



U.S. Department of Education
Office of Safe and Drug-Free Schools
Emergency Management for Higher Education



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Campus Emergency Notification Systems – Challenges and Lessons Learned

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Steve Harris is the Director of the Office of Security and Emergency Preparedness for the University of Georgia. In this position, Mr. Harris is responsible for homeland security and emergency management planning and initiatives. Previously he served as the State School Safety Unit Manager with the Georgia Office of Homeland Security-Georgia Emergency Management Agency (GEMA) from 1999-2006. Mr. Harris has also served as a Police Officer and as an Assistant Security Administrator of a school district.

Mr. Harris graduated from Georgia Southern University with a degree in History and continued his education at the University of Georgia by receiving a Master's degree in Social Science Education and his teacher certification. Mr. Harris also holds a Master Certified Emergency Manager certification through the State of Georgia and is an instructor with the Georgia Peace Officers' Standards and Training (POST) Council.

Mr. Harris has been involved in the development of several national public safety videos and training programs involving school vulnerability assessments, transportation security, National Incident Management System (NIMS) principles, and active shooter responses for schools. In addition, Mr. Harris serves on several advisory councils and technical working groups associated with the University of Tennessee Law Enforcement Innovation Center, the U.S. Department of Homeland Security, the U.S. Department of Justice, the International Association of Chiefs of Police and the U.S. Department of Education.



Campus Emergency Notification Systems – Challenges and Lessons Learned



Office of Security & Emergency Preparedness
University of Georgia



Mass Alerting Discussion Topics

- Federal Mandates/Initiatives
- Notification Methods
- Activation/Authorization
- Training Initiators
- Speed
- Message Development
- Follow-up Information
- Social Networking
- Non-Affiliates/Parents
- Marketing
- Parents
- Testing Systems/AAR/IP





Emergency Notification Myths

- Mass notification systems will be activated for all campus emergencies
- Our Emergency Notification System (ENS) is activated by breaking glass and pressing a “red button”
- Our ENS will notify everyone at exactly the same time
- There is no need to ever update my emergency contact information in our ENS
- Campus police or emergency management personnel should be called to confirm the receipt of an ENS message
- I should only depend on one method for emergency notification





History of UGAAAlert

- Implemented our ENS at UGA in 2006
- Only used for campus-wide emergency notification (Tested 2 times a year)
- Control our own registration portal and data
- Began as a voluntary system (Opt in) and in 2007 mandatory inclusion (Opt out)
- ENS is activated by UGA Police Communications
- Initiated 17 times for campus emergency incidents
- 48,000 users – Sends 68,000 phone calls, 63,000 e-mails and 27,000 text messages when an alert is issued



Higher Education Opportunity Act (HEOA) Requirement

- Procedures to notify the campus community upon the confirmation of a significant emergency or immediate threat (paraphrased)
- Procedures for quick determination of content and alert issuance if alert does not comprise the response effort
- A description of how each institution will verify the emergency and activate their system
- List of titles or persons authorized to activate system
- Procedures to disseminate the information to the larger community and include how you test your system

