

Bowling Green Technical College

General Guidelines

BGTC has implemented an emergency alert system for all of its campuses known as the Safety Notification Alert Process (SNAP). SNAP will be activated when there is an emergency that warrants a notification to the faculty, staff, and students when there is a dangerous situation.

The College has a team of administrators, President's Response Team (PRT), who are authorized to activate SNAP. When SNAP is activated an alert message will be sent to all faculty/staff office computers and faculty/staff office phones. Additionally, certain computers in computers labs will receive the alert. Anyone who has opted to have a text message alert sent to their cell phone will also receive the alert message.

Reporting emergencies is as follows:

- Dial **911** for Police, Fire and Ambulance
- Call the College Emergency Number-----**901-1234 or 11234**---to report to the President's Office or PRT members.

The following are instances when SNAP would be implemented:

When should SNAP be used?

All threats to life and safety

- Fire
- Bomb threat
- Natural disaster
- Shooting or shooting threat
- Hostage situation
- Power outage/operation disruption
- Chemical spill/leak
- Sewage incident
- Contaminated water
- Crime sprees – series of robberies or personal attacks
- Construction issues
- Plane crash
- Transportation/roadway issues, including railroad (prolonged cleanup, gasoline spill, crash into building, etc.)

Possible: Domestic dispute (threat affects multiple individuals)

Possible: Threat at neighboring home or business (Fire, shooting, etc.)

Possible: Health emergency (contamination or widespread outbreak)

Weather alerts, delays or closing

- Snow delay or closing
- Tornado warning
- Flood warning

When SHOULDN'T SNAP be used

Personal attack with no threat to others (fight)

Isolated crime with no threat to multiple individuals (purse snatching, small act of vandalism, etc.)

Fender benders/non-injury accidents

SNAP MATRIX

THREAT	TOOL	AUDIENCE	USER	TIMING
Fire Bomb Threat Natural disaster Shooting/shots fired Hostage situation Power outage Plane crash	SNAP (all tools) Computer display Speaker Text message(May not be sent with Bomb Threat) Email Phone – screen and voice	Building occupants or campus	President’s Response Team (PRT) Or Closest authorized person	IMMEDIATE
	Regular Email (details or instructions)	All affected	PR	As soon after SNAP notice as possible
	Web Notice	All affected	PR/IT	As soon after SNAP notice as possible
	News media	General	PR	When contacted or soon after SNAP notice
Weather notice <i>Tornado warning</i> <i>Flood warning</i> Snow closing or delay	Snap (all) Computer display Speaker Text message Email Phone – screen and voice	Campus	PR or IT	IMMEDIATE
	Regular Email (details or instructions)	All affected	PR	As soon after SNAP notice as possible
	Web notice	All affected	PR/IT	As soon after SNAP notice as possible
Crime sprees – sudden series of robberies or attacks	SNAP Email Possible: Phone – voice		PRT or PR	As warranted
Chemical spill/leak Sewage incident Contaminated water Construction issues Transportation/roadway issues (prolonged cleanup, gasoline spill, crash into building, etc.)	SNAP Computer display Speaker Text message Email Phone – screen and voice	Campus or affected building	PRT or M & O	As warranted to prevent injury, illness

Other environmental hazards	Regular email (with details or instructions)	All Students; campus faculty & staff	PR or IT	As warranted to prevent injury, illness
	Web posting	General	PR or IT	ASAP
Operational disruptions (Power outage; water issues)	SNAP Text message Email	Building occupants or campus	M&O PR IT	As warranted to prevent injury, illness or unnecessary trips to campus
	Regular email (with details or instructions)	All students; campus faculty & staff		ASAP
	Web posting	General	PR or IT	ASAP
Health emergency	SNAP Text message Email Possible: computer display Phone – speaker and display	Students/faculty/staff	PR or IT	ASAP to keep people away from affected area or evacuate
	Regular email (with details or instructions)	All students; Campus faculty & staff		ASAP
Accidental death	SNAP Email		PRT	
	Regular email (with details or instructions)			
	Web posting	General	PR or IT	ASAP
Suicide (other than shooting death)				
Weather Watch Tornado watch Flood watch Severe storm watch	SNAP Email	Affected campus	PR or IT	At the time watch is issued

