

Policy Manual



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

GENERAL STATEMENT

The purpose of this policy is to establish a communication plan that accurately, effectively and efficiently communicates the status of an emergency situation to the broadest Broward College audience in the shortest amount of time. Broward College supports use of the National Incident Management System (NIMS) in an emergency. As a public institution of the State of Florida, Broward College is committed to responding quickly, accurately and fully to all requests for information about an emergency that affects its students, its employees, or its property with full regard for individual privacy and the College's legal responsibilities, consistent with all federal and state laws.

THE POLICY and THE STUDENT and THE 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 students, faculty and staff of a threat to their safety and/or well-being. This plan will employ the BC Alert system, which is a layered form of emergency communications using a variety of communications tools, to disseminate information. The system includes but not limited to:

- College-wide e-mail
- Text messages
- Phone calls
- College website messages
- College intranet messages
- Social media messages
- Computer interruption system
- Hotline messages

IMPLEMENTATION and OVERSIGHT

In coordination with the Director for Safety and Security, the Vice President for Public Affairs and Marketing disseminates emergency notifications through BC Alert 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.

VIOLATION OF POLICY

In all cases, the College will take whatever action is necessary to ensure the best interests of the institution in maintaining a safe working and learning environment for all members of the College community. Policy violations will be reviewed by the Vice President for Public Affairs and Marketing in collaboration with the Senior Vice Presidents, Campus Presidents, Vice President for Operations and the Director for Safety and Security as necessary.

History: Issued on April 24, 200; revised June 22, 2005; revised April 24, 2008; revised February 26, 2013

Approved by the Board of Trustees	Date 2/26/2013	President's Signature 	Date 2/26/2013
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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
- 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. 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 organization 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 operation period identified in the plan. IAPs include the measurable strategic operations to be achieved and are prepared around a timeframe called an operational period. At the simplest level, all IAOs 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 build from the top down; responsibility and performance begin with the IC. The President or his/her designee is the Collegewide IC. At the campus and center locations, the Provost or his/her designee serves in that role.

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

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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 of the CS and reports directly to the IC.

Safety Officer (SO) – The SO monitors safety conditions and develops measure 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 operation, planning, logistics, and finance/administration.

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