Does not replace the Clery Act timely warning requirement



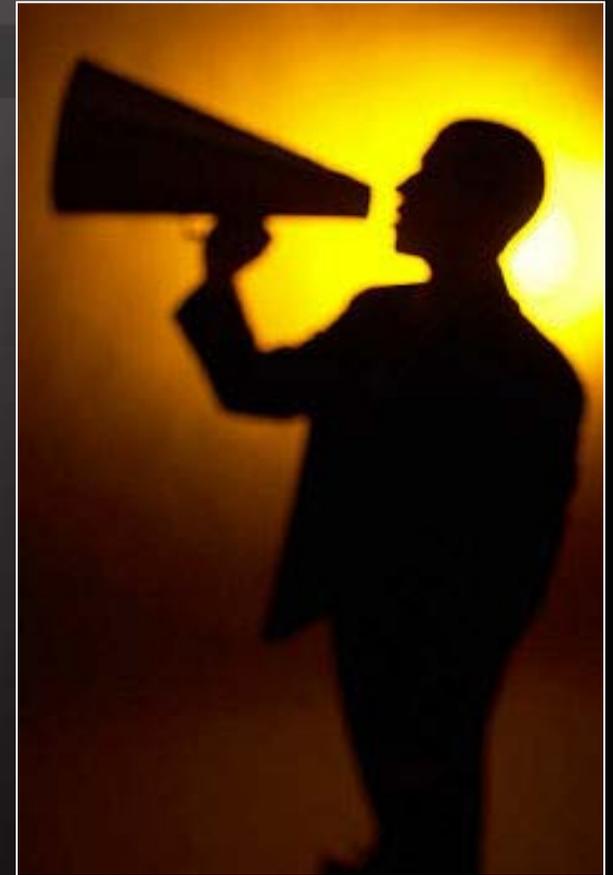
Clery Act - 2008 Amendments

- Now requires that the Annual Security Report include a policy statement about emergency response and evacuation procedures
- Statement must discuss procedures developed and systems deployed to communicate with the community
- Must inform students and staff about emergency response and evacuation procedures (Test once a year)



Commercial Mobile Alert System (CMAS)

- A national alerting network that allows for emergency messages to be disseminated to mobile devices
- Involves participating wireless providers – currently being tested
- Three types of alerts will be issued:
 1. Presidential
 2. Imminent life safety threats
 3. Amber alerts





Notification Methods

- Vendor ENS – voice/text/e-mail
- NOAA Weather Radios
- Loudspeakers
- Intercoms
- Voice Evacuation Systems
- Sirens
- E-mail/Listserv
- Web Site Announcements
- Call Boxes
- Digital Displays
- Desktop Alerting
- Hotlines (800 Numbers)

