



**Broward
Community
College**

Policy Manual

Title: Crisis Communications Policy	Number: 6Hx2-2.17
Legal Authority: Florida Statutes 252.38(3)	Page: 1 of 3

GENERAL STATEMENT

The purpose of this policy is to establish a communication plan that supports the Broward Community College (College) use of the National Incident Management System (NIMS) in an emergency. As a public institution of the State of Florida, BCC is committed to respond quickly, accurately and fully to all requests for information about an emergency that affects its students, its employees, its property, its reputation or its stature with full regard for individual privacy and the College’s legal responsibilities, consistent with all Federal and State laws.

THE POLICY AND THE STUDENT

At the direction of the President of the College or his/her designee, an emergency communications plan will be activated to inform students of a threat to their safety and/or well being. This plan will employ, but is not limited to, the following communications tools to disseminate information:

- Collegewide e-mail blasts
- College website
- Student Information Hotline (954.201.4900)
- Building-to-building notifications
- Outside media including:
 - Radio
 - Television
 - Print websites (Sun-Sentinel & Miami Herald).

THE POLICY AND FACULTY AND STAFF

At the direction of the President of the College or his/her designee, an emergency communications plan will be activated to inform faculty and staff of a threat to their safety and/or well being. This plan will employ, but is not limited to, the following communications tools to disseminate information:

- Collegewide administrative telephone tree
- Campus-based telephone trees
- Collegewide e-mail blasts
- College website
- Employee Information Hotline (954.201.6600)
- Building-to-building notifications
- Outside media including:
 - Radio
 - Television
 - Print websites (Sun-Sentinel & Miami Herald).

IMPLEMENTATION and OVERSIGHT

The Special Assistant to the President for Public Relations in his/her NIMS role as Public Information

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Officer (PIO) implements and oversees the emergency communications plan at the direction of the President of the College or his/her designee. The members of the District Board of Trustees will be notified of an emergency at the direction of the President of the College or his/her designee.

VIOLATIONS OF POLICY

In all cases, the College will take whatever corrective action is necessary to ensure the best interests of the institution in maintaining a safe working, learning and living environment for all members of the institutional community. Policy violations will be investigated by the Special Assistant to the President for Public Relations in cooperation with the Vice President for Human Resources and Equity. Appeals will be investigated by the Vice President for Human Resources and Equity and/or his/her designee.

DEFINITIONS

Emergency – An emergency is an event, a series of events or a situation that threatens the well-being and/or safety of the College’s students, employees and property or interferes with the operations of the College.

These threats may include, but are not limited to:

- Severe weather conditions
- Threats or acts of violence
- Hazardous conditions
- A threat to the reputation and/or stature of the College, its students and employees
- The interruption of the operations of the College or any portion of it

National Incident Management System (NIMS) – NIMS provides the framework for organizations to work together to prepare for, protect against, respond to, and recover from the entire spectrum of all-hazard events.. It identifies guidelines, protocols and standards that will help emergency responders and managers to organize effective responses to emergency incidents and hazards, natural disasters and terrorism.

Incident Command System (ICS) – ICS is a widely applicable management system designed to enable effective and efficient incident management by integrating facilities, equipment, personnel, procedures and communications operating within a common organizational structure. The ICS has five major management functions: command, operations, planning logistics, and finance/administration. This structure is modular and can extend to incorporate all elements necessary for the type, size, scope and complexity of a given incident.

Incident Action Plan (IAP) – An IAP is an oral or written plan containing general objectives reflecting the overall strategy for managing an incident. An IAP includes the identification of operational resources and assignments and may include attachments that provide additional direction. Every incident must have a verbal or written action plan. The purpose of this plan is to provide all incident supervisory personnel with direction for actions to be implemented during the operational period identified in the plan. IAPs include the

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measurable strategic operations to be achieved and are prepared around a time frame called an operational period. At the simplest level, all IAPs must have four elements: What do we want to do? Who is responsible for doing it? How do we communicate with each other? What is the procedure if someone is injured?

Incident Commander (IC) – The IC sets the incident objectives, strategies and priorities and has overall responsibility at the incident or the event. The IC structural organizations builds from the top down; responsibility and performance begin with the IC. The President or his/her designee is the college wide IC. At the campus and center locations the Provost or his/her designee serves in that role.

Command Staff (CS) – The CS consists of the PIO, Safety Officer and Liaison Officer for the entire organization. Members of the CS report directly to the Incident Commander.

Public Information Officer (PIO) – The PIO serves as the conduit for information to internal and external stakeholders, including the media or other organizations seeking information directly from the incident or event. The PIO is a member is of the Command Staff, and reports directly to the Incident Commander.

Safety Officer (SO) – The SO monitors safety conditions and develops measures for assuring the safety of all assigned personnel.

Liaison Officer (LNO) – The LNO serves as the primary contact for supporting agencies assisting at an incident.

General Staff – The General Staff are assigned functional authority for operations, planning, logistics, and finance/administration.

[Link to Procedure A6Hx2-2.17](#)

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