

**Brown Mackie College- Atlanta**  
**Jeanne Clery Disclosure of Campus Security Policy**  
**And Campus Crime Statistics Report**  
**October 1, 2011**

Brown Mackie College is providing the following information to all of its employees and students as part of The Art Institute of Charlotte's commitment to safety and security pursuant to the requirements of the federal Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act. If you should have any questions about any of the information provided in this material, please contact the President at 404.799.4465.

**Campus Security and Crime Prevention Policy**

Brown Mackie College Atlanta Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Report is distributed to every student and employee on an annual basis and is available to prospective employees and students at their request. Employees receive a copy distributed via email and in new-hire orientation. The report is distributed to all current students via direct mail and email and to potential students through the student handbook.

**Reporting Criminal Actions or Other Emergencies**

A safe environment is everyone's responsibility. Students, faculty and staff are encouraged to report all criminal acts, suspicious activities or emergencies promptly and have the right to report these matters confidentially. Victims or witnesses to a crime are encouraged to file a report of the incident. Reports can be filed on a voluntary, confidential basis for inclusion in the annual disclosure of crime statistics by contacting the Dean or Campus President. Reports are kept in a secure location in the office of the Dean of Student Affairs. Names of victims or witnesses are not disclosed in the crime report. It is the policy of Brown Mackie College - Atlanta that all criminal acts or other emergencies be properly documented and reported to local authorities as required by law.

Students and employees should promptly report all criminal actions and emergencies occurring on or around Brown Mackie College Atlanta facilities to Dominica Austin, Dean of Academic Affairs either in person or by calling 404.799.4559.

In the event of fire or medical emergencies, staff and employees should contact the DeKalb County emergency services by dialing 911 and then notify the President.

**Emergency Response and Evacuation Procedures**

Immediately upon a member of the Executive Committee confirming a significant emergency or dangerous situation involving the immediate threat to the health or safety of students or staff, an emergency email will be sent to all students, faculty and staff. Verbal confirmation of the emergency also comes from the available staff to each classroom.

The process that Brown Mackie College Atlanta uses upon confirmation that a significant emergency or dangerous exists:

1. Verbal communication via staff to each classroom or office
2. Email notification to all faculty, staff and students
3. The instructor must:
  - a. Evacuate the room
  - b. Assign students to assist
  - c. Turn off lights and shut the door

The content of the notification will include the necessary information to either evacuate or stay confined in the current location pending the nature of the danger. A member of the Executive Committee will initiate the email and verbal notification.

Members of the Executive Committee with rights to initiate the emergency procedures are:

Crystal Celestine Shepherd	Cliff Johnson
Margaret Ortiz	Marie Covington
Trey McCray	Dominica Austin

Publication of the emergency response and evacuation procedures are sent to the students, faculty and staff on an annual basis via email. Distribution of the document also occurs via hardcopy in each classroom. An emergency drill occurs annually and unannounced at Brown Mackie College – Atlanta. The most recent drill occurred on February 23, 2011 at 1:30 pm.

### **Policies for Preparing the Annual Disclosure of Criminal Statistics**

All incidents are reported and documented on the Incident Report, which is sent to the President. The annual crime report is prepared by gathering campus crime statistics and data from local police departments and other relevant information by the President.

## **Security and Access to Campus Facilities**

It is the policy of Brown Mackie College that access to all campus facilities, including housing facilities, be limited to authorized personnel, students and invited visitors. Visitors are at all times subject to college policies and conduct codes. Students and employees are responsible for the conduct of their guests at all times. Students, staff and faculty are required to show a valid Brown Mackie identification card to gain access to campus facilities and may be subject to search.

### **Access to the Academic Buildings**

After hours, the building is protected with electronically locked security doors and devices including cameras and proper procedures are followed to ensure limited access to secured areas. Exterior lighting is provided around the building and parking areas, and shrubs and hedges are kept low for safety reasons. Suspicious persons are questioned and asked to leave. The facility is staffed with Security Agency personnel and has an electronically gated access restricted parking deck with access restricted building and elevator entry.

### **Access to Residential Facilities**

Not applicable to Brown Mackie College – Atlanta.

### **Campus Law Enforcement**

Persons employed as security personnel on the campus at 4370 Peachtree Road are instructed in security, security problems, specific college rules and regulations, and the proper procedures of how to enforce them. These procedures and rules and regulations are reviewed periodically to ensure that security needs are being met. Security personnel on campus report directly to Allied Barton, Anthony Harper – Manager, 770.870.7836.

Unarmed security personnel at the college are there at the direction of the college, and are to assist students, faculty and staff of The College. Security is on duty 24 hours a day, seven days a week, and are responsible for ensuring that persons entering the building are employees, students, and their families or invited guests. They are authorized to request identification from those individuals who are unfamiliar to them, and identification is required of all individuals arriving or leaving after the building is secured. Security has the authority to remove unauthorized persons from the premises. Students are advised to carry their Photo ID cards at all times and to present them upon request. Security personnel may not make arrests, but are instructed to promptly contact the law enforcement authorities, as well as the President if any illegal activity occurs.

### **Relations with Local and State Police**

Brown Mackie College is located in DeKalb County, Georgia. The college maintains a working relationship DeKalb County Police Departments.

### **Programs to Inform Students about Campus Security**

All new Brown Mackie employees and students are instructed on crime awareness, prevention and campus security during orientation, and are encouraged to take responsibility for their own security, as well as the security of their fellow classmates. The student orientation program, which takes place monthly, includes a description of campus security policies and procedures, suggestions on how to avoid becoming a crime victim, evacuation plans at the main campus and the learning site, and procedures for reporting any criminal activity or emergency. The program encourages students and employees to be responsible for their own security and the security of others. College employees encourage victims or witnesses to report crimes on a voluntary, confidential basis for inclusion in the annual disclosure of crime statistics.

### **Programs to Inform Students and Employees about the Prevention of Crimes**

The College also provides seminars and workshops designed to heighten awareness of crime and its prevention. Topics included in these informational programs are personal safety, living in a city, crime prevention, basic safety, and neighborhood watch programs. In addition to the annual campus security report, students and staff are notified of specific security concerns as they arise throughout the year.

Students are requested to review the *Student Handbook* where sections discussing Crime Awareness and Campus Security and Student Conduct Policy can be found. Employees are requested to review The Brown Mackie *Employee Handbook* where information regarding Standards of Conduct and Safety can be found.

## **Off-Campus Student Organizations**

At the present time, Brown Mackie does not have any off-campus student organizations.

## **Drug and Alcohol Policies**

In keeping with section 120(a) through (d) of The Higher Education Act of 1965, as amended, including the Drug-Free Schools and Communities Amendments of 1989 (Public Law 101-226), a “Drug Free Schools and Campuses” publication, the Drug Prevention Policy, is provided to all BMC students and employees annually.