UGA Alert
DESKTOP
Emergency Notification System





Activation Policy

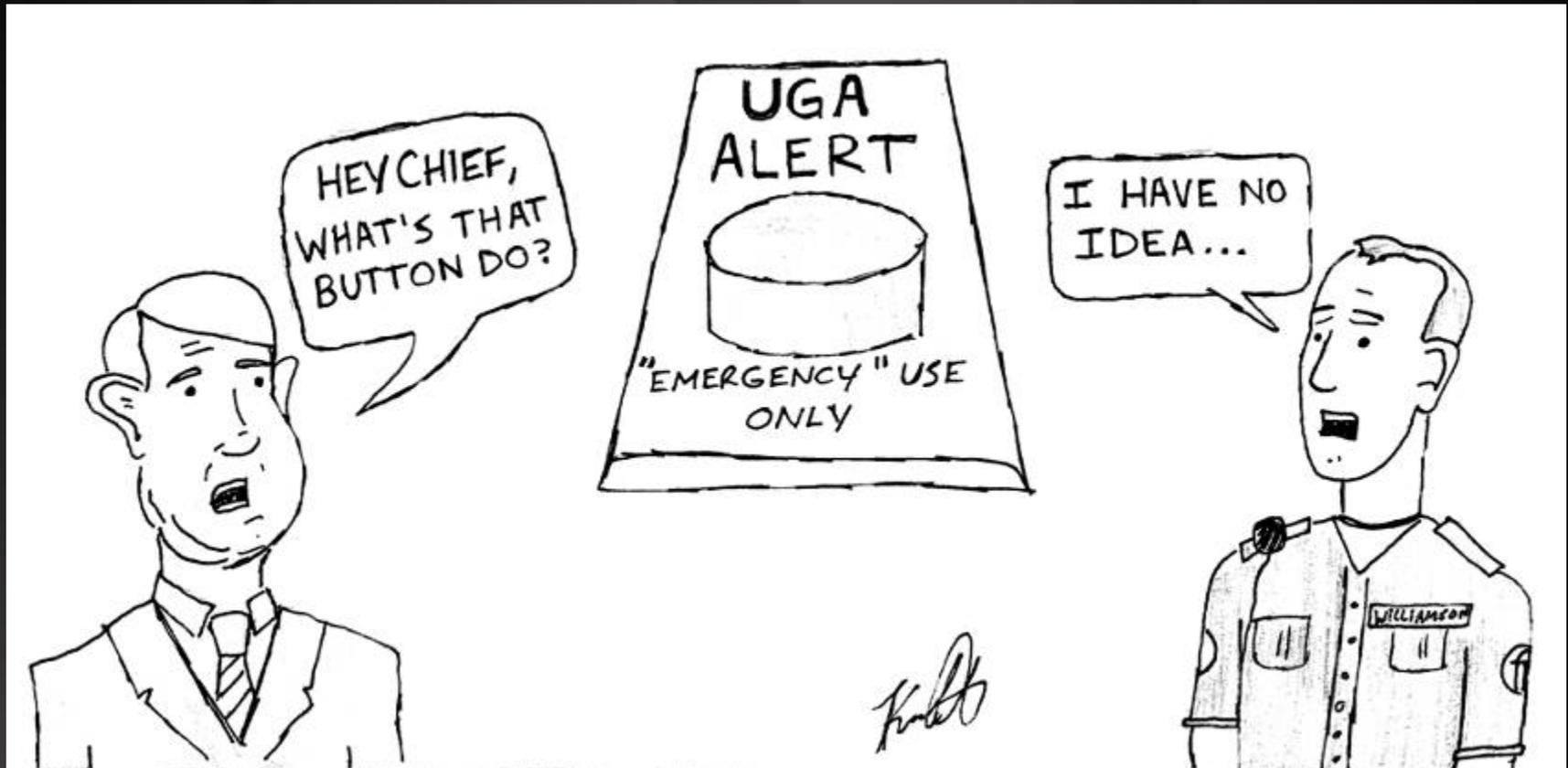


- Life threatening emergency
- Not controlled or contained
- Affects the entire campus
- Recipient needs to take immediate action



Mistakes - Expect Criticism

Editorial from UGA Student Newspaper based on a decision not to alert students about a bomb threat





Mandatory/Opt-out System

- Consider recording the date and time of opt-out
- Opt-out language is highlighted in this example
- User updates are accomplished every 6 months via mandatory password updates

Although it is possible to opt out, all members of the UGA community are urged to participate in UGAAlert. Your decision to opt out of the UGAAlert system will be documented. By electing to opt out of the UGAAlert system, you are confirming that you understand you will not receive notification via the UGAAlert system when there is an emergency on campus requiring immediate action. You will be reminded to revisit this decision the next time you change your UGA MyID password.

[Click here to opt out of UGAAlert](#)

Submit My Information

Logoff

I have read the highlighted portion below, and I want to opt out of the UGAAlert notification system.

*Re
"ove
**N

OK

Cancel

Although it is possible to opt out, all members of the UGA community are urged to participate in UGAAlert. Your decision to opt out of the UGAAlert system will be documented. By electing to opt out of the UGAAlert system, you are confirming that you understand you will not receive notification via the UGAAlert system when there is an emergency on campus requiring immediate action. You will be reminded to revisit this decision the next time you change your UGA MyID password.

[Click here to opt out of UGAAlert](#)

Submit My Information

Logoff



Who Will Push the Button?



- 24/7 Availability
- Knowledge of crisis
 - Police, Fire, EMA
- Access to computer
- Authorization
- GT/UGA/GA State example
- Off campus locations



Activation Back-Ups

- If primary means to send message is down (i.e. internet)
- Primary location or personnel are out of service
- Primary workers are overwhelmed in an emergency





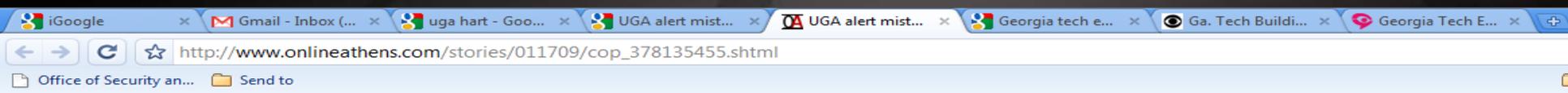
Training

- Dispatchers send monthly e-mail
- Quarterly group training
 - Practice recording and sending message
- One on One Training
- Created Test Campus with only a few contacts
 - Can actually send messages





Training is Important!



