



Brenau

UNIVERSITY

1878

CRITICAL INCIDENT  
MANAGEMENT PLAN

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# CRITICAL INCIDENT PLAN: GENERAL DESCRIPTION

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The Brenau University Critical Incident Plan outlines general emergency response and recovery procedures. The Brenau University Critical Incident Plan is written to conform to the State of Georgia and federal requirements and to outline effective response measures to emergencies.

While most emergencies are handled by Campus Security in conjunction with municipal authorities, major incidents may require assistance from other jurisdictions such as the state and federal government. The National Incident Management System (**NIMS**) was developed so responders from different jurisdictions and disciplines can work together to better respond to natural disasters and emergencies, including acts of terrorism/violence. **NIMS** provides a unified approach to incident management, standard command and management structures, and an emphasis on preparedness as well as mutual aid and resource management. The Brenau University Critical Incident Management Plan is developed with the requirements and standards of **NIMS** to assist in facilitating joint emergency response more effectively.

- Founded in 1878, Brenau University is the oldest higher education institution in Hall County.
- Locations for university operations include
  - Residential and educational buildings comprising the historic campus occupying 50 acres on the north western section of the City of Gainesville
  - The Brenau University East campus, 999 Chestnut St., Gainesville, GA.
  - The Downtown Campus – Includes the Brenau Downtown Center at 301 Main St and the Gainesville Renaissance at 106 Spring St, Gainesville, GA
  - The Ernest Ledford Grindle Athletics Complex, 1854 Jesse Jewell Pkwy, Gainesville, GA.
  - The North Atlanta Campus, 3139 Campus Dr., Norcross, GA

This Plan is intended to be sufficiently flexible to accommodate contingencies of all types, magnitudes, and duration. The plan is designed primarily for the Gainesville Campus, though most of the materials are adapted for use on other campuses and the same emergency actions apply at all locations. The campuses comprise both owned and leased properties and therefore incident plans may accommodate special rights and needs of specific landlords.

This Plan is intended to delineate the needs of the university as a whole; other instructional campuses are encouraged to adapt the plan to cover their specific needs.

The Critical Incident Management Plan is designed as a reference tool for use by Brenau University administrators and staff during campus emergencies. It is not a statement of policy and should not be construed as such. It is a fluid document which will undergo revision as new situations and problems present themselves during the handling of unusual incidents.

The Critical Incident Management Plan is meant to assist campus officials facing emergency situations by anticipating those items which may require their immediate attention, and suggesting possible actions to help them in making the best decisions possible to abate the crisis and protect university personnel and property.

The Plan is designed for use during emergencies, which by nature call for decisive action under duress. The use of reasonable judgment on the part of university officials should be the guiding principle of this plan. No university representative may be held personally liable for losses occurring as a result of best efforts to assist on the campus during an emergency situation. No part of this plan should be considered as legally binding or mandatory.

## **Plan Goals and Objectives**

The major goals of the Plan are the preservation of life, the protection of property and continuity of academic and business operations.

The overall objective is to ensure the effective management of emergency efforts involved in preparing for and responding to situations associated with emergencies.

- Overall managing and coordinating of emergency operations which includes on-scene incident management;
- Coordinating or maintaining liaison with appropriate federal, state, and other local governmental agencies and appropriate private sector organizations;
- Requesting and allocating resources and other related support;
- Establishing priorities, and adjudicating conflicting demands for support;
- Coordinating inter-jurisdictional mutual aid;
- Activating and using communication systems;
- Preparing and disseminating emergency public information;
- Disseminating community warnings and alerts;
- Managing the movement and reception of persons in the event an evacuation is ordered;
- Collecting, evaluating, and disseminating damage information and other essential data;
- Responding to requests for resources and other support;
- Restoring essential services.

## **Critical Incident Defined**

A critical incident is any general emergency that affects the university and the surrounding community. It could include natural disasters, acts of violence, outbreak of infectious disease or anything that could damage the reputation of Brenau University.

A critical incident could also be something more narrowly defined – an incident that affects individuals, their families or a relatively small group of people but which still requires response by the university. It could include isolated acts of violence against students or employees, a suicide attempt or an act of moral turpitude inside or outside the campus environment.

Examples of critical incidents:

- Imminent physical threat to health or safety of students, faculty and employees of Brenau University (e.g., an active shooter, fire, bomb threat, hostage situation, weather conditions, violent acts, communicable disease threat).
- Imminent physical threat or danger associated with any Brenau University facility (e.g., fire, vandalism, weather damage).
- Impending situation that could endanger health, safety or welfare of students, faculty and employees of Brenau University that could require alteration of business as usual or cancellations of classes (weather, communicable disease, infrastructure problems)
- Official or unofficial acts by students, faculty and employees of Brenau University or other Brenau University stakeholders (e.g., trustees, vendors, business partners, affiliated institutions or organizations) that could threaten the university reputation.
- Activities by groups of students and/or nonstudents that could disrupt normal operations, pose threats to health and safety, or become a public nuisance.

## **Activation Criteria**

### ***When the Critical Incident Management Plan is put into action***

The following questions serve as a guideline:

- Is there a good chance the situation will escalate in intensity if no one does anything?
- Will the situation interfere with normal business operations?
- Could the situation damage the university's reputation?
- Will the news media or some regulatory agency focus attention on the university?

The university's partial or total response to an emergency situation will be dictated by the type and magnitude of the emergency. Generally, response to a major emergency will progress from local, to regional, to state, to federal involvement. For planning purposes, the university has established three levels of response to emergencies, which are based on the severity of the situation and the availability of campus resources:

**Level 1:** A minor to moderate incident wherein campus resources are adequate and available.

**Level 2:** A moderate to severe emergency wherein campus resources may not be adequate and mutual aid may be required on a larger basis.

**Level 3:** A major disaster wherein resources in or near the impacted area are overwhelmed and therefore extensive city, county, state and/or federal resources are required.

### ***Who decides the existence of critical incidents?***

**The University President** establishes the basic policies that govern the emergency management response, declares a campus emergency when required, and acts as the highest level of authority during an emergency.

- The University President may delegate responsibility to the Executive Vice President & CFO (EVP/CFO), or another university officer for the immediate management of the incident.
- The Critical Incident Management Plan (the Plan), and the command of the Emergency Operations Center (EOC) are under the executive management of the EVP/CFO, or other Vice President as designated by the President, who delegates functional responsibility for operations, planning, logistics and financial responsibilities during the incident.
- The Critical Incident Management Team (CIMT) will consist of the President, the Executive Vice President & CFO (EVP/CFO), the Vice President for Academic Affairs (VPAA), Vice President of Student Development and Engagement (VPSDE), the Vice President for University Advancement (VPUA), the Vice President & Chief Information Officer (VPIT).
- In this document, references to any University official include the University official or his/her designee.

This Plan is established as a supplement to the administrative policies, procedures and practices followed during normal university operations. When implemented, it serves as Brenau University's emergency plan, setting forth the authorities and plans for activation, personnel emergency assignments, and operational procedures.

### **Emergency Operations Center (EOC)**

The Brenau University Emergency Operations Center (EOC) may be opened at the direction of the President or EVP/CFO to centrally manage the need to respond to the various incident types that can occur on campus or the surrounding community.

The EOC, under the direction of the President or the EVP/CFO, will bring together resources and personnel to strategically make decisions and coordinate the flow of information and deal effectively with an emergency.

- A number of different university departments, government agencies, public health organizations and utility providers participate during EOC activation, depending on the severity and nature of the emergency.
- A log may be maintained to document all persons who enter and leave the EOC depending on the nature of the emergency. (See Appendix: "[EOC Roster](#)" "[EOC Master Log](#)")

**Communication:** Necessary initial communication during an emergency will be coordinated in the EOC with Campus Security, utility providers, the Gainesville Fire Department, local law enforcement, Georgia Emergency Management Agency (GEMA), and the Federal Emergency Management Agency (FEMA).

The university President or EVP/CFO will designate a university spokesperson to coordinate information with local medical centers. A dedicated Communications Center may be established and will be managed by the Director of Communications (DOC) and staffed by the Office of Communications. (See Communication/PR section for details).

## **Activation of the EOC**

**Automatic EOC Activation** should normally occur when:

- The President of the University or her designee proclaims a state of emergency affecting the university.
- When the City of Gainesville activates their EOC which impacts the university campus or requests significant mutual aid resource support (such as establishing care and shelter facilities).
- The Mayor or Governor proclaims a state of emergency affecting a Brenau University campus.

The President or EVP/CFO will direct the activation of the Critical Incident Management Team (CIMT) and determines which positions will be staffed for the emergency response. Notification of activation and EOC location will go out via e2Campus, cell phones, office phones, etc.

- Personnel who are assigned as EOC staff should respond in person to the designated EOC location. Unless otherwise directed, the EOC location will be the President's Conference Room in the Executive Suite of Bailey Hall.
- Immediate initial response to an event site is the responsibility of Campus Security, local law enforcement, emergency medical services, fire-rescue and first responders.

When a large-scale emergency event has occurred, it is important that the response be coordinated. This generally means activating the EOC to assure central coordination. Local emergency services should be notified whenever the EOC is activated and advised of its location to facilitate coordination and the process of requesting resources.

Executive staff alerting, public official alerting, alternate sheltering, evacuation, search and rescue, and resource mobilization are all part of the response mode.