Pursuant to federal and state drug laws, employees and students are prohibited from the unlawful manufacture, distribution, possession, sale or use of illicit/illegal drugs. BMC also enforces state laws regarding underage drinking. This prohibition applies while on the property of BMC or when participating in any institutional activity. Students or employees who violate this policy will be subject to disciplinary action up to, and including, expulsion from BMC or termination of employment.

## **Weapons Policy**

Possession or use of firearms, fireworks, ammunition, or other dangerous weapons or materials is prohibited on college owned or controlled property and in college-sponsored housing.

## **Programs and Procedures Regarding Sexual Assault**

Educational programs promoting the awareness of rape, acquaintance rape, and other sex offenses are presented by BMC staff members and guest presenters twice a year. Presenters discuss rape awareness, reducing the risk of being a rape victim, and what to do if you are attacked. Information on sexual assault issues is available in the counselors’ offices and in the Housing Office. Should a student be sexually assaulted, it is recommended that the student notify the appropriate law enforcement authorities, including on-campus authorities and local police. At the student’s request, security, the Academic Dean, members of the Executive Committee or other BMC officials will assist in notifying the proper authorities. Victims of sexual assault or rape should follow these recommended steps:

- Go to a safe place following the attack.
- Do not shower, bathe or destroy any of the clothing you were wearing at the time of the attack.
- Go to a hospital emergency room for medical care.
- Make sure you are evaluated for the risk of pregnancy and venereal disease. (A medical examination is the only way to ensure you are not injured and it could provide valuable evidence should you decides to prosecute.)
- Call someone to be with you, you should not be alone.

It is also recommended that victims call the Rape Crisis Hotline at 404.616.4861. It is open 24 hours a day and their counselors can help answer medical and emotional questions at any hour and in complete confidence. Reporting the rape to the police is up to the victim, but it is important to remember that reporting a rape is not the same as prosecuting a rape. Victims are strongly encouraged to call the police and report the rape. If the victim requests, BMC will assist in identifying off-campus counseling or mental health services. After any campus sexual assaults are reported, the victims of such crimes have the right to request that Brown Mackie personnel take steps or actions reasonably feasible to prevent any unnecessary or unwanted contact or proximity with alleged assailants, including relocation in college-sponsored housing, if applicable or the transfer of classes.

Other rape crisis centers or mental health agencies available to assist a victim of sexual offenses include: DeKalb Rape Crisis 404.377.1428, Gwinnett Rape Crisis, Inc. 404.476.7407, YWCA Rape Crisis 770.428.2666.

## **Disciplinary Action and Sanctions**

On-campus disciplinary procedures against students will be in accordance with BMC published Student Conduct Policy. Both the accuser and the accused are entitled to have others present during a disciplinary proceeding. Both will be informed of the outcome of any campus disciplinary proceeding. For this purpose, the outcome of a disciplinary proceeding means only BMC’s final determination with respect to the alleged sexual offense and any sanction that is imposed against the accused. Sanctions, which may be imposed following a final determination of a disciplinary proceeding regarding rape, acquaintance rape, or other forcible or non-forcible sex offenses, may include warning, probation, suspension or dismissal.

## **Information Regarding Registered Sex Offenders**

Information regarding registered sex offenders under section 170101 (j) of the Violent Crime Control and Law Enforcement Act of 1994 is available from the Fulton County Police Department, located at: 130 Peachtree Street SW, Atlanta, GA 30303, 404-730-5700 or the FCPD North Precinct, 7741 Roswell Rd, Atlanta, GA 30350, 770.551.7600.

Information regarding registered sex offenders under section 170101 (j) of the Violent Crime Control and Law Enforcement Act of 1994 is available online at: <http://www.ganet.org/gbi/>.

On-campus computer labs with Internet access are available for you to view the above Web site at the main academic building from 8:00 a.m. to 10:00 p.m. Monday through Thursday, Friday from 8 am to 4 pm, from 9:00 a.m. to 1:00 p.m. Saturday, when the college is in session.

## Crime Statistics

The following statistics are provided for your information in compliance with the Jeanne Clery Disclosure of Campus Security Act and Campus Crime Statistics Act. BMC Atlanta prepares the crime statistic policies annually by gathering all reported data and preparing a report for its employees and students. Moreover, local/state police agencies are contacted by the President to maintain a working relationship and formulate statistics for the annual crime statistics report. Attached are the statistics available to BMC from local police agencies. The second box below details statistics concerning the number of criminal offenses in relation to hate crimes on BMC campus, non-campus buildings and property, and public property. The third box arrests and “referrals for campus disciplinary action” for liquor law violations, drug law violations, and illegal weapons possession are listed. Victims or witnesses may report crimes on a voluntary, confidential basis for inclusion in the annual disclosure of crime statistics.

## Reporting Area

Brown Mackie College reports statistics from all property owned or controlled by the college. Information relating to the BMC-Atlanta campus was provided by the DeKalb County police department.

For purposes of the Clery Act, The Brown Mackie College campus is defined as:

Brown Mackie College-Atlanta 4370 Peachtree Road N.E., Atlanta, GA 30319

6600 Peachtree Dunwoody Rd, 600 Embassy Row, Atlanta, GA 30328

## Definitions

The following are definitions of occurrences that must be reported:

- 1) **Criminal Homicide, Murder and Non-negligent Manslaughter:** The willful (non-negligent) killing of one human being by another.
- 2) **Negligent Manslaughter:** The killing of another person through gross negligence.
- 3) **Sex offenses**
  - a) **Forcible Sex Offenses** - Any sexual act directed against another person, forcibly and/or against that person’s will; or not forcibly or against the person’s will where the victim is incapable of giving consent.
    - i) **Forcible Rape** — The carnal knowledge of a person, forcibly and/or against that person’s will; or not forcibly or against the person’s will where the victim is incapable of giving consent because of his/her temporary or permanent mental or physical incapacity (or because of his/her youth).
    - ii) **Forcible Sodomy** – Oral or anal sexual intercourse with another person, forcibly and/or against that person’s will; or not forcibly against the person’s will where the victim is incapable of giving consent because of his/her youth or because of his/her temporary or permanent mental or physical incapacity.
    - iii) **Sexual Assault With An Object** – The use of an object or instrument to unlawfully penetrate, however slightly, the genital or anal opening of the body of another person, forcibly and/or against that person’s will; or not forcibly against the person’s will where the victim is incapable of giving consent because of his/ her youth or because of his/her temporary or permanent mental or physical incapacity.
    - iv) **Forcible Fondling** – The touching of the private body parts of another person for the purpose of sexual gratification, forcibly and/or against that person’s will; or not forcibly against the person’s will where the victim is incapable of giving consent because of his/her youth or because of his/her temporary or permanent mental incapacity.
  - b) **Non-forcible Sex Offenses**—Unlawful, non-forcible sexual intercourse.
    - i) **Incest** – Non-forcible sexual intercourse between persons who are related to each other within the degrees wherein marriage is prohibited by law.
    - ii) **Statutory Rape** – Non-forcible sexual intercourse with a person who is under the statutory age of consent.
- 4) **Robbery** - The taking or attempting to take anything of value from the care, custody, or control of a person or persons by force or threat of force or violence and/or by putting the victim in fear.
- 5) **Aggravated Assault** - An unlawful attack by one person upon another for the purpose of inflicting severe or aggravated bodily injury. This type of assault usually is accompanied by the use of a weapon or by means likely to produce death or great bodily harm. (It is not necessary that injury result from an aggravated assault when a gun, knife, or other weapon is used which could and probably would result in serious personal injury if the crime were successfully completed.)
- 6) **Burglary** - The unlawful entry of a structure to commit a felony or a theft. For reporting purposes this definition includes: unlawful entry with intent to commit a larceny or felony; breaking and entering with intent to commit a larceny; housebreaking; safecracking; and all attempts to commit any of the aforementioned.
- 7) **Motor Vehicle Theft** - The theft or attempted theft of a motor vehicle. (Classify as motor vehicle theft all cases where automobiles are taken by persons not having lawful access even though the vehicles are later abandoned—including joyriding.)
- 8) **Arson** - Any willful or malicious burning or attempt to burn, with or without intent to defraud, a dwelling house, public building, motor vehicle or aircraft, personal property of another, etc.

