



CAMPUS EMERGENCY RESPONSE PLAN

OVERVIEW

The purpose of the document is to outline the procedures to be followed in the event of an emergency at MVNU. While no plan can be developed to meet every emergency, the procedures outlined below form the basis of a coordinated plan to make the plan effective and accomplish these priorities:

- Priority 1 – Protection of Human Life
- Priority 2 – Protection of MVNU Assets
- Priority 3 – Maintenance of MVNU Services
- Priority 4 – Restoration of MVNU Operations

This Plan shall be subordinate to federal/state/local government plans during a disaster declaration by those authorities; may require modification; and should be reviewed periodically.

TEAMS & RESPONSIBILITIES

Emergency Senior Leadership Group (ESLT)

- General responsibilities include making strategic decisions, authority to execute the Plan, and making decisions on issues not covered in the Plan.
- Specific responsibilities include operations; public relations; financial/legal matters; continuation of regular campus operations; recovery efforts; and directing communications to staff, faculty, students, parents, media, and other interested parties.
- Membership includes:
 - President
 - VP for Academic Affairs (VPAA)
 - VP for Student Life (VPSL)
 - VP for Finance
 - VP for Graduate and Professional Studies and Enrollment
 - VP for University Relations

Emergency Operations Team (EOT)

- General responsibilities include advising the ESLT; initiating directives from the ESLT; disseminating information; making tactical decisions; supporting the emergency site; and ensuring that regular campus operations continue.

- Specific responsibilities include engaging the text messaging system (if needed); providing information to the Media Relations and Communications Team; identifying/authorizing alternate campus routes (if needed); authorizing procurement of off-campus services; coordinating telecommunications and with local telephone, electric, gas, and other utility providers; ensuring adequate back-up in case of system disruption; coordinating operations required to restore affected areas; and other duties as required.
- The EOT is led by the VPSL. In the event that the VPSL is not available, the Senior Director of Facilities & Maintenance will assume these responsibilities in consultation with the President.
- Membership includes:
 - VPSL (Chair)
 - Senior Director of Facilities & Maintenance (Alternate Chair)
 - Assistant Director of Facilities & Maintenance
 - Coordinator of Campus Safety (CCS)
 - Dean of Students
 - Director of Student Life
 - Assistant VP for Auxiliary Services and Accounting
 - Director of Creative Services and Marketing Productions
 - Director of Information Technology
 - Vice President for Graduate & Professional Studies and Enrollment

Media Relations and Communications Team (MRCT)

- General responsibilities include arranging opportunities for MVNU to present timely statements of fact about the emergency, including (a) informing the campus community and local community as the emergency begins, (b) minimizing panic/misunderstandings/rumors as the emergency unfolds, and (c) maintaining/recovering public confidence and relationships as the emergency fades.
- Specific responsibilities include gathering facts; identifying target audiences; preparing key messages, fact sheets, and news releases; contacting media; disseminating updates to the campus, media, and public; ensuring the availability of “expert” spokespersons (as needed); coordinating media interviews; updating web site and other communications vehicles (e.g., “blind” websites, information hotline, etc.); preparing a brief written statement to be distributed to administrators, staff, students, and anyone else on campus who may be contacted by the media; identifying/managing communications issues that arise during the post-emergency phase; and preparing/maintain a current list of public information resources.
- The President will oversee the MRCT, including balancing public’s right to know with the need for individual privacy and security of the MVNU campus.

- Membership includes:
 - President (Chair)
 - Vice President for Academic Affairs
 - Vice President for Finance
 - Vice President for Graduate & Professional Studies and Enrollment
 - Station Manager WNZR
 - Other Marketing and Communications staff

PLAN CONTROL & ACTIVATION

- The Plan is overseen by the VPSL, who, upon consultation with the President, is responsible for declaring an emergency and activating the Plan.
- The Emergency Operations Team (EOT) will be led by the VPSL, who will determine the emergency level and which MVNU personnel/resources are required.
- The Emergency Operations Center (EOC) is the where response and recovery will be coordinated.
 - The primary EOC location is the Morrison Facility Services Building
 - The secondary EOC location is the Athletic Conference Room in Ariel Arena.
- The VPSL will direct EOT members to report to the designated EOC.
- The VPSL will notify the CCS to issue send “Alerts” (via text & email) to the EOT and ESLT, as well as utilize other modes of communication (e.g., MVNU web site, WNZR, etc.).
- After a disaster where MVNU operations have been shut down (in part or whole), the CCS, the Senior Director for Facilities & Maintenance, and the Director of IT will determine if affected buildings and areas are ready for restoration efforts and reopening of normal MVNU operations. These individuals will communicate this to the VPSL.

MAIN CAMPUS

- Diagrams for emergency evacuations (tornado, fire, etc.) are updated yearly in each building.
- Emergency text messaging is available for all students, faculty and staff.
- Contact 911 in case of any emergency.
- Contact Vice President for Student Life or Senior Director for Facilities & Maintenance when an emergency takes place.

GRADUATE & PROFESSIONAL STUDIES

- Diagrams for emergency evacuations (tornado, fire, etc.) are updated yearly at all GPS sites.
- Emergency text messaging is available for all students, faculty and staff.
- Contact 911 in case of any emergency.
- Contact the Vice President for Graduate & Professional Studies and Enrollment when an emergency takes place.

EMERGENCY DEFINITIONS

- *Level 1:* A minor incident that is quickly resolved with existing MVNU resources or limited outside help. Examples include small localized fire; small localized hazardous material spill; isolated power outage; odor complaint; plumbing failure or water leak; or classes closed due to inclement weather.
- *Level 2:* A major event that could disrupt sizable portions of the campus community. Examples include fire limited to one building; civil disturbance; widespread power outage or communication system failure; serious crimes (such as an assault); severe flooding; multi-fatality accident; or catastrophic weather conditions.
- *Level 3:* A major disaster or imminent threat involving (a) the entire campus and/or surrounding community; (b) the need for outside emergency services; and/or (c) the need for MVNU to be self-sufficient for a period of time. Examples include major fire in one or more buildings; shooting(s); terrorism act(s); major public health crisis; extreme weather event; or other natural disaster.

RESPONSES

- *Level 1 – Minor Incident:* Departments will respond in accordance with department/building protocols. If the matter has the potential to escalate to Level 2 or Level 3, contact Campus Safety at 740-399-8686 (off campus) or extension 8686 (on campus).
- *Level 2 – Major Event:* The ESLT and EOT will be deployed.
- *Level 3 – Major Crisis:* The ESLT and EOT will be deployed.

If you have any questions, please do not hesitate to call the Vice President for Student Life at 740.397.9000; ext. 4602.