Stages of EOC Operation:

- Stage 1 - **Normal** - Regular operations and activities.
- Stage 2 - **Watch** - An event/disaster may occur. Notification is made to the CIMT and other executive staff.
  - Notifications are made to departments and support staff who would need to take action as part of their responsibilities.
- Stage 3 - **Partial Activation** - Limited activation of the EOC when an event/disaster is very probable following an event which does not require full activation. All primary or lead staff will be notified and will staff the EOC.
- Stage 4 - **Full Activation** - All primary and support departments and agencies are notified. All EOC support personnel will staff the EOC.
- Stage 5 - **State/Federal Response** - All EOC support personnel will staff the EOC 24/7 if a State or Federal Emergency Response Team is activated.

## ***Emergency Operations Center (EOC) Locations***

An EOC is established in accordance with standard emergency management system planning. There should be areas providing sufficient room and resources for the EOC representatives to perform their appropriate functions. The location of the disaster or emergency oftentimes will determine if a location is feasible for EOC operations. Brenau University has designated six (6) locations for EOC operations based on different geographical areas of the campus. Any or none of the designated locations may be chosen to establish an EOC in the event of a disaster/emergency with consideration of the location of the event. The designated locations are:

- The Executive Suite (generator)
- The Brenau University East campus
- The Fitness Center/Gymnasium
- The John W. Jacobs Building (backup John S. Burd Center if generator required)
- The Owens Student Center (generator)
- The Brenau Downtown Center, Conference Room

The EOC location for an incident will be designated by the Emergency Operations Executive (**EOE**) and its location communicated to the CIMT.

## ***Use of Zoom or Conference Call***

The Emergency Operations Executive (EOE) may choose to convene the CIMT via Zoom or conference call. CIMT members will be notified via e2Campus Alert and informed that a Zoom or conference call will be initiated at a set time. Members should follow the procedures in the alert to join the conference call.

## ***The Critical Incident Management Team (CIMT)***

**Emergency Operations Executive (EOE):** The University President or the EVP/CFO shall function as the Emergency Operations Executive (EOE) or designate another university officer to do so. The EOE directs the emergency response for a major incident to minimize casualties and injuries; sets priorities, delegates tasks, and manages the EOC; provides the CIMT with current information on the status of the emergency response, and coordinates community mutual aid. Additionally, the EOE procures essential materials and services to support the EOC staff; coordinates and provides liaison to insurance vendors; and assists in identifying recovery resources.

**Critical Incident Management Team (CIMT) Members:** CIMT members will be responsible for assisting the EOE as necessary in various phases of the emergency. They will report initially to the EOC to determine operational priorities.

- Chief of Staff (COS)
- Executive Vice President/CFO (EVP/CFO)
- Vice President for Academic Affairs & Provost (VPAA)
- Vice President of Student Development and Engagement (VPSDE)
- Vice President for University Advancement (VPUA)
- Vice President & Chief Information Officer (VPIT)

**Additional university officials to be called in by the CIMT as necessary.**

**Director of Communications (DOC):** Coordinates the university's communication activities, handles all media relations and acts as the official university spokesperson. Also oversees the Communications Center, which will be staffed by the Office of Communications and others as designated by the Director of Communications, upon its activation. Also is responsible for maintaining the related Crisis Communication Plan for the university.

**Facilities Representative:** Coordinates the collection of information that determines the severity of the damage caused by the emergency; implements inspection and closing of damaged buildings; calls in and coordinates additional Facilities personnel as necessary; develops a working group of specialists with the assessment and

inspection of buildings; assists Campus Security, Police and Fire personnel with the search and closing of damaged buildings; conducts inspections of facilities, emergency construction or repairs, and debris clearance from crucial pathways.

**Campus Security Representative:** The Executive Director of Campus Security alerts and notifies the campus community as directed by the EOE; assists coordinating search efforts, closing of damaged buildings and the evacuation of individual buildings or the campus if necessary; provides protection of critical facilities and supplies.

**Information Technologies Representative:** Staff from IT ensures the provision of information systems and information technology including technical support, networks, radio and telecommunications.

**Medical Representatives:** The University Health Services staff implements an Emergency Medical Plan and works in conjunction with community medical service providers and EMTs to minimize the loss of life, subsequent disability, and human suffering by ensuring timely and coordinated medical assistance.

**Local Utilities Services Representative:** Personnel from involved utilities services direct restoration of essential utilities, focusing on restoring service to distribution systems. They may provide technical support, where possible, to assist the building and facilities manager.

**Local Law Enforcement Representative:** Personnel from local involved law enforcement agencies, alerts and notifies the community; assists with the search and closing of damaged buildings; evacuates the campus and surrounding community if necessary; provides traffic and crowd control in support of closure plans.

**Local Health and Safety Representative:** Personnel from local fire/EMS direct fire suppression, search and rescue, and hazardous material response; coordinates support to local fire and ambulance services; directs efforts to evacuate facilities and property for safety.



## SECTION I: POTENTIAL THREATS

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Brenau University is at potential risk for a number of threats. The following threat assessments identify and summarize the potential hazards that could impact the university and the planned response to each:

### **Potential Threats (Alphabetical List)**

Armed Suspect / Hostage / Shooter Protocol	11
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## **Armed Suspect / Hostage / Shooter Protocol**

In the event of a campus emergency such as a shooter, a person with a gun or a hostage situation, the following security measures should be taken. This is primarily for incidents that originate on campus.

- NEVER confront an armed suspect. Retreat to safety and call 911 and Campus Security. Report location of suspect.
- Campus Security will contact law enforcement and should establish the inner perimeter as close to the incident as is possible, guarding their own safety. Try to determine the exact location of the suspect within the building.
- Establish an outer perimeter (performed by Campus Security and law enforcement). All roads leading into campus must be shut down.
- Campus Security may request Lockdown of campus be executed by the EVP/CFO or VPSDE or CIMT.
- Activate a campus wide lock down.
  - All building exterior doors are to be locked. Academic areas performed by office managers or building coordinators or designee, and residential areas by Residence Life staff or anyone within the building with capability.
  - All classroom doors are to be locked. Students are to remain inside the classroom until cleared.
- All clear signals may be given by local law enforcement or Campus Security. An all-clear signal may be sent via e2Campus as well. No one should leave their lockdown location without specific direction to do so.

### CIMT considerations:

- Issue campus lockdown/lockout as necessary via e2Campus. Alert should provide a short summary of the incident and specific instructions for those on or off campus at the time.
- Confer with authorities on the scene and assist as directed
- Provide information on number of people possibly involved, floor plans, escape routes, campus maps, etc. to authorities on the scene
- Determine if children or disabled individuals are involved who require special and immediate attention
- Set up a communication center. All requests for public information will be referred to the DOC as the official spokesperson. Monitor social media sites.
- In consultation with the Director of Event & Production Services, determine if any non-academic events may be impacted (performances, special lectures, rentals of facilities for private events, etc.)
- Designate personnel to track who is transported to off campus medical facilities and where each is transported
- Designate personnel to track students/employees who have exited involved building(s)/area(s) and designate "safe" area for evacuee debriefing by law enforcement authorities
- Begin determination of exactly who remains in highest risk group (inside affected building/area); collect emergency contact information on those individuals
- Determine needs for further communication with campus community and related persons (i.e., trustees, families of students, employees)
- Counseling and Clergy services made available

## **Bomb Threat**

**If a phone threat is received:** (Consult [Bomb Threat Checklist](#) on page 11)

- Remain calm.
- Do not hang up.
- Keep the caller on line as long as possible.
- Ask as many questions as possible. (Consult [Bomb Threat Checklist](#) on page 11)
  - When is the bomb going to explode? Who placed the bomb?
  - Where was the bomb placed? What type of bomb did you place?
  - What does the bomb look like? What will make the bomb explode?
  - What is your name? Where are you now?

**If a written threat is received:**

- Save ALL materials – no matter what it is or how unimportant you think it is.
- Evacuate to designated building evacuation area. (See [Emergency Shelter and Building Evacuation Locations](#) Appendix)
- Need authorization before re-entry into the building.
- If you receive a bomb threat by email, follow the bomb threat procedures. Save the message on the system. Do not delete the e-mail message. Print a copy of the message to be turned over to the police, Campus Security, and the Information Technology office.

**Immediate Actions:**

- Obtain exact wording, method of delivery and nature of the threat (see list of questions on [Bomb Threat Checklist](#) on page 11). If a message is left on voice mail **DO NOT** erase it.
- **Eliminate the use of all electronic equipment (cell phones, radios, walkie talkies)**
- Instruct everyone not to touch any suspicious looking object.
- Call 911 from a safe area.
- Call Campus Security. Campus Security will contact the EVP/CFO or the VPSDE or other CIMT member.
- Once the authorities are on scene, they will take command. Note: It is the **Police Chief** or his/her designee if a bomb threat or device is located. It is the **Fire Chief** if there is an actual explosion. All Brenau employees will aid the authorities.
- Once it has been determined that a search should be conducted-only the persons necessary should aid in the search. **ONLY** the people who work in the building and/or offices are familiar with what should or should not be there. Attention should be given to locating items or packages which are foreign, suspicious, or out-of-place, or uncommon.
- An explosive device or suspect item is not to be touched, picked up, or moved under any circumstances. If something is located, the searchers should notify the designated command post.

**Personnel searching for an explosive device should stop, look, and listen upon entering an area to be searched.** All machinery and extraneous power should be shut down during the search.