9) **Liquor law violations, drug law violations, and illegal weapons possession –**

a) **Arrests**

i) **Liquor Law Violations** — The violation of laws or ordinances prohibiting:

- \_ The manufacture, sale, transporting, furnishing, possessing of intoxicating liquor;
- \_ Maintaining unlawful drinking places;
- \_ Bootlegging;
- \_ Operating a still;
- \_ Furnishing liquor to a minor or intemperate person;
- \_ Using a vehicle for illegal transportation of liquor;
- \_ Drinking on a train or public conveyance;
- \_ Any attempts to commit any of the foregoing violations.

**Note:** Drunkenness and driving under the influence are not included in the definition of “liquor law violations” for Clery Act reporting purposes nor are violations of college alcohol policies that do not rise to the level of a crime.

- 10) **Drug Law Violations** – Violations of State and local laws related to the unlawful possession, sale, use, growing, manufacturing, and making of narcotic drugs. The relevant substances include opium or cocaine and their derivatives (morphine, heroin, codeine), marijuana; synthetic narcotics (Demerol, methadones), and dangerous non-narcotic drugs (barbiturates, Benzedrine).
- 11) **Weapon Law Violations** — The violation of laws or ordinances dealing with weapon offenses, regulatory in nature, such as: manufacture, sale, or possession of deadly weapons; carrying deadly weapons, concealed or openly; furnishing deadly weapons to minors; aliens possessing deadly weapons; and all attempts to commit any of the aforementioned.
- 12) **Disciplinary Referrals** - Incidents in which the person was not arrested, but instead was referred for campus disciplinary action for liquor law violations, drug law violations, and illegal weapons possession.

**Brown Mackie College  
Atlanta**

The following statistics show the **total** criminal offenses, hate crimes and arrests/referrals for campus disciplinary action that occurred on the Institute's campus, non-campus buildings & property and public property.

**CRIME STATISTICS** The following statistics are provided for your information in compliance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act. Set forth below are statistics available to the Institute concerning the occurrence of criminal offenses in the listed categories which were reported to campus security officials or local police agencies.

<i>Criminal Offenses</i>	Calendar Year								
	2008			2009			2010		
	On Campu s	Non- campus buildings and property*	Public Property*	On Campu s	Non- campus buildings and property*	Public Property*	On Campu s	Non- campus buildings and property*	Public Property*
Murder & Non-negligent Manslaughter	0	0	0	0	0	0	0	0	0
Negligent Manslaughter	0	0	0	0	0	0	0	0	0
Forcible Sex Offense	0	0	0	0	0	0	0	0	0
Non-Forcible Sex Offense	0	0	0	0	0	0	0	0	0
<i>Incest</i>	0	0	0	0	0	0	0	0	0
<i>Statutory Rape</i>	0	0	0	0	0	0	0	0	0
Robbery	0	0	0	0	0	0	0	0	0
Aggravated Assault	1	0	0	0	0	0	0	0	0
Burglary	2	0	0	0	0	0	0	0	0
Motor Vehicle Theft	5	0	0	0	0	0	0	0	0
Arson	0	0	0	0	0	0	0	0	0
<b>Totals</b>	8	0	0	0	0	0	0	0	0

The crimes listed above plus any other crimes involving bodily injury reported to local police agencies or to a campus security authority, that manifest evidence that the victim was intentionally selected because of the victim's actual or perceived race, gender, religion, sexual orientation, ethnicity, or disability are listed below, according to type of criminal offense and category of prejudice.

Should a hate crime be reported, it will be identified by hate crime category (race, gender, religion, etc.).



Arrests/Persons Referred for Campus Disciplinary Action

	Calendar Year								
	2008			2009			2010		
	On Campu s	Non- campus buildings and property*	Public Property*	On Campu s	Non- campus buildings and property *	Public Property*	On Campu s	Non- campus buildings and property *	Public Property*
Arrests	0	0	0	0	0	0	0	0	0
Weapons: carrying, possessing, etc	0	0	0	0	0	0	0	0	0
Drug Abuse Violations:	0	0	0	0	0	0	0	0	0
Liquor law violations	0	0	0	0	0	0	0	0	0
Disciplinary Actions	0	0	0	0	0	0	0	0	0
Weapons: carrying, possessing, etc	0	0	0	0	0	0	0	0	0
Drug Abuse Violations:	0	0	0	0	0	0	0	0	0
Liquor law violations	0	0	0	0	0	0	0	0	0
<b>Totals</b>	0	0	0	0	0	0	0	0	0

\*\* Public property includes the sidewalk in front of the building, the additional parking lot North of the main building, the parking lot behind the Georgia State University building, main parking deck, entrance to building, thoroughfare between Admissions and Classrooms.

## Safety Tips

Prevention is your best protection against crime. Here are some precautions you can take to assure greater security.

### At Home

- Leave at least one light on, inside and out when you are away. If possible, use a timer to turn lights on and off.
- Keep your doors and windows locked, even if you are at home, and even if you leave for a few minutes.
- NEVER open the door without knowing who is there. Require the caller to identify himself or herself satisfactorily. Use chain bolt when checking ID. If a stranger asks to use a phone, DO NOT PERMIT HIM OR HER TO ENTER. Make the call for that person if you believe it is an actual emergency.
- Keep in touch with your neighbors. Watch each other's apartments and let each other know of anything suspicious.
- Don't give out personal information, such as your address. Report threatening or harassing calls to the police or phone company.