- HOME
- DOGBYTES
- ATHENS MUSIC
- SPOTTED
- COMICS

You are not logged in | [Member Center](#) | [My Account](#)

OnlineAthens

ATHENS BANNER-HERALD

Search: Site Web

Web Search powered by **YAHOO!** SEARCH

Jul 26, 2009
Fair with Haze 73.0° F
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Cops AA

UGA alert mistakenly sent to thousands

Athens Banner-Herald | Story updated at 10:29 pm on 1/16/2009

An alert meant for a small hazardous response team at the University of Georgia accidentally went out to the entire UGAAlert roster of thousands of workers and students Friday morning.

The alert left thousands of other recipients alarmed and wondering what was happening.

The call shortly after 6 a.m. was aimed at UGA's Hazardous Assessment Response Team, formed in 2001 to respond quickly to possible hazmat emergencies, such as Friday's apparent minor spill at a building near the university's College of Veterinary Medicine. But through human error, the message went out as a mass alert, UGA Police Chief Jimmy Williamson said in an e-mailed apology to UGA workers and students.

Williamson said training and procedures will be changed for workers who operate the UGAAlert system - designed to notify the UGA community in the event of serious campuswide emergencies such as a tornado - to make sure the error doesn't happen again.

Originally published in the Athens Banner-Herald on Saturday, January 17, 2009

Most Popular Articles

- Colleges now face furloughs
- Teen: I robbed to pay the rent
- Apex Express fined for gas gouging
- Florida unanimous pick, Georgia ‑...
- Pilgrim’s Pride to close 1 of 2...
- Spurrier: ‘I messed up‑...
- Richt: Everything done for the long haul a...
- Fraternity insurer claims it isn't liable ...
- Well-equipped thieves take ATM
- Mom, daughter shot during police call

[MOST POPULAR](#) [MOST COMMENTS](#)

TOP JOBS

LAI D OFF?
 DOWNSIZED? How much longer can you afford...

5 Marketers
 Wanted Elliott Wave International, Gainesville,...

Quality Control
 PT Revenue Works (p) 1- 877-764-5286



Location Challenges

- Provide Services to 4 Campuses
 - Athens – Main campus
 - Gwinnett – One building
 - Griffin – Growing Satellite Campus
 - Tifton – Research
- Challenges
 - Knowledge of Conditions
 - Initiating Alert, website, etc.





SPEED – Tornado Warning Example

Ex: Tornado Warning issued at
1:00pm

Warning received at 1:00:30 pm

Listen to message (90 second
message) – 1:03pm

Send message takes 2 minutes –
1:05pm

Message is received at various
times





Seven Parts to an Emergency Message



- Intro (This is a message from UGA Alert)
- What (There has been a chemical spill)
- Where (at the intersection of _____)
- Confidence (First responders on scene)
- Action (Please avoid this area)
- Info (For more information go to)
- Do not Call Emergency Numbers for Information



Sample Emergency Message

- This is a message from UGA Alert. There has been a chemical spill near the intersection of Carlton Street and Lumpkin Street. First responders are on the scene and buildings in the area are being evacuated. Please avoid this area and obey the commands of first responders. For more information go to www.uga.edu. Do not call emergency numbers for information.



Alert Message Suggestions

- Length of message
 - Too short – not recorded
 - Too long – lose interest
 - Goal ~ 30 seconds
- Number of Calls
 - One time only vs. up to three times
 - Type of call may need different number of calls





Where do you go for more information?

