
Campus Crisis Communication Plan

V.1.
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Statement of Plan

Reference Section 1.1 (Plan Goal)

Reason for Plan

Reference Section 1.2 (Plan Objective)

Who Should Know This Plan

Reference Section 3.1.1 Intra Campus Communities

Reference Section 3.1.2 Inter Campus Communities

Related Documents

Campus Crisis Management Plan

Crisis Communication Channels

Emergency Preparedness Overview

Chancellor's Memorandum No. A-257 (January 3, 2008)

Contacts

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Definitions¹

Word	Definition
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¹ Definitions are imbedded throughout the document.

1.0 PLAN INTRODUCTION

1.1 Plan Goal: The goal of the Campus Crisis Communication Plan is to provide the Purdue University Calumet (university) community an accessible and understandable overview of the Crisis Management Team's (CMT) crisis communication strategy.

1.2 Plan Objective: The objective of the Campus Crisis Communication Plan is to provide the structure for a process to proactively communicate urgent, necessary, and desired messages in an effective and efficient manner to our communities while enhancing, preserving, and protecting the university image and reputation.

1.3 Plan Integration: The Campus Crisis Communication Plan focuses on the role of communication in a crisis. It is not a business continuation plan; but it works in conjunction with the Campus Crisis Management Plan in the event of a crisis.

2.0 CRISIS

2.1 Crisis Definition: An event or situation that could affect or has affected the business continuity of the University or the reputation of the University.

2.1.1 Crisis of Business Continuity: Anything that disrupts the university's ability to conduct classes and do business.

Potential Crises of Business Continuity

- Safety of the Campus Community at Risk
- Loss of Power to the Campus
- Adverse Environmental Conditions that Prohibit Travel and/or Occupancy
- Widespread Absenteeism

2.1.2 Crisis of Reputation: Anything that negatively impacts the reputation, character, or good name of the university.

Potential Crises of Reputation

- Mismanagement of Resources
- Discrimination or Harassment Charges
- Protests and Demonstrations
- High-profile Misconduct Charges

2.2 Crisis Communication Framework: The Crisis Communication Framework is based on three classifications of incidents that identify the magnitude, severity, and impact of the incident and three stages of a crisis.

2.2.1 Incident Levels

A. Level 1: Abnormal Incident (Minimum Impact)

- Minimal continuity interruptions, minimal damage, no casualties; or moderate continuity interruptions.
- No impact to the University's reputation.

- Responses to a Level 1 Incident are contained in the standard operating procedures for normal campus operations.
- Crisis Communication Team may be Activated
- Further assessment may dictate the incident must be elevated to either an Emergency Incident (Level 2) or Crisis Incident (Level 3).

B. Level 2: Emergency Incident (Moderate Impact)

- Minimal continuity interruptions, minimal damage, no casualties; or moderate continuity interruptions.
- No immediate impact to the university's reputation.
- Additional support services may be needed to handle operational or communication responsibilities associated with crisis management.
- Crisis Communication Team is Activated
- A Level 2 Incident could cause the activation of the Crisis Management Team and further assessment may dictate the incident must be elevated to a Crisis Incident (Level 3).

C. Level 3: Crisis Incident (Serious Impact)

- Potential impact in all or most areas of the university; significant continuity interruption; significant financial impact; and, significant regional/community impact.
- Immediate impact or potential impact to the university's reputation.
- This is the most serious level of classification and it requires the activation of the Crisis Management Team.
- Crisis Communication Team is Activated

2.2.2 Crisis Stages

All crises develop at different rates and last for different durations, affecting the approach and timing of the needed communications.