### When Walking....

- Plan the safest route to your destination and use it. Choose well-lighted busy pathways and streets, avoiding alleys, vacant lots or construction sites. Take a longer way if it's safest.
- Know your neighborhood and the campus. Find out which buildings are open late (or early) and where you go to summon help if needed.
- Carry your purse close to your body and keep a firm grip on it. Carry a wallet in an inside coat or side trouser pocket, not in the rear trouser pocket.
- Don't flaunt expensive jewelry, clothing, or "flash" cash.
- Have your car or house key in hand and ready as you approach your vehicle or home.
- Never hitchhike.

### While Traveling

- Keep doors locked and windows rolled up, especially at stoplights. Always lock your car and take the keys. Keep valuables out of sight in the trunk. Park in areas that will be well-lit when you return. Check the back seat and the area around the car before getting in.
- Car Trouble: Raise the hood. Put on emergency flashers. Stay inside the car and lock the doors. Ask anyone who stops to help to call the police or the nearest service station for you.
- On public transportation, wait in well-lit areas near other people. If someone bothers you, move to a more populated area of the bus or train. Ask for help from any MARTA employee or the MARTA police.

### Responding to an Attack

In any situation, your goal is to get away with the least injury to yourself. If an attacker only wants your valuables, give them up. Valuables can be replaced; your life can't. Notify local police immediately.

Learning to defend yourself is a good idea. However, don't overestimate your abilities. It may take lots of practice before you can use the techniques effectively.



# **Crisis Management and Communication: Plan and Procedures**

**BMC-Atlanta**

# Emergency Phone Numbers

## CALL FIRST:

<b>Fire Department</b>	<b>9 - 911</b>
<b>Police Department</b>	<b>9 - 911</b>
Non-emergency	404-294-2625
<b>Ambulance/medical emergency</b>	<b>9 - 911</b>
Non-emergency (Northside Hospital)	404.851.8930

## THEN CALL:

\*\*\* Any member of Brown Mackie College - Atlanta's faculty and staff is authorized to make a decision to call 911. When in doubt, it is college policy to err on the side of caution. After reporting an incident to the 911 operator, the caller should contact Building Security and a member of the Crisis Management Team (see page 11).

# Overview of Crisis Management

## Introduction

Brown Mackie College - Atlanta recognizes the need to be as prepared as possible for crises and controversies. This manual is designed to act as a resource in times of crisis and also as a reminder of the importance of preparing for possible crisis situations.

The manual includes guidance for both logistical management of the physical aspects of a crisis and for the vital communication that coordinates with the crisis or emergency management. Communication during these periods will help to manage the crisis, minimize damage, inform the public (internal and external) and allow other campuses and locations to continue operating with minimal disruption. Experience shows that companies must not only do the right thing but must be perceived to be doing the right thing. In addition, crisis management teams need facts to address the situations in which they find themselves, yet are often so preoccupied with addressing the physical crisis that fact gathering becomes impossible. Effective internal as well as external communication is key for effective management of a crisis situation. Advance preparation and training can help address the challenge.

A crisis or emergency is any situation that threatens the educational activity, integrity, or reputation of Brown Mackie College - Atlanta. This may take the form of an incident occurring on Brown Mackie College's property, at a sponsored event, or involving staff, faculty, or students that jeopardizes the safety/security of Brown Mackie College - Atlanta community. These situations may be caused by natural disaster, legal dispute, criminal activity, accident, or manmade disaster affecting the company. Examples of emergencies may include: bomb threat, sexual assault, murder, food poisoning or hepatitis, pandemic, major fire or power outage, suicide, natural disaster, legal claims against the college, allegations threatening irreparable harm to the college's reputation and business prospects, or any situation that, in the judgment of others, poses a threat of life in danger or property damage.

## **General Guidelines**

In any emergency, the following general guidelines should be observed. Specific procedures for various types of crisis situations are described in the Emergency Response Plans section.

- Stay as calm as you can.
- Do not hesitate to call 911 in matters of life and death or if you are uncertain about the severity of a situation.
- Security should be contacted about all safety issues as soon as possible.
- An executive committee member should be informed as soon as possible after steps are taken to correct the immediate situation.
- The Crisis Management Team, consisting of the executive committee will decide if and when to notify EDMC.

- In most cases, an Incident Report Form should be completed and filed. Completed forms should be filed with the dean of student affairs and/or the director of facilities.

# Crisis Management Team

The Crisis Management Team consists of the following individuals.

## Executive Committee

President

C. Celestine Shepherd

Director of Student Services

Margaret Ortiz

Director of Career Services

Clifford Johnson

Dean of Academic Affairs

Dominica Austin

Senior Director of Admissions

Embry McCray

Human Resources Manager

Marie Covington

---

## Other Staff

Department Chair, Information Technology

Steve Moonen

Bookstore Manager

Thetis Jones

Director of Admissions

Crystal Parlier, Willie Gardner

Others as situation merits:

EDMC Legal Counsel, BMC Sr. Director of Communications/PR

# Crisis Communication Management

The following plan outlines a basic approach to crisis communication, containing options to consider when in the midst of a crisis. Implementing the plan in a specific situation will likely require adjusting the plan to suit the circumstance. As such, this plan is not intended to answer all questions or fill all needs.

## Step 1: Funnel the Information

Any Brown Mackie College employee, upon learning of or suspecting a crisis situation, should contact a member of the Crisis Management Team immediately. Because time is of the essence in crisis situations, employees must be persistent in tracking down a member of the Crisis Management Team. Upon learning of the incident, the Crisis Management Team (CMT) calls an emergency meeting. CMT immediately contacts appropriate EDMC personnel with news of crisis.



### **Step 2: Assemble Crisis Management Team**

The CMT will be activated by any member of the Executive Committee upon notification that an emergency situation has developed that warrants a coordinated response by the college.

Once notified, the team will meet at the time designated, generally no longer than two hours after notification. The location should be central and have easy computer access and phone access which permits on/off campus and long distance calls. Possible locations include the President's Conference Room – 2<sup>nd</sup> floor, the Academic Affairs Conference Room – 4<sup>th</sup> floor, the Communications/Accounting Conference Room – 3<sup>rd</sup> floor, or Creations Dining Room – 5<sup>th</sup> floor.

The CMT will oversee the management of the crisis by taking the following steps: define the crisis, prepare messages and statements, establish communications systems and channels, manage message updates and distribution as needed, and follow-up after the crisis is past.

### **Step 3: Define the Crisis**

The CMT will rely on the support of the entire college to quickly gather information pertaining to the crisis. The CMT should research the following before making any public statements:

- What happened?
- Chronology of the events.
- Names and contact information of those involved.
- Why did it happen?
- What is The Art Institute going to do about it?
- What past actions has Brown Mackie College taken to prevent such a crisis?

### **Step 4: Prepare Messages**

The CMT will discuss appropriate response alternatives for the college, developing several courses of action, and then select the best. Speed of response and completeness of information is essential. Messages must be updated on a regular basis as new information becomes available.

