**Cheyney University Policy Number FA 2013-1014**

**Policy Title: Emergency Response and Evacuation Procedures Policy**

**Approved by**: FA Council

President’s Cabinet

**History:** Issued – 8-1-2012

Revised –10-2-2013

**Related Policies**:

**Additional References**:

1. **Purpose:** The purpose of this policy is to guide the coordination of efforts by Cheyney University of Pennsylvania in the process of responding to an Emergency Response and Evacuation Procedure.
2. **Scope:** This policy applies to all Students, Staff, Faculty, Administration, Parents/Guardians, Visitors.
3. **Definition (s):** N/A

1. **Policy and Procedures(s):**

**EMERGENCY RESPONSE AND EVACUATION PROCEDURES**

Cheyney University has developed an Emergency Operations Plan that provides a comprehensive set of guidelines for directing resources before, during and after campus emergencies and disasters. The Cheyney University Police Department is very proactive in training all police officers and the community for emergency preparedness, response and recovery. The plan includes a set of guidelines for emergency procedures which are posted with evacuation diagrams in all the campus buildings.

In addition, a quick reference EOP guideline can be found at:

**http://www.cheyney.edu/public-safety/documents/emergency\_eop.pdf**

Please become familiar with the contents of this guide. In the event of an emergency, it is designed to serve as a quick reference for effective action. New employees and students are introduced to this guide during orientation. If there are any questions or comments regarding this guide, please contact Environmental Health and Safety Department at 610-399-2449 or Human Resources at 610-399-2058. A complete EOP is available upon request.

Guidelines that can help and assist our Cheyney Campus Community in the unlikely event of an Active Shooter are listed in the link below. Cheyney University Police Officers are highly trained in this area and will guide you in the right steps to take. Guidelines have been developed for your protection. Please take a few minutes and familiarize yourself with them so you know what to do in the event of a Violent Behavior Situation. Remember, the best prevention is to BE PREPARED!

<http://www.dhs.gov/xlibrary/assets/active_shooter_booklet.pdf>

[**http://www.cheyney.edu/public-safety/documents/GuidelinesforViolentBehavior.pdf**](http://www.cheyney.edu/public-safety/documents/GuidelinesforViolentBehavior.pdf)

Cheyney Police Officers are highly trained to protect the University at all costs. Officers go through mandatory training in all categories to handle dangerous situations. All police officers in surrounding communities undergo Active Shooter training as well.

Watch this video clip of how University Police train for potential Active Shooter situations to keep you safe from harm.

[**http://www.youtube.com/watch?v=RFe6GnOA9VI&feature=related**](http://www.youtube.com/watch?v=RFe6GnOA9VI&feature=related)

The CUPD tests emergency response and evacuation procedures on at least an annual basis during drills and other exercises. These tests are initiated by the CUPD and are normally announced and publicized in advance of the drill or exercise. The CUPD maintains records of all tests, drills and exercises that include a description of the exercise, the date, time, and whether it was announced or unannounced.

**Crisis Communications Plan for Cheyney University of Pennsylvania**

**Purpose:**

To identify natural and man-made emergencies or crises that may impact the campus community and to establish **communications** procedures that campus officials should follow in case of an emergency.

All departments within the Cheyney University campus community should become familiar with this plan and formulate their own action plans or emergency operations checklist to complement this plan.

This plan addresses communications procedures within the **Campus Emergency Management Plan** conducted within the framework of the University guidelines. Any exception to these procedures will be conducted by, or with the approval of the University administrators directing and/or coordinating the emergency operations.

Advance planning for the eventuality of a crisis will accomplish two objectives for Cheyney University:

-it may uncover potential crises and thus, help the university avoid them.

-it provides a plan for action when a crisis occurs.

-it will serve to prevent the loss of goodwill from University constituents.

The plan covers two kinds of crises: emergency and non-emergency.

An emergency crisis is defined as any event that places the employees of Cheyney University, its students, or its property in direct physical jeopardy.

A non-emergency crisis is any event with unexpected consequences that may adversely affect the image of the university, yet poses no immediate physical threat to people or property.

The basic emergency procedures outlined in this plan are to protect life and property through effective use of University resources, and to provide for the physical and emotional well being of the members of our campus community during and immediately following an emergency.

This plan involves an integrated response to a University emergency.

Whenever an emergency affecting the University reaches proportions that cannot be handled by routine measures, the President, or her designee, may declare a state of emergency and implement an Emergency Management Plan. The Crisis Communications Plan is an integral part of the Emergency Management Plan.

The specific actions implemented will be dependent on the nature and severity of the situation. Since an emergency may be sudden and without warning, these procedures are designed to be flexible in order to accommodate contingencies of various types and magnitudes.

