



SAN DIEGO COMMUNITY COLLEGE DISTRICT

Administrative Procedure

AP 7415.2 – EMERGENCY COMMUNICATIONS

The District is committed to a safe educational and work environment for all students and staff, as well as the community. Timely communication in the event of an emergency is a priority. This procedure implements Board of Trustees Policy *BP 7415 Fire, Earthquake and Disaster Safety* to ensure dissemination of information to students, employees, and the community in a consistent and effective manner in the event of an emergency.

1. DEFINITIONS

- a. Emergency – an immediate threat to the health and safety of students or employees.
- b. Timely Notice – communication of an emergency situation in sufficient time to enable students and employees to take appropriate safety measures.

2. COMMUNICATION COMPONENTS

- a. The District's emergency communication response plan is comprised of the following communication components in which any or all may be utilized:
 - 1) Telephone calls to home and cellular telephones
 - 2) Text messaging to cellular telephones
 - 3) Email to all students and employees
 - 4) Telephone paging to employee work stations
 - 5) Message posting on District, colleges and Continuing Education websites and other social media sites
 - 6) Posting on campus/site message boards
 - 7) Classroom announcements
 - 8) Press releases

3. Timely notice to students and employees of immediate dangers on college/campus/site will be the top priority.

4. EMERGENCY NOTICE

- a. In the event of eminent danger, the College Police will immediately initiate appropriate emergency communications to protect the safety of students and employees.

5. CRITERIA FOR ACTIVATION OF TIMELY NOTICE

a. Districtwide Emergency

- 1) In the event of an emergency that affects all colleges/campuses/sites, the Chancellor will activate the emergency team to assess the situation and determine the scope of the emergency.
 - a) The Chancellor will initiate the communication protocols throughout the organization.
 - b) The emergency team will determine the content of the communication response, the urgency of the response or timely notice parameters, as well as the appropriate components to be activated.
 - (1) The Vice Chancellor of Human Resources will be responsible for the communication involving employees.
 - (2) The Vice Chancellor of Student Services will be responsible for the communication involving students.
 - (3) The Director of Communications and Public Relations will be responsible for communication with the media, as well as the content of information on the District website and social media sites.
 - (4) The Director of Information Technology will initiate the emergency communication system protocols.

b. College/Campus/District Site Emergency

- 1) In the event of an emergency involving one or more college, campus or district site; the Chancellor or President will convene the college/campus emergency team to assess the situation and determine the steps.
 - a) The Chancellor will initiate the communication protocols throughout the organization.
 - b) The Chancellor will make the decision to close the college/campus/site.
 - c) The college Public Information Officer will confer with the Director of Communications and Public Relations on all communications with the media.
 - d) The Director of Information Technology will initiate the emergency communication system protocols.
 - e) The President will initiate emergency messages to students via the Vice Chancellor of Student Services and with faculty via the Vice Chancellor of Human resources, as needed.

(1) The content and execution of the communication will be the responsibility of the following:

(a) Vice President of Student Services – Students

(b) The Vice President of Administrative Services – Employees

f) The Chief of Police will be responsible for determining if the situation rises to the requirements of an emergency notice. The Chancellor shall be immediately notified.

g) The Director of Information Technology will initiate the emergency communication system protocols.

6. FOLLOW UP

a. Following an emergency, the Chancellor and/or President will reconvene the emergency team and review the process and situational response for continuous improvement.

7. ANNUAL TESTING AND MONITORING

a. The District will conduct a test of its emergency communication components every academic year.

b. The results of the annual test will be reviewed and monitored by the Chancellor's Cabinet and published in the District Annual Safety Report.

Approved by
the Chancellor: February 25, 2013

Supersedes: New Procedure