#### **Important Key Message Points:**

- Concern for the victim(s) and their families is our top priority.
- Present facts, gathered from reliable sources and confirmed.
- Communicate how the college is handling the situation.
- Demonstrate a solid track record.
- Demonstrate preventative measures that Brown Mackie College - Atlanta has taken to prevent such a crisis prior to the crisis.
- Communicate what measures the college will take to prevent such an occurrence from happening in the future.
- Be clear in providing instruction and direction as necessary.

## **Step 5: Establish Communication Systems**

In times of crisis, the college must be perceived by its constituents as actively managing the situation. For this reason, it is especially important that the college keep its various audiences apprised of how it is handling the crisis and any actions needed. The CMT should take care to utilize the communication system that will most effectively reach each audience. The CMT selects the appropriate spokespeople for each group. Faculty, staff and students should be informed of developments before or concurrent with the media. All media inquiries should be referred to a member of the Executive Committee.

### **Internal Audiences**

Employees  
Students  
Alumni  
Board of Trustees  
Parents  
Prospective students and parents  
Program Advisory committees  
EDMC

### **Tools for Internal Audiences**

Outgoing message on main answer line, meetings, email, management staff and department chairs, telephone, broadcast messages, fax, newsletter, Web site

### **External Audiences**

Emergency Response Units  
Media  
Employers  
Business Community  
Government  
Community (neighborhoods)  
Landlords  
Vendors

### **Tools for External Audiences**

Press releases, press conference, media visits, telephone, fax, email, letters, meetings/visits

## ***Step 6: Manage Message Updates and Distribution***

### **For the media:**

- Develop procedures for release of information to the media
- Ensure there are sufficient staff resources to handle media inquiries
- Brief media representatives about the procedures for release of information
- Attend incident briefings and update information accordingly
- Release news updates to the media as appropriate and post news releases online, removing old postings with outdated information

### **For Internal Audiences:**

- Develop procedures for release of information
- Brief appropriate internal audiences about the procedures for release of information
- Release updates as appropriate through the planned channels

### **For External Audiences Other than Media:**

- Develop procedures for release of information
- Brief appropriate external audiences about the procedures for release of information
- Release updates as appropriate through the planned channels

## ***Step 7: Follow-up After the Crisis***

### **Crisis Audit**

In the aftermath of a crisis, the usual response is a strong desire to move forward and resume the normal activities of the college. It is nonetheless important that the CMT must evaluate how the crisis plan was effective and useful, where the plan fell short, and, what changes should be made to the plan. Only in this way will the college be best prepared to handle the next crisis.

The crisis audit should include:

- Read/view any media coverage
- Debrief with the CMT
- Plan any follow-up actions, including counseling, hotlines, etc., as well as thank-you and informational letters to external agencies, companies, or individuals who have provided assistance.

### **Follow-up Communication**

Rumors may follow a crisis, further creating an atmosphere of anxiety. Once the CMT determines that the crisis situation has passed, the college should communicate this news to both its internal and external audiences. The message can be disseminated in the form of a letter, newsletter, meeting, bulletin board announcement, email, etc. and should outline how the crisis was handled, what we learned and how we plan to move forward.

## ***Handling Calls from the Media***

In times of crisis, it is critical for the college to be the most accurate, reliable, and timely source of information possible during the crisis. Spokespeople must be available and the college must be cooperative and work actively to manage the crisis.

However, it is equally essential that the college communicate to the media with one voice. For this reason, all requests for information from the media must be funneled through the communications department.

The following is the appropriate way for employees to respond to requests from the media for information: “In order to be sure you have the most complete and up to date information possible, we are routing all requests for public information through the college’s communications office. If you give me your name and phone number, someone will call you right back with the information you need.”

The employee should then contact a member of the Executive Committee immediately. (See PHONE NUMBERS for contact information.)

# Brown Mackie College – Atlanta Crisis Management Team Phone Numbers

## ***Executive Committee***

**C. Celestine Shepherd**, President

Extension	4465
Home	504.994.1485
Cell Phone	404.416.7290

**Clifford Johnson**, Director of Career Services

Extension	4553
Home	770.794.0222
Cell Phone	678.360.8404

**Marie Covington**, Director, Human Resources

Extension	4536
Home	678.519.2895
Cell Phone	334.354.1486

**Dominica Austin**, Dean of Academic Affairs

Extension	4559
Home	404.906.0716
Cell Phone	404.906.0716

**Margaret Ortiz**, Director of Student Affairs

Extension	4466
Home	678.880.7562
Cell Phone	770.895.2533

**Embry McCray**, Senior Director of Admissions

Extension	4612
Home Phone	770.243.3155
Cell Phone	770.243.3155

## **ADDITIONAL CRISIS MANAGEMENT TEAM CONTACTS**

BMC - Peachtree Road Security Officer, Lou Moore	732.779.9737
--	--------------

Security Company - Allied Barton, Atlanta, GA	770.870.7836
---	--------------

### ***Departmental Phone Chains***

Each department manager shall maintain a current list of his or her employees' home telephone numbers and a departmental phone chain. If emergency contact is necessary, a member of executive committee will contact department managers to start the phone chain. Department managers will, in turn, contact their respective employees. Each employee is directed to contact the next person on the list. If unable to contact that person, the caller should leap to the following person on the list in order that the chain is continued. The last person on the list contacts the top of the chain to report that the chain is complete.

Note: Up-to-date copies of phone trees should be kept at callers' home residences where they can be accessed easily in the case of an emergency.

# List of Employees Trained in First Aid

Brown Mackie College - Atlanta Staff Phone #	Department	Location	
Mark Eddy	404.799-4498	Medical Assisting	4498
Dr. O. Maduko	404.799.4491	HCA/Pharm Tech	4491
Dr. S. Sharfuddin	404.799.4528	Medical Assisting	4528
Debra Rasouliyan	404.799.4489	Associate Dean	4489

## First Aid Kit Locations

First aid kits, a box of gloves and a blood spill kit are kept in the following locations. Note that blood spill kits should be utilized only by employees trained in their use.

1. Cabinet near photocopier in the Financial Aid Office
2. Cabinet near photocopier in the Admissions Suite

## Medical Emergency

Brown Mackie College – Atlanta’s Emergency Medical Assistance Plan is as follows:

1. Emergency medical assistance will be immediately requested for any person on Brown Mackie College - Atlanta property who requests or demonstrates a need for medical attention. This emergency assistance will be provided for any of the following reasons, or for any other reason where there appears to be need for medical assistance.
  - Heart attack symptoms
  - Loss of consciousness
  - Convulsions
  - Acute shortness of breath
  - Apparent or suspected broken bone(s)
  - Severe cuts, bruises, or heavy bleeding from any source
  - Severe dizziness or disorientation
  - Choking, etc.
2. The person detecting the need for medical assistance will immediately call 9 – 911 from the nearest Brown Mackie College - Atlanta telephone, and will provide the name, location and any other requested information to the 911 dispatcher. The person will then notify Campus Security and his or her department director or any member of the executive committee of the incident.

