EMERGENCY NOTIFICATION PLAN
August 2021

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UNIVERSITY OF
GEORGIA

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I.   Introduction

Emergency notification is based on the desire to inform people about dangerous situations that may have serious impacts. Notifying individuals of dangerous situations allows people to take action to protect themselves and the people around them. The University of Georgia will strive to, without delay, and taking into account the safety of the University community, determine the appropriate content of all notifications and initiate notification systems, unless issuing a notification will in the professional judgment of responsible authorities, compromise efforts to assist a victim or to contain, respond or to otherwise mitigate the emergency.

The University of Georgia follows the guidelines established in the Jeanne Clery Act (amended in 2008):

(i) immediately notify the campus community upon the confirmation of a significant emergency or dangerous situation involving an immediate threat to the health or safety of students or staff occurring on the campus, as defined in paragraph (6), unless issuing a notification will compromise the efforts to contain the emergency;

(ii) publicize emergency response and evacuation procedures on an annual basis in a manner designed to reach students and staff; and

(iii) test emergency response and evacuation procedures on an annual basis.

The University of Georgia (UGA) Office of Emergency Preparedness (OEP) is responsible for many facets of emergency notification on the UGA campus. The UGA Emergency Notification Plan is a summary of the methods used at the UGA by OEP and other campus partners to notify the campus community of an emergency. The plan emphasizes redundant forms of notification. Some notification methods in the plan are passive in that no planning is needed on the part of the community member; however, several methods require students, faculty and staff to register for a service.

An Emergency Notification Advisory Committee assists the Office of Emergency Preparedness in determining the most appropriate methods of notification to reach the campus community. This committee provides feedback and suggestions on how to best reach the campus population and gives advice on what types of notification should be included.

The most widely publicized notification system is the UGA*Alert* emergency mass notification system. The system uses voice phone calls, text messages, emails, RSS feeds, Twitter, and Facebook to inform the community about an incident. UGA*Alert* is complemented by many other systems such as outdoor warning sirens, UGA cablevision screen capture, NOAA weather radios, the UGA Emergency Web page, and other systems.

It is important to note two disclaimers associated with this plan. The first is that this document is not a crisis communication plan. The UGA Crisis Communication Plan is managed by the UGA Marketing and Communications office. Secondly, this plan merely mentions "Timely Warnings" as prescribed under the Jeanne Clery Act. Under the Jeanne Clery Act, institutions must make timely warnings to the campus community about crimes that pose an ongoing threat to students and employees. Timely warnings are handled and issued by the UGA Police Department. More information may be found at http://www.police.uga.edu.

In addition, there are two versions of the UGA Emergency Notification Plan, a public version and a confidential version. The public version is available on the OEP website at www.prepare.uga.edu. The confidential version of the plan contains specific emergency system activation procedures for administrators. The confidential version of the plan is not widely distributed.

II.   Purpose

The purpose of this document is to highlight the emergency notification systems utilized on the UGA campus and to assemble the policies and procedures for these notification systems into one document. The UGA emergency notification systems are complementary to one another, so a plan explaining how each system works will help in understanding how they can be used together. Also, due to the fact that UGA has several campus locations, emergency alerting protocols for each campus are handled differently. It is also important to organize the activation protocols and policies that govern each system. In addition, the plan provides an overview of all the emergency notification systems in use at UGA, provides a summary of campus UGA*Alert* activations and tests, and discusses marketing strategies in order to provide students, staff, faculty and visitors with information about emergency notification systems on campus.

III.   Campus Emergency Notification Oversight Committee

In 2006, representatives from UGA Enterprise Information Technology Services (EITS), the UGA Police and OEP comprised an initial group who were charged with evaluating emergency mass notification systems for implementation at UGA. This group was responsible for the identification of UGA's emergency mass notification vendor, which, as a result, established an institutional contract for pricing for the entire University System of Georgia. As emergency notification on campuses evolved and expectations from staff, students, faculty and parents increased, OEP recognized the need to establish a campus emergency notification oversight committee which included more representation from other campus partners.

The current UGA Campus Emergency Notification Oversight Committee is comprised of representatives from Facilities Management Division, Marketing and Communications, UGA Police, Staff Council, Student Government Association, Recreational Sports, Office of the Vice President for Student Affairs, Health Science Campus, OEP and EITS. Committee members were chosen based on their involvement in the alerting process or based on their association with larger student or staff groups to which they can report back meeting findings and obtain ideas. This group generally meets twice a year to discuss recent emergency alerts or activations, identify potential new vendors or complimentary alert systems and to provide feedback from campus on current systems in use.