The search should begin at the outside portion of the area or room and work towards the center. The first level to be searched includes that area from the floor to the waist, including floor coverings, wall fixtures, and furniture. The second level includes the area between the waist and the top of the head, including furniture, and wall fixtures. The third level includes the area above the top of the head, including light fixtures, ceilings, suspended ceiling panels, attic, and the top of the structure.

**Searching the Interior** – This should include a search from the bottom to the top, including basements, engine rooms, and heating and electrical units. The next area of the search would include lobbies, rest rooms, cleaning and storage closets, elevator shafts, and then all other rooms within the building.

**Searching the Exterior** – This should begin at a reasonable outermost point on the property and move toward the building.

- Everyone not aiding in the search, should evacuate. All people should be **500** feet away from the building and exterior windows. Leave personal items behind (for the time factor).
- Time permitting, ensure that classroom **windows and doors are OPEN**. This is also to be done for Residence Halls.
- If directed to evacuate, stay clear of dumpsters and vehicles due to the possibility of secondary devices.

CIMT Considerations:

- Determine if any handicapped individuals or children need assistance in evacuation.
- Determine if evacuation sites are safe distance from danger; if not, move evacuees.
- Designate CIMT member to create list of everyone evacuated from affected area and hold evacuees in place until released by local authorities.
- Designate CIMT member to track any students, faculty, staff transported to medical facilities.
- Establish an EOC and means of safely communicating with authorities on scene.
- If safe to do so, issue e2Campus alert to move everyone away from affected area(s).
- Determine if campus closure is necessary; if so, issue e2Campus alert message if safe to do so.
- Consider barricading streets to isolate the affected area.
- Mobilize a search force and report numbers available to local authorities on scene.
- Provide building plans for authorities on scene.
- Provide gas line and electrical line locations for authorities on scene.
- Report the existence and location of any hazardous material inside the affected building to authorities on scene.
- Apprise university attorney and insurance company of situation.
- Consult with the Director of Event & Production Services to determine if events are scheduled which would bring more people toward campus. Cancel any such events.
- Set up a communication center and designate the DOC as spokesperson to respond to media, families, trustees, etc. Monitor social media to dispel rumors.
- Assist in follow up investigation as requested by local authorities.
- Counselors and Clergy will be available to students/faculty post-incident as needed.

**ATF Bomb Threat Checklist**

Exact time of call:	
Exact words of caller:	

**Questions to ask:**

When is the bomb going to explode?	
Where is the bomb?	
What does it look like?	
What kind of bomb is it?	
What will cause it to explode?	
Did you place the bomb?	
Why?	
Where are you calling from?	
What is your address?	
What is your name?	

**Describe the Caller's Voice:**

Calm	Disguised	Nasal	Angry	Broken	Slurred	Stressed
Stutter	Slow	Sincere	Lisp	Rapid	Normal	Accent
Giggling	Deep	Crying	Squeaky	Excited	Loud	

If voice is familiar, whom did it sound like?	
Were there any background noises?	
Remarks:	

Person receiving the call:	
Telephone number call received at:	
Telephone number call received from:	
Date:	

Report call immediately to 911. Report call to Campus Security at 770.534.6202 or ext. 1234 from any campus phone.

## **Campus Closure**

This procedure closes all routes into the university. This is necessary when situations and/or emergencies are endangering the university community and would further expose or endanger the general public if allowed in the area. This type of situation does not allow classes to continue with the normal school day. Movement is not advised but may be allowed under strict supervision. This protocol is most commonly used when an incident is occurring inside university buildings or on school property.

This protocol is activated under the following circumstances:

- Gas Leak
- Chemical Spill/Biological Disaster
- Explosion
- Natural Disaster
- State of Emergency

## **Campus Lockdown**

This procedure is used when there is an immediate and imminent threat to the university building population. University staff and students are secured in the rooms they are currently in and no one is allowed to leave until the situation has been curtailed. This allows the university to secure the students and staff in place and remove any innocent bystanders from immediate danger. The buildings' exterior doors are locked by building coordinators. This is most commonly used when a building has an intruder.

It may also be used for the following:

- Violent disturbance in a residence hall
- Incidents involving weapons in or near the building
- Hostage situation
- Death of a student on campus
- Suicide/Questionable death
- Suspect at large in area

### **Steps to implement lockdown after threat has been identified:**

- Call 911.
- Contact Campus Security at 770.534.6202 or ext. 1234 from any campus phone.
- Campus Security will confirm that local law enforcement has been dispatched, then call EVP/CFO or VPSDE
- Lockdown signal is given by Campus Security or EVP/CFO or VPSDE
  - In smaller buildings, when the threat is inside the building, a code phrase should be established by the building coordinator for use by anyone in the building to convey the message, "I need help. Call Security".
  - For larger areas the e2Campus alert system will be used to direct people in the affected vicinity to lock all doors into their area and designate an evacuation location for those not already inside.
- Faculty/Staff follow preset instructions to secure doors, turn out lights, cover windows, pull shades, and move students out of line of sight of doors and windows.
- Faculty/Staff take attendance and record students that are in the room, missing, and extra students from the hall, and await further instructions.
- Faculty/Staff/Students are not allowed to open doors for ANYONE under ANY circumstances.
- All activities cease. Any movement will be considered hostile and will be treated as such.
- Students/Faculty/Staff outside the building must evacuate to a predetermined location (which may be off-campus). All authorized Brenau drivers may be utilized to transport students if necessary.
- Notification of the lockdown and evacuation location must be sent to all Brenau community members in order to prevent those off campus from returning to the campus until the incident is under control.

It is likely that the signal for a lockdown will reach CIMT members at the same time as it reaches the community at large. CIMT members receiving the lockdown message should proceed to the Executive Offices in Bailey if possible. If not, a phone conference call will be set up by the EVP/CFO so that plans for further action can be discussed. Considerations for the Emergency Operations Executive (EOE) may include:

- Sending someone from the CIMT to the evacuation location to relay information and act as the authority on site
- Designate a liaison with first responders to relay messages from those at the scene and the CIMT; establish a line of communication (cell phone, walkie talkies, etc.)
- Establish if any handicapped persons or children are involved who may require special assistance; relay to law enforcement on scene.
- Designate a liaison with first responders to track individuals released from the scene.
  - Who was released? Who was sent to area hospitals for treatment?
- Respond to requests from law enforcement for relevant information (i.e. building plans, location and numbers of people in building, keys to buildings, communication devices in building, etc.).
- VPSDE and VPAA begin assessing who may be inside affected buildings and assemble emergency contact information.
- VPUA establishes a media communication center overseen by DOC.

## **Campus Lockout**

This procedure allows the normal school day to continue, but curtails outside activity, and allows no unauthorized personnel into the building. This protocol is most commonly used when an incident is occurring outside a university building or off school property.

### **Steps to implement lockout after possible threat has been identified:**

- Call 911.
- Call Campus Security and announce lockout has been implemented. Campus Security will call EVP/CFO or VPSDE or CIMT member to issue a lockout message to be broadcast via e2Campus alert system.
- Anyone in a school building should ask students who are outside to immediately return to a school building.
- Anyone in the building capable of doing so should lock and secure all exterior doors and entrances.
- Assign a monitor to each entrance and allow only AUTHORIZED personnel into building.
- Campus Security and law enforcement will consider using "barricades" to close off driveways and parking lots.
- Consider modified release of students who must report to work off campus if safe to do so.

### **CIMT considerations:**

- EVP/CFO may activate CIMT or partial activation of needed members and designate EOC location.
- Establish a line of communication with law enforcement on the scene and with designated individual inside the building.
- Designate a liaison to monitor anyone exiting the building or removed by medical personnel.
- Begin accounting for who is inside the building(s) and their specific location within the building in the event the situation worsens.
- The DOC will serve as the official spokesperson to issue statements and monitor social media to dispel rumors. Will also monitor media for information about situation outside the campus perimeter and its bearing on the campus.
- Determine how long the lock out may be necessary and plan accordingly.
- Are special events/facility rentals affected and need to be notified?

## **Civil Disorder**

**Threat Assessment:** A riot or civil disturbance that threatens the safety of persons or destruction of property will require summoning law enforcement mutual aid response. Campus Security does not have sufficient personnel or equipment to deal with large crowds without backup from other agencies.

**Planned Response:** The incident will be assessed by Campus Security and local law enforcement called for backup. As soon as possible, a call will go to the EVP/CFO and/or VPSDE who may activate the CIMT.

- If the riot or major civil disturbance is an instantaneous reaction, all efforts will be directed at protecting lives and properties until resources arrive to more effectively manage the emergency.
- Attempts will be made to identify and meet with organizers of the event and gather information for transmission to the CIMT.
- The DOC will serve as the official university spokesperson and all questions from public/media outlets regarding the incident will be directed to them. No Comments will be issued on the incident from any other university personnel.
- CIMT may choose to notify the campus community via e2Campus or other means if deemed more appropriate
- In consultation with the Director of Event & Production Services, determine if any non-academic events may be impacted (performances, special lectures, rentals of facilities for private events, etc.)

## **Death of Student Off Campus (Accident or Illness)**

The EVP/CFO and VPSDE and/or VPAA are to be notified and collaborate with the VPUA to determine the contents of any press release(s) regarding the death of a student. The EVP/CFO will notify the university attorney. The VPSDE in consultation with the President and/or EVP/CFO, will determine the content and timing of communication with students. The VPSDE will coordinate with counselors and clergy to provide students with support services as necessary. The EVP/CFO will determine what communication is necessary and/or appropriate with the victim's immediate family.