3. If the person needing assistance is a student, the registrar must be immediately notified in order to obtain any medical history data or emergency notification information provided to Brown Mackie College - Atlanta by the student.
4. Minor first aid care is available in all facilities listed in paragraph 4 above. Only trained and designated personnel have access to the medical supplies. Minor first aid consists of Band-Aids, gauze, hydrogen peroxide, eyewash, burn ointment and disposable rubber gloves.
5. Every effort will be made by Brown Mackie College - Atlanta employees to ensure that the injured party is protected from further injury from causes such as falling from a stool or chair, falling or running down stairs, etc. Brown Mackie College - Atlanta employees will attempt to make the injured person as comfortable as possible until medical assistance arrives, but in no case will move the injured party if the injury is a result of a fall. As far as possible, every attempt will be made to protect the injured party's privacy by moving other people out of the area or re-routing traffic, as appropriate.
8. Personal property left on Brown Mackie College - Atlanta property belonging to the injured or ill person will be secured by the instructor or staff member assisting and taken to the Academic Department where it will be properly stored.
9. Brown Mackie College – Atlanta’s Accident/Injury/Crime Report Form will be completed by the Brown Mackie College - Atlanta employee initiating the emergency medical treatment request. The Report Form will include all pertinent information and names of witnesses. The report will be submitted to the Student Affairs office within 24 hours of the incident. (See page 32 for a copy of this form.)
9. Under no circumstances should an ill or injured person be transported to a hospital or medical facility by an Brown Mackie College - Atlanta employee in his or her personal vehicle. In an emergency the person should be transported by an ambulance. In less serious cases, persons needing transportation should be asked if a family member or friend can be contacted to potentially provide transportation. If no one can be contacted, the use of a taxi should be considered.

### **Notifying Family Members**

A member of executive committee should be informed prior to contacting family members of a student/employee injury or illness.

In the case of an injury or illness, in most cases, the student or employee can indicate who should be notified. In cases where a student can not provide that information, the academic file in the registrar's office contains emergency contact information. The human resources department can provide emergency contact information for faculty and staff.

# **Fire Drill and Building Evacuation Procedures**

## **Fire Drill Procedure**

The facilities manager conducts fire drills on a quarterly basis. All students, faculty and staff are required to participate in the drills. Fire drills shall familiarize designated faculty/staff and students to their assigned positions during emergency duty.

## **Inspection**

Faculty and staff are encouraged to inspect all exit facilities daily, in order to make sure that all stairways, doors, and other exits are in proper condition. Particular attention should be given to keeping all doors unlocked; having doors closed that serve to protect the safety of paths of egress, such as doors on stairway enclosures – and under no circumstances are these doors to be blocked open. In addition, corridors should be free of personal belongings, furniture, storage items, or miscellaneous bulk, which would interfere in the safe travel of evacuees.

## **Fire Alarms**

Anyone in the building can sound one of the fire alarms should it be necessary. Fire alarms are located on each floor of Brown Mackie College Building.

## **Evacuation Procedure**

In the case of fire or other emergency where the building must be evacuated, employees and students should follow the evacuation plans posted on each classroom. Elevators should not be used in emergency situations. Walk, do not run, to the nearest stairwell.

In an effort to control/contain a building fire, all doors to classrooms should be closed by the last individual (the faculty member), when the room is empty.

Students, faculty and staff may pick up valuables and coats to take with them if those items are with the student at the time the alarm is sounded. Due to the danger of tripping over large articles, and having the articles deter proper egress, students are discouraged from taking backpacks.

Faculty should direct one student to lead the group at least 200 feet away from the building and parking structure. Faculty should remain with their class and keep the group together. The faculty member should check roll to verify that every student was able to exit the building.

Wheel-chair bound faculty/staff and students should be wheeled into the stairwell for appropriate officials to evacuate them. **DO NOT INSTRUCT THEM TO USE THE ELEVATORS.**

If for any reason a stairwell becomes congested or blocked; students, faculty and staff should be directed to another exit, in order to prevent panic conditions arising as a result of inactivity.

Faculty, staff and students using the stairwells should exit the building via the fire-doors within the exit corridor or through the lobby doors, whichever is closer.

## Bomb/Terrorist Threats

All bomb threats should be treated as real. In the event of a bomb or terrorist threat via phone, placed through the switchboard, the following procedure should be followed:

1. Do not transfer the call or put the caller on hold.
2. Listen, be calm and courteous, do not interrupt the caller and obtain as much information as possible. Keep the caller on the phone for the longest possible period of time and use the Bomb Threat Form to follow.
3. Have someone alert security at 770.870.7836 or a member of the CMT using a different line or in person.
4. Have someone call 911 using a different line, and give the following information:
  - Name
  - Location of the school
  - Nature of the call – bomb threat/terrorist attack
  - Location of bomb(s) and quantity
  - Physical description of bomb and its container, i.e., book-bag or portfolio case.
5. The executive committee will determine if it is necessary to evacuate the building. When building evaluation is necessary, local authorities recommend that the fire alarm system not be used. Because the exact location of the bomb may not be known, using the fire alarm system could put people in harms way. CMT and key personnel will walk through the building notifying people to evacuate.
6. Once evacuated local authorities walk through the building to check for total clearance/evacuation.
7. If a device which is thought to be a bomb is found, IT SHOULD NOT BE TOUCHED.
8. Handle news media (if any) per Media Communication Plan.
9. Administrators, building management and security should meet afterwards to debrief.

## **Telephoned Bomb Threat Information Form**

Keep the caller talking. Ask for information to be repeated.

### **Ask the following questions and record the answers:**

What time will the bomb explode?

Where is the bomb?

Why did you place the bomb?

What does it look like?

How big is it?

When was it placed?

Did you make it yourself?

How did you learn to make bombs?

Where?

When?

Why are you doing this?

What is in it for you?

What do you hope to accomplish?

Do you have a grudge against Brown Mackie?

Why?

What is your name?

### **Listen and record the following identifying characteristics:**

Sex:

Accent:

Speech (fast, slow):

Estimated age:

Voice (loud, soft):

Diction (good, nasal, lisp):

Manner (calm, emotional):

Background noises:

Familiar voice:

Was the caller familiar with the building? the area?

**Note the following information:**

Time and date of call:

Duration of the call:

Other comments:

## **Fights and Crime**

### **FIGHTS**

In the event that a fight breaks out on the campus, the employee should immediately seek one of the following individuals:

Lead Security Officer		cell: 732.779.9737
Margaret Ortiz Director of Student Affairs	ext. 4466	cell: 770.895.2533
Dominica Austin Dean of Academic Affairs	ext. 4559	cell: 404.906.0716
Clifford Johnson Director of Career Services	ext. 4553	cell: 678.360.8404



# **School Closings/Weather Closings**

## **OUTGOING MESSAGE/VOICE MAIL**

The outgoing message on the main phone line will be updated with information about weather or other emergency closings or delayed openings by 6 am or as soon as a decision is made. Those authorized to change the outgoing message for the college's main number have instructions.

