CCS Administrative Procedure
2.30.05-R Emergency Communications

Implementing Board Policy 2.30.05
Contact: CCS Public Information Officer, 434-5109

1.0 Purpose

In the event of an emergency, Community Colleges of Spokane (CCS) must be able to notify students, faculty, staff, visitors and the community in a timely manner. This procedure details the process through which emergency communications are mobilized.

2.0 Definitions

2.1 Incident Command (IC): The nationally recognized structure for the on-scene management of response to emergency incidents.

2.2 Emergency Operations Center (EOC): The nationally recognized structure for a centralized management center through which administrative leaders receive information, make policy decisions, provide strategic direction and communicate with the Incident Commander during an emergency.

2.3 Campus Emergency Response Team: Representatives from Security, Facilities, Public Information, Information Technology and Student Services administration at Spokane Community College, Spokane Falls Community College and District Administration who have been identified as the responders to emergency incidents.

2.4 Emergency Communications Team (ECT): District public information office staff members trained to prepare and distribute messages during any kind of emergency or crisis.

3.0 Mobilization

3.1 In an emergency during regular hours (6 a.m.-4:30 p.m., Monday-Friday):

3.1.1 The first CCS employee on scene is empowered to take charge of the situation and mobilize crisis responders. Until relieved by a trained Campus Emergency Response Team member, he/she shall:

3.1.1.1 Call 911.
3.1.1.2 Call campus security: 509-533-3333.
3.1.1.3 Assess the immediate threat to student, faculty and staff safety and security.
3.1.1.4 Take action – which, if lives are in imminent danger, may include directing those in the area or building to evacuate or shelter in place.

3.1.2 Security advises District Facilities via two-way radio.

3.1.3 Facilities, acting as central dispatch, notifies via cell phone the Director of Facilities Operations, Public Information Officer (PIO), campus Vice President of Student Services, campus President, and IT Chief Information Officer (CIO).

3.1.4 Campus emergency response team goes to Incident Command. As soon as possible, the responder who has assumed Incident Command advises facilities dispatch via radio the location of the IC and that he/she is Incident Commander.

3.1.5 The PIO notifies the Chancellor's office and activates the Emergency Communications Team.

3.1.5.1 If the incident involves the Magnuson Building or Lodge, the PIO or designee also notifies the SCC Vice President of Student Services.

3.2 In an emergency outside of regular hours (4:30 p.m.-6 a.m., Monday-Friday; all hours Saturday-Sunday):

- 3.2.1 The first responsible person calls 911 and Campus Cecurity 509-533-3333.
- 3.2.2 Campus Security calls the Director of Facilities Operations and PIO.
- 3.2.3 The PIO activates the Emergency Communications Team and calls the appropriate Vice President of Student Services, President and Chancellor.
- 3.2.4 Campus emergency response team goes to Incident Command. As soon as possible, the responder who has assumed Incident Command advises the team via radio the location of the IC and that he/she is Incident Commander.
- 3.2.5 Communication thereafter follows the Emergency Management Plan.

4.0 Messaging

Messages will be developed and distributed at three tiers.

4.1 Tier 1 (IC responsible) – Initial message (first 8-10 minutes of incident). Example: Evacuate or shelter in place.

4.2 Tier 2 (IC/EOC responsible) – Message during and immediately following incident. Example: X has happened at Y. We want you to do Z.

4.3 Tier 3 (EOC responsible) – Messages related to aftermath and resumption of business.

5.0 Emergency Communications Team (ECT)

The PIO and communications staff members are trained to handle district and college communications during emergencies and other crises. (See Appendix A for names and contact information.)

5.1 ECT members gather information, create message recommendations for IC/EOC review and approval, distribute messages using available communications methods, anticipate follow-up message opportunities or needs, advise IC/EOC and issue updates as frequently as possible.

5.2 Team members coordinate vacation and travel schedules to ensure one Emergency Communications Team member and preferably two are on duty or available during regular working hours.

6.0 Methods of Communication

6.1 CCS has an array of communications methods to use during emergencies, including two-way radios; text and e-mail messaging; fire alarms; limited internal public address systems; building evacuation coordinators, department assistants, runners; Operations Hotline; web-based Operations Update; news media; on-campus electronic signs; campus phone voice mail, and phone trees. (See Appendices B and C for more details.)

6.2 No single method will reach all students, faculty, staff, visitors and the community. A combination of tools will be required to communicate effectively during any emergency.

6.3 The Emergency Communications Team selects communications methods to maximize coverage under the circumstances.

7.0 Message Templates

Based on the Spokane region, local expertise and national data, the following types of incidents have been identified as most important for CCS to be prepared to manage. By doing so, CCS will be better prepared to deal with even the most unlikely incident. The events are listed in order of

most likely to less likely to occur. Message templates have been prepared for each to make rapid development of initial immediate emergency communications easier.