## **Earthquake**

**Threat Assessment:** Brenau University is within the probable area of ground motion and is likely at some point to experience an earthquake, which may affect building stability, transportation and communication routes.

**Planned Response:** The following summarizes the major operations in response to an earthquake:

- When an earthquake occurs, at the direction of the EVP/CFO or VPSDE, the e2Campus Alert system will be activated by the VPUA with appropriate information.
- Full or partial activation of the CIMT will depend upon damage to the university and potential hazards. When the CIMT is activated, a direct line to the county or city-wide EOC will be maintained.
- Damage assessment teams will be sent to survey the campus for injured people, building damage, chemical and electrical hazards and resource requirements. Assessment teams will continue until all campus buildings are identified as safe before re-entry.
- Rescue operations may be required to assist trapped and injured persons.
- Emergency medical care will be provided to injured persons.
- The University Counselor and Health Center Care Provider / Clinician will assist.
- Food and temporary shelter may be provided until the campus is restored to normal operations.
- In consultation with the Director of Event & Production Services, determine if any non-academic events may be impacted (performances, special lectures, rentals of facilities for private events, etc.)

In the event of major damage and injuries,

- Efforts will begin immediately to identify any missing persons
- Classes may be canceled and a campus lockout initiated



- Extensive damage or threats from secondary hazards (e.g., hazardous materials) may require the campus to be evacuated.
  - Students, faculty, and staff will be notified of the necessity to evacuate via e2Campus and use of Security, Facilities Dept., and Student Services staff to assist in clearing buildings.
  - Any evacuation will be coordinated with the City of Gainesville/Hall County Emergency Operations
- If evacuation is not possible, shelter facilities will be announced and staffed.
- Assistance will be provided for disabled persons and children.

## **Fire**

**Threat Assessment:** Moderate vegetation and structure fires are a significant hazard and concern for the campus. The main campus is bound by natural vegetation on all sides. An uncontrolled vegetation fire could quickly spread to perimeter and main campus buildings. Residential unit fires represent a significant risk whenever groups of people live in communal housing. Fire suppression systems are present in residential units.

**Planned Response:** The campus relies on the City of Gainesville Fire Department (GFD) for primary fire services. In the event that a fire is reported on campus or in the immediate surrounding area:

- Campus Security will respond to the scene to confirm the report and ascertain if GFD has been called.
- If fire is confirmed, Campus Security will initiate GFD call-out and begin/assist in the evacuation of involved building(s). Establish if anyone inside is disabled, or if there are children in the building. Order special assistance for these groups as necessary.
- The Campus Security officer on the scene will establish an Incident Command Post and begin the process of managing the incident until relieved by GFD command.
- As soon as possible, Campus Security will call the EVP/CFO and VPSDE. If the fire is an imminent threat to life or structure, the CIMT may be called by the EVP/CFO or VPSDE.
- EVP/CFO or VPSDE assesses need for immediate e2Campus Alert and directs who shall be contacted to issue the alert if necessary.
- VPSDE should call the Director of Residence Life or staff for immediate backup and assistance in conducting evacuations or other duties as needed. EVP/CFO should call Facilities Manager for additional assistance as needed with matters involving the structure.

Once the evacuation of buildings is accomplished, and GFD has arrived, the CIMT will need to begin further incident evaluation:

- (EVP/CFO or Facilities Rep) Does the involved building contain any hazardous material? Explosive material?
  - Consult Facilities Manager for data list
  - Notify GFD and EMT personnel immediately
  - Give responders floor plans of involved buildings with notations regarding any inherent dangers.
    - Floor plans for each building can be found in the "Brenau Floor Plans folder of the srvp network drive (\\lib2\dept\srvp).
- (EVP/CFO or Facilities Rep) Determine if any adjacent buildings need to be evacuated; consult with GFD & GPD, Public Utilities personnel
  - Are gas lines impaired or endangered by fire?
  - Is possible collapse of involved buildings endangering adjacent areas?
- (VPSDE & VPAA) Assess if all occupants have been evacuated
  - Designate personnel to hold all evacuees in designated area and create a list of all evacuees (note if they leave the scene)
  - Establish who was in building; (utilize Res Life staff & question evacuees)
    - If academic building: Access class schedules to ascertain which students & faculty were in ongoing classes, determine occupants of faculty/staff offices. Consult with the Building Coordinator to assist with listing of occupants.
    - If university housing: Access occupant lists with emergency contact information

- (VPSDE) Designate personnel to locate missing students; consult building coordinator(s) for assistance
- (VPAA) Designate personnel to locate missing faculty/staff; consult building coordinator(s) for assistance
- (VPSDE) Designated personnel to track persons transported by EMT's and note where were they taken
  - Designate personnel to contact parent/guardian/emergency contact to notify them of where student was taken
  - Report to VPSDE so that transported students can be eliminated from list of those who are missing
- (VPSDE) Determine if university medical personnel need to be called in for assistance with minor injuries/trauma
- (EVP/CFO) Determine if involved area contained any valuables and request efforts from GFD to protect to the extent possible
  - Art collection, rare books, valuable scientific or electronic equipment, etc.
- (Exe Sec Dir) Determine if a campus lockout should be initiated.
  - Consult with GPD, GFD about traffic control and report to EVP/CFO
  - If lockout approved by EVP/CFO, designate personnel to issue message via e2Campus. Notify VPUA and DOC so they can prepare for potential media involvement and notify media, if necessary.
- (VPSDE) Designate temporary indoor location for assembly of those evacuating building(s)
- (VPUA) Determine if communication center needs to be activated
  - Designate personnel who will speak to the media, and establish how information will be transmitted from EOC to them.
  - Designate call center for families of involved students and employees if necessary.
  - Determine what needs to be said, and when.
- (EVP/CFO) Assessment of next level needs
  - Maintain updates on persons unaccounted for; make decisions regarding time frames in which to contact families/emergency contacts
  - In consultation with the Director of Event & Production Services, determine if any non-academic events may be impacted (performances, special lectures, rentals of facilities for private events, etc.)
  - Establish location for temporary housing of evacuees (and necessary staffing if student housing units are involved)
  - Contact food service and arrange for service restoration as soon as possible
    - If kitchens/dining hall involved, establish plan for alternate food service
  - Determine if class schedules will be disrupted and notify applicable members of community via e2Campus
    - If recovery is anticipated to be lengthy process, determine if a website needs to be established to inform students of further necessary information (may be easier to update than constant e2Campus messages)
  - Contact facilities staff/contractor for debris removal, temporary structural support, etc.
  - Notify university insurance company and attorney
    - Establish a person/location for students & employees to contact regarding personal insurance claims

## **Flood**

**Threat Assessment:** Flooding in the university area will typically be the result of torrential rains. Water damage will probably be confined to basement and ground floor areas and for short periods of time. However, flooding of parking areas and public streets may isolate areas of the university for longer periods of time. Usually there will be advance warning as water rises. Close coordination with local authorities and constant vigilance of areas will be necessary to minimize danger to persons, damage to property or loss of equipment. One of the greatest hazards will be electrical grounding of equipment and power lines. Explosions could occur from extinguished gas flames or weakened boilers.

**Planned Response:** The following summarizes the major operations in response to flooding.

- Since advance warning of flooding conditions can usually be anticipated, the CIMT will be activated if conditions warrant to determine the necessary action to be taken. The CIMT should consult with local authorities to determine their plan of action and share necessary information.
- When required, all faculty, staff and students except those necessary to assist in the emergency will be evacuated. Prior to this evacuation, street conditions will be ascertained and announced via e2Campus Alert and local media. In consultation with the Director of Event & Production Services, determine if any non-academic events may be impacted (performances, special lectures, rentals of facilities for private events, etc.)
- Arrangements for shelter and subsistence for those who cannot evacuate must be determined. Staff will assist moving people to determined locations and accounting for who is present.
- Shutdown procedures of the areas that may be affected by flooding are of primary consideration to prevent fire, explosion and electrical hazards.
- Pumping will begin as soon as water levels threaten.
- Any area flooded or evacuated will be sealed off by barricades to prevent injury to persons, pilferage, and interference with emergency operations.
- Injured or ill persons will be treated at the Campus Health Services or, if necessary, taken to hospitals. Under more severe conditions, outside ambulance service may be impossible to request; therefore, other means of evacuating serious cases will be considered.

Once the dangerous conditions have been reduced, immediate attention will be turned to minimizing damage or loss to property and equipment by water.

- Protective sand bags will be used where feasible.
- Teams will be organized, consisting of Campus Security and facilities staff, to remove material and equipment to safety.
- Other personnel will be assigned to provide early warning of rising water in various areas of the university. Damage assessment will be continually reported to the CIMT.

In extreme cases of flooding where outside areas are affected and travel disrupted, it may be necessary for some persons to remain at the university for an unusual length of time.

- Lodging and food service will be required.
- Generators may be required if power fails

When the water has subsided and the threat of further flooding diminishes, repair operations will receive primary consideration.

- Priorities of work will be assigned to restore university generators/power at the earliest practicable time.
- Time frames for the restoration of public utilities, electrical and machinery areas, specialized areas such as the computer areas, the switchboard area and other support facilities need to be assessed and may dictate future decisions.
- Material and equipment must be returned to its original location.
- In addition to an increase in manpower, assistance required at this time may include food services, temporary shelters, and provisions for emergency expenditure of funds.