IV.   Overview of UGA's Emergency Notification Systems

The following methods may be used to notify the campus community of various emergency events that may impact students, staff, faculty and visitors on the UGA campus.

UGA*Alert* System – UGA*Alert* is capable of sending thousands of emergency notifications via phone calls, text messages, emails, RSS feeds, Twitter, and Facebook to students, staff, and faculty on multiple campuses. The system is a mandatory, opt-out system, and is only used when there is a severe threat to public safety and health of the entire campus that has not been contained or controlled and when immediate action is required. The system is tested twice a year, once during the fall semester and in February during the statewide severe weather drill. This system may be activated by the Chief of Police (or designee when unavailable) or the Director of the Office of Emergency

Preparedness (or designee when unavailable) according to the activation policy approved by the University Cabinet. UGA Police Communication personnel are authorized to activate the system automatically during tornado warnings. For the Griffin, Tifton, and Skidaway campuses, tornado warnings are automatically sent by the system when the National Weather Service issues an alert for the county in which those campuses are located. Tornado warnings are also issued automatically for the Gwinnett campus, but they are issued when the tornado warning includes a three mile radius around the campus rather than by county code.

Outdoor Warning Sirens – The UGA campus is covered by four outdoor warning sirens that are "tone only" sirens activated by the Athens-Clarke County 911 Communication Center only during tornado warnings for Athens-Clarke County. The UGA sirens are located:

- On top of the Chemistry Building in the center of campus
- In the graduate family housing area on Rogers Road
- On top of the East Campus Parking Deck,
- At the State Botanical Garden.

The sirens are tested during the year in conjunction with the statewide severe weather drill held in February. Additionally, rotational tests are conducted on each siren after it is serviced with replacement batteries every two years. The UGA Office of Emergency Preparedness is responsible for the maintenance of the Chemistry building siren and the Rogers Road siren. The State Botanical Garden personnel are responsible for the siren located on the grounds of the State Botanical Garden; however, UGA OEP has a Memorandum of Understanding (MOU) in place with the State Botanical Garden to assist with maintenance and repairs over a certain monetary threshold. (See Appendix E – Outdoor Warning Siren Policy)

UGA Cablevision Emergency Screen Capture System – University Cablevision, under the management of the UGA Enterprise Information Technology Services (EITS), includes entertainment, educational, news, and international channels on the UGA campus in academic buildings, administrative buildings, residence halls, and other student and staff-served areas. The Emergency Screen Capture System is automatically activated through the Emergency Alert System (EAS) on all non-HD University Cablevision channels during EAS activations. The system does not currently work on the University's six HD channels; however, EITS staff are researching potential solutions to the HD issue. Furthermore, EITS personnel can manually activate the system for non-EAS emergency alerts as instructed by the UGA Police and/or the UGA Office of Emergency Preparedness. This system is tested each year during the statewide severe weather sheltering drill conducted in February and during the fall UGA*Alert* system test.

UGA Emergency Website (Emergency.uga.edu) – The UGA Emergency Page (emergency.uga.edu) is utilized during emergencies to assist in alerting the UGA community regarding emergencies. This site is intended to be a passive emergency alerting method; UGA*Alert* messages will be posted on the UGA Emergency Page after the alerts are initially sent out. The initial emergency message on the UGA Emergency Website will be the text of an UGA*Alert* emergency message. Further information will be posted as it becomes available. UGA Marketing and Communications manages the content of the UGA Emergency Web page after the initial UGA Alert Message.

The main UGA home page, www.uga.edu, will also display the first UGA Alert message. The message should include a link to emergency.uga.edu for more information.

The UGA Emergency Web Page was created by UGA EITS (Enterprise Information Technology Services) to serve as a website that could withstand thousands of hits and continue to function during an emergency. The website is hosted off campus and is tested four times a year. The test includes practicing posting message to the website as well as tests to make sure it can withstand thousands of hits.

