



ST. LOUIS
COLLEGE *of* PHARMACY

Emergency Notification System Guide

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PREPARED. INFORMED. READY.

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I. Overview

A. Emergency Management Program Mission

The mission of the St. Louis College of Pharmacy Emergency Management Program is to:

- Reduce stakeholder and structural vulnerability
- Prepare and train campus leaders to approach emergencies with coordination and efficiency
- Protect life safety and critical infrastructure during incidents
- Respond to emergencies tactically as a unified organization
- Recover from emergency, restore lost assets and resume academic mission

B. Purpose

Timely warnings of emergency conditions are critical to an effective response and essential to preserve the safety and security of the STLCOP community. There is no one system that will enable the College to fully warn everyone in a timely manner because each system has limitations. Thus, it is imperative to utilize multiple, integrated systems to effectively broadcast warning messages to the most people.

All warning messages must be accurate, clear and consistent. Within the constraints of the available messaging systems, all messages should include accurate and detailed information about the situation and what actions to take, and be systematically updated when new pertinent information develops.

The purpose of this Emergency Notification System Guide is to capture the different warning tools available and suggested use of each system, as well as provide insight into the emergency warning issuance process.

C. ENS Description

STLCOP maintains a robust Emergency Notification System (ENS) with multimodal communication capabilities. Many of the alert tools listed below can be activated simultaneously via the ENS. The ENS is an opt-in (voluntary enrollment) system that gives College authorities the ability to distribute emergency message to stakeholders even when off-campus advising of imminent danger and life-preservation actions through multiple channels including, but not limited to, text messages, email, emergency beacons, and wireless network devices.

Below is a listing of available warning mechanisms. Refer to Section III for a detailed description of each system.

- RAVE text messages
- RAVE emails
- Alertus beacons
- Alertus computer popups
- Building public address systems
- STLCOP website
- STLCOP social media accounts
- VOIP phone system
- Bullhorn

D. ENS Enrollment

To ensure critical emergency notifications are received even when off campus, STLCOP encourages all its students, faculty and staff to enroll in the ENS. To accomplish this, follow these simple steps:

- Go to www.stlcop.edu/alerts
- Click “[Sign up for Emergency Alerts Now](#)” at the bottom of the page
- Log in with your STLCOP credentials (username and password)
- Click the “Add” button for Mobile Phones and/or Email
 - Note: Your STLCOP email address is defaulted in the system and cannot be removed*
- You may add up to three mobile phones and two additional email address
- Verify your ability to receive notifications by clicking the yellow “TEST” button

II. Operations

A. Notification Process

Reports of Dangerous Conditions:

Most reports of dangerous conditions will be received by the Public Safety dispatch officer. Occasionally, emergency calls can be received from other parties. When this occurs, the recipient should ensure Public Safety are notified of the emergency to ensure all appropriate notifications are made.

Notifications to STLCOP Authorities:

Upon receipt, the Public Safety Base Station shall ensure that initial notifications of an emergency are made to the Director of Public Safety and other appropriate authorities, which may include one or more of the following:

- Public Safety Officers
- Emergency Management
- Facilities Management
- STLCOP BIT Team
- WUSM Protective Services
- BJH Public Safety
- Others, as applicable

Based on the situation, additional information may be provided to executive personnel with decision making authorities within the STLCOP community. Such additional information may be provided based on professional judgment and information provided by on-scene incident command.

Dissemination of Alerts:

Alert messages must be accurate, clear and consistent. All messages should include information describing the situation, actions to take, and where to get additional information. STLCOP has integrated many of its notification systems into a singular, streamlined process for expedited delivery. Alternatively, some warning mechanisms can be activated independently such as fire alarms and campus email. This would occur if there was only a targeted audience that needed notification or an incident had a relatively low impact.

Timely Warnings:

In addition to emergency messaging, timely warnings, as defined by the Clery Act, will be issued in the event that a situation arises (either on or off campus) which in the judgment of the Director of Public Safety, VP Operations, or designee constitutes an ongoing or continuing threat to the campus community.

B. Notification Criteria

Many factors are taken into account when deciding when and how to disseminate warnings. Below is a comprehensive list of factors used in the decision-making process.

Hazard Type:

- What is the hazard? (fire, tornado, active shooter, hazmat incident, etc.)
- What is the impact to STLCOP? (minor, major, catastrophic)
- Is the situation under control?
- What is the potential for the situation to worsen?