## **Hazardous Materials Incident**

**Threat Assessment:** Gainesville/Hall County is considered to be an urban area with multiple risks of hazardous materials emergencies. The city and county have large industrial complexes normally associated with a high incidence of hazardous materials emergencies. When a hazardous material emergency occurs, multiple HazMat resources will be drawn upon.

Hazardous materials are also found on campus but generally in small quantities. An accidental release of such materials would pose a threat to individuals only in the immediate vicinity. Such a release could occur because of fire, explosion, earthquake, aircraft accident or flood. Petroleum fuel used for campus vehicles and heating are the only large quantities of a hazardous material on or transported through the campus.

### **Planned Response: Off-Campus Incident**

A major hazardous materials release in close proximity to the university could require sheltering or evacuation of all or part of the campus. A sudden release of hazardous materials may allow little time for an organized response. When local officials announce that such a release has occurred, the CIMT will be assembled to:

- Issue an e2Campus Alert advising people to go indoors; close doors and windows; shut down heating, air conditioning and exhaust systems; and seal any openings, as feasible.
- Set up liaison with local officials managing the emergency
- Ascertain limits to safe exposure to hazardous material outdoors
- If possible, without jeopardizing health and wellbeing, direct Facilities personnel to shut down heating, air conditioning, exhaust systems in larger buildings where there are multiple controls
- If circumstances permit, the campus population may be directed to designated shelters by local officials.
- Begin determining course of action should evacuation, or longer-term campus confinement be necessary
- In consultation with the Director of Event & Production Services, determine if any non-academic events may be impacted (performances, special lectures, rentals of facilities for private events, etc.)

If time permits, evacuation may be the most appropriate protective action to take. Evacuation would most likely occur on notification from county or city officials responsible for managing the incident. The implementation of this protective action at Brenau University will be closely coordinated with the county or city EOC to ensure the timely integration of the traffic flow from the university campus into the designated route.

- E2Campus Alert will be used by the CIMT to issue specific instructions to leave campus via specific routes. One or more egress routes may be considered unsafe because of proximity to the incident.
- Traffic will be controlled and monitored within the campus and at the access/egress control points by Campus Security assisted by personnel designated by the CIMT as well as local law enforcement personnel.
- An estimate will be made by the CIMT of the number of people/cars leaving the campus. This estimate will be reported to the city and/or county EOC.
- Priority use of available campus transportation resources will be allocated first to the disabled and children and then, to the extent available, to other persons in need. If additional transportation resources are needed, they will be requested through the county and/or city EOC.
- The CIMT will confirm campus evacuation with the city/county during the evacuation for the purpose of judging the progress and at the end to ensure completion.
- Perimeter and security control of Brenau University will be established. The area will be checked to ensure that everyone is evacuated.
- All authorized operators of Brenau vehicles may be utilized to transport or evacuate. Human Resources and the EVP/CFO offices, have a list of authorized operators.

### **Planned Response: On-Campus Incident**

Small amounts of hazardous material may be present in various buildings on the Brenau campus. An inventory of such material with EPA mandated information about the material is maintained by the Facilities Office as well as

by the department in possession of such material. Should hazardous material be released the following actions are generally recommended:

- *Do not turn electrical equipment on or off so as to not create sparks.*
- *Do not use a cell phone in the contaminated area*
- *Confine the hazard by closing doors when leaving the areas being evacuated*
- *Isolate contaminated persons following best practices for type of contaminant involved*

An on-campus incident is unlikely to require the evacuation of more than a small area of the campus. In the event that such an evacuation becomes necessary:

- Individuals in the hazardous area will be warned and directed to leave the area immediately. Campus Security will be called from outside the contaminated area.
- Campus Security will establish an appropriate perimeter around the incident and summon assistance as necessary from local agencies, and/or the CIMT. Security should begin collecting information as to the nature of the release and material(s) involved.
- The Brenau University Executive Director of Campus Security and Director of Facilities will be notified and will be responsible for advising CIMT on further actions.
- Any injured, exposed, or ill persons will be treated at the Student Health Center or transported to a local hospital. Records will be kept of persons transported to off campus medical centers. Student Services personnel will be responsible for notifying family/emergency contact for persons transported.
- The DOC will issue pertinent information to local media or campus community as appropriate
- In consultation with the Director of Event & Production Services, determine if any non-academic events may be impacted (performances, special lectures, rentals of facilities for private events, etc.)

## **Campus Post Office – Hazardous Materials**

### **HAZARDOUS MATERIAL POSTAL CONTACT**

Postal Inspectors  
PO Box 16489  
Atlanta, GA 30321-0489

Phone 877.876.2455

### **SUSPICIOUS LETTERS OR PARCELS**

A parcel or letter is considered suspicious when it has more than one of the following characteristics:

- Powdery substance on the outside
- Unusual amount of tape on it
- Odors, discolorations, or oily stains
- Excessive postage
- Handwritten or poorly typed address, incorrect titles or titles with no name, or misspellings of common words, strange return address or no return address
- Marked with restrictions, such as "Personal", "Confidential" or "Do not X-ray"

If you receive a suspicious letter or package:

- Handle with care
- Do not shake or bump
- Don't open, smell, touch, or taste
- Isolate it immediately
- Treat it as suspect. Call local law enforcement authorities (911) and Campus Security (1234) or (770-534-6202)

If a letter/parcel is opened and/or the threat is identified:

- Bomb
  - Evacuate Immediately
  - Call 911
  - Call Campus Security at 770.534.6202 or ext. 1234 from a campus phone
  - Contact Postal Inspectors
  
- Radiological
  - Limit exposure -Do NOT handle
  - Distance / Evacuate Area
  - Shield yourself from object
  - Call 911
  - Call Campus Security at 770.534.6202 or ext. 1234 from a campus phone
  - Contact Postal Inspectors
  
- Biological or Chemical
  - Do NOT handle
  - Wash hands immediately
  - Discard contaminated clothing in Biohazard containers as soon as possible
  - Call 911
  - Call Campus Security at 770.534.6202 or ext. 1234 from a campus phone
  - Contact Postal Inspectors

## **ANTHRAX BY MAIL**

### **If you receive a suspect anthrax threat by mail**

- Notify your supervisor, who should immediately contact Campus Security. Security will contact authorities as necessary (University EVP /CFO, postal inspector, local law enforcement, etc.).
- Isolate the damaged or suspicious packages. Cordon off the immediate area.
- Ensure that all persons who have touched the mail piece wash their hands with soap and water.
- List all persons who have touched the letter and/or envelope. Include contact information and have this information available for the authorities. Provide the list to the U. S. Postal Inspection Service.
- Place all items worn when in contact with the suspected mail piece in plastic bags and have them available for law enforcement agents.
- Shower with soap and water as soon as practical.
- Notify the Centers for Disease Control and Prevention's Emergency Response line at: 770-488-7100 for answers to any questions.
- University officials will call a Postal Inspector at 877.876.2455 to report receipt of a letter or parcel in the mail that may contain biological or chemical substances.

Decontamination can be done by boiling contaminated articles in water for 30 minutes or longer and using some of the common disinfectants. Chlorine is effective in destroying spores and vegetative cells.

**What is Anthrax?** It is an acute infectious disease caused by the spore-forming bacterium *Bacillus Anthracis*. Anthrax most commonly occurs in hoofed animals and can also infect humans.

**What does anthrax look like?** In its most destructive form-an aerosol sprayed into the air-it is invisible and colorless. Anthrax spores (particles) can only be seen through a microscope that magnifies 50-100 times. It can be stored in bulk as a powder, liquid or paste.

**There are three different forms of anthrax poisoning:**

- Skin: through an open wound. Produces a boil-like sore.
- Intestinal: by swallowing spores in food.
- Inhalation: inhalation of large amounts of spores (particles).
  - Anthrax is odorless, colorless, and microscopic in size; thus, you will not know if you inhaled it.

**How is anthrax diagnosed?** Anthrax is diagnosed by isolating the bacterium from the blood, skin lesions, or respiratory fluids. It can also be diagnosed from swabbing surfaces suspected to have anthrax spores.

**Can Anthrax be spread through the skin?** No, unless there is an open wound. It cannot be spread through human contact. NOTE: Cuts and abrasions on hands should be covered with a waterproof bandage.

**Symptoms from exposure:** Symptoms of disease vary depending on how the disease was contacted but usually occur within 7 to 10 days after exposure.

Initial symptoms of inhalation infection may resemble a common cold. After several days, the symptoms may progress to severe breathing problems and systemic illness. Inhalation is often fatal.

It is possible but not easy to produce anthrax. It is very complex and requires very sophisticated equipment. It can be placed on different surfaces but needs an adhesive in order for it to stick.

**Is the anthrax that's associated with hooved animals the same as anthrax that's inhaled?** Naturally occurring anthrax is usually found in hooved animals in a wild environment. While the bacteria are the same as that found in anthrax that is inhaled, there is a difference in the size of the spores (particles), which spread the disease. In order for a spore to be inhaled and reach the lung, it must be extremely small. But, spores in the naturally occurring anthrax are generally large in size.

**How does one contract intestinal anthrax?** This form may follow consumption of contaminated meat and is characterized by an acute inflammation of the intestinal tract. Initial signs of nausea, loss of appetite, vomiting, and fever are followed by abdominal pain, vomiting of blood, and severe diarrhea. Intestinal anthrax results in death in 25% to 60% of cases.

