

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 Central dispatch, notifies via RAVE emergency notification tool 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 Security 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 work closely with Security and Dispatch to ensure prompt and accurate emergency communications during emergencies and other crises. (See Appendix A for names and contact information.)

- 5.1 When immediate emergency messaging is necessary to prevent loss of life or injury, Facilities Dispatch and Security Officers may issue the preliminary alerts using the RAVE alert tool. Following the initial alert, ECT members will take the lead communications role to 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

Appendix A

Crisis Communications Team (as of March 2020)

Carolyn Casey, Public Information Officer

Work Cell: 869-8381

Office: 434-5109

Home: 360-303-0518

Lorraine Nelson, Communications Manager

Cell: 590-8620

Office: 434-5150

Home: 922-0255

Kim Hagerty, Marketing Services Manager

Cell: 368-0048

Office: 434-5142

Jonathan Glover, Web Writer/Social Media Manager

Cell: 206-498-3085

Office: 434-5059

Executive Assistant

Office: 434-5165

Appendix B

Communications Methods (as of January 2017)

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
RAVE Alerts	Delivers text, and/or e-mail, voice and social media messages to subscribers	Students, faculty, staff auto-enrolled to receive alerts via ctclink
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. Additional buildings added as renovated.	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 March 2020)

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 g6news@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) 448-1000 (business line)

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): 509-447-4931, kubsfm@newportgriz.com

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
KRFP: 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