### **Authorized to change voice mail for main number: 404.799.4500**

Sydney Sattler, President

## **MEDIA**

Unless otherwise noted, do not leave a message when placing closing announcements. Continue to call until you reach a person or follow the prompts for automated systems. Those authorized to do so have instructions.

### **Authorized to call the media with college closing information:**

C. Celestine Shepherd, President

Margaret Ortiz

Clifford Johnson

Dominica Austin

## **TELEVISION/Radio:**

### **WSB-TV/Channel 2**

Contact: Paul Powers

Call: 404-897-6450

Code: 8000

Password: 5820

# EDMC Crisis Communication Process

## Introduction

The following plan outlines a basic approach to crisis communication, containing options to consider when in the midst of a crisis. Implementing the plan in a specific situation will likely require adjusting the plan to suit the circumstance. As such, this plan is not intended to answer all questions or fill all needs.

This plan deals specifically with crisis communication, and coincides with EDMC's various safety and emergency plans. If any member of the EDMC community believes a crisis is pending or is under way, he/she should report it immediately to the campus President who can then take appropriate action.

A crisis is any situation that threatens the business activity, integrity or reputation of EDMC and/or its Schools. These situations may be caused by natural disaster, legal dispute, criminal activity, accident, or manmade disaster affecting the company. Communication during these periods will help to manage the crisis, minimize damage, inform the public (internal and external) and allow other campuses and locations to continue operating with minimal disruption.

*Once enacted, the EDMC Crisis Communications Plan will supplement local-level communications plans.*

## Process for Communicating During a Crisis Situation

Each step in the following process is further explained in the sections that follow. Additional, helpful tools and resources are also contained in appendices.

- Notify local emergency response (9-1-1)  
*If necessitated by the crisis, immediately take steps to secure staff, faculty, students and school property*
- Notify Campus President (if he/she is not on campus or already aware of the crisis)  
*It is the President's responsibility to notify his/her Group Vice-President and/or Education System Head*
  - a. If the Campus President is unavailable, a pre-determined Executive Committee member will serve as primary contact person during the crisis
- Notify EDMC's Emergency Management Team (800 number to be provided)
  - a. Once contacted, the Emergency Management Team meets every 30 minutes (or as often as deemed appropriate) until situation is sufficiently resolved
- Activate Emergency Call Center
  - a. Emergency 800 number (to be provided)
  - b. Emergency voicemail box
- Emergency Management Team briefed by representatives at the incident scene (i.e. Campus President)
- Identify Spokesperson
  - a. Compile a list of key school contacts who may have knowledge of the crisis and/or valuable insight to lend to the situation (i.e. housing staff, security, facilities manager, faculty, etc.)
- Compile list of key media contacts
  - a. News room contact info for major, local daily newspaper/s
  - b. Phone number for the news desk of the major news-oriented radio stations
  - c. Phone number for the newsroom of the local television stations
- Develop key messages
- Update Web- or phone-based messages and/or scripting
- Respond/reach out to media

### **Notification – Emergency Response**

When a crisis situation arises at the local level, the first step is to ensure the safety of employees and students. To ensure safety and swift response to an immediate threat, contact local emergency response units and appropriate governmental authorities.

### **Notification – Campus President**

Campus Presidents (or appropriate designee) should be notified immediately and will evaluate the situation and determine whether the local crisis plan is adequate to respond to the event or if additional assistance is required.

### **Notification – EDMC’s Emergency Management Team**

If additional assistance is needed, contact the EDMC Emergency Management Team through the Emergency Call Center 800 number [number to be provided]. The Emergency Management Team will work with local campus leaders to assess and implement the parts of the EDMC crisis plan most appropriate to deal with the situation.

The Emergency Management Team is comprised of key decision makers, including: Senior management at EDMC, the Vice President of Public Relations, the appropriate Education System Head, the appropriate Group Vice President, the Vice President of Security and Business Continuity, legal counsel, President of the affected campus and the communications professional for that campus (if available/applicable). The Emergency Management Team will determine if others need to be brought into the crisis management process.

### **Emergency Call Center Actions**

The EDMC Emergency Call Center is the central point of information flow for a majority of audiences. The 800 number [number to be provided] is available to faculty, staff, students, parents, partners and the general public, and it provides the latest information regarding the status of the affected location. Local phone numbers of the affected locations will be rerouted if necessary to the Emergency Call Center,

When the Emergency Management team activates the Emergency Call Center, a series of automated menus and live responders will immediately be available to assist callers in quickly finding the latest available information regarding their area of concern. Scripts will be made available.

Upon the activation of the Emergency Call Center, the Emergency Web site will also “go live.” This site may be activated on a campus level/system level or an EDMC-wide level depending upon the nature of the emergency. Upon activation, it will be integrated into the appropriate home pages.

The site contains the following information:

- The Emergency Call Center 800 number
- Information regarding the status of classes
- Information regarding the location of any evacuated personnel and/or students
- Information regarding the status of any evacuated personnel and/or students
- Contact information for any appropriate relief or aid organizations
- Official statements direction from EDMC corporate

### **Emergency Management Team – Situation Briefing**

The Emergency Management Team will convene via teleconference as quickly as possible. At that time, the local-level team will brief the EDMC team regarding the situation and any communications action already underway.

This Team determines the most appropriate course of action vis-à-vis communications and divides the work accordingly.

### **Identify Spokesperson**

The Emergency Management Team will designate a primary spokesperson to represent the company. This person will make official statements and answer media questions throughout the crisis. A back-up to the designated spokesperson should also be identified to fill the position in the event that the primary spokesperson is unavailable.

If necessary, in addition to the primary spokesperson and the backup spokesperson, individuals may be named to serve as experts or advisors. These experts may include representatives from functional areas at the local and/or corporate levels.

Criteria for the spokesperson, backup spokesperson and experts include:

- Comfortable in front of reporters/TV camera
- Skilled in delivering/staying on message
- Knowledgeable about the organization and the crisis
- Accessible to the media and to communications personnel who will facilitate media interviews
- Ability to remain calm in stressful situations.

It can be anticipated that other parties involved in the crisis (police, fire department, health officials, etc.), will also have a spokesperson. It is important to obtain the identity of those individuals as early as possible so all statements and contacts with the media can be coordinated with those organizations/interests whenever possible.

### **Compile List of Key Media Contacts**

Newspapers, radio stations and television stations are tools for distributing messages to internal and external audiences.

Once the nature and location of the incident has been established, compile a list of the major news outlets in the immediate area. These outlets will receive official information from EDMC on a regular basis throughout the incident and from the location itself following the incident.

### **Develop Key Messages**

After the Emergency Management Team is briefed on the current situation, an initial statement is drafted. The situation may require multiple statements for multiple audiences.