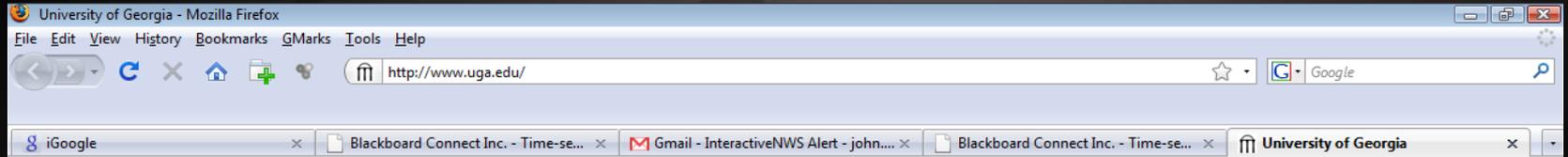


- You cannot send out alert after alert to update a situation
- People will want additional information about what is occurring
- The media, parents and other interested people will want information
- Some solutions: local radio/TV, NOAA radios, and the Internet



Institution Home Page –

www.uga.edu



THE UNIVERSITY OF GEORGIA

- ▶ HOME
- ▶ SEARCH
- ▶ CONTACT US
- ▶ MyUGA

▶ ABOUT UGA ▶ ADMISSIONS ▶ ACADEMICS ▶ RESEARCH ▶ OUTREACH ▶ STUDENT LIFE ▶ INSIDE UGA ▶ ATHLETICS

TORNADO WARNING

SEEK SHELTER NOW

Go to the lowest level of your building.
Avoid glass, exterior walls, high ceilings, debris.
If possible get under sturdy furniture.
DO NOT DELAY!

The National Weather Service has issued a tornado warning for Athens-Clarke County.
The warning will remain in effect until 7:15pm.

[▶ MAKE A GIFT](#) Support UGA's Academic Excellence

Information for:

UGA NEWS ▶



Link between unexploded munitions in oceans and cancer-causing toxins determined

During a research trip to Puerto Rico, ecologist James Porter took samples from underwater nuclear bomb target USS Killen, expecting to find evidence of radioactive matter – instead he found a link to cancer. Data revealed that the closer corals and marine life were to

EVENTS AT UGA ▶



Film: Faubourg Tremé - The Untold Story of Black New Orleans

This documentary details the civil rights movement as it evolved in the oldest African American neighborhood in New Orleans, Faubourg Tremé. This African-American Cultural Center program is a Blue Card Event and is being shown in honor of Black History Month. The Feb. 19 screening runs 12:15

AMAZING STUDENTS ▶



AMAZING STUDENT: Bryan Davis

Relationships mean a lot to Honors student Bryan Davis. His family tried to steer him to another school instead of UGA, but by then Mark Dawkins, an associate dean in the Terry College of Business, had already become a mentor. Bryan is now a senior enrolled in a program which will allow him to get both his B.B.A. in accounting as well as his Masters in



Emergency Web Template

UGA Emergency Information - Internet Explorer provided by Dell

http://www.uga.edu/lightsout/base.html

UGA Emergency Information



THE UNIVERSITY OF GEORGIA

Information in the case of an emergency

Lastest information

Homero mediocrem efficiendi mel cu, mei eu sint noster audiam. Ne ius vitae homero, usu minimum suscipit inciderint ne. Mel omnesque liberavisse no, quo an everti ornatus. Eum te mandamus argumentum, prompta numquam fastidii te quo.

Homero mediocrem efficiendi mel cu, [mei eu sint](#) noster audiam. Ne ius vitae homero, usu minimum suscipit inciderint ne. Mel omnesque liberavisse no, quo an everti ornatus. Eum te mandamus argumentum, prompta numquam fastidii te quo.

Homero mediocrem efficiendi mel cu, mei eu sint noster audiam. Ne ius vitae homero, usu minimum suscipit inciderint ne. Mel omnesque liberavisse no, quo an everti ornatus. Eum te mandamus argumentum, prompta numquam fastidii te quo.

[Previous postings related to this situation »](#)

News & notices

I set this area up as a server-side include so we can post to multiple pages. We could do the same with most every other section but I'd be a little concerned that in a time of crisis there'd be too many things to think about.