**TYPES OF EMERGENCIES**

The following list identifies those emergencies that would pose the greatest need for a response:

•Fire

• Natural disaster

• Chemical or radiation spill

• Violent or criminal behavior

• Utility failure

• Bomb

• Civil disturbances or demonstrations

• Medical/Psychological (epidemic, poisoning, threats of harm to self, others)

• Public relations issues (athletics, budgetary issues, student safety issues, management

issues)

• Transportation accident (accident involving vehicles; accident involving commercial conveyance carrying University personnel; private/corporate aircraft crash on campus)

**THE PLAN FOR CRISIS COMMUNICATION**

All unit heads of Cheyney University will have a copy of this written plan to handle communications in crisis situations.

This crisis plan covers both types of events:

Emergency – a situation that causes or threatens to cause loss of life or physical property, or threatens the general safety and welfare of individuals working in or around Cheyney University (e.g. fires, explosions, accidents, vehicular mishaps, or severe weather).

Non-emergencies – an unforeseen situation that threatens the reputation or stature of Cheyney University; that poses legal ramifications and that poses direct physical threat to either employees or property at the university (e.g. public disclosures of scandal).

Both types of events make news. Because Cheyney University is a public institution, the public has a right to know the facts of these events as they emerge. In a crisis situation Cheyney University will disclose factual information as quickly as possible, but always with regard for individual privacy and legal responsibility.

This crisis communications plan provides a procedural guide and contact information for key campus individuals in time of crisis. The policy of Cheyney University is to respond quickly and accurately to all legitimate requests for information about any crisis that affects the university, its employees, its students, and its public image with full regard for individual privacy and legal responsibility.

**CAMPUS EMERGENCY MANAGEMENT**

The Office of Public Relations and Constituent Development at Cheyney University is designated as the lead unit to coordinate and disseminate information about any crisis situation that may adversely affect the University. In this capacity, the Director of Public Relations and Constituent Development (DPRCD) functions as the principal spokesperson for the University. The President may designate an alternate to the DPRCD as the spokesperson in certain situations or in tandem with the Office of Public Relations and Constituent Development. The Office of Public Relations and Constituent Development will be the first point of contact. That office will advise others if someone else with specific in depth knowledge of a particular area has been designated to respond. It is our policy that the designated spokespersons will be fully available (round-the-clock, if necessary) to all Cheyney University constituencies for the duration of the crisis and immediately thereafter. The Office of Public Relations and Constituent Development will also maintain a list of priority contacts in the media for crisis situations. The Director of Information Technology will ensure Webpage access to the Office of Public Relations and Constituent Development.

In any emergency, a limited number of individuals are authorized to speak officially on behalf of Cheyney University. The following individuals are authorized to serve as spokespersons for the duration of an emergency; no other employees may disseminate information about the emergency to the media unless they are authorized to do so by the President or designee. All employees will refer questions about the emergency to the Office of Public Relations and Constituent Development.

Authorized Spokespersons:

University President: 610-399-2415

Provost and Vice President of Academic Affairs: 610-399-2271

Vice President of Student Affairs: 610-399-2217

Vice President of Business and Finance: 610-399-2222

University Police Chief: 610-399-2405 or 610-399-2123

Director of Public Relations and Constituent Development: 610-399-2121/484-574-7265

The Cheyney University President, or her designee, is responsible for the overall direction of campus emergency operations in the declaration of an emergency.

Administrators, deans and department heads, are responsible for insuring that building evacuation information be distributed to all employees with follow- up discussions, on-the-job training or explanation as required.

Time shall be allowed for training employees in emergency techniques such as fire extinguisher usage, first aid, CPR and building evacuation procedures. At the beginning of every term, the emergency alert system should be tested via siren, text, and email.

Faculty and staff supervisors should educate students and employees concerning University procedures, including evacuation procedures for their building or areas. They should evaluate, survey and estimate their assigned building facility or area in order to determine the impact a fire or earthquake could have on it. They should also report all safety hazards to the designated safety officer, and promptly submit work orders to reduce hazards and to minimize accidents.

**EMERGENCY PROCEDURES**

***In Case of Emergency***

In case of emergency call 911.

Evacuate your work area and the building, if necessary.

If you are unsure that the situation is an emergency, you should call 610-399-(2405) and report the situation.

When calling, remain calm and carefully explain the problem and location to the dispatcher.

Do not hang up until told to do so.

***In Case of Non-Emergency Crises***

Refer all inquiries to the Office of Public Relations and Constituent Development at 610-399-(2121).

If you are unsure that the inquiry constitutes an existing, growing, or future crisis, refer the inquiry to the Office of Public Relations and Constituent Development.

- It’s better to alert someone quickly than not at all.

- It’s better to alert too many peoplethan not enough.

**SPOKESPERSON BRIEFING**

*Spokesperson will:*

- Ensure that media receive timely, factual information.

-Provide single, consistent source of information to media

-Minimize contradictory information to media

-Minimize contradictory information from Cheyney University

-Provide perspective to emergency events and technical information and explanations to media

*Cheyney University President, executive cabinet and immediate staff will:*

- Completely and thoroughly inform spokesperson during all phases of emergency.

