles**

The University is committed to informing the campus community as quickly as possible about threats to personal safety or other emergencies that may affect the safety and welfare of students, faculty and staff, as well as campus operations or essential services including Chapel Hill Transit

The University communicates in an emergency following these principles:

- **Inform campus audiences (students, faculty and staff) first** with confirmed facts from emergency responders and any instructions for protective action.
- **Provide timely, accurate and regular updates** as part of a communications effort anchored by the Alert Carolina website (<http://alertcarolina.unc.edu>). Direct all messages and inquiries to and from other audiences (including parents, local residents and general public) back to the Alert website (not the University homepage) as the best official source of information, regardless of reports or speculation fueled by social media users (Additional information about how the University plans to communicate with parents is included in Appendix A.)
- **Proactively communicate and work with the news media covering the story.** Their reporting of the University's official information only helps reinforce the correct messages with all audiences.
- **Use simple, direct messages.** Stick to the facts and adhere to University policy; don't speculate. Protect any ongoing law enforcement investigation. Consider potential privacy and legal concerns, including issues concerning patient confidentiality and notification of family members. Be prepared to urge patience; an ongoing event may take hours – or longer – to resolve. We may ask people to stay inside for an extended time period.
- **Affirm the University's commitment to the safety of the campus community.**
- **Announce actions to prevent future problems.**

The University has adopted the National Incident Management System (NIMS) as part of the Emergency Operation Plan. The NIMS system includes provisions for managing public communication about an incident, no matter the size or the complexity of the situation or the number of agencies involved in the response. A NIMS response may include a command structure that involves outside agencies and requires the University to coordinate communications through a centralized Joint Information Center with other local, state or federal agencies.

## **2.5 Types of Notification**

Under the ENS, the University informs the campus community using three different types of notifications -- **Emergency, Timely Warning** and **Informational**.

### **Emergency Notifications**

The University will immediately notify the campus community after confirming that a significant emergency or dangerous situation involving an immediate threat to the health or safety of students, faculty, staff or visitors is occurring on the campus. In those instances, the University

will, without delay, and taking into account the safety of the community, determine the content of the notification and activate the notification system.

However, if in the professional judgment of responsible authorities, issuing an emergency notification would compromise efforts to assist a victim or to contain, respond to or otherwise mitigate the emergency, the notification may be delayed. In those cases, the University's Chief of Police, or the ranking Department of Public Safety officer in charge during his/her absence, will be notified, and once the potentially compromising situation has been addressed the emergency notification will be issued immediately.

The following protocols and methods/modes of communication will be used to issue an emergency notification:

1. **Public Safety** assesses a reported emergency situation and, in its sole discretion, activates the sirens for an immediate threat to the health or safety of students or employees. The following are scenarios for which an emergency notification will be issued:
  - a) armed and dangerous person on or near campus
  - b) major chemical spill or hazardous materials incident
  - c) tornado warning issued by the National Weather Service for the Chapel Hill-Carrboro area, or other significant severe, potentially life threatening weather conditions
  - d) another emergency as determined by Public Safety (general alert). An example could include potential acts of terrorism.
2. **Public Safety** contacts Information Technology Services (ITS) Control Center and informs that the sirens have been activated and an emergency notification has been initiated based on one of the scenarios listed above. Public safety also notifies the Orange County 911 Communications Center and the UNC Hospitals Police department.
3. **ITS Control Center:**
  - a) Verifies the identity of the Public Safety representative making the call.
  - b) Activates the pre-approved list of **siren message templates** for the matching scenario (armed, chemical, tornado warning, general alert).
  - c) Changes the **Alert Carolina website** and banner at the top of the main **University homepage** using a template and RSS feed headlines saying the sirens are on. Also pushes the same message to the University's Twitter and Facebook accounts. That also reached the New Student and Parent Office and Department of Public Safety accounts.