**Can anthrax be treated?** It can be treated with antibiotics if given before symptoms start or early into the infection. Treatment usually fails once symptoms have set in since the bacteria have already made toxins.

**Can vaccination prevent infection?** An anthrax vaccine can prevent infection; however, vaccination against anthrax is not recommended for the general public and is not available.

**Links to additional information about anthrax:**

- <http://www.cdc.gov> – Responsible for coordinating all public health and would be contacted at the Emergency Preparedness and Response Branch, National Center for Environmental health to report an incident at 770-488-7100.
- <http://www.opm.gov/ehs> - Anthrax and other Bio Terrorism Issues.
- <http://www.firstgov.gov> – your first click to the U.S. Government.
- <http://www.atf.treas.gov> – ATF Bomb Threats and Physical Security Planning.
- <http://www.fbi.gov/contact/fo/into.htm> - To report suspected illegal intelligence or terrorism activity against the interest of the United States, telephone the ANSIR Coordinator at the FBI Field Office nearest you.

## **Questionable Death (No Weapon)**

In the event of a campus emergency such as a suicide or questionable death, the following security measures should be taken. This is primarily for incidents that originate on campus.

- Campus Security and/or law enforcement will establish inner and outer perimeters to the incident location. Inner perimeter/crime scene inspections will be limited to authorized local law enforcement personnel.
  - Determine the exact location of the victim within the building.
  - Security officer will begin a log of all persons who enter the location and note the time. This officer is to remain in place until relieved.
  - Only first responders and EMS are permitted within the inner perimeter. First responders should limit their interaction with the general public until a preliminary assessment of possible cause of death can be determined.
- Incident location will be immediately locked (by Campus Security) and reported as soon as possible to EVP/CFO and/or VPSDE who may summon the CIMT. Campus Security should provide a summary of the incident and danger (if any).
- Campus Security will re-route inner campus traffic if needed.
- Maintain routine campus activity until an official notice is given.
- Accountability of person(s) in the building will be taken by Student Services Staff as directed by VPSDE or VPAA if faculty/staff are involved.
- CIMT will notify campus communities of the emergency (via the e2Campus alert system) if necessary and appropriate.
- The DOC will serve as official spokesperson and all information dispensed to the public/media will be transmitted by this person. The DOC and/or VPUA will monitor media and the internet to dispel rumors.
- VPSDE will communicate with any students (or their families/emergency contacts) directly involved in the incident
- CIMT will determine if any suspension of normal campus events is required and issue appropriate notifications

## **Suicide Threat Protocol**

In the event of a campus emergency such as a suicide or questionable death, the following security measures should be taken. This is primarily for incidents that originate on campus.

- Dial 911.
- Contact Campus Security at 770.534.6202 or ext. 1234 from any campus phone.
- Security will then locate and secure the inner perimeter and the crime scene and notify EVP/CFO and/or VPSDE.
- Begin crime scene log for all law enforcement officers and emergency medical staff entering the crime scene. Note the time and name of the officer(s) if any item(s) moved to check the status of the victim. (If no weapon is located officers will limit their interaction with the general public until a preliminary assessment of the possible cause of death can be determined.) Identify a quarantine location if needed.
- Establish and secure the outer perimeter of the crime scene. Re-route traffic as needed.
- Incident location will be immediately locked down by Campus Security.
- Accountability of all students will be done by Student Services Staff. Faculty/staff accountability by VPAA
- CIMT member directed to do so by EOC will notify campus community via e2Campus of the emergency as appropriate or necessary
- Maintain routine campus activity until official notification is given.
- CIMT may elect to establish a communication center to control media inquiries and dissemination of information and monitor social media sites on the Internet to keep rumors from spreading.
- Counseling services will be available to assist with de-briefing. Clergy will also be available to assist.



## **Terrorism / Acts of Violence / Active Shooter**

**Threat Assessment:** Armed active shooters, or individuals intending to inflict harm by other means/weapons are becoming more likely threats to schools and university campuses. Terrorism continues to present a threat at the federal, state and local levels. Gainesville, with its military contractors and foreign owned corporations, is a potential target. However, terrorists do not distinguish between official and civilian targets, so the potential danger to Brenau University has increased. Terrorism could potentially result not only in a disruption and/or temporary suspension of classes but could also affect services, infrastructure and life at Brenau University.

**Planned Response:** The campus relies on the Homeland Security Threat Advisory to assess the threat level and response to acts of terrorism. An initial response to a specific and credible threat could include (but is not limited to)

- Requesting mutual aid from local law enforcement and/or fire services,
- Cancellation of classes,
- Suspension of services and temporary restriction of access to campus or facilities
- All faculty, staff, and students may be asked to show an ID to get into buildings, living residences, or access points and may be required to carry ID at all times
- In the event of a terrorist incident, campus officials will coordinate with city, state and federal authorities and follow Homeland Security guidelines and response measures.

In the event of a violent incident, Campus Security will notify local authorities and request immediate assistance. The CIMT will be notified and activated. An e2Campus Alert message containing instructions appropriate for the situation will be sent as quickly as possible. Recommended immediate action:

- If gunfire is heard, and not in your building, lock all doors, take cover and remain inside the building.
- If gunfire is overheard in your building, evacuate if safe to do so. If not, lock doors and take cover under tables, chairs, etc. Keep your cell phone on in order to receive further alerts/instructions. Stay calm and call 911 if you have helpful information on the possible location of the gunfire/suspect.
- You may evacuate the building if told to do so by local law enforcement or Campus Security.
- An all-clear signal may be sent via e2Campus as well

## **Tornado**

**Threat Assessment:** Tornadoes in the university area will typically be the result of large thunderstorms and may occur in conjunction with floods. Usually there will be advance warning from weather services with Tornado Watches and Warnings. Close coordination with local authorities and constant vigilance of areas will be necessary to minimize danger to persons, damage to property or loss of equipment. One of the greatest hazards will be electrical grounding of equipment and power lines. Explosions could occur from extinguished gas flames or weakened boilers.

**Tornado Watch** –Conditions are right for a tornado. During a tornado watch everyone should be alert to weather conditions.

**Tornado Warning** –A tornado has been sighted in the area. Warning sirens will be initiated by Hall County Central Communications. Take cover when you hear the sirens – **danger is imminent**.

### **Notification:**

- Campus Safety & Security will monitor the weather radio and conditions and alert the campus community as needed via the e2Campus Emergency Alert System. Security will develop pre-prepared messages to be sent out by officers via e2Campus. Message copy will be posted in the Security Office and in vehicles for quick reference.
- All members of the CIMT must monitor weather during periods when severe storms are possible. Be prepared to issue e2Campus alerts if requested to do so by EVP/CFO.

### **Planned Response:**

If you are outside a building when the siren begins or an e2Campus alert is received:

- Move as quickly as possible to the emergency shelter area of the nearest building.
- If there is no time to enter a building, get into a ditch or depression away from power lines and trees.
- Lay as flat as possible and cover your head. Remain in that position until the danger passes and the all-clear signal is given. This signal may be an e2Campus alert.

If you are inside a building:

- Stay indoors.
- Position yourself on the floor against an interior wall, duck and cover until the danger passes and the all-clear signal is given. Be prepared for debris caused by furniture, equipment, and other heavy objects. These objects may block evacuation routes.
- Be prepared for alarms and sprinkler systems to activate. This is common in a building when facility damage occurs.

### **Tornado Strike on Campus:**

In event of a tornado strike on campus property,

- Security will notify appropriate police/fire/rescue, then notify:
  1. Executive Vice President/CFO (EVP/CFO)
  2. VP for Student Development and Engagement (VPSDE)
  3. Director of Residence Life and/or Coordinator on Call
- EVP/CFO will activate the CIMT and issue call out to appropriate staff members.
- EVP/CFO: Additional Security & Facilities personnel may be called to assist in getting emergency vehicles to the scene and assisting with locating power, gas, water lines, cutoffs, etc. and managing traffic and people to keep area clear
- EVP/CFO: Designate a member of CIMT at the scene to account for who is taken off campus for emergency medical care and where they were taken. As soon as possible, report this information to VPSDE for follow up.
- EVP/CFO: Determine if adjacent buildings need to be evacuated; consult with GFD & GPD, Public Utilities personnel, and campus facilities personnel

