CRISIS PROCEDURES QUICK REFERENCE GUIDE

This guide is intended to serve as a quick reference for response to crisis situations. While a crisis may occur at any time and without warning, its effect may be minimized if appropriate response procedures are known and followed. This document serves as the first response element of the College's overall Crisis Management Plan.

Iowa Wesleyan College is committed to the safety and security of all members of the College community. In times of crisis, the College will provide appropriate campus-wide response to the students, faculty, and staff that assures safety, minimizes loss, and maintains essential operations.

lowa Wesleyan College has a long tradition of being a safe and secure campus. Preparation for a crisis situation is the personal responsibility of each member of the community in order to maintain such an environment. This guide offers a blueprint for members of the community in crisis situations, and should be kept in an accessible location at all times.

PREPARATION

The following safety policies are enforced at Iowa Wesleyan College:

- Flammable liquids, e.g., gasoline, benzene, naphtha, etc., may not be stored in residence halls or inside any buildings except laboratories and maintenance shops designed for such purposes.
- Fire safety equipment, e.g., alarm pull stations, extinguishers, and smoke detectors, may not be tampered with or misused.
- No candles, incense, kerosene oil lamps, or any other open flame source are permitted in residence halls.
- Smoking is not permitted in any building on campus, including individual residence hall rooms.
- No firearms may be used, carried, or stored on campus.
- No fireworks may be used or stored on campus, except as authorized by the President or his designee.
- All vehicles must be parked in designated areas only. Fire lanes and designated handicapped parking spaces must be kept clear for their intended purposes.

SAFETY POLICIES

To report an emergency:

- All office telephones are available to anyone who needs to report an emergency.
- To report a fire from any campus phone, call 9-911. From a personal cell phone, simply dial 911.
- To report a medical emergency and summon assistance from any campus phone, call 9-911. From a personal cell phone, simply dial 911.
- When calling 911, remain calm and carefully explain the situation and location to the dispatcher. **DO NOT HANG UP UNTIL TOLD TO DO SO.**
- You will be asked questions to provide vital information to responding emergency units. When emergency units are being directed to your location, please provide a spotter outside to direct them to the location of the emergency.

REPORTING EMERGENCIES

If a fire or smoke is discovered anywhere on or about the campus:

- Leave the area where the fire is located, isolating it as well as possible by closing doors and windows near it. Do not attempt to retrieve valuables and do not use elevators.
- In order to respond effectively in a crisis situation, one needs to be aware of the location of fire pull stations, fire extinguishers, stairwell safe areas, and emergency exit routes. Be familiar with posted floor plans that identify escape routes for your work area or any area that you may be in.
- Pull the nearest fire alarm. Find a safe location and call **9-911** on a campus extension or **911** on a cell phone. Then call Physical Plant at extension **6271** and/or the Student Life Office at extension **6256**.
- Never attempt to fight a fire larger than wastebasket size. Even a small fire may create enough smoke to cause serious injury. Never attempt to fight a fire by yourself. Call for help. Always stay between the fire and the exit.

FIRE EXTINGUISHER INSTRUCTIONS

- P* PULL safety pin from the handle
- A* AIM at the base of the fire
- S* SQUEEZE the trigger handle
- S* SWEEP from side to side
 - If you are aware that someone is trapped in a burning structure, inform the firefighters immediately. Do not re-enter the building alone. If you are trapped, stay low to the ground as you try to exit. Do not open any doors that feel hot. Use wet towels or clothes to protect yourself from flames and smoke.
 - If your clothes catch fire, STOP, DROP, and ROLL!!!
 - In order to respond effectively in a crisis situation, one needs to be aware of the location of fire pull stations, fire extinguishers, stairwell safe areas, and emergency exit routes. Be familiar with posted floor plans that identify escape routes for your work area or any area that you may be in.
 - All alarms should be taken seriously. If you hear an alarm, evacuate the building. Do not reenter the building until given the all clear by proper authority.