Life Safety and Property Protection:

- What is the potential for death?
- What is the potential for injury? (minor and serious)
- What is the potential for damage to property
- What is the potential for disruption to normal business and academic operations?

Urgency:

- How soon does the message need to go out? (seconds, hours, days)
- Is there time or need for approval?

Audience:

- Who needs to be warned? (Administration, faculty, staff, students, WUMC partners, visitors)

System Capabilities:

- What are the current limitations of each system (limited audience, delayed delivery time)
- How quickly can messages be sent? (immediately, within minutes, hours)

III. Notification Mechanisms

STLCOP has an ENS with multiple activation methods and delivery options, with the understanding that no one method can be 100% effective. Each system has the ability to be activated independently, but the College has identified primary notification systems (denoted with a “*”) and integrated them together for streamlined delivery capabilities. Using a Common Alert Protocol (CAP) alert, STLCOP has harmonized the previously segregated systems of Alertus and RAVE into one cohesive technology called the STLCOP Emergency Notification System.

Because of its interconnectivity with STLCOP communication devices, the Alertus system is hosted on the College’s information network. Alternatively, RAVE is hosted offsite and remains independent of the STLCOP network, allowing it to remain functional in the event of any network disruption.

Each system has primary and secondary administrators, who are charged with activating their respective system when requested and/or circumstances necessitate such action.

A. Alertus Beacon*

STLCOP has 148 Alertus beacon strategically placed throughout its campus. These devices light up with strobes, sound an audible alarm and scroll an alert text across a screen when activated. Beacons are powered by the same low voltage Ethernet cable that ties them into the STLCOP network.

Primary Administrator	Emergency Management Coordinator
Secondary Administrator	Director, Public Safety

B. Alertus Desktop Popups*

The Alertus system has the ability to display an emergency popup message on any IP device on the STLCOP network at the time of ENS activation. This includes both student-issued laptops and employee computers. Message popups will overlay any open program or document on the computer without disrupting it, and will remain there until acknowledged by the user or the emergency alert expires.

Primary Administrator	Emergency Management Coordinator
Secondary Administrator	Director, Public Safety

C. Alertus Scrolling Marquee

There are five Alertus digital marquees present on campus. These digital marquees are located in large lecture halls and auditoriums in Jones Hall and the Academic Research Building (ARB). When no emergency alert is active, the marquees display the date and time. In the event of an alert activation, the marquees will scroll the message across the digital display until the alert expires.

Primary Administrator	Emergency Management Coordinator
Secondary Administrator	Director, Public Safety

D. Alertus Digital Display Override

STLCOP currently has six digital display override screens located on the first floor near the entrances to campus buildings. These digital displays resemble ordinary television screens and flip between weather conditions and upcoming events on campus. When an emergency alert is activated, the alert message will overlay on the screen similar to the desktop popups until the alert expires.

Primary Administrator	Emergency Management Coordinator
Secondary Administrator	Director, Public Safety

E. RAVE Email Alerts*

Every STLCOP email address, regardless if that person is a student or employee, is automatically enrolled in the ENS into a unique profile. Users also have the option to add two additional email address

to their profile from other accounts (i.e. Gmail, Yahoo, etc.). In previous activations, RAVE generates notification emails at a rate of approximately 18 emails per second. These emails deliver comprehensive incident information and actions to take, but cannot exceed 999 characters.

Primary Administrator	Emergency Management Coordinator
Secondary Administrator	Director, Public Safety

F. RAVE Text Alerts*

Text alerts are an opt-in component of the STLCOP ENS, and remain a primary means of distributing emergency notifications to students and employees off-campus. Stakeholders are able to enroll up to three mobile text devices into the user profile for the quickest and most effective means of receiving alerts. RAVE issues text alerts via the Short Message Peer-to-Peer Protocol (SMPP), which is considered the true means of SMS messaging. If SMPP messages fail, it reverts to Simple Mail Transport Protocol (SMTP) delivery methods and attempts to issue the alert again. Text alerts are limited to 140 characters.

Primary Administrator	Emergency Management Coordinator
Secondary Administrator	Director, Public Safety

G. RAVE CAP Alerts

Alert message sent via RAVE can also automatically trigger the activation of Alertus notification methods through CAP Alerts. An example of such an alert is a Tornado Warning issued for the STLCOP geocode determined by the National Weather Service. When a Tornado Warning is issued by the National Weather Service, which could potentially impact STLCOP campus, RAVE sends an email and text alert to stakeholders. The message also generates the activation of Alertus beacons, desktop popups, and digital signage simultaneously. This alerting is done entirely without the need for STLCOP administrator intervention which means there is no delay in messaging to stakeholders to take action. Once the Tornado Warning is cleared, an All Clear alert is sent through the same method.

H. RAVE Social Media Alerts

RAVE, and the administrator of the emergency alert message, have the ability to send the same alert message to the College’s official Twitter or Facebook accounts. Posting of emergency alert messages to either Twitter or Facebook are determined based on criteria mentioned above, including type of hazard, potential impact, and limitations to social media websites.

Primary Administrator	Director of Marketing and Communications
Secondary Administrator	Marketing Specialist

I. Building Public Address (PA) System

Each building have systems in place to communicate via speaker to all building occupants. Detailed instructions for activation and operation are included in the fire panels of both buildings, and training has been provided to front desk personnel.

Primary Administrator	Front Desk Attendant
Secondary Administrator	Facilities Management personnel

J. VOIP Phone System

The College's phone system includes the feature to enter a code and speak directly over the speaker to each phone connected to the network. This is called a Voice-Over IP (VOIP) phone system, and it allows system administrators and public safety staff to communicate over phones located in all offices, classrooms, meeting rooms and common areas across the campus.

Primary Administrator	Public Safety officer; Director, Public Safety
Secondary Administrator	Emergency Management Coordinator

K. STLCOP Webpage

The STLCOP webpage will also display any alert message during an emergency alert activation with the same message stakeholders receive via RAVE text message and/or Alertus beacons. The message will be found at the top of the STLCOP webpage and will continue to scroll until the alert expires. The webpage message is automatically triggered during the activation of RAVE.

Primary Administrator	Emergency Management Coordinator
Secondary Administrator	Director, Marketing and Communications

L. Local Media

Local television and radio outlets may be used as good sources to distribute warning messages to a broad audience. However, this mechanism is not exclusive to the STLCOP community, and each media outlet must be contacted individually for message distribution. As such, the message delivery time is dependent on the cooperation of the media outlet, their availability and the availability of STLCOP Marketing and Communications personnel to relay the message to them.

Primary Administrator	Director, Marketing and Communications
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M. Bullhorn

The Public Safety Base Station has a bullhorn that can be used to communicate with a large volume of personnel indoors and outside.

Primary Administrator	Public Safety Officer; Director, Public Safety
Secondary Administrator	Emergency Management Coordinator

IV. ENS Maintenance

A. Department and Office Responsibilities

Emergency Management and Environmental Health & Safety:

- Maintains the ENS and ensures its functionality
- Conducts full system tests of the ENS annually
- Initiates STLCOP ENS when necessary

Public Safety:

- Receives incident calls on campus and responds to information in accordance with policies and

- procedures
- Issues Timely Warning messages when necessary or appropriate
- Can initiate STLCOP ENS

Network Services:

- Provides technical support for ENS when necessary
- Performs system updates of hardware and software

Marketing and Communications:

- Serves as the primary point of contact for news media and the general public
- Updates College website appropriately
- Maintains STLCOP's social media accounts

B. ENS Testing

STLCOP Emergency Management conducts a full-system test of the ENS, which evaluates all types of delivery mechanisms, annually to ensure continued functionality and interoperability of the system. The assessment and all relevant data is documented and captured into a STLCOP After Action Report.

V. Campus Closure

This section addresses the suspension of STLCOP operations due to inclement weather conditions or other emergency situations.

The Vice President, Operations is responsible for assessing all available information to formulate a recommendation to the President regarding closure of the College.

Should an emergency situation occur, the VP of Operations will consult with appropriate STLCOP offices and local higher education partners, as well as review available information from the National Oceanic and Atmospheric Administration (NOAA) and Missouri Department of Transportation (MoDOT) to determine if a recommendation should be made to cancel classes and/or close the College or decide to open late. The VP of Operations will advise the President of the situation and the intention, and a determination will be made by the President and/or designee.

If the decision is made to close STLCOP, the VP of Operations will inform the Director, of Marketing and Communications, who will ensure the appropriate media outlets are contacted by no later than 6:00 a.m. and information will also be posted on the College's main website regarding the closure. The RAVE Email and Text mechanisms of the ENS will distribute messages to all enrolled STLCOP stakeholders notifying them of the campus closure.

The President will determine, based on the recommendation of the VP of Operations and the Dean of School of Pharmacy, when to re-open the College. The decision will then be communicated to the Director of Marketing and Communications for media release, along with an email to STLCOP stakeholders.