**INTERNAL ALERT**

Cheyney University Campus Police 610-399-2405

Public Relations and Constituent Development: 610-399-2121 or mobile 484-574-7265

**EXTERNAL ALERT *(Emergency Help)***

Fire Department: 911 in all emergencies

Ambulance: 911 in all emergencies

Cheyney University Police Department: 610-399-2405

Cheyney University Physical Plant: 610-399-2259

Pennsylvania State Police: 610-268-2022/610-891-6360

Pennsylvania Poison Center: 215-386-2100

**EMERGENCY COMMUNICATIONS HEADQUARTERS**

Up to three separate areas may be required to establish an Emergency Communications

Headquarters. Cheyney University key Administrators’ Headquarters will be located in the President’s Conference Room at Biddle Hall. The 24-hour operations headquarters will be the Department of Public Safety building; alternate: Physical Plant. The Office of Public Relations Headquarters will be Biddle Hall second floor.

The various headquarters locations are to provide sufficient space for campus leadership to develop strategies, decide on courses of action, clear messages and prepare statements to the media, brief spokespersons, and answer media calls. The staff coordinator for this room will be responsible for providing a laptop computer, telephones, and photocopy services.

**STAFF COORDINATOR FOR ROOM SETUP, ACCESS, AND SERVICES:**

Director of Public Relations and Constituent Development: 610-399-2121

**For On-Site Media**

Media Headquarters will be located in the Thornbury Township Park, Glen Mills Rd.,Delaware County PA. Written materials (e.g. news releases, updates on the emergency) will be provided here to credentialed members of the media. The staff coordinator, or designee, will be responsible for providing access to a telephone and laptops.

**FOR FAMILIES, FRIENDS OF VICTIMS**

If the emergency involves injuries or fatalities, the Thornbury Township Park, Delaware County, or other assigned space will be used for family and friends of victims. It will be sequestered and off-limits to all media. The staff coordinator for this site will be responsible for providing to family and friends, information as it develops regarding the condition of emergency victims and other assistance as needed.

**PERSONAL INJURY/DEATH COMMUNICATION POLICY**

The Office of Public Relations and Constituent Development and its assigned spokespersons are the only parties authorized to release the names of injured or deceased persons.

The names of injured or deceased persons will not be released until after next-of-kin are notified and the University President has given authorization to spokespersons.

After notification of next-of-kin and at the University President’s direction, the Office of Public Relations and Constituent Development and its assigned spokespersons will release names of injured or deceased persons.

All inquiries, regardless of their source, about the safety or condition of employees after an emergency at this site will be referred to the Office of Public Relations and Constituent Development.

**EMERGENCY MATERIALS**

***NEWS RELEASES***

**Include:**

• Nature of the emergency

• Where, when it happened

• Cheyney University’s official response to the emergency

• Measures taken to contain it

• Physical extent of the emergency (number employees injured or deceased, property damaged)

• Plans to return to normal operation

• After families have been notified, names of injured and/or deceased

• Names and phone numbers of persons to contact for more information

**Do NOT Include:**

• Speculation of any kind

• Attempts to fix blame for the emergency

• Identification of a specific cause of the emergency

• Monetary estimates of damage

***BACKGROUND STATEMENT***

**Include:**

• Brief factual summary of events

• Guidelines for employees’ discussion of event with external audiences

• Name of contact in Office of Public Relations and Constituent Development for more information

***NEWS CONFERENCES***

News conferences should be used only in those situations in which the information to be disseminated is significant and must be communicated quickly and efficiently to a large number of people at the same time. In severe emergencies that are protracted, result in large numbers victims or fatalities, or deceased, or involve massive property damage, it may be necessary

to conduct news conferences as frequently as every hour.

**Include:**

• Director Public Relations and Constituent Development, designated spokesperson, other Cheyney University staff depending upon the nature of the emergency.

• Media Kit-including news release(s), fact sheet(s), copies of statements by speakers at news conference, biographical information of speakers.

• Media List and follow-up distribution of media kit to those who did not attend news conference.

**POST-EMERGENCY FOLLOW-UP**

Responsibility for communication with key audiences does not end with the crisis. It may be necessary to update those audiences for days, weeks, even months after a crisis, depending upon its severity.

***Media***

Communication updated on progress toward restoration to normal operations.

***Employees, Immediate Community:***

Distribute to home addresses at least one news update (from the president) on progress toward restoration of normal operations.

**EVALUATION**

As soon as possible after the event, assess the plan, how it was implemented, the outcomes, and make recommendations to revise the plan accordingly, if appropriate. The success of this plan necessitates that the University maintain a constant state of readiness to assure the efficient and orderly transition from routine activities to those associated with emergency situations. This is accomplished through a carefully planned and a continuous program of training, drills, and exercises.

**TRAINING OBJECTIVES**

To provide for recovery in the aftermath of any emergency involving extensive damage or other debilitating influence on the campus or reputation of Cheyney University.

To respond effectively to the actual occurrence of an emergency.