FIRE

If a gas cylinder or other chemical container should begin leaking and if, in the judgment of the person(s) responsible for such materials, it presents any danger to themselves or other building occupants, the following steps should be take:

- Evacuate all persons from the affected area immediately. Confine the fumes or fire by closing all doors, windows, or vents in the affected area. **DO NOT** return to the affected area until instructed by proper authority that it is safe to do so.
- Anyone who may be contaminated by the leak or spill is to avoid contact with others. Begin washing with
 water immediately and remain in the area to give your name to the police or other emergency services
 personnel. Steps will be taken to have appropriate authorities clean up the affected area and/or
 persons.
- If necessary, sound the building fire alarm to begin the evacuation process.
- In order to respond effectively in a crisis situation, one needs to be aware of the location of fire pull stations, fire extinguishers, stairwell safe areas, and emergency exit routes. Be familiar with posted floor plans that identify escape routes for your work area or any area that you may be in.
- From a campus extension dial **9-911**, from a cell phone dial **911**. Give your name, department, and location of the emergency. Suspected gas leaks or suspicious odors should be reported to Physical Plant.
- Evacuate to a distance of at least 300 feet from the building or as directed by emergency services personnel then report to your pre-determined meeting location.
- **DO NOT** return to the building until directed by proper authority.

HAZARDOUS MATERIALS LEAKS/SPILLS

In case of a medical emergency, call 9-911 from a campus extension or 911 on a cell phone, then:

- Stay with the victim. If the victim is conscious, ask what the problem is. Keep the victim as calm as possible. If the victim is unconscious, check for breathing and bleeding. Only trained individuals should administer first aid and/or CPR.
- Keep the victim still, comfortable, and warm.
- Protect the victim from any disturbance.
- Search for any emergency identification, i.e., ID bracelet.
- Do not move the victim unless there is danger nearby, such as falling objects, fire, or risk of explosions.
- Wait for emergency help to arrive. Never leave the victim alone, it at all possible, without putting yourself in danger.
- As soon as the situation permits, contact your supervisor. For students, contact the Office of Student Life at
 extension 6256 if during normal office hours. Contact the community director on duty after hours and on
 weekends.

If a psychological emergency occurs (suicide attempt, disorientation, confusion, panic):

- Call **9-911** from a campus extension or **911** on a cell phone.
- As soon as the situation permits, contact your supervisor. For students, contact the Office of Student Life at extension **6256** if during normal office hours. Contact the community director on duty after hours and on weekends.
- Stay with the victim unless your safety is threatened. Wait for emergency service personnel to arrive.
- If there is not an immediate concern for the safety of the person or other persons, contact the Office of Student Life at extension **6256**, or if after hours, the community director on duty for assistance. Stay with the person until help arrives.
- Always report any behavior or information that causes you concern for your safety or the safety of others.
- In order to ensure accuracy of information and expedite college follow-up, the Office of Student Life is responsible for coordinating matters related to the death of a student. If a student death on campus is discovered, contact the Office of Student Life at extension **6256**. If death occurs in an off-campus location or after hours, or if any college official receives information concerning the death of a student, contact the Dean of Student Life.

MEDICAL/PSYCHOLOGICAL EMERGENCIES

Information on severe weather is broadcast on the following radio stations:

The City of Mount Pleasant will make every effort to provide appropriate warning alerts to the College, should a tornado or other severe weather warning be issued by the National Weather Service. Physical Plant will also be monitoring weather conditions and notify the campus of any alerts and updates.

TORNADO ALERTS:

- Watch Conditions are favorable for tornadoes or severe weather.
 - Monitor weather radio and take action as needed

Warning – Tornadoes have been spotted in the area and may be imminent.

- Take shelter immediately by moving to the lowest level of the building you are in, and as far from doors and windows as possible.
- If a basement is not available, first floor hallways, closets, or restrooms without windows are generally the safest areas.
- Monitor weather radio and take action as needed.