A. Immediate – Crisis Events Occur Quickly

- Crisis Management Team is activated
- Crisis Communication Team is assembled
- Crisis Communication Channel's are assigned
- Immediate Execution of Communications is urgent
- Access to Deans, Directors and Department Heads is critical

B. Emerging – Crisis Events Occur Over Time

- Crisis Management Team is activated
- Crisis Communication Team is assembled
- Crisis Communication Channel's are assigned
- Timely Execution of Communications is vital
- Access to Deans, Directors and Department Heads is critical

- C. Sustained – Crisis Events Continue Over Time
 - Crisis Management Team remains activated
 - Crisis Communication Team remains activated
 - Crisis Communication Channel’s are maintained
 - Continued Execution of Communications is important
 - West Lafayette Communication Team may be deployed to assist
 - Access to Deans, Directors and Department Heads is critical

3.0 CAMPUS COMMUNITY

3.1 Community Definition: For the purpose of this plan, community is defined by entity and/or group opposed to geographic location.

3.1.1 Intra Campus Communities

- A. Students
- B. Faculty
- C. Staff
- D. Satellite Operations
 - 1. Academic Learning Center
 - 2. 124B Building
 - 3. CSRV
 - 4. Woodmar Clinic
- E. Auxiliary Services
 - 1. Chartwells Food Service
 - 2. Follett Bookstore
 - 3. Riley Child Care Center
 - 4. The Calumet Conference Center
 - 5. Fitness and Recreation Center
 - 6. University Village

3.1.2 Inter Campus Communities

- A. Immediate Neighborhood
- B. Parents
- C. Alumni
- D. Local Government Leaders
- E. NWI Post Secondary Institutions
- F. Purdue West Lafayette
- G. Purdue North Central
- H. Indiana Purdue Fort Wayne
- I. Vendors and Contractors

4.0 COMMUNICATION CHANNELS (Appendix A)

4.1 Channels Definition: Channels are the means used by the Crisis Communication Team to provide information to the intra and inter campus communities.

4.1.1 Effective Channels for Providing Information

- A. University Web Site
- B. Public Address System
- C. Posted Information on Building Doors
- D. Email
- E. Automated Phone Calling System
- G. Electronic Message Boards
- H. Local Media

An additional means of intra campus communication is Building Deputies (Reference Chancellor's Memorandum No. A-257 (January 3, 2008)).

4.1.2 Effective Channels for Receiving Requests for Information

- A. Crisis Communication Call Center
- B. Purdue University Calumet Information Center
- C. Purdue University Calumet Police Department

5.0 INFRASTRUCTURE

5.1 Crisis Communication Team: The Crisis Communication Team is the designed group at Purdue University Calumet charged with developing, maintaining, and tactically executing timely and effective messages to intra and inter campus communities.

5.1.1 Composition

- Assistant Vice Chancellor for University Relations – Lead / Spokesperson
- Associate Vice Chancellor for Marketing
- Assistant Vice Chancellor Human Resources
- Assistant Vice Chancellor Business Services
- Director Housing and Residential Education
- Director Corporate Relations
- Coordinator of Services for Students with Disabilities
- Dean of Students
- Assistant Vice Chancellor for Educational Opportunity Programs
- Assistant Vice Chancellor for Health, Recreation & Sports
- Assistant Vice Chancellor Enrollment Services
- Assistant Vice Chancellor Academic Affairs
- Director Academic Facility Management
- Director of Technological Infrastructure
- Executive Assistant to the Vice Chancellor for Academic Affairs
- Director of Procurement
- Telecommunications Technician
- Associate Director Facilities Operations

5.1.2 General Responsibilities

- Conduct Monthly Communication Team Meetings
- Confirm and./or Update Team Contact Information Monthly
- Maintain On-call Availability Schedule
- Participate in Quarterly Table Top Exercises
- Continually Seek Out and Implement Better Crisis Communication Practices
- Submit to the CMT an Annual Plan to Meet Responsibilities

5.1.3 Crisis Responsibilities

- On-call Availability
- Immediate Response When Activated by CMT
- Accessible via Mobile Phone, Home Phone, Blackberry and PC
- Provide Hourly, or More Often, Updates to the Campus Community
- Ensure Lessons Learned from an Actual Crisis are Implemented

6.0 CRISIS COMMUNICATION PLAN MANAGEMENT

6.1 Plan Ownership: The Crisis Communication Plan is maintained and distributed under the authority of the Crisis Management Team.

