

## **iAlert Emergency Mass Notification System**

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This policy establishes the process for Washburn University to send emergency messages to students, faculty and staff via voice, voicemail, SMS (text messaging), email and Internet instant messaging when an emergency occurs or may occur. The iAlert notification system will be part of the University's Emergency Operations Plan.

- Only personnel from University Police shall be authorized to launch an iAlert emergency message.
- Members of Information Systems and Services shall be authorized to launch an iAlert weather message.

### **Definitions**

**Emergency:** Occurrence that presents a significant risk to the health, safety or general well being of the students, faculty, staff or visitors to the University campus or property.

**Authorized personnel:** Personnel authorized to approve and send iAlert messages in the case of an emergency on/near the campus or university property. Authorized personnel shall be (in order of contact preference):

- Director, University Police
- Vice President for Administration and Treasurer
- Vice President for Academic Affairs
- Vice President for Student Life
- University President

### **Policy**

This policy establishes the process for Washburn University to send emergency messages through authorized personnel to students, enrolled family members, faculty and staff via voice, voicemail, text messaging, SMS, e-mail and Internet instant messaging when emergency situations occur or may occur on the campus.

The iAlert system will be used to notify the Washburn campus community of any designated emergency. The iAlert Notification System will be used only for purposes of emergency communications and will not be used for any purpose without prior approval from a member of University Staff who is authorized to approve the launch.

### Enrollment procedures

- Enrollment in the iAlert Notification System is available to faculty, staff, students, family members, and guardians of students, faculty and staff.
- To receive iAlert messages members must enroll online to provide contact information indicating the wish to be notified in case of an emergency.
- All faculty and staff are encouraged to enroll in the iAlert Notification System. All faculty and staff having a cell phone owned or paid for by the University shall enroll in the iAlert Notification System.
- Enrollment shall include a registration process which will encourage the enrollment of every student and parent/guardian of students.

### Notification procedures

- Launching the iAlert message shall be the responsibility of University Police. Emergency messages will not be activated or launched without prior approval from a staff member who is authorized to give approval. During weekends or holidays, a member of University Police staff shall remain available for launching the iAlert message.
- If an authorized staff member cannot be contacted, an authorized University Police staff member shall be contacted for approval before any launch. The decision shall be based on the information he/she has received from the communications specialist and officer(s) on scene. The safety of all university students, faculty and staff will be the highest priority.
- If the authorized University staff does not give launch approval in a reasonable amount of time, the University Police staff shall have authority to authorize an iAlert launch.
- In the case of an emergency, the University Police Communications Specialist shall immediately notify the Director of University Police. If the Director cannot be contacted, the Captain will be notified.
- If the emergency occurs during a weekend or on a holiday, the communications specialist shall notify the University Police command staff on call responsible for launching iAlert. The command staff member shall then notify the Director of University Police.
- The Director of University Police (or designee) shall notify the Vice President for Administration and Treasurer.

## Appendix L.1.3

- If the communications specialist is unable to locate a member of the University Police command staff or the Director of University Police, he/she shall initiate the iAlert Notification System using the iAlert checklist (Appendix L.4)
- All iAlert emergency messages shall include
  - Indication the message is an iAlert message
  - Time/date
  - Description of emergency
  - Description of suspect(s) and any weapon (when available)
  - Instructions for actions to be taken by recipients
  - When/where to receive further information

Messages are limited to 160 characters, so use only essential words, use abbreviations and eliminate punctuations, when possible.

### Post activation

- Use of the iAlert system shall only be used for the initial notification.
- Updates of any iAlert emergencies shall be sent via awareness bulletins and placed on the University Police website.
- Updates shall be sent as soon as practical upon approval from the Incident Commander at the scene.
- All updates shall be disseminated through the Incident Commander.

### Testing system

- The iAlert system shall be tested at the beginning of each semester. The test will be a full scale launch to all registered users.
- Tests shall only be conducted during normal business hours and shall be preceded by a campus announcement. The announcement shall indicate the date and time of the test.
- University Police personnel shall test the iAlert monthly using a simulated announcement to a pre-designated test group of registered users. No campus wide announcement will be sent during the monthly test.

### Washburn University Policies, Regulations and Procedures Manual X.17 Emergency Messaging

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17.1 Purpose. To set forth regulations and procedures for sending emergency messages to Students, family members or guardians of Students, and Employees.

17.2 Approval to Send. Emergency messages shall be sent on the established system only upon approval one of the following:

- President;
- Vice President for Academic Affairs;
- Vice President for Administration and Treasurer; or,
- Vice President for Student Life.

17.3 When Emergency Declared. An emergency may be declared when there is an imminent threat to the health or safety of Students, Employees and visitors.

17.4 Police Responsibility. Emergency messaging shall be initiated by the Director of University Police or designee.

17.5 Sending Methods. To the extent University resources allow, the messaging system may include, but is not limited to

- Voice;
- Voicemail;
- Text messaging;
- E-mail, and;
- Other emerging technology.

17.6 Enrollment in Messaging System. In order to receive emergency messages, Students and Employees shall be required to enroll in the program.

17.6.1 Individuals shall enroll online.

17.6.2 Employees having a cell phone owned or paid for by the University shall be required to enroll.

17.6.3 The Director of Human Resources shall inform Employees annually of the opportunity and process for enrolling.

17.6.4 The Director of Human Resources shall provide enrollment information to all new University Employees as a part of their new hire information

17.6.5 The Director of University Relations shall inform Students of the opportunity and process for enrolling at the beginning of each academic term.

17.7 System Usage Restriction. The emergency messaging system may be used for purposes other than emergency notification with prior approval of a member of the Administration.