Signals:

- Local weather warning horns will sound.
- Do not rely on the civil defense siren as your only warning to seek shelter.
- The National Weather Service monitors and provides warnings and updates.
- Do not leave shelter until the all clear has been given by authorized personnel.
- If caught outside during a tornado, lie flat in a ditch and protect your head. If you are inside a vehicle, exit your vehicle and lie flat in a ditch. The ditch is safer than being inside your vehicle.
- If severe weather conditions exist, the safest policy is to seek shelter in a designated area, monitor the weather by battery operated radio, and follow the above directions.

TORNADO

If you receive a bomb threat:

- Remain calm and stay on the line. Obtain as much information as possible from the caller. Use the checklist on the following page in order to obtain and note the details of the call.
- When the caller hangs up, call **9-911** on a campus extension or **911** on a cell phone. Give the officer your name, location, telephone number, and the information you obtained from the caller.
- Do not hang up until told to do so.
- Inform your supervisor, Physical Plant, or community director as soon as possible. If possible, get his or her attention while still on the line.

Upon arrival of the police and/or other emergency personnel:

- Cooperate fully with the police and provide them with all the information you can provide about the bomb threat. You may be asked to make a quick search of those areas in your classroom, office, or residence, which you are most familiar with in order to, locate any objects that don't belong.
- Report any suspicious object. **DO NOT** touch or move it.
- Submit the completed Checklist to the police as soon as possible.

It is the responsibility of the College administration to determine if and when a building evacuation is necessary, unless an evacuation is ordered by law enforcement officials.

Building Evacuation:

- All building evacuations will occur when an alarm sounds continuously and/or upon the direction of College
 officials or emergency services personnel.
- All students, faculty, staff, and visitors will IMMEDIATELY evacuate the building. Information regarding the nature of the emergency will be provided once outside. Report to the pre-determined meeting point.
- Evacuate to a distance at least 300 feet from the building, or as directed.
- Move quickly towards the nearest marked exit and advise others to do the same.
- DO NOT USE ELEVATORS IN CASE OF FIRE.
- ASSIST PERSONS WITH DISABILITIES TIN EXITING THE BUILDING.
- DO NOT re-enter any evacuated area until authorized to do so.

BOMB THREAT PROCEDURES

BOMB THREAT CHECKLIST

Exact wordir	ng of caller:							
	er the following qu							
• Whe	en will the bomb o	explode?						
		ow?						
	What does the bomb look like? What kind of bomb is it?							
• Who	What kind of bomb is it?What will detonate the bomb?							
• Did	Did you place the bomb? Why?							
• Wha	at is your name?							
ate:		Time:		Sex of caller: M/F		Age:		
escribe the	e caller's voice (cir	cle all that apply):						
alm	lisp	deep s		angry			slow	
oud 	excited	normal r		distinct	nasal		stutter	
racking	laughing	slurred accented	ragged	deep breathing				
other: _								
Vas the voi	ce familiar to you	? Y/N Like whom?						
escribe the	e threat language	(circle all that apply):					
oul	incoherent	well-spol	ken serious	irration	al	written	message	
other: _								
escribe any	y background nois	se (circle any that ap	oply):					
oices Clear	animals	long-distance static	local	factory		motor		
iedi	music	Static						
other:								

BOMB THREAT CHECKLIST

During an Earthquake:

When shaking or trembling of the earth is first recognized, assess the situation and then:

- If you are inside a building:
 - o Take cover under a desk, table, or heavy furniture.
 - o Alternatively, take cover in an interior doorway, narrow hall, or corner.
 - Stay away from glass windows, shelving, or heavy equipment, and beware of falling objects.
 - Move from under light fixtures or other suspended objects.
 - Keep clear of large open areas, i.e., auditoriums, gymnasiums, etc.
 - o If you are in a crowded public place, do not rush for the doors.
 - Do not use elevators.
 - o If the building is severely damaged, evacuate the facility after trembling ceases.
 - Do not ignite a match or lighter in case there is a gas leak.
- If you are outside:
 - o Move away from buildings if possible.
 - Avoid electrical poles.
 - Avoid overhead wires and fallen wires.
 - o DO NOT ENTER A BUILDING until it has been determined safe.
 - o If you are driving, pull over to the side of the road and stop. Avoid overpasses and power lines. Stay inside your vehicle until the shaking stops.