Campus-wide Email Notification System (ArchNews) – UGA has the capability to send campus-wide emails, independent of the UGA*Alert* system. The email notification system is called ArchNews and it is controlled by the UGA Marketing and Communications Office. It is normally utilized to provide campus-wide general announcements to faculty, staff and students regarding important campus events, inclement weather closings, and other important UGA news. The system has the ability to be remotely activated by Marketing and Communications personnel 24/7 utilizing an Internet connection.

NOAA Weather Radios – National Oceanic and Atmospheric Administration (NOAA) weather radios are purchased by individual departments and units as recommended by OEP. OEP has distributed numerous NOAA weather radios to departments and units on campus as funds are available for this initiative. Although NOAA weather radio activations are not controlled by Athens-Clarke County or UGA emergency officials, NOAA weather radios provide users with 24/7 all-hazard community and regional watches and warnings for incidents such as floods, tornadoes, thunderstorms, winter storms, train derailments, AMBER alerts and terrorist attacks.

UGA Emergency Radio Station (AM 1650 WQFL) – The UGA Police Department maintains the license to operate the radio station AM 1650 WQFL. It is used primarily during UGA football games to provide spectators with parking information and traffic alerts. Spectators are informed of the radio station and the availability of traffic and parking information via portable display boards which are placed on the main roadways around the campus. During larger campus emergencies, the display boards could be deployed around campus to alert students, staff and visitors to tune in to the AM station for additional emergency information and instructions.

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Desktop Emergency Alerts – UGA utilizes Alertus Technologies for desktop alerting. Previously, a different company was used and alerts were triggered through an RSS feed. Alertus and Rave allow for integration directly to the Alertus server from Rave to initiate a desktop alert.

The UGA Alert Desktop program can be downloaded from software.uga.edu. The download page includes instructions and screenshots of how to install the program as well as images of a desktop alert. When a UGA Alert message is issued, a pop-up appears on the computer screen stating the message of the alert and allowing the user to dismiss the message.

The Aletus system consists of a server hosted at the Body Data center in Athens as well as a program that must be installed on each computer. Alertus regularly updates both the server and the desktop application.

Currently, we have a desktop application that sends out alerts to the Athens , Griffin, Tifton, and Gwinnett campuses. All applications use the same server.

Digital Displays – Many departments and units on campus currently use digital displays or television stations to display current events, departmental announcements, and other updates that are pertinent to the college, department or unit which controls the content on the digital stations. Generally, the digital displays are mounted in high traffic areas within buildings and are often viewed by students, staff, and visitors on a daily basis. Currently, on the UGA campus, there are many digital displays in various campus buildings that are not linked together, the content may vary, therefore a central mechanism to send an alert to all digital displays does not exist.

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Athens-Clarke County (ACC) Emergency Alert System – Although this system is not affiliated with the University, students and staff on campus may voluntarily enroll to receive emergency alerts through this system. Students and staff are often impacted by emergencies that occur off campus in the Athens-Clarke County community, so this system is another effective method to warn the campus and the ACC community of various emergency situations. The activation protocol for the ACC Emergency Alert System is very similar to the UGA*Alert* system activation protocol. At times, UGA may coordinate with Athens-Clarke County to issue additional information via the ACC Emergency Alert System for emergencies that may impact the University and larger ACC community. More information and instructions on how to register for this system may be found at http://www.athensclarkecounty.com/. Additionally, the Athens-Clarke County Police Department uses the Nixle (www.nixle.com) notification system to inform residents about traffic hazards, criminal incidents, and similar events.

Emergency Alert System (EAS) - The EAS is a national warning system in the United States implemented in 1997 which superseded the Emergency Broadcast System. EAS is currently a program associated with the Federal Emergency Management Agency and the Federal Communications System. EAS messages generally interrupt radio and television stations with a tone alert, followed by a voice and broadcasted message. Primarily, EAS is used by the National Weather Service to provide severe weather watches and warnings; however, state officials use the system on a frequent basis to provide Amber Alert updates regarding missing children.

Facebook – Messages from UGA*Alert* will be posted to the Facebook page of the Office of Emergency Preparedness. These messages are automatically placed on the Facebook page when an alert is issued.

Twitter – When an alert is issued by UGA*Alert*, the message is posted to three Twitter accounts: @ugaalert, @UGAOEP, and @universityofga.

V.   Emergency Notification System Tests

UGA is committed to reserving the UGA*Alert* system for emergencies requiring immediate action on the part