6.1.1 Plan Maintenance: The Crisis Communication Plan will be maintained by the Assistant Vice Chancellor for University Relations.

6.1.2 Plan Distribution: The Crisis Communication Plan will be posted on the campus emergency preparedness web site. It will also be part of the Campus Crisis Management Plan

6.2 Plan Implementation: The Crisis Communication Plan is implemented under the authority of the Crisis Communication Team.

Appendix

Appendix A

Crisis Communication Channels

APPENDIX A COMMUNICATION CHANNELS

Channels are the means used by the Crisis Communication Team to provide information to the intra and inter campus communities and include one or more of the following:

EFFECTIVE CHANNELS FOR PROVIDING INFORMATION:

Channel:	Communities:	Efficiency:	Effectiveness:	Ownership ¹ :
Internet – Purdue University Calumet Website – www.calumet.purdue.edu	Intra/Inter Campus	High	High	1. Assistant Vice Chancellor For Advancement 2. Vice Chancellor Information Services

Description:

The website is the preferred tool to communicate consistent and accurate information to all campus communities. The Crisis Management Team’s Incident Commander directs the Public Information Chief to provide approved information to post.

Channel:	Communities:	Efficiency:	Effectiveness:	Ownership ¹ :
Public Address System	Intra Campus	High	High	1. Chief of Police 2. Chief of Police/Director of Technical Services

Description:

The public address system is a broadcast system to instruct the intra campus community in the event of a crisis incident. It has the capability to broadcast a “live” message, inside and/or outside, to one or more buildings. The Crisis Management Team’s Incident Commander directs the Public Information Chief to provide approved information to post.

Channel:	Communities:	Efficiency:	Effectiveness:	Ownership ¹ :
Signage (Posted)	Inter/Intra Campus	High	High	1. Chief of Police/Associate Director of Facilities Operations 2. Chief of Police/Assistant Vice Chancellor for Administrative Services

Description:

“Building Closed” sign(s) will be placed on building door entrance(s) in the event it’s necessary to close building(s) and the signs advise to check the PUC web site. Additional information will be placed on building door entrance(s) providing direction and/or the reason for the closure. The Crisis Management Team’s Incident Commander directs the Public Information Chief to provide approved information to post.

Channel:	Communities:	Efficiency:	Effectiveness:	Ownership ¹ :
Fire Alarm	Inter Campus	High	High	1. Campus Community 2. Occupational Health & Safety Specialist and Director, Facilities Systems and Utilities

Description:

The fire alarm system is used to notify people to evacuate in the event of a fire or other emergency, to summon emergency forces aid, and to prepare the structure and associated systems to control the spread of fire and smoke. The fire alarm is sounded by the alarm being pulled.

Channel:	Communities:	Efficiency:	Effectiveness:	Ownership ¹ :
E-mail	Intra/Inter Campus	High	Moderate	1. Assistant Vice Chancellor For Advancement 2. Vice Chancellor Information Services

Description:

Outlook email distribution system can be used to deliver messages electronically and instantly to all faculty, staff, and student email addresses. The Crisis Management Team's Incident Commander directs the Public Information Chief to provide approved information to post.

Channel:	Communities:	Efficiency:	Effectiveness:	Ownership ¹ :
Automatic Calling System	Intra Campus	Moderate	Moderate	1. Telecommunications Technician 2. Director of Technical Services

Description:

This system delivers a recorded voice message to faculty and staff member's office or home or cell phone if their personal contact information is on file with the university operator. The Crisis Management Team's Incident Commander directs the Public Information Chief to provide approved information to post.