After the Shock Subsides:

- Check to see if exits are clear and the building appears stable.
- Identify and assist any injured. Notify Student Life (ext. 6256) or call 9-911 for an ambulance.
- Assist persons with disabilities to exit the building.
- Get outside away from buildings and trees.
- In the event of fire, hazardous materials leaks/spills, or medical emergency, follow the procedures indicated in those sections of this guide.
- In the event of major damage or disruption, College officials will announce and implement closure and/or evacuation procedures.
- Do not return to an evacuated building until you are instructed to do so by proper authority.
- A police command post may be established near the emergency site. Keep clear of the command post unless you have something important to report.

EARTHQUAKE PREPAREDNESS/RESPONSE

Information on severe weather is broadcast on local radio stations (Refer to the list on the Tornado page).

Blizzard/Ice Storm

- Unless there is a specific announcement to the contrary, the College does not cancel classes for inclement weather and will remain open. However, it is up the individual student, faculty member, or staff member to use his/her best judgment regarding safety when traveling to class.
- Students unable to attend class because of severe weather conditions should notify their instructors as early as possible.
- Faculty unable to get to class should contact the Academic Vice President's Office as soon as possible so that students can be notified.
- If conditions warrant a closing of the College, the community will be informed by:
 - An e-mail communication sent to each student and employee with an Iowa Wesleyan College e-mail account.
 - o Personal contact and postings in residence halls.
 - o Announcements through public information systems, e.g., radio stations.
 - Established work group phone chains
 - Web site posting.

Thunderstorms:

<u>Severe Thunderstorm Watch:</u> Severe thunderstorms are possible in the area. Remain alert for approaching storms.

<u>Severe Thunderstorm Warning:</u> Severe thunderstorms are occurring in the area or are indicated by weather radar.

- Tornadoes occasionally develop in areas where a severe thunderstorm watch or warning is in effect. Remain alert to signs of approaching tornado and seek shelter if the skies become threatening.
- Do not carry or go near anything made of metal. Lightning is attracted to metal.
- Do not be higher than your surroundings. Lightning normally strikes the highest object in the area of discharge.
- Do not use computers or telephones. Lightning can travel through phone lines.
- Be aware that winds in a severe thunderstorm may reach 100 mph.
- Lightning strikes pose one of the greatest thunderstorm related risks.
- If you are inside your vehicle during a thunderstorm, remain there. If a tornado develops, get out of the vehicle as soon as you can. Seek shelter in a building, or lie flat in a ditch. **DO NOT** climb under an overpass.
- Stay away from doors and windows.
- Do not go under a large tree that stands alone. Lightning can be attracted to it because of its height relative to the surroundings.

SEVERE WEATHER

If an intruder in a campus building is actively causing deadly harm or the threat of deadly harm to people, you must immediately seek cover and call 9-911 from a campus extension or 911 on a cell phone. Provide as many details as possible about the location, number of assailants, means of aggression, and other pertinent details.

- **DO NOT** sound the fire alarm to evacuate the building. People may be placed in harm's way while attempting to evacuate the building.
- Be aware of alternate exits if it becomes necessary to flee.
- Persons should lock themselves in classrooms, residence hall rooms, and office as a means of protection.
- Persons should stay low, away from windows, and barricade their door(s) if possible and use desks or other furniture as cover.
- If possible, cover any windows or openings that have a direct line of sight into the space.
- Students, staff, and visitors should not attempt to leave the building until told to do so by police or other authorized personnel. The only exception to this is, given the specific circumstances, a person is certain beyond any doubt, that remaining in the building is more of a threat than attempting to escape.