- Are gas lines impaired? Fire an eminent danger? Any hazardous materials in area? Further collapse of building(s) posing increased risks?
- EVP/CFO: Should a campus lockdown be initiated to control traffic & people arriving to check on their family members, etc.?
  - Direct Campus Security (and request assistance from local law enforcement) to block off appropriate entrances and provide them with location of personnel who can dispense appropriate information to stakeholders
- VPSDE: Call in appropriate student services personnel, university medical help and support staff as necessary
  - Begin determining if all occupants have been evacuated
    - Designate one person as the “collection agent” for information on locating students/faculty
  - Designate personnel to hold all evacuees in designated area and create a list of all evacuees, noting if they leave the area; report to person designated as “collection agent”
  - Designated personnel to establish who was in the building and report to designated “collection agent”
    - If an academic building: access class schedules to ascertain which students & staff were in ongoing classes, determine occupants of offices
    - If university housing: access occupant lists to include emergency contact information
  - Designate personnel to begin attempts to locate persons reported as missing by the “collection agent”
    - Call cell phones, talk to roommates, friends, RA’s, call emergency contacts etc.
  - Establish immediate alternate site to gather people without shelter
    - Provide emergency supply of water and blankets/towels (victims are likely wet)
    - Provide campus medical personnel to check on those who may require medications, special equipment (handicapped); general first aid.
- VPUA: Determine if communication center needs to be activated
  - DOC will speak to the media, and establish how information will be transmitted from EOC to them.
  - Designate call center for families of involved students and employees if necessary.
  - Determine what needs to be said, and when.
  - In consultation with the Director of Event & Production Services, determine if any non-academic events may be impacted (performances, special lectures, rentals of facilities for private events, etc.) and communicate with appropriate parties involved.
- EVP/CFO: Assessment of next level needs:
  - Notify university insurance company and attorney
  - Maintain updates on persons still unaccounted for; make further decisions as necessary regarding contact with families/emergency contacts
  - Consult with local utilities to determine approximate time frame for restoration of service and extent (geographical) of outages
  - Establish location for temporary housing of evacuees (and necessary staffing if student housing units are involved)
  - Contact food service and arrange for service restoration as soon as possible
    - If kitchens/dining hall involved, establish plan for alternate food service
  - Determine if class schedules will be disrupted and notify applicable members of community via e2Campus
    - If recovery is anticipated to be a lengthy process, determine if a website needs to be established to inform students of further necessary information (may be easier to update than constant e2Campus messages)
  - Contact facilities staff/contractor for debris removal, temporary structural support, etc.
  - Establish a person/location for students & employees to contact regarding personal insurance claims

If warning and/or strike occurs when large event is in Pearce Auditorium, Theater on the Square or Burd Center:

- Security will issue the warning to the person on site who is in charge of the event; and call emergency medical, fire, and/or police if the building is hit. Then call EVP/CFO, who will activate CIMT
- Person on site who is in charge of the event in conjunction with Security on site, issues the warning and directs the crowd until EOE can arrive.
- Occupants should remain inside the room if a warning is issued.
- Security or EOE if present will designate temporary evacuation sites (if building is hit)
- Account for people who may not have gotten out. Determine a headcount for the event. Establish a location/responsible person so that people who were in the building can report missing members of their group.

### **University Vehicles: Emergency Procedures**

If an accident or breakdown occurs during a trip with a Brenau University vehicle, the driver is instructed to call Campus Security (770) 534-6202 as soon as possible. Campus Security will coordinate assistance required from on campus sources, or call local law enforcement to summon further assistance as necessary and call the driver back to advise them of action taken.

Security Officer Procedure:

- When a distress call is received, ask for the following information:
  - Driver of vehicle (or name of caller if not the driver), and phone number to receive a “call back” at their location; number of the vehicle (license plate number) and number of people in vehicle
  - Nature of problem – i.e., accident, car off the road, motor dead, lights out, transmission failure, etc.
  - Location – i.e., number of highway, distance from nearest town or highway intersection, mile marker or other means of distinguishing exact location
  - Has medical assistance or local law enforcement been summoned to the scene? Is that necessary? If yes, get as much information as possible regarding the extent of injuries and advise the driver to call you back once emergency personnel have arrived and are handling the incident. Ascertain where/if victims were transported.
  - Remind driver to use Roadside Emergency Kit items to enhance their safety while awaiting assistance.
  - Give the driver your name and assure him/her that you will call back with information on what is being done to assist them.
  - If an accident has occurred, Security should call EVP/CFO or VPSDE as soon as possible

#### **Vehicle towing:**

**A1 Towing Company  
(770) 534-4869  
Brenau has an account.  
They are open 24 hours and available nationwide.**

#### **Vehicle repairs:**

**Tire Barn  
1522 Martin Luther King Jr. Blvd.  
Gainesville, GA 30501  
(770) 538-1026**

## **Utility Failure - (Electrical, Water or Gas)**

**Threat Assessment:** Public utility failures most often occur during major storms and are generally a result of problems unrelated to events on campus. To a large extent, the university must rely on local utility companies to restore service, however some planning is necessary to protect campus occupants and property.

- Long term electrical failure can have a significant impact on the conduct of class schedules, the operation of heating/air conditioning systems, food services, computer services and communication systems, and valuable research projects.
- If the water distribution system fails, the effect on the campus could become very significant in a short period of time. A water failure could present a health problem that would require activation of the CIMT and coordination with County Public Health.
- Disruption of natural gas utilities could have a significant impact on campus functions and lead to safety issues.
- Any one or all of these could result in suspending classes and campus closure.

### **Planned Responses:**

In the event of an **electrical** utility failure anticipated to last in **excess of 12 hours**, the CIMT will be activated to determine what needs to be considered:

- Backup generators located around campus would temporarily provide power but only in limited areas
- Determine class schedules for the affected time period and determine if classes should be canceled.
- In consultation with the Director of Event & Production Services, determine if any non-academic events may be impacted (performances, special lectures, rentals of facilities for private events, etc.)
- Issue e2Campus Alerts as necessary to inform campus community of current situation
- Determine if heat/air conditioning failures pose significant risks and if relocations of residents must be considered
- Assess potential for damage to other systems that operate via electricity (water heaters, refrigeration units in Cadaver Rm., etc.)

In the event of a **water** utility failure anticipated to last in **excess of 1-2 hours**:

- Consult with water company to determine time of anticipated outage
- Activate e2Campus to notify campus community; urge conservation of water and anticipated time for restoration of service (as advised by local water company)
- If it is determined that the campus will be without water for 6 hours or more, the university CIMT may activate.
  - Consider class schedules and determine if cancellation is necessary
  - Authorize appropriate notifications to the campus community via e2Campus
  - Minimize health hazards until water service is restored
    - Consider disbursement of temporary water supply
    - Consider limiting access to only designated restrooms which can be made functional for brief period of time
    - Consider limiting the use of dining facilities or closing food service
    - Determine how long university residential community can remain functional; evacuation may be necessary

In the event of a **gas** utility failure the type of disruption, planned or unplanned, will dictate the type of response. In an unplanned disruption that creates an immediate threat to life, structure or other property, the University Campus Security Department and Gainesville Fire Department will be dispatched to manage the immediate threat.

- CIMT activation may be required if campus evacuation is necessary
- Gas company personnel and campus Facilities personnel may be called in to assist with campus systems which utilize gas and to assess threats to adjacent areas

## SECTION II: CRISIS COMMUNICATIONS PLAN

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### **What this plan is, and why we have it**

Brenau University's Crisis Communications Plan, which is part of the university's overall Critical Incident Management Plan, outlines the roles, responsibilities and protocols that will guide the university in promptly sharing information with all of Brenau's audiences during an emergency or crisis. The audiences for this plan include undergraduate and graduate students, faculty, staff, alumni, parents, trustees, neighbors, city leaders, media, our community, and state and federal officials.

**The Director of Communications (DOC) is responsible for implementation of the Crisis Communications Plan and will serve as the official university spokesperson.**

Our guiding principle will be to communicate facts as quickly as possible, updating information regularly as circumstances change, to ensure the safety of the Brenau community and the continued operation of essential services. Our efforts to be simultaneously accurate and quick may mean that some communications are incomplete. We accept this, knowing that how we communicate in an emergency or a crisis will affect public perceptions of the university.

We will use multiple mediums to reach as many people as possible with accurate, timely information. This is especially important in the first hours and days of an emergency or a crisis. Our goal is to be open, accountable and accessible to all audiences, although mindful of legal and privacy concerns.

### **Putting the Crisis Communications Plan into action**

This plan will go into action when the President or her designee officially declares an emergency or when Brenau's Communications Center is established in response to a crisis. Implementation of the Crisis Communications Plan will be overseen by the Vice President for University Advancement (VPUA) or the DOC.

In the event of an ongoing threat, the Clery Act requires universities to make timely notifications to the campus community. Our goal is to make that notification within 30 minutes. Depending on the nature of the emergency or crisis, it may not be possible for the university's Critical Incident Management Team (CIMT) to convene or make quick decisions. Given the urgency of rapid communications, the VPUA or their designee has the authority to begin taking action immediately, in consultation with the President or their designee, until a broader decision can be made about how the university should proceed.

At the outset of a crisis or critical incident, the President or their designee also may take or direct the following immediate actions:

- President can, as warranted, initiate a "prudent individual" action before an official designation of a critical incident and take appropriate action (i.e., a weather radio alert declares a tornado warning in the area).
- Post alerts or direct the posting of alerts in this order:
  - e2Campus alert (includes Twitter)
  - Home page
  - Direct immediate holds on all communication activity via website, university emails and social media
- Convene Zoom conference or some other immediate communication with appropriate executives (Chief of Staff, CFO/EVP, VPUA or their designees) to determine communication needs for the incident.

- Activate the Communications Center.

Also, the VPUA and the DOC may identify a potential crisis or controversy that is not an immediate emergency and begin to prepare a communications strategy – as part of a coordinated university response.

Once senior leaders do meet and have the opportunity to determine whether the university is facing a crisis, execution of this plan can be adjusted accordingly.