Homero mediocrem efficiendi mel cu, mei eu sint noster audiam. Ne ius vitae homero, usu minimum suscipit inciderint ne. Mel omnesque liberavisse no, quo an everti ornatus. Eum te mandamus argumentum, prompta numquam fastidii te quo.

Homero mediocrem efficiendi mel cu, mei eu sint noster audiam. Ne ius vitae homero, usu minimum suscipit inciderint ne. Mel omnesque liberavisse no, quo an everti ornatus. Eum te mandamus argumentum, prompta numquam fastidii te quo.

[ALT: See \[news.html\]\(#\) »](#)

Important phone numbers

- UGA Police Department: 706-542-2200
- Hearing Impaired: (TTY) 706-542-1188
- UGA Police Department: 706-542-5813
- Athens-Clarke County Police: 706-546-5900

[ALT: See reference material for more phone numbers »](#)

Computer services

The University of Georgia is currently in a state of emergency. In an effort to ensure that the UGA Website serves as a point of important information for students, faculty, staff and visitors, all non-essential Web sites are inaccessible at this time.

Every effort is being made to ensure that all essential communications services, including email, continue to function.

[ALT: Base page footer in case server is down »](#)

Resources or References

Homero mediocrem efficiendi mel cu, mei eu sint noster audiam. Ne ius vitae homero, usu minimum suscipit inciderint ne. Mel omnesque liberavisse no, quo an everti ornatus. Eum te mandamus argumentum, prompta numquam fastidii te quo.

[ALT: See reference material »](#)

Stand-by scripts

Homero mediocrem efficiendi mel cu, mei eu sint noster audiam. Ne ius vitae homero, usu minimum suscipit inciderint ne. Mel omnesque liberavisse no, quo an everti ornatus. Eum te mandamus argumentum, prompta numquam fastidii te quo.

Done

Trusted sites | Protected Mode: On

100%



“To Tweet or Not to Tweet”

- Use of social networks in emergency alerting
- RSS feed available?
- Advantages – Popular method and good for rumor control
- Disadvantages – Vulnerable to security breaches and credibility issues





Inclusion of Non-University Affiliates

Non-University People

- Local first responders/hospitals
- Construction personnel
- State/Federal offices on campus
- Schools/Daycares
- Ministerial Associations
- Fraternity/Sorority Employees
- Community members



Develop a procedure to update their information...



Campus Emergency Notification Advisory Committee

- Staff Council
- Police
- Public Affairs
- Physical Plant
- IT Services
- Student Representatives
- Disability Resource Center
- Student Affairs
- Environmental Safety
- Emergency Management
- Faculty Representative





Campus Emergency Notification Plan

- Includes specific information and a description of each type of emergency alerting system used on campus
- Compilation of all your activation policies – includes other campuses too
- Highlights information about frequency of tests and training
- Lists past test dates and activations
- Includes information on how you market your systems
- Includes any relative MOUs with local or state agencies

UGA Emergency Notification Plan - <http://www.osep.uga.edu/>



Branding/Marketing

- UGAAlert website and FAQs
- New student orientation
- Brochures/Flyers
- Presentations
- Activations/Tests
- Publicize specific activation policy too