- d) Sends matching **text messages** to registered text-capable cell phone numbers for students, faculty, staff and UNC Hospitals and General Administration employees using data lists maintained by ITS through the online campus directory.
- e) Activates text-only insert siren messages to interrupt scheduled programming on the **campus TV system** reaching residence halls and buildings including the Student Union. Also interrupts programming on the **University Access Channel** (Time Warner, Channel 4) by posting a PowerPoint slide.
- f) Pages the **News Services on call** staff member/University Relations, who in turn notifies the Associate Vice Chancellor for University Relations and the Director of University Communications.
- g) Sends **campus-wide e-mail** labeled as coming from Alert Carolina.
- h) Distributes corresponding “siren” status template **news release** to campus and local media.

**4. Public Safety** activates corresponding messages to:

- a) **1610 AM**, the low-frequency travelers advisory radio station covering about a two-mile radius from campus.
- b) **Adverse Weather and Emergency Phone Line**, 843-1234 (recorded information only).

**5. After activating key siren message templates, ITS Control Center:**

- a) Notifies the **University’s Emergency Response Officials** (text, voice and/or e-mail on office, home and cell phones). The notifications report the sirens are on and give call-in instructions to discuss additional University assignments, responses and communications.

University Response Officials calling in will get assignments at that time – Executive Group, Emergency Operations Center, or standby.

Siren activation automatically opens the **Emergency Operations Center** and further response as part of the University’s **Emergency Operations Plan** (except in the case of a tornado warning. In those instances the EOC will be activated if the campus receives a direct strike and sustains damage)

- b) Alerts **campus operators** so they can tell callers the most recent information will be posted to the Alert Carolina website.
- c) Alerts **ITS Response Center**.

d) Alerts **ITS Control Center managers**.

6. Based on facts provided by Public Safety, the Emergency Operations Center and other emergency responders, the University Executive Committee authorizes updates to the campus and public using the Alert Carolina website, text messages and other communication tools available to the University for emergencies. University Relations develops the messages, working through the Emergency Operations Center, for approval by the Executive Group. Once approved:

- a) University Relations updates the Alert Carolina website, including RSS feed, and shares text message content with ITS Control Center for delivery
- b) Then University Relations completes message templates for TV messages and campus e-mail. ITS Control Center also activates or sends those messages
- c) News Services handles follow-up communication – on the scene, via briefings on campus, or through other means – with the news media EXCEPT to announce an “All Clear” under the regular emergency notification protocol (as specified in number 7, below).

7. **When it’s time to report “All Clear. Resume regular activities on campus,” the steps above are repeated,** launching another round of communications to the same audiences based on the procedures above.

- a) Public Safety authorizes and initiates the “All Clear” notification process by sounding the sirens (which have a different tone for “all clear”) and contacting ITS Control Center.
- b) ITS Control Center repeats the same notifications outlined above.

### **Timely Warning Notifications**

The University will notify the campus community of any Clery Act crime as soon as the information is available to enable people to protect themselves and/or their property from similar crimes **only under the following conditions as determined by the Department of Public Safety:**

- There is a continuing danger to the campus community.

**AND**

- Issuing the timely warning will not compromise law enforcement efforts to address the crime.

Clery Act crimes include the following:

- Criminal homicide, including murder and non-negligent manslaughter, and negligent manslaughter
- Sex offenses including forcible and non-forcible
- Robbery
- Aggravated assault
- Burglary
- Motor vehicle theft
- Arson
- Hate crimes (including any of the above-mentioned offenses, as well as any incidents of larceny/theft, simple assault, intimidation or destruction/damage/vandalism of property that were motivated by bias)

If, in the professional judgment of the Department of Public Safety, issuing a timely warning notification would compromise efforts to address the crime, the notification may be delayed. In those cases the University's Chief of Police, or the highest-ranking officer in charge will be notified. Once the potentially compromising situation has been addressed, the timely warning notification will be issued immediately.

In addition, the University will issue a timely warning when the National Weather Service issues a tornado watch for Orange County, or when other circumstances exist that do not represent an immediate threat to health or safety, yet action may enable people to protect themselves and/or their property.