### **Who makes up the Communications Center?**

- Vice President for University Advancement (also on Critical Incident Management Team)
- Director of Communications (lead)
- All staff in Office of Communications
- Director of Alumni Engagement
- Chief of Staff (also on Critical Incident Management Team)
- Designee from Provost Office
- Designee from Student Services
- Director of Digital Marketing/Webmaster

The VPUA, DOC or their assigned designee will add other team members as appropriate under the circumstances. Note that this Communication Center is intended **for Brenau personnel only** – not external media or communications representatives from other agencies. **Press conferences or briefings will not be held in this location.**

The Communications Center for most crises will be in the same location (but not the same room) as the Emergency Operations Center established by the CIMT. The Center could be partially or entirely virtual depending upon the nature of the crisis. Established potential EOC locations include:

- The Executive Suite (generator)
- East Campus
- Fitness Center/Gymnasium
- John W. Jacobs Building (backup John S. Burd Center if generator required)
- Owens Student Center (generator)
- Brenau Downtown Campus, Conference Room

### **What the Communications Center is expected to do**

Under the leadership of the DOC, the Communications Center will implement some, or all, of the steps outlined below based on the circumstances, coordinating with the CIMT. Throughout a crisis, the members of the Communications Center will meet frequently to review changing facts, assess whether key messages are reaching audiences and determine whether strategies need to change. Success of this plan rests on open and frequent communications between Brenau’s CIMT and the Communications Center; the VPUA and the DOC will be responsible for ensuring coordination between these two groups.

In an emergency, our goal is to issue our first communication to key university audiences within 30 minutes of notification of the event, with regular updates as needed. Some situations may require even faster initial communications.

**The center members will carry out these tasks:**

- Immediately hold all planned or scheduled communications including website updates/posts, emails or social media.
- Designate a secretary who can maintain meeting notes, to-do lists, information files on the ongoing crisis and other items such as media contact logs.
- Review and write down known facts – those that can and cannot be released to the public -- and determine whether a response is needed, and if that response is needed for all of the university's key audiences. These facts will be used to fill in templates for news releases, text messages and other items that have already been developed. It is critical as the situation changes for new fact sheets to be developed. *WHY? These fact sheets can be used to update websites, emails, news releases and other communication channels. They will also help guide overall strategy as events unfold.*
- Develop several key messages that will be included in all university communications:
  - The Office of University Advancement will maintain a compendium of approved message templates to be used in all university communications during a crisis or emergency.
  - **Only approved messages will be disseminated; see below for “Approvals of outgoing information” for the chain of approval.**
  - One message typically will address what Brenau is doing to ensure the safety of students and other community members.
  - Another may need to be forward-looking and address what we are doing to make sure the crisis, or a problem with our response, doesn't happen again.
  - All of the messages should evolve as circumstances change but will always aim to restore and maintain confidence and calm, balancing a sense of concern with resolve and action.
- **The DOC or assigned designee will serve as the official university spokesperson.**
- Designate a member of the Communications Center to communicate key messages and emerging facts to the DOC. It is vital that the CIMT has copies of the most recent news releases and other messages so everyone is clear on what is being shared with the public.
- Assign responsibilities to the Communications Center members to communicate the facts of the situation and our response to key audiences. **Each member will use ONLY approved messages and templates for this effort (see section below on “Approvals of outgoing information.”** Whenever possible, the first groups that should be informed about a crisis are internal audiences directly affected, such as students, employees, faculty and trustees. The next groups typically would include parents, alumni, community leaders and other audiences, as well as the media.
- **All media requests should be referred to the DOC.**
- The Communications Center, depending on the circumstances, may identify other audiences and assign responsibility for them. A complete list of the people responsible for each audience, and suggested channels to reach them:



<b><i>Stakeholder Communication – Who Contacts Whom</i></b>			
<b><i>Group or individuals to be contacted</i></b>	<b><i>Person who should make the contact</i></b>	<b><i>Backup</i></b>	<b><i>Method</i></b>
Trustees	President	VPUA	Conference call; individual calls
Media	Director, Communications	VPUA	Phone, email, in person
Media liaisons	Director, Communications	VPUA	Phone, email, in person
Emergency responders	Executive Director, Campus Security	VPSDE, Student Services	Phone
Students	VPSDE, Student Services	VPSDE designee	Text, email, cell phone broadcast
Parents	VPSDE, Student Services	VPSDE designee	Web update, email broadcast
Faculty	VPAA, Academic Affairs	VPAA designee	Intranet, e-mail broadcast, phone broadcast
Employees	EVP/CFO	AVP for Human Resources	Web update, email broadcast, phone broadcast
Campus visitors	Campus Security	Campus Security	<i>Notice to faculty, staff, students advising them to contact visitors they may be expecting to update status</i>
Alumni	VPUA, University Advancement	Director, Alumni Affairs	Text message, e-mail, phone, in person
International students	Executive Director, International Strategy & Partnerships	VPSDE, Student services	Text message, e-mail, phone, in person

- Carry out web response; may also create special pages or sites about a situation if warranted. The webmaster will take responsibility for overseeing all of these changes and needed updates using approved messages.
- Assign communicators, as needed, to handle phone calls, using a script developed from the key messages and facts the Communications Center has developed. These staffers should reach out to other units that handle multiple calls during a crisis, including our general number, Student Affairs, and Admissions.
- As part of this effort, a separate log will be maintained to record all calls and interview requests from members of the media. These staffers will be responsible for ensuring that all calls are returned. *WHY? Our policy is always to be as responsive as possible to the news media. During a crisis, it is important to maintain an organized log of interview requests so that calls are returned promptly. It is a missed opportunity if members of the media don't know our key messages and facts as we understand them.*
- Develop communications from the President, as appropriate. It may be necessary for the President to communicate to the Brenau community about the emergency. The DOC or designee will draft presidential correspondence and any other written materials, such as talking points, speeches or op-eds.
- **Note that if the emergency results in an influx of media, Brenau University as a private entity is not required to provide an on-campus space for the media and will not do so. Should press conferences be required, the DOC will announce the location and time of those events, but media will be required to stage off-campus between called press conferences.**
- **Should any media be on-campus without permission or escort during an emergency or crisis situation, Brenau Security and the DOC should be notified.**
- Only credentialed media will be allowed to participate in news conferences and briefings.

- Assign a staffer to monitor media coverage to anticipate any problems in the way information is flowing to the news media. The Office of Communications already has a system for daily monitoring, and that system will be put to use for this effort. Daily summaries of relevant media coverage will be provided to the university's senior leadership and Communications Center. *WHY? It will be critical to be aware of how the university is being portrayed in early and ongoing coverage to adjust the communications response as needed to limit rumors, correct errors and maintain confidence in the university.*
- Assign a staffer to monitor social media for discussions about the situation, especially mindful of misinformation or negative sentiments about the university. Regular summaries should be provided to the university's senior leadership and Communications Center. **No responses or outgoing social media posts/comments should be made except as directed and only using approved messages.**
- Determine how we should report on the situation for internal audiences. For instance, are there meetings, protests or vigils? The DOC will be responsible for coordinating coverage of the events for internal publications and for web posting.
- Evaluate how to help our community recover, return to normal and, if needed, regain faith in the university after the trigger event of the crisis is over, in coordination with the senior leadership. This may include the need for town hall meetings, letters from the president expressing sympathy, detailed plans to prevent another such crisis, etc.
- Within 10 days of the end of the event, assess how this plan functioned, address any needed updates and recognize the work of partners whose help was invaluable.

### **Approvals of outgoing information**

Messages will be crafted using the pre-written and pre-approved templates. **No message or information of any kind is to be distributed either internally or externally without advance approval.** The chain of approval for messages will be as follows:

1. DOC creates or approves a draft created by designee.
2. VPUA will review and approve.
3. DOC or VPUA will share message with the following for final university approval:
  - a. President
  - b. Chief of Staff
  - c. CFO/Executive Vice President
4. VPUA will share the approved message with the university attorney for approval.
5. DOC or VPUA will distribute or direct the dissemination of the approved message using the appropriate channels.

It is important to note:

- All information released internally or externally, especially to the media, will be cleared as accurate, complete and nonthreatening to the resolution of the incident.
- In the event of a death or serious illness, no information about a person will be released until it is a confirmed part of public record and/or all notifications have been made.
- In the event of a crisis or emergency in which Brenau is not "incident command," all media queries should be referred to the appropriate agency or agencies.
- In the case of multijurisdictional incidents, the DOC or designee will coordinate with communications representatives from involved agencies.

### **The end of the crisis**

Brenau's CIMT will determine when the crisis has ended and routine communications processes can resume. The decision to declare the emergency over will trigger a review of how the crisis was handled and how communications can improve.

### **Weather-related cancellation procedures**

Since most class cancellations and alerts for faculty, staff and students will be weather-related, protocols and procedures will be in place to send these notifications. Activation of the Communications Center may not be required unless there is ongoing disruption to Brenau operations.

- **The decision to cancel and resume classes and/or business operations rests with the President, the EVP/CFO, and the VPAA acting together or individually, as warranted.**
- Once a closing/opening decision is made and the VPUA receives the opening/closing information, they or the DOC will issue or direct issuance of alerts in the order below.
  - e2Campus alert
  - Website home page
  - External media (Following each outlet's established protocols, which includes access codes that will be maintained in confidentiality by the Office of University Advancement.)
  - Social media communication of approved messages
  - Alert faculty, staff, students and other stakeholders to follow local media
- **With the exception of an e2Campus alert, only the VPUA, DOC or their designee are authorized to disseminate information about Brenau closures/openings.**
- The EVP/CFO, VPAA or other executive authority will provide VPUA with the following information:
  - Those affected by the change in operations (i.e., students, non-emergency employees, faculty, etc.)
  - The time bracket for the change in operations for each group
  - Specific time for update or review of change in operations