7.1 Severe Weather

7.2 Medical Emergency

7.3 Fire

7.4 Harassment, Threats, Violence

7.5 Power Outage

7.6 Computer Virus (Cyber Crime)

7.7 Bomb Threat

7.8 Hazardous Material Spill/Exposure

7.9 Health Emergency

7.10 Civil Disorder

7.11 Aircraft Crash

8.0 Financial, Legal, Personnel and Districtwide Issues

In the event of other incidents not listed above involving, for example, improprieties in academics, athletics, finance, international, personnel, etc., the Chancellor and/or President will mobilize the EOC with the appropriate staff members including the PIO to gather facts and decide upon communications strategies.

9.0 Related Information

9.1 Appendix A – Crisis Communication Team

9.2 Appendix B – Communications Methods

9.3 Appendix C – News Media Emergency Contact Information

9.4 CCS Emergency Management Plan

Originated: June 30, 2008; updated October 2012; updated June 2014
Cabinet approval: August 4, 2008, October 2012; June 2014

Appendix A

Crisis Communications Team (as of July 2014)

Carolyn Casey, Public Information Officer
Work Cell: 869-8381
Office: 434-5109
Personal Cell: 360-303-0518
Home: 360-303-0518

Annie Gannon, Communications Manager
Cell: 590-8620
Office: 434-5150
Home: 503-756-5078

Sarah Porter, Marketing Services Manager
Cell: 998-5020
Office: 434-5142

Frances MacDonald-Davis, Executive Assistant
Office: 434-5037

Appendix B

Communications Methods (as of July 2014)

Method	Capabilities	Reach
Two-way radios	Provide internal communications for Campus Crisis Responders, IC and EOC/Campus/District Administration.	Campus security, campus and district facilities, administration, PIO
CCS Alerts text, e-mail	Delivers text and/or e-mail messages to subscribers	Students, faculty, staff
In Case of Crisis App	Delivers text and immediate actions summaries	Students, faculty, staff
Fire alarms	Audible warning in every CCS-controlled major building, except Esmeralda Center; SCC Apprenticeship Center B, Fire Science, PE Annex, Environmental Sciences Annex, Fitness Annex, Maintenance; CCS Maintenance, and SFCC Maintenance. Other locations without fire alarms are SFCC Baseball and Drama Storage.	Faculty, staff, students
Internal public address systems	Available at SCC Lair, Learning Resources Center and Automotive Building, and at SFCC Student Union Building.	Students, faculty, staff
Building evacuation coordinators, department assistants, runners	Provide person-to-person notification	Faculty, staff, students
Operations Hotline: 533-3303	Allows callers to hear pre-recorded message about CCS operational status at any time.	Faculty, staff, students, public
Operations Update on www.ccs.spokane.edu, www.scc.spokane.edu, www.spokanefalls.edu	Allows browsers to read message about CCS operational status at any time on district and college home pages.	Faculty, staff, students, public
News media (See Appendix C for contact information.)	Provides the public with information, updates and instructions	Public, students, faculty, staff
Phone trees (campus and home phones)	Enables more detailed messages to be passed along if time permits	Faculty, staff
Campus telephones	Delivers broadcast voice mail through campus phone system, but recipients must retrieve message upon seeing lighted message button	Faculty, staff in offices who check message
Electronic signs	Available at SFCC on Ft. George Wright Blvd. and SCC at Mission and Greene to present short messages on high-traffic roadways	General public, students arriving to campus
Social Media	Messages delivered via CCS Twitter and Facebook	General public, all subscribers, media

Appendix C

News Media Emergency Contact Information (as of July 2014)

Spokane

Television
KREM (2): 838-7350, 838-7351, newsdesk@krem.com
KXLY (4): 324-4004, news4@kxly.com
KHQ (6): 448-4656, khqnewsdesk@khq.com or q6news@khq.com
KAYU Fox (28): 448-4656 (until 11 p.m.)

Radio
KDRK 93.7FM, KGA 1510AM: 448-1000, klambson@radiospokane.com
KPBX 91.1FM: 328-5729, kpbx@kpbx.org
KXLY 920AM: 324-4004 (same as TV)
KJRB 790AM: 232-0790 (studio)

Print
The Spokesman-Review: 509-459-5430, news@spokesman.com
The Inlander: 509-325-0634 editor@inlander.com

Colville

Radio
KCVL/KCRK: 509-684-5031, news@kcvl.com, production@kcvl.com

Print
Colville Statesman-Examiner (Wednesdays): 509-684-4567, 800-488-5676, publisher@statesmanexamnier.com

Newport

Radio
KUBS (high school station): 509-671-0746*, kubs@newport.wednet.edu
*Teacher Dave Bradbury's cell phone.

Print
The Miner (Wednesdays): 509-447-2433, theminer@povn.com

Pullman

Radio
KWSU Northwest Public Radio: 509-335-6500, nwpr@wsu.edu
KZZL: 208-882-2551, eunice@inlandradio.com
KRFA: 208-892-9200, info@radiofreemoscow.org, leigh@radiofreemoscow.org

Print
Moscow-Pullman Daily News: 208-882-5561, briefs@dnews.com

Republic
The News-Miner (weekly): 509-775-3558, republicnewsminer@hotmail.com