2\textsuperscript{nd} Annual UW Building
Emergency Responder Summit

Crisis Communications Planning

Tuesday, November 6, 2007
Hogness Auditorium
1 – 2:30 pm

Sponsored By:
AGENDA

- Welcome – Charles Kennedy
- Format and Purpose of Summit – Steve Charvat
- Description of Campus Crisis Communications Planning Process – Norm Arkans
- Communications Toolbox (Current Capabilities, Future Improvements) – Scott Mah
- Building Responder Q&A - All
- What’s Next?
- Adjourn
Gould Hall Shooting – April 2, 2007
Virginia Tech Shooting – April 16, 2007
All-Hazards
Crisis Communications Plan

- Purpose
- Objectives

Link to plan at:

www.washington.edu/emergency
Key Constituencies

**Internal**
- Students
- Faculty and Staff
- Parents, Alumni
- Board of Regents

**External**
- News Media
- Neighbors and General Public
- Public Officials (Governor, Legislators, Mayors)
Crisis Communications Team

- Media Relations and Communications
- University Police
- Computing and Communications
- Human Resources
- Student Life
- Attorney General’s Office
- Office of the President
- The affected unit(s)
Communication Tool Box
Communication Tool Box

- Web Alerts
- UW Information Hotline
- UW Alert
- Email Distribution Lists
- Bulk Email to UW Community
- Verizon Notification Service
- Outdoor Public Address

- Conference Bridge
- Emergency Communications System
- I’m OK Registry
- Media Relationships
- Pagers
- Radios
- Runners
- **www.washington.edu/alert**
- **Subscription Service**
  - Cell phone for text messages
  - Non-UW email and phone
  - UW email
- **Partnership with Office of the Registrar, UW Emergency Management, Media Relations & Communications, and Computing & Communications**
Facilitated Discussion / Q&A

1. How Can We Best Communicate with our partners “in the trenches”?
   - What works in a mobile campus?
2. How can the System Be Improved?
   - i.e, Training, Plans, Drills, etc...
3. Information-Sharing Networks
   - What works? What does not work??
Next Steps

- Please make sure that you and your peers sign up to receive the **UW Alerts**
- Attend the 2008 Annual Event
- Go to the UWEM Website for new information and copies of all summit materials: [www.washington.edu/emergency](http://www.washington.edu/emergency)
Questions?

- Norm Arkans
  - Media Relations and Communications
  - arkans@washington.edu

- Scott Mah
  - Computing & Communications
  - scottm@washington.edu

- Steve Charvat
  - UW Emergency Management
  - charvat@washington.edu
THANK YOU FOR ATTENDING!

Don’t forget to Reply to the Online Catalyst Event Survey And Evaluation