Statements should be:

- Factual, gathered from reliable sources and confirmed
- Sensitive to health and safety of EDMC employees, students and others
- Updated on a regular basis
- Clear in providing instruction and direction as necessary

### **Update Recorded Messages**

As official statements are updated, recorded messages and Web-based information should also be updated.

### **Respond/Reach Out To Media**

The nature of the situation may require media outreach and/or response. Messages developed and approved by the Emergency Management Team and delivered through the designated spokesperson may be distributed to the media in the most appropriate format (one-on-one, press conference, written statement, press release, e-mail).

The media can be a valuable tool in reaching key audiences (employees, students, parents, etc) and alerting them as to the status of students, the location and classes.

Once the crisis situation is declared concluded, ongoing media outreach will be coordinated on a local level with the assistance of CS-PR as required.

## Appendix I

### AUDIENCES

When working on a crisis, consider the following potential audiences (in alphabetical order) and the most effective method of communicating with each:

- Alumni
- Boards of directors
- Community (where campus is located and employees live, neighborhood coalitions, community organizations, Chambers of Commerce)
- Emergency response groups
- Employees
- Government: Local, state, regional, national, international (Canada)
- Landlords
- Legislative/regulatory
- Media: General, local national and international
- Parents
- Prospective students
- Students
- Vendors

## Appendix II

### **MEDIA POLICIES AND PROCEDURES**

Locations for interviews and press briefings will be decided by the Emergency Management Team.

Unless otherwise determined by the Emergency Management Team, media inquiries will be brought to VP of PR who will make the decisions regarding the method of communications, the appropriateness of media outreach and interviews, their frequency and their locations.

All media should be treated equally. What is given to one (such as access to an area affected by the crisis) should be available to all media.

Reporters may ask to speak to staff, faculty or students who are involved with or have been affected by the crisis. It is best to restrict all interviews to the primary spokesperson, back-up spokesperson or technical experts. However, if it is possible to provide the media with the access they desire, it should be carefully considered as media may decide to seek the interviews without EDMC consent.

#### **Media Tips**

- Executive and supervisory personnel who are not designated a spokespersons should be reminded not to discuss the situation and instruct their subordinates not to discuss the situation with anyone, especially the media
- All calls from the news media are to be referred directly to the VP of PR
- Be prepared
- Gather facts and communicate only what you know – *do not* speculate
- Practice questions and answers (as appropriate)
- Don't volunteer information unless it is a point the company wants to make and the question hasn't been asked
- Don't talk off the record
- Issue joint press releases with city and state officials, if necessary

#### **Contact Log**

Establish a log and record all telephone calls from the media (or other parties) inquiring about the crisis. This will help to ensure that required callbacks are not overlooked.

## **APPENDIX III**

### **EMPLOYEE AND STUDENT COMMUNICATIONS**

Historically, EDMC's focus has always been on students first. It is only natural that EDMC would take the initiative to communicate with students and employees during times of crisis.

#### **Communicate Local Plans In Advance**

Local-level emergency plans will spell out the when and where students should assemble in times of emergency. These locations should be publicized at the campus level in advance. Additionally, the establishment of official means of communications for employees and students (emergency numbers/call trees/text trees/official student life representatives who will deliver updates and messages) should also be pre-determined and publicized at the local level.

Some methods of publicity include:

- Location's Web site
- Fliers and posters in common areas
- Periodic mass e-mail reminders
- Voicemail broadcast (for employees)
- Faculty mentioning emergency procedures during classes
- Group meetings and open forums

Knowing where evacuated students or employees will be re-located in the event of a crisis will aid in updating them on when, if and how to report to work or class following the emergency.

#### **The Campus Community**

Students and/or faculty from out-of-the-area may not be familiar with some of the usual crises that occur in a given location. Periodically remind the community of emergency procedures and processes i.e. earthquakes, hurricanes etc.

## **APPENDIX IV**

### **SAMPLE SCRIPTS**

Following an incident, personnel manning phone lines and/or pushing content to an Emergency Website will issue the following statement (It will be updated as appropriate on an ongoing basis to reflect the latest developments):

“(System/Location) will be closed beginning (DATE) due to (incident). Classes are tentatively scheduled to resume on (DATE). We are monitoring the situation and will provide further updates as needed. Interested parties may check the Emergency Web site (address to be provided) or dial (800 number to be provided) for updates. Thank you.”

If necessary, voicemail boxes may be established to automate and facilitate the answering of calls. Sample scripts are below:

“Thank you for calling (system/location). This message was recorded on (DATE). Due to (incident), the school is closed today (DATE) and is scheduled to reopen on (DATE). You may tune into local television and radio stations for more details or visit our Web site at (Emergency Web address to be provided) for additional updates. Officials are currently evaluating the status of (faculty/staff/students/campus facilities). Please continue to check this voicemail for updates. If you’d like more information, please (press button).”

## **APPENDIX V**

### **AFTERMATH**

#### **Evaluate**

After the crisis, evaluate how well it was handled. Knowing what was done well and what could have been done better will only help refine the crisis communication plan and make it more effective in the future.

- 1) View/read media coverage - The best way to evaluate is to watch and read the media coverage of the crisis. Seeing how each of the campus' actions was covered by the press can help form future media strategies.
- 2) Debrief - The Emergency Management Team should convene after the crisis ends to evaluate every action taken and the crisis communication plan itself.
- 3) Test the plan - To ensure that the plan works and is kept up-to-date, it should be tested and evaluated annually.

Rumors may follow a crisis, further creating an atmosphere of anxiety. Take full advantage of email, Web page notices, information hotlines, bulletin boards, etc. to report facts as appropriate. Voice mail broadcasts to faculty/staff, students and others with voice mail accounts can also be arranged.

Make resources available to provide assistance to employees or students who have been negatively affected by the crisis. Arrange for counseling services or other resources to come to the campus to provide assistance.

Depending upon the nature of the crisis, services and assistance may have been rendered by agencies, companies and/or individuals external to the campus. Ensure that applicable follow-up information, as well as thank-you letters, is forwarded to appropriate persons

## APPENDIX VI

### PR Checklist

The following checklist describes possible actions to be considered by the local PR Team at the time of the incident:

- Obtain briefing from representatives at the incident scene (i.e. Campus President)
- Establish incident information center
- Develop procedures for the release of information to the media related to categories of information including:
  1. Assistance to victims of the incident (such as shelter and feeding locations or evacuation procedures)
  2. News releases to report on incident activities to the general public
- Seek additional PR staff assistance as needed (i.e. from CS or neighboring locations)
- Prepare an initial incident summary as soon as possible
- Brief the media representatives on procedures developed for the release of information (such as the means and location of releases).
- Release news to media as appropriate and post news releases, removing old postings with the updates
- Attend regular incident briefings and update information accordingly
- Respond to special requests for information within guidelines set forth by the Emergency Management Team

# APPENDIX VII

## Crisis Communications Flow Chart