Channel:	Communities:	Efficiency:	Effectiveness:	Ownership ¹ :
Signage (LED)	Inter/Intra Campus	Moderate	Limited	1. Assistant Vice Chancellor For Advancement 2. Assistant Vice Chancellor For Advancement

Description:

The Crisis Management Team's Incident Commander directs the Public Information Chief to post information on exterior electronic message boards located on 173rd St. and at the Academic Learning Center. The Crisis Management Team's Incident Commander directs the Public Information Chief to provide approved information to post.

Channel:	Communities:	Efficiency:	Effectiveness:	Ownership ¹ :
Text Messaging	Inter/Intra Campus	Moderate	Limited	1. Assistant Vice Chancellor For Advancement 2. Director of Technical Services

Description: Those that subscribe to ***ALERT ME*** will receive a brief text message alert via their cell phone of important announcements that may affect the status of campus operations. The Crisis Management Team’s Incident Commander directs the Public Information Chief to provide approved information to text.

Channel:	Communities:	Efficiency:	Effectiveness:	Ownership ¹ :
Local Media	Intra/Inter Campus	Moderate	Limited	3. Assistant Vice Chancellor For Advancement 4. Assistant Vice Chancellor For Advancement

Description:
The Public Information Officer will serve as the official spokesperson and disseminate messages to local media and publically communicate critical information to interested parties. The Crisis Management Team’s Incident Commander directs the Public Information Chief to provide approved information to post.

An additional means of intra campus communication is Building Deputies (Reference Chancellor’s Memorandum No. A-257 (January 3, 2008))

Channel:	Communities:	Efficiency:	Effectiveness:
Building Deputies	Intra Campus	Moderate	Moderate

Description:
Building deputies are assigned in each university building. Based on the nature and magnitude of each incident the Building Deputy may be asked by University Police and/or Campus Administration to:

- Assist in the **notification process** to building and/or campus occupants
- Assist in **communicating and managing a “shelter in place” directive**
- Assist in **evacuating** a building and/or the campus
- Assist in **securing** a building and/or the campus
- Assist in **returning a building and/or the campus to normal operations**

EFFECTIVE CHANNELS FOR RECEIVING REQUESTS FOR INFORMATION:

Channel:	Communities:	Efficiency:	Effectiveness:	Ownership ¹ :
Emergency Call Center	Intra/Inter Campus	High	Moderate	1. Director of Corporate Relations 3. Telecommunications Technician

Description:

The Emergency Call Center is staffed to respond to telephone calls for information in the event of a crisis. The Crisis Management Team's Incident Commander directs the Public Information Chief to provide approved information to the supervisor(s) of the call center for staff to disseminate the information to callers.

Channel:	Communities:	Efficiency:	Effectiveness:	Ownership ¹ :
Purdue University Calumet Information Center	Intra/Inter Campus	Moderate	Limited	1. Associate Vice Chancellor for Marketing 2. Associate Vice Chancellor for Marketing

Description:

The Purdue University Calumet Information Center, located in the Student Union and Library Building, provides general information to callers and walk-up persons.

Channel:	Communities:	Efficiency:	Effectiveness:	Ownership ¹ :
Purdue University Calumet Police Department	Intra/Inter Campus	Moderate	Limited	1. Chief of Police 2. Chief of Police

Description:

The Purdue University Calumet Police Department provides general information to callers and walk-up persons.

¹ In all instances, with the exception of the Fire Alarm, the Public Information Officer (Assistant Vice Chancellor for Advancement) has the responsibility for crafting the message. In the absence of the Assistant Vice Chancellor for Advancement, the Associate Vice Chancellor for Marketing will take over this responsibility. Under Ownership, #1 has the responsibility for sending/posting the alert message; #2 is accountable for ensuring the communication channel is maintained and fully functional.

Note: In some instances, ownership of both #1 and #2 is held by the same position due to functional or supervisory responsibility for the department and/or the communication channel.