The following protocols and methods/modes of communication will be used to issue a timely warning notification:

1. **Public Safety** assesses a reported crime or circumstance and determines that students and employees may be at risk due to the following:
  - a) The commission of a Clery Act crime
  - b) A tornado watch issued by the National Weather Service for Orange County
  - c) Other circumstances that do not represent an immediate threat to health or safety, yet action may enable people to protect themselves and/or their property. Circumstances may include but are not limited to civil disorder, a localized chemical spill or fire such as in a lab facility, or a bomb threat.
2. **Public Safety** contacts the Information Technology Services (ITS) Control Center and authorizes a timely warning notification.
3. **ITS Control Center:**
  - a) Verifies the identity of the Public Safety representative making the call.

- b) Changes the **Alert Carolina website** and **main homepage** using a basic alert template and RSS feed headlines to announce that the campus is on **alert status**. Also pushes the same message to the University's Twitter and Facebook accounts.

Here is the general alert message template:

“The University is currently operating under an alert condition. Campus police are responding to or investigating a serious incident that does NOT pose an immediate threat to health or safety. However, the situation may pose a continuing danger to the campus community and this notice is intended to enable people to protect themselves and/or their property.

Other prompts for this notification include the National Weather Service issuing a tornado watch for Orange County.

The Alert Carolina website will be updated as soon as more information is available. It could take hours for police to resolve a situation depending upon the circumstances. Meantime, if you are directed by police or University personnel to take specific action (evacuate a building, stay out of a certain part of campus, go to your residence hall and stay there), please comply immediately.

If you see suspicious activity, call 911. But do not call 911 or the Department of Public Safety merely to ask for information about the current incident. Police phone lines need to be kept open for emergency communications.”

- c) Sends SMS **text messages** to registered text-capable cell phone numbers for students, faculty, staff and UNC Hospitals and General Administration employees using data lists maintained by ITS through the online campus directory. The text message will say:

!Alert Carolina!

Police responding to serious campus incident. Not an immediate health or safety threat. See [alertcarolina.unc.edu](http://alertcarolina.unc.edu). (128 characters)

- d) Activates text-only insert messages to interrupt scheduled programming on **campus TV system** reaching residence halls and some buildings including the Student Union. Also interrupt programming on the **University Access Channel** (Time Warner, Channel 4) by posting a PowerPoint slide.
- e) Sends **campus-wide e-mail** labeled as coming from Alert Carolina.

- f) Distributes corresponding “alert” status template **news release** to campus and local media.
- g) Alerts **campus operators** so they can tell callers that the most recent information will be posted to the Alert Carolina website when available.
- h) Alerts **ITS Response Center**.
- i) Alerts **ITS Control Center managers**.

#### 4. **Public Safety:**

- a) Posts corresponding messages to **1610 AM** (the low-frequency travelers advisory radio station covering about a two-mile radius from campus) and the **Adverse Weather and Emergency Phone line** (recorded information at 843-1234).
- b) For incidents that do not require the Emergency Operations Center to be activated the Chief of Police/ranking officer in charge informs the Vice Chancellor and General Counsel and the Associate Vice Chancellor for University Relations (or their representatives) of the situation, and coordinates with the Department of Public Safety Public Information Officer and the News Services on-call staff member to draft updates to the Alert Carolina website and other forms of campus communication. After review of the message by University Relations, Public Safety contacts the ITS Control Center to distribute text messages and Alert Carolina campus-wide e-mails. The Vice Chancellor for Student Affairs and the Vice Chancellor for Human Resources will be notified concerning incidents that involve their areas of responsibility.
- c) If the Emergency Operations Center is activated, requests ITS to notify the University Emergency Response Officials (text, voice and e-mail on office, cell and home phones). The notifications inform the group there is a serious situation and asks them to convene via conference call to monitor developments, to direct messages and to receive assignments. Members of the group will either report as directed or will stay in close contact with the Public Safety Incident Commander or designee.

The University Executive Group will direct University Relations (or the ITS Control Center) to make updates on the Alert Carolina website when new information is available from Public Safety or emergency responders. When the situation is resolved and the safety risk is over, the Alert Carolina website will announce and “all clear. Resume regular activities.” status. (These updates will also appear in the banner at the top of [www.unc.edu](http://www.unc.edu).)

- 5. **When it’s time to report “All Clear. Resume regular activities on campus,” the steps above are repeated**, launching another round of communications to the same audiences based on the procedures above.