PRT=President's Response Team

- Dr. Nathan L. Hodges
- Dr. Jimmy T. Isenberg
- Mr. Chris Cumens
- Mrs. Iris Dotson
- Mr. Paul Hunt

PR=Public Relations Officer

- Mr. Mark Brooks

IT=Information Technology

- Mrs. Janice Gabbard

M&O=Maintenance & Operations

- Mr. Paul Hunt

The following color matrix shows various scenarios along with their potential severity and the type of communications the college will use to alert faculty/staff/students regarding emergencies and threats:

	"SNAP" Informacast				Digital Signage	Bulk Email	Web Site	Media Outlets
	Computer Display	Text Message	Email	IP Phones				
Immediate – Red								
Campus Violence Safety Threat	X	X	X	X	X		X	X
Weather Emergency Tornado Warning	X	X	X	X				
Environmental Hazards	X	X	X	X	X		X	X
Moderate – Orange								
Weather Delays	X	X	X	X	X		X	X
Operation Disruption/Utilities	X	X	X	X	X		X	X
Potential – Yellow								
Weather Watch			X					
Health and Safety			X					

When the PRT or designee answers the Colleges' Emergency Number **11234**, Form 1 (SNAP incident report) should be used to gather the appropriate information and to maintain a record of SNAP activations. The completed forms will be forwarded to the Crisis Management Coordinator for tabulation and reported to the President's Office as needed.



SNAP Incident Report

1. Date: _____ Time: _____ KCTCS Location _____
2. What is your emergency?
3. Have you called 9 11?
4. Where is the emergency exactly?
5. Describe the emergency as quickly as possible.

6. What is your name? Where are you?
7. What is your phone number?
8. Is anyone in imminent danger?
9. Has anyone been injured? How many?
10. Is the suspect still there? Is suspect armed? (Do not ask if not applicable)
11. Can you describe the suspect?*(Do not ask if not applicable)
12. Can you stay on the line?

SNAP Implemented: Y/N _____ Time: _____

Justification:

Person taking report: _____

CRISIS COMMUNICATIONS

Objective of Crisis Communication:

- To factually assess the crisis and to determine whether a communication response is warranted
- To assemble a Crisis Communication Team (CCT) that will determine appropriate messages and actions
- To identify constituencies that should be informed; Communicate facts about the crisis; minimize rumors; and restore order and confidence

Crisis Communications Categories:

- Weather related issues.
- Transportation issues.
- Network/IT issues.
- Building issues.
- Bomb threats.
- Disgruntled employees/intruders/assault.
- Employee crime.
- Campus safety.
- Negative news stories.
- Data security.
- Weather catastrophes.
- Pandemic flu.

Definitions:

A crisis may be defined as a significant disturbance in BGTC or KCTCS activities that results in extensive news coverage and public scrutiny. Such a crisis has the potential to damage the reputation of KCTCS and its College's such as BGTC. A crisis may or may not constitute an emergency in which campus operations are disrupted. The nature of the crisis will determine appropriate responses.

1. General Procedures

- When an employee identifies a crisis, his or her first responsibility is to Dial **911** and the Emergency Number for the college **11234 or 901-1234**.
- Immediately notify the President's or designee's office of crisis situation.
- Formation of crisis communication team (CCT) will be by the President's direction.

2. The Crisis Communication Team may include:

- President
- Public Relations Director
- Deans or Department Heads with responsibility over functions affected by the Crisis.
- Any other employee deemed necessary by the President/CEO.

Crisis Communication is one component of overall crisis management. Communication is key to how the college handles a crisis. How BGTC communicates will have a lasting impact on its reputation with various constituencies, including students, faculty, staff, alumni, parents, the community and the news media.