If a hostile intruder is actively causing deadly harm or the threat of imminent deadly harm to people on the campus grounds, we recommend the following course of action:

- Run away from the threat if you can, as fast as you can.
- **DO NOT** run in a straight line. Use buildings, trees, shrubs, and cars as cover.
- If you can get away from the immediate area of danger, summon help and warn others.
- DO NOT attract the suspect's attention towards you.
- If you decide to hide, take into consideration the area in which you are hiding. Will I be found? Is this really a good spot to remain hidden?
- If the person(s) is causing death or serious physical injury to others and you are unable to run or hide, you may choose to play dead if other victims are around you.
- If hiding or playing dead, do not give away your position or stand up until the police give the all clear sign.

Hostage Situations:

- If you are ever taken hostage for any reason, do not attempt to fight back or struggle physically.
- Comply with all their instructions.
- Try and establish some kind of rapport with your captor(s).
- Be observant and keep a mental note of their characteristics and mannerisms.

HOSTILE INTRUDER

Anyone can be a victim of rape/assault. Be aware of the different possibilities, and be prepared to take whatever actions necessary.

When walking or driving:

- Keep all your senses available. **DO NOT** use "Walkman/I-Pod" type earphones while jogging after dark.
- If you feel endangered, yell. Scream "HELP" or "POLICE" and run away.
- Use physical violence to defend yourself if threatened. If you "feel" threatened, the law states that you may have already been assaulted.
- Walk with confidence. Display outrage if threatened, not fear.

When on a date:

- Know yourself and your own capabilities. Set limits early and communicate those limits.
- Try to find an easy way out of potential date rape situations.
- Stand up for yourself.
- Avoid use of alcohol/drugs.

When in your room:

- Lock your doors and windows at night.
- DO NOT talk with obscene callers. HANG UP!!

If you are ever a victim of sexual assault, recommend that you do the following:

- Tell someone. Do not keep it to yourself:
 - You are encouraged to immediately report the assault to the police so they can gather and preserve evidence. If you wait to report, valuable evidence will be lost. The decision to file charges is up to you.
 Contact the police by calling 9-911 from a campus extension, or 911 from a cell phone.
 - Contact the Office of Student Life at extension 6256, a community director or community advisor in the residence halls, a Peer Advocate, or someone else you trust - friend, relative, supervisor, faculty member, counselor, or other staff member.
 - Counselors are available to provide support, refer you to the appropriate persons or agencies, and inform you of your options.

Preserve evidence:

- DO NOT shower, wash, change clothes, douche, urinate, brush your teeth, or place anything inside your mouth.
- DO NOT disturb items in the area where the offense occurred.
- Keep people away from the scene until evidence can be properly collected by police investigators.

Seek medical attention:

- It is recommended that you go directly to Henry County Health Center for a Medical Legal Rape Examination. The exam is free.
- o You should have the exam within 72 hours of the assault in order to preserve medical evidence.
- Medical screening for pregnancy, STD's, AIDS, or other concerns should be made as soon as possible.
- o Take along extra clothing, as well as another trusted person to assist you with driving, if needed.

RAPE/SEXUAL ASSAULT PREVENTION

If you are a victim or witness or suspect any illegal activity occurring in or around the IWC campus:

- Do not take unnecessary chances; call the police as soon as you can by calling **9-911** from a campus extension or **911** from a cell phone. The best way you can help in resolving a criminal incident is to be a **GOOD WITNESS**. Make a mental note or write down and be prepared to provide the following:
 - Nature of your call
 - Nature of injuries, if any
 - Your present location
 - Location of incident, if different
 - Location of suspect(s), if known
 - Description of suspect(s), if known:
 - Height and weight
 - Sex, race, age
 - Names used
 - Method and direction of travel

- Also, try to note a description of any vehicles involved. Important information to note:
 - Color
 - Make and model
 - License number
 - Distinguishing characteristics
- When calling, remain calm and carefully explain the problem to the dispatcher. **DO NOT** hang up until the dispatcher tells you to do so. Emergency help will be en-route while you are on the phone with the dispatcher. It is important that you provide as much information as possible to assist the police.
- If you are in a safe location, stay there.
- Do not attempt to interfere with the situation except for self-protection

Be aware of the following signs of trouble. Follow the above procedures if any of these are observed:

- A scream or a call for help.
- A whistle or horn blowing.
- A broken window.
- An unfamiliar person doing any of the following:
 - Entering a neighbor's room or office.
 - Loitering on or about the campus.
 - Trying to break into a car.
 - Repeatedly driving on or about campus.

