

UMBC Emergency Operations Plan

Section IV Crisis Communications

Crisis Communications Matrix

A. Emergency Mass Notification Systems

1. In the event of an incident that requires mass notification of a localized segment or the entire university community, the following modes of mass communication will be utilized.
2. Chief of University Police or designee will determine notification level after considering factors such as type of incident (weather, criminal, accident etc.), speed of incident, proximity of incident to university.

Type of Notification	Mass Notification System (s) Utilized	Alert Type	Example
Emergency External & Internal Full Campus Notification	External alert siren	Tone alert followed by recorded or live message	Tone – XXX seconds Live or recorded message - “There is a tornado approaching the campus, seek safe shelter indoors immediately” Same message can be utilized for signs, text and email systems
	Internal & external notification system (where installed)		
	Campus message boards	Scrolling message	
	Campus Text Messaging	Text message via phone	
	University email	Email	
Emergency External & Internal Localized Notification	Internal & external notification system	Tone alert followed by recorded or live message	Tone – XXX seconds Live or recorded message “There is a hazardous condition near Smith Hall please stay away from the area until further notice” Same messages can be utilized for text and email systems
	Campus text messaging system		
Emergency Internal Localized Notification	Internal notification system	Tone alert followed by recorded or live message	Tone – XXX seconds Live or recorded message “There is a gas leak in Stevens Hall – please evacuate the area immediately and assemble on Lot # 1 for headcount”
Emergency External Localized Notification	External notification system (where installed)	Tone alert followed by live or recorded message	Tone – XXX seconds Live or recorded message “ (QuadMania) Due to XXXX emergency the event is being halted, please evacuate the area”

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B. Non – Emergency Mass Communication

1. There may be non – emergency incidents that may require a mass communication of a localized segment or the entire university community.
2. Incidents of this nature may include but are not limited to:
 - a. University closure;
 - b. Infrastructure failure (power, water etc.);
 - c. Drills or exercises; and
 - d. Weather preparation instructions (oncoming hurricane, blizzard etc.).

Type of Notification	Mass Notification System (s) Utilized	Alert Type	Example
Non-Emergency External & Internal Full Campus Notification	External alert siren	Live or recorded message	“Due to icy conditions the university will close at 1:00 pm” Same message will be utilized for sign, text and email message systems
	Internal & external notification system (where installed)		
	Campus message boards		
	Campus Text Messaging	Text message	
	University email	Email	
Non-Emergency External & Internal Localized Notification	Internal & external notification system	Live or recorded message	“This is a shelter in place drill, please seek shelter indoors in safe areas above the 3rd level and await instructions”
	Campus text messaging system	Text message	
Non - Emergency Internal Localized Notification	Internal & external notification system	Live or recorded message	“Due to repairs there will be no water available for approximately 12 hours”
	Campus text messaging system	Text message	
Non - Emergency External Localized Notification	External notification system (where installed)	Live or recorded message Text message	“A Med-Evac helicopter will be landing on the Athletic Field in approximately 15 minutes, please leave the area, thank you”