UGA Alert

Emergency Notification System

UGA Alert

DESKTOP

Emergency Notification System

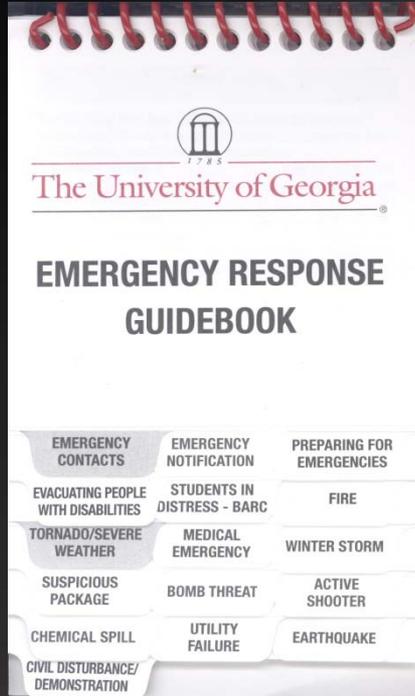


UGAAlert Marketing Video





Marketing Examples

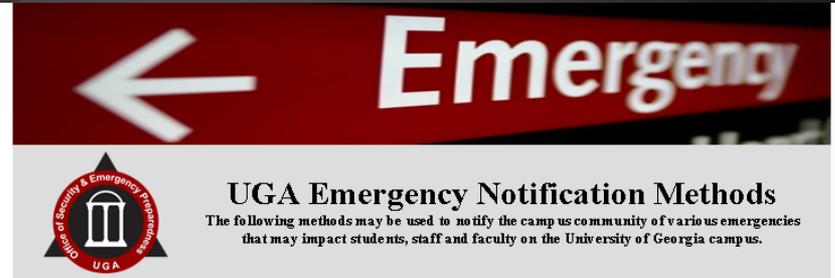


Are You Ready?



A Resource Guide for New Students
Fall 2011/Spring 2012

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The **UGAAlert** system (www.ugaalert.uga.edu) is UGA's emergency mass notification system that is capable of sending thousands of messages within minutes by emailing, SMS text messaging and phone calls. The system will only be used when there is a severe threat to public safety and health of the entire campus that has not been contained or controlled and when immediate action is required. The **UGAAlert** phone number reflected on your caller I.D. will be (706) 542-0111.



UGA has 4 **outdoor tornado warning sirens** that are activated by Athens-Clarke County during tornado warnings for the county. The outdoor tornado sirens are only intended to be heard by persons who are located outdoors. The sirens are located at the State Botanical Garden, on top of the Chemistry Building, at the end of Rogers Road and on top of the East Campus Parking Deck.



UGAAlert DESKTOP will scroll across computers connected to the UGA network whenever the UGAAlert system is activated. The text crawl will provide emergency activation information and then disappear after the message scrolls across the screen five times. The use of UGAAlert Desktop will follow the same activation procedures as utilized for the UGAAlert system.



The **UGA Cablevision emergency screen capture** allows emergency messages to be flashed across all University controlled television stations.



A campus-wide e-mail notification system called **Arch News** can rapidly send e-mail information to all faculty, staff and students on campus. It is normally utilized to provide campus-wide general announcements, lane closures, crime updates and inclement weather closings.



UGA Home page – The University of Georgia's official Web site for weather closings and emergency event information (www.uga.edu).



NOAA Weather Radio – Provides 24/7 all-hazard watches and warnings for incidents such as floods, tornadoes, thunderstorms, winter storms, train derailments, AMBER alerts and terrorist attacks.

Important Reminders

- Call the UGA Police at 911 or (706) 542-2200 for all campus **emergencies**
- For **non-emergencies**, call UGA Police at (706) 542-0090
- Go to www.uga.edu for more information during an emergency
- Program (706) 542-0111 into your cell phone as "UGAAlert" to recognize calls from UGAAlert

Office of Security and Emergency Preparedness

www.osep.uga.edu • www.ugaalert.uga.edu • osep@uga.edu • 706-542-5845



Parents

- Do you allow parents in your alert system?
- Why or why not?
- Student orientation sessions are a good venue to advertise or possibly to not advertise parental involvement
- Problem at UGA – Communications Center is overloaded with worried parents who receive emergency alerts
- Add language in your alert message not to call emergency numbers unless you have an actual emergency



Testing Your Systems

- The test should mimic a real activation as much as possible
 - Publicize the test
 - Obtain feedback
 - On-line survey, phone calls, e-mails
 - Conduct an After Action Report
 - What went well
 - What went poorly



UGA tests the UGAAlert System twice a year...



More Information



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UGAAlert Website - www.ugaalert.uga.edu