- a) Public Safety authorizes and initiates the “All Clear” notification process by contacting ITS Control Center.
- b) ITS Control Center repeats the same notifications outlined above.

### **Informational Notification**

Even though a reported crime or emergency does not meet the criteria for either an emergency notification or a timely warning notification there will be times when, in the judgment of Public Safety, the campus community should be notified about an incident. In those cases, the Chief of Police, or the ranking officer in charge, will authorize an informational notification to be issued. The following protocols and methods/modes of communication will be used to issue an informational notification:

1. **Public Safety** assesses a reported campus crime or emergency situation and determines that it does not meet the criteria for either an emergency notification or a timely warning notification, but determines the campus community should be notified about the incident. The following are examples of circumstances that may meet the threshold for an informational notification:
  - a) The public nature of an incident is likely to generate significant interest across the campus community. An example includes an incident that no longer represents a threat, but involved the response of multiple emergency vehicles/personnel.
  - b) A violent crime in which the perpetrator has been apprehended or is known to no longer be on campus.
  - c) Reports of an alleged assault (sexual or physical) made to the Department of Public Safety that do not warrant a timely warning, and in which the assailant is not known by the victim. An informational notification also will be issued in cases in which the alleged assault occurred within close proximity to the campus and the reports are based on information shared by local law enforcement agencies. Notification may be elevated to timely warning if additional information becomes available to the Department of Public Safety.
  - d) The notification of a particular crime or crime pattern could enhance the overall safety/security of the campus community. For example, the threat is intermittent, such as the identified increase in the theft of laptop computers from a specific area.
  - e) The Department of Public Safety – or an off-campus law enforcement agency – seeks information to assist in solving a crime.

2. **Chief of Police**/ranking officer in charge informs the Vice Chancellor and General Counsel and the Associate Vice Chancellor for University Relations (or their representatives) about the need to issue an information notification, and coordinates with the Department of Public Safety Public Information Officer, who will draft the informational notification e-mail for review by the News Services on-call representative and then contact and coordinate with the ITS Control Center for final distribution. The Vice Chancellor for Student Affairs and the Vice Chancellor for Human Resources will be notified concerning informational notices that involve their areas of responsibility.
3. **Public Safety** contacts the Information Technology Services (ITS) Control Center and authorizes the initiation of an informational notification and conveys the approved message.
4. **ITS Control Center:**
  - a) Verifies the identity of the Public Safety representative making the call.
  - b) Posts the approved message as a “Recent Update” on the **Alert Carolina homepage**.
  - c) Sends **campus-wide e-mail** labeled as coming from Alert Carolina.

## 2.6 Responsible University Authorities

All requests for the initial activation of the ENS will be made to or routed through the UNC Department of Public Safety (UNC DPS). Any of the following University officials is authorized to request the activation of the ENS for the type of notification indicated:

### Emergency Notification

- Senior Public Safety Field Supervisor on Duty
- Police Chief
- Chair, University Executive Group (Vice Chancellor and General Counsel)
- Chancellor

### Timely Warning and Informational Notification

- Senior Public Safety Field Supervisor on Duty
- Police Chief
- Chair, University Executive Group (Vice Chancellor and General Counsel)
- Chancellor
- Vice Chancellor for Student Affairs
- Vice Chancellor for Human resources
- The following University official(s), if they are *directly involved with the emergency response for a safety-and-security incident on campus*
  - Director of Campus Health Services
  - Director of Environment, Health and Safety

These positions will be collectively referred to as “Responsible University Authorities” for the purposes of these protocols.

At all times in these protocols, reference to any position at the University shall be understood, in the absence of the referenced individual, to include designees.

## 2.7 Emergency Notification System Authorizations

The following tables summarize the authorization for issuing ENS notifications. All requests for the initial activation of the ENS will be made to or routed through the UNC Department of Public Safety (UNC DPS).

