

**EvCC Emergency Operations Guide**  
**Guide #006 – Emergency Alert Guidelines**

**Table #001- Emergency Alert Guideline**

*This table serves as a guideline for communicating emergency alerts and action requests to the campus community and potentially affected agencies. Although the detailed actions are specific it should be recognized that this is an “all hazards” guideline and various degrees of urgency and situational needs will be considered when applying these protocols.*

1	<b>Security Officer (SO) Standard Response</b>	<ul style="list-style-type: none"> <li>• SO Assures that 911 is called (if indicated)</li> <li>• SO establishes “College Command” (IC) and maintains until relieved or command terminated</li> <li>• IC manages immediate life threat situations</li> </ul>
2	<b>Initiate Notification of Executive Leadership</b>	<ul style="list-style-type: none"> <li>• IC notifies EvCC executive leadership at earliest opportunity using the “<u>Emergency Telephone Tree</u>”</li> <li>• IC receives additional action directives from the initial executive leadership contacted</li> <li>• If communicated and agreed, the first executive contacted will continue with the executive leadership notification process and relieve the IC of this responsibility</li> </ul>
3	<b>Activate the Emergency Alert System</b>	<ul style="list-style-type: none"> <li>• IC will initiate the alert system by contacting the designated media representative/EvCC PIO</li> <li>• IC will provide as much specific information as feasible regarding the nature of the event, the priority, and message to be transmitted.</li> </ul>
4	<b>Transmit emergency alert messages</b>	<ul style="list-style-type: none"> <li>• PIO (or designee) will transmit the emergency alert messages using all or selected media tools (reference Table #002 – <u>Emergency Alert System</u>)</li> </ul>
5	<b>Initiate Telephone Notification</b>	<ul style="list-style-type: none"> <li>• PIO (or designee) will initiate the “<u>Notification of External Stakeholders</u>” Communications Tree.</li> </ul>
6	<b>Initiate Joint Information System (JIS) Representation</b>	<ul style="list-style-type: none"> <li>• PIO will establish contact and serve as the EvCC PIO with the JIS to coordinate status and situational reports with the media</li> </ul>
7	<b>Establish EvCC Liaison Officer</b>	<ul style="list-style-type: none"> <li>• If necessary, the Executive Leadership (or IC) will designate a Liaison Officer to coordinate status and situational reports with other agencies.</li> </ul>

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**Table #002- Emergency Alert Systems**

*This table serves as a guideline for using all available methods for communicating emergency alerts and action requests to the campus community and potentially affected agencies. Although the detailed actions are specific it should be recognized that this is an “all hazards” guideline and various degrees of urgency and situational needs will be considered when applying these protocols.*

1	<b>Audio Alert System</b>	<ul style="list-style-type: none"> <li>• Transmit the message using the Audio Alert System</li> <li>• Repeat the transmission at least three times</li> <li>• Use clear, precise, and plain English terms</li> </ul>
2	<b>Text System</b>	<ul style="list-style-type: none"> <li>• Transmit the message using the text alert system</li> </ul>
3	<b>Email – Emergency Email Group</b>	<ul style="list-style-type: none"> <li>• Transmit the message using a pre-determined emergency email group.</li> <li>• In addition to “all campus” the grouping should include: <ul style="list-style-type: none"> <li>➔ Whittier Elementary School</li> <li>➔ Everett City Emergency Management</li> </ul> </li> </ul>
4	<b>Video System</b>	<ul style="list-style-type: none"> <li>• Generate a message on the video display system</li> </ul>
5	<b>Reader Board</b>	<ul style="list-style-type: none"> <li>• Generate a message on the main reader board</li> </ul>
6	<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Generate a message on all EvCC social media sites</li> </ul>
6	<b>Web Page</b>	<ul style="list-style-type: none"> <li>• Generate a message on the EvCC website</li> </ul>
7	<b>Emergency Telephone Tree</b>	<ul style="list-style-type: none"> <li>• Initiate a Emergency Telephone Tree call-down</li> <li>• The telephone tree should be organized into three sections <ul style="list-style-type: none"> <li>#1 – Executive Leadership List</li> <li>#2 – EvCC Campus Management</li> <li>#3 - External Agencies</li> </ul> </li> <li>• The Security Office will be responsible for maintaining and distributing the Emergency Telephone Tree as often as necessary.</li> </ul>