

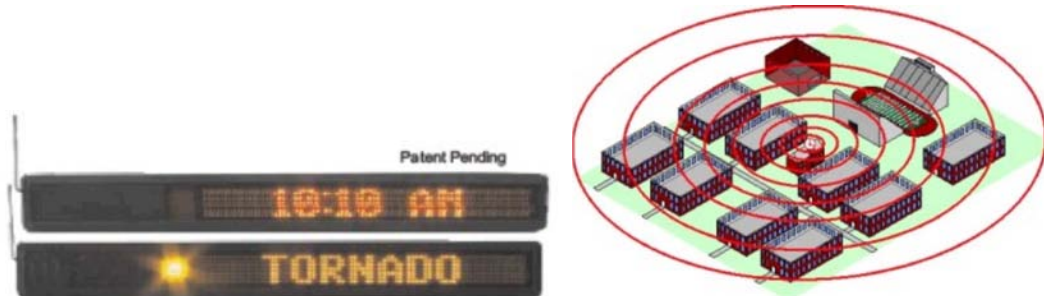
The University of Montana Emergency Communication Strategy

In response to changing tactics of violent criminals and recent improvements in technology The University of Montana has developed an emergency mass communication strategy to inform the community of threatening incidents.

This communication strategy is based on measures that overlap and have the ability to accomplish three goals:

- Provide information about an emergency
- Provide a location where more information can be obtained
- Provide a method to recall or send an “All Clear” message

LED MASS EMERGENCY NOTIFICATION SYSTEM



The system consists of a radio transmitter capable of sending messages to wireless receivers. Since this is a stand-alone transmitter it does not depend on outside resources that can get filled beyond capacity during an emergency. The wireless receivers are LED signs with an audible alert to attract attention to the scrolling text.

CELL PHONE TEXT MESSAGE NOTIFICATION

The University of Montana can transmit a mass notification message to any student, staff and faculty who subscribe to this system accessed through Cyberbear.

E- MAIL NOTIFICATION

The Emergency notification system sends an email with emergency information to all 'umontana' e-mail addresses.

ONESTOP BANNER

The same text sent to cell phones is automatically inserted into an “ALERT” banner on OneStop.

WEB PAGE BANNER

The same text sent to cell phones is automatically inserted into an “ALERT” banner on the main web page of The University of Montana. Additional space is available on this page for more specific information and a running log of events as incidents develop and more information becomes available.

TWITTER

Messages are posted to the Public Safety web page:
<http://www.umt.edu/publicsafety>

Emergency Communication Activation Protocol

Credible Threat: Full Activation

- LED Reader Boards w/ message and audible alert
- Cell phone text messages
- Email notification
- UM Web Page
- Social Media: Twitter
- Local police/fire summoned

Unsubstantiated/not credible threat: Partial Activation

- LED Reader Boards w/message and audible alert
- Social Media: Twitter
- Local Police/fire notified, not summoned

Timing:

- Initial Message will outline general nature and location of the threat.
- Every 30 minutes after the initial message an in-progress update will be sent.
- When incident is over an All Clear message will be sent.