

Emergency Communications Procedures

Revised 12/18/2008

In the communications process it is vital that the college speak with a single voice from beginning to end. The initial information that goes out to the campus from the college must come from the President, her designate or the Emergency Coordinator or his designate.

Initial internal communications options that may be immediately employed by the President, her designate the Emergency Coordinator or his designate:

Text Message/E-mail alert

1. Determine what message template to send.
2. If a message needs to be customized and time permits, Jane Pate Vondy or designate will write and send it to Dr. Bowyer or her designate for immediate feedback.
3. Determine which distribution lists are to be used.
4. Send message.

Those with access to send messages:

Dr. Bowyer or her designate
Kent Jetton or Mike Samples
Jane Pate Vondy or designate
Drew Dellinger or designate

Maintenance Radios

Instructions/information will be given by Dr. Bowyer or her designate, or Kent Jetton or his designate.

DSCC Manual Phone Tree

1. Determine what message to send.
2. If a message needs to be customized and time permits, Jane Pate Vondy or designate will write and send it to the Dr. Bowyer or her designate for immediate feedback.
3. Send message.

Those with access to send messages:

Dr. Bowyer or her designate
Kent Jetton or Mike Samples
Jane Pate Vondy or designate

After all appropriate internal immediate message channels are used, Jane Pate Vondy/and/or members of the Communications Emergency Response team will establish external communication procedures in the following order.

Web site page

This page will be established as a hot link on the college landing page within 10 minutes after the initial request is made. Ten minutes will allow time for the message to be written for the initial alert update and for the information to be posted. This page will be updated every 30 minutes, or as new information warrants.

1. Determine what message template should be sent.
2. If a message needs to be customized and time permits, Jane Pate Vondy or designate will write and send it to the Dr. Bowyer or her designate for immediate feedback.

3. Post message.

Those with access to send messages:

Jane Pate Vondy or designate

Drew Dellinger or designate

VP Technology or designate

Hot line

This hotline will be established 10 minutes after the initial request is made. Ten minutes will allow time for the message to be written and recorded. This message will be updated every 30 minutes, or as new information warrants.

1. Determine what message template should be recorded.
2. If a message needs to be customized and time permits, Jane Pate Vondy or designate will write and send it to Dr. Bowyer or her designate for immediate feedback.
3. Record message as a voice mail response.

Those with access to send messages:

Jane Pate Vondy or designate

Danny Fowler or designate

VP Technology or designate

Designated Call Center

If the situation warrants, a call center may be established to provide information.

1. Establish Call Center site. This site must be as close to the communications response center as possible.
2. Confirm numbers.
3. Assemble call center team.

Call Center Leaders

Tina Morris or designate

Erskine Ausbrooks or designate

Larry Chapman or designate

Call center volunteers

Media Center

If the situation warrants, a call center may be established to provide information to members of the press by the Office of Public Information.