Some tips that can be used to prevent campus crime are:

- Locking your door whenever you leave your room or office.
- Locking your windows whenever you leave your room, especially if you are on the ground floor or next to a roof surface.
- Averting temptation. Place your valuables out of sight.
- **DO NOT** leave valuables unattended anywhere on campus.
- Request identification of service people working in your area. If still uncertain, call the Physical Plant at extension **6271**, or contact the Office of Student Life at extension **6256**.
- Keep a record of serial numbers, models, brand names, and description of all your valuables. Also keep a record of all your charge account numbers in a safe place.
- Lock bicycles with high quality locks.
- Inform friends where you will be going, when you plan to return, and how to reach you.
- Keep keys safe at all times. Report any missing keys/keycards to residence life staff or the Office of Student Life immediately.
- Report all thefts, no matter how small, to residence life staff or the Office of Student Life immediately and/or to the Mount Pleasant Police Department at 385-1450.

Iowa Wesleyan College

CRISIS COMMUNICATION PLAN

CRISIS: a situation, or the threat of an impending situation, which abnormally affects the lives, health, safety, and property of the members of the College community or which may be expected to adversely impact the operation, reputation, or normal activities of the College.

Step 1 - Plan Activation

In case of any type of campus emergency, individuals making the discovery should first move to a safe location and then contact the College Incident Coordinator (CIC). The CIC is the President, or a designated member of the Crisis Management Team (CMT). The CIC assesses the situation and directs contact of the necessary College personnel required to contain and control the crisis.

Step 2 - Initial Contact

If immediate danger exists:

 Immediate contact of appropriate city or campus emergency response unit (see attached emergency phone list).

If no immediate danger:

- Contact senior administrator(s) most directly related to the situation.
- If student health and safety is involved, contact the dean of student life.
- If existing, impending or possible vice president for business affairs or the director of physical plant.

Step 3 - Trigger Campus Communications

- College President
- Crisis Management Team members
- Case-specific staff/faculty
- Case-specific student leaders

Every effort to keep the campus community informed of emergency or disaster alerts, warning, or declarations shall be used, including campus and cell telephone services, email, and college web pages. These communications will be disseminated by Institutional Relations or as the CIC directs. If crisis involves emotional trauma for students, faculty, or staff, counseling resources should be contacted.

Step 4 - Initial Crisis Assessment

Members of the Crisis Management Team are assigned to assess various aspects of crisis status and take immediate actions. In the event of certain emergencies or disasters, the CMT will relinquish command to civil authorities, as required by law.

Emergency Levels:

- Minor Emergency: a campus emergency with limited impact that does not affect the overall operation and function of the College, e.g., minor hazardous material incident, small fire, or temporary power outage. A minor emergency will not normally entail notification of the CMT except through routine communications.
- Major Emergency: a local emergency that has disrupted or potentially may disrupt significant operations of the College or adversely impact a major population of the community, e.g., serious crimes, major fires, or partial infrastructure failure.
- Disaster: a community-wide emergency that potentially disrupts the operations of the College and involves major damage or systems failure. Disasters impact the College and surrounding community, e.g., tornadoes, widespread or extended power outage, severe natural disasters, or acts of terrorism.

Pre-Disaster or Pre-Emergency

Monitor alerts and take steps to assure the safety of students, faculty, staff, and campus visitors. Such steps may include closure or evacuation.