Notification Type	Authorized by	Issued by	Communication Channels Activated
<b>Emergency</b>	Senior public safety field supervisor on duty or one of the following Responsible University Authorities: Police Chief, Vice Chancellor and General Counsel, Chancellor	Public Safety E-911 Communication Center and ITS Control Center	Sirens  Text messages  Alert Carolina website, with RSS feed automatically appearing on unc.edu and activating social media – official University Twitter and Facebook accounts. Also activates other social media for Office of New Student and Parent Programs (Twitter and Facebook) and Department of Public Safety (Facebook)  Campus TV (residence halls and some buildings)/University Access Channel (Time Warner Cable)  Campus e-mail  1610 AM Adverse Weather and Emergency Phone Line (recorded)  Notify campus, local media

Notification Type	Authorized by	Issued by	Communication Channels Activated
<p><b>Timely Warning</b></p>	<p>Senior public safety field supervisor on duty or one of the following Responsible University Authorities:  Police Chief,  Vice Chancellor and General Counsel,  Chancellor, Vice Chancellor for Student Affairs, Vice Chancellor for Human Resources, Director of Campus Health Services, Director of Environment, Health and Safety</p>	<p>ITS Control Center and Public Safety E-911  Communication Center</p>	<p>Text messages</p> <p>Alert Carolina website, with RSS feed automatically appearing on unc.edu and activating social media – official University Twitter and Facebook accounts. Also activates other social media for Office of New Student and Parent Programs (Twitter and Facebook) and Department of Public Safety (Facebook)</p> <p>Campus TV (residence halls and some buildings)/University Access Channel (Time Warner Cable)</p> <p>Campus e-mail</p> <p>1610 AM Adverse Weather and Emergency Phone Line (recorded)</p> <p>Notify campus, local media</p>

<b>Notification Type</b>	<b>Authorized by</b>	<b>Issued by</b>	<b>Communication Channels Activated</b>
<b>Informational</b>	Senior public safety field supervisor on duty or one of the following Responsible University Authorities: Police Chief, Vice Chancellor and General Counsel, Chancellor, Vice Chancellor for Student Affairs, Vice Chancellor for Human Resources, Director of Campus Health Services, Director of Environment, Health and Safety	ITS Control Center	Alert Carolina website, appearing as a “Recent Update”  Campus e-mail

# 3.0 Emergency Notification System Staff Assignments, Roles

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This section describes roles and actions assigned to staff at the University for authorizing and operating the ENS. The Action Checklists provide detailed guidance for each position assigned duties for carrying out the University’s plans..

## 3.1 Summary of ENS Staff Assignments and Roles

This table presents a summary of staff assignments and roles in the ENS. At all times in these protocols, reference to any position at the University shall be understood, in the absence of the referenced individual, to include designees.

Staff Position	Role
Police Dispatcher	<ul style="list-style-type: none"> <li>• Coordinate with the senior public safety supervisor on duty</li> <li>• Activate the sirens and public address announcements on siren poles as instructed</li> <li>• Contact ITS Control Center to issue emergency notifications</li> <li>• Contacts Orange County 911 Communications Center</li> <li>• Contacts UNC Hospitals Police</li> <li>• Contact ITS Control Center to issue status updates or “all clear” notifications as instructed</li> </ul>
Senior Public Safety Field Supervisor on Duty	<ul style="list-style-type: none"> <li>• Confirm the emergency situation or threat</li> <li>• Determine whether an emergency notification to the campus would create a more serious emergency and/or compromise the University’s efforts to contain the emergency</li> <li>• Authorize the dispatcher to activate the sirens initiating the emergency notification protocols</li> <li>• Notify the Police Chief of the situation, notifications authorized/issued, notifications not authorized/issued due to the potential to compromise University efforts to contain the emergency, and any other actions taken to contain the emergency</li> <li>• May authorize the dispatcher to send an all clear notification (for incidents in which this employee has incident command)</li> </ul>

