

UC Davis Emergency Notification System Communications Plan

This communications plan will help introduce the new emergency notification system to the UC Davis community, build awareness of a scheduled test and encourage the initial submission of emergency contact information. This plan is focused on internal audiences including the UC Davis Health System.

Messages

UC Davis is introducing an emergency notification system.

- Its purpose is to protect lives and property by providing timely direction to the campus community. It is for emergency or urgent communication only.
- It can send notices to designated groups or all of UC Davis and use a variety of methods including e-mail, voice, cell and text messaging.
- It is one tool that will complement other means of emergency notification and communication.

Its implementation is being carefully planned.

- The chancellor charged a task force with its implementation.
- The task force has developed policy to protect personal data and limit its use for emergency and urgent purposes; procedures for approvals; and planned its integration with other emergency systems.

UC Davis will test the system.

- UC Davis needs to test its infrastructure for handling a high volume of incoming calls and e-mails.
- The testing has been planned in a way to mitigate any potential disruption to regular operations.
- The test will send messages to the work phones and e-mail addresses of faculty and staff as listed in the electronic directory.
- The date has been selected and approved in consultation with senior administration.

You make it work.

- The UC Davis community makes the system more effective by submitting and maintaining up to date contact information.
- Staff and faculty should update their work contact information in the electronic directory.
- Later, staff and faculty will be encouraged to submit additional emergency contact information.
- Students will be prompted for contact information at registration periods, beginning in May.

Follow directions in emergency messages.

- Messages will direct recipients to action and offer sources for ongoing information.
- If necessary, additional messages will provide updates and indicate when the emergency has passed.

Over

Draft Communications Timeline

Date	Function	Vehicle	Responsibility
	Recommended test dates submitted to chancellor / consultation with senior administrators	CODVC meeting?	Stan Nosek
Week of Feb. 19	Overarching introduction	Chancellor's e-mail outlines emergency progress since VTech	Maril -- with broader review
Week of Feb. 19	Answer questions	Talking points for select administrators; FAQs posted to Emergency Services Web page	
Week of Feb. 19	Prepare for test	Stories in Dateline, Weekly Update 2/22 Insider, Aggie Tech News UCDMC Home/ES Web pages	
		Safety Signals newsletter <i>Publication date?</i>	
Feb. 25, Monday	Davis and UCDMC Dispatch, IET, CR Help Desks prepared	FAQs and contacts	
Feb. 25, Monday	Notification to media; courtesy notification to local emergency and elected officials	News release for media; Low-key Individual e-mails to electeds	
Feb. 27 and 28, Wednesday/ Thursday	Test days	Message posted to emergency hotline	
March 14, Friday?	Test follow-up post NIT meeting	Dateline Emergency Services Web Page	
Early April VTech anniversary	Prepare for anticipated anniversary coverage;	News release on emergency progress roundup? Update talking points?	
Appropriate timing?	Encourage submissions of employee emergency contact info	Dateline Aggie	
Late April	Encourage student submission at May registration time	Aggie story and paid ads Aggie Family Pack MyUCDavis Giveaway? UC Davis Magazine parents section (<i>Feb. 5 deadline</i>)	
Future	Capturing new members of campus community	New employee orientations, student recruitment events, summer orientation, crisis intervention teams, distressed/distressing student course	