Onset of Disaster or Emergency

Take immediate action to assure safety of all individuals near crisis site, then to others at next level of vulnerability.

Aftermath

Initiate detailed action steps to address safety and emotional well-being; assess damages, collect information, establish communication links, attend to basic needs, restore basic services, effect repairs or establish alternative sites, resume services, and review processes.

Step 5 - Crisis Command & Information Center

The CIC will choose a site where immediate meeting and further planning takes place.

Possible sites include:

- President's Office
- PEO Conference Room
- Student Life Office
- President's House

If crisis initiates considerable media attention, the CIC/vice president for institutional relations will identify a media room where reporters can work.

In the event that electronic communications are inoperable, an alternative site for communication will be designated.

Step 6 - External Communications

Unless alternatively directed by the CIC, the vice president for institutional relations serves as the designated spokesperson for the College. Upon review of the situation, additional spokespersons may be designated.

The CIC and the designated spokesperson(s) will draft a preliminary statement or talking points to use with various constituency groups. Upon review, all CMT members will be given copies of statement.

Step 7 - Contacting Constituencies

Contacts:

- Parents or relatives of those directly impacted
- Board of Trustees
- Appropriate members of the community, i.e., mayor, city manager, etc.
- Campus community
- Media and general public
- Special cases: in some events, city, state or national crisis management offices may be contacted.
- When appropriate, legal and insurance representatives will be contacted.

Upon determination of the initial facts and status of the crisis, the various constituencies should be given the basic facts. The vice president for institutional relations (or designee) will prepare a press release noting that a crisis may occur or is occurring; its status, and preliminary action, usually safety-related. A brief press conference may then be held to relate preliminary information in more detail.

Periodic meetings, separate or unified, will occur with students, faculty, and staff to provide preliminary and updated information on the crisis, actions being taken, future plans, and resources available for those needing specific types of assistance, including:

- Medical assistance
- Counseling
- Living accommodations
- Food
- Contact with relatives
- Transportation
- Other

Meetings will take place with the following selected student leaders:

- Community Advisors (CAs)
- SGA members

The chief information technologies officer will coordinate the staffing of the communication system(s). This includes activating phone number(s), e-mail, and web site through which parents, relatives, and others may contact for updates.

General Crisis Considerations:

During or immediately following a crisis, it is important to remember the following:

- Safety is the first consideration. All primary activity should be directed to protect human life, health, and safety.
- A crisis can likely lead to emotional trauma. College officials should act with compassion for those immediately impacted as well as those who are secondarily impacted.
- Communication is vital. Quick and accurate communications by the College provides assurance to various constituencies that the College is decisive and acting appropriately.

How the College responds following a crisis may have just as much impact on the institution's reputation and image

• Cooperation with outside entities is essential. The College must work effectively with city, state, and national agencies called in to assist with the crisis.

Crisis Aftermath Guidelines:

as the handling of the crisis itself. The College should respond quickly in assessing damages and act accordingly. In the case of loss of life or severe injury, the College should acknowledge grief and offer appropriate condolences. A campus gathering may be needed to allow the College community to come together and mourn. In cases of severe property damage, the college should assess the loss and determine the cause of loss, what steps are being take to assure such loss will not occur in the future, and announce plans to rebuild (if appropriate). In the case of the College's reputation, the CMT should act decisively in their review of the situation and make recommendations accordingly.

Community Emergency Numbers

General Emergency

From campus 9-911 Off campus/Cell 911

Mt. Pleasant Police 385-1450

Henry County Sheriff 385-2712

Mt. Pleasant Fire Department 911

Ambulance 911

Henry County Health Center 385-3141

City of Mt. Pleasant 385-1470

Henry County Emergency Management 385-1479

Mt. Pleasant Public Works (Elec/Water) 385-1480

Alliant Energy (Gas) 877-740-5050

American Red Cross 793-1970

Center for Disease Control Hotline 800-232-4636

Poison Hotline 800-366-8888

CRISIS COMMUNICATION PLAN