Staff Position	Role
Police Chief	<ul style="list-style-type: none"> <li>• Receive notification of emergency notifications that have been sent, or notifications not sent because they might compromise the University’s efforts or because the immediacy of the threat is undetermined</li> <li>• Provide executive direction to Public Safety or other appropriate units on further messages or notifications</li> <li>• Determine whether an emergency notification to the campus would create a more serious emergency and/or compromise the University’s efforts to contain the emergency</li> <li>• May authorize the Public Safety Dispatcher/ITS Control Center to send status update notification or all clear notifications (for incidents in which this person has incident command)</li> <li>• Notify the Chair of the University Executive Group and/or Responsible University Authorities or the Emergency Response Officials of the situation, notifications authorized/issued, and any other actions taken to contain the emergency</li> <li>• Make assignments among the Emergency Response Group if communications convening that group or opening the Emergency Operations Center are warranted</li> </ul>
Responsible University Authorities	<ul style="list-style-type: none"> <li>• Confirm whether a significant emergency or dangerous situation involving an immediate threat to the health or safety of students, faculty, staff or visitors is occurring on the campus <i>for situations within the authorization of the Responsible University Authority</i></li> <li>• May request to, or through, the Public Safety Dispatcher the issuance of an emergency, timely warning or informational notification depending upon their level of authority</li> <li>• Restrict the sending out of a notification if it would create a more serious emergency and/or compromise the University’s efforts to contain the emergency</li> <li>• May request to, or through, the Public Safety Dispatcher to send status update notifications or all clear notifications (for incidents in which this person has incident command)</li> </ul>
Chair, University Executive Group	<ul style="list-style-type: none"> <li>• Receive notification of emergency notifications that have been sent and, as appropriate, notifications not sent</li> <li>• Authorize notifications</li> <li>• Notify the Chancellor and other officials as necessary of the situation, notifications authorized/issued, and any other actions taken</li> <li>• May authorize the Dispatcher or trained staff to send status update notifications or “All Clear” notifications (for incidents in which this person has incident command)</li> </ul>

Staff Position	Role
Information Technology Services Control Center	<ul style="list-style-type: none"> <li>• Provide back-up to Public Safety to activate emergency sirens</li> <li>• Initiate initial emergency and timely warning message notifications using pre-approved message templates after receiving proper instructions from Public Safety</li> <li>• Be prepared to initiate informational message notifications (including text, e-mail and Web page updates) after receiving final approved message content from Public Safety</li> <li>• Help send follow-up communications, including text messages, as approved messages become available from Public Safety, University Relations and/or other authorized responders</li> <li>• Provide technical support to the University’s response efforts for all emergency communications going to campus</li> <li>• Coordinate with ITS and service providers as needed to ensure system operability</li> </ul>
Associate Vice Chancellor for University Relations	<ul style="list-style-type: none"> <li>• Support the Executive Group, Emergency Response Officials or Responsible University Authorities with decisions on issuing all levels of notifications and providing follow-up public relations and message content support</li> <li>• Provide additional information on notification messages on the Alert Carolina homepage (along with unc.edu as appropriate) and through available communication channels working through the established approval process</li> <li>• Focus on informing internal audiences first</li> <li>• Through News Services, also work proactively with the news media.</li> <li>• Coordinate with ITS and service providers as needed to ensure the ability to post and send messages</li> </ul>

## Appendix A: Communicating with Parents and Families

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### **Office of New Student and Parent Programs**

To help the parents of University students remain informed about campus safety issues, the University's Emergency Notification System shares communications for emergency notifications and timely warnings (and other updates as necessary) with the Office of New Student and Parent Programs. That office relays the information to parents who have signed up for e-mail notifications through the parent listservs and/or updates from the Office of New Student and Parent Programs Facebook and Twitter accounts (<http://nscpp.unc.edu/parents>).

### **American Red Cross Safe and Well List**

Students and employees can let their families know they are okay in the event of an emergency while keeping cell phone lines open for emergency calls by using the American Red Cross Safe and Well list. The Safe and Well list is especially helpful in communicating with family members who are outside the emergency area.

If a disaster or crisis affects the Carolina campus, you can register as "safe and well" by going to [www.redcross.org/safeandwell](http://www.redcross.org/safeandwell) and following the registration instructions.

From a list of standard messages, you can select those that you want to communicate to your family members, letting them know that you are okay. Concerned family and friends can search the list of people who have registered themselves as "safe and well." A successful search will display first name, last name, an "as of date" and the "safe and well" messages selected.

You may customize messages for loved ones and update their Facebook and Twitter statuses directly from the site. The University encourages you to tell family and friends about the Safe and Well List website now so they will know what to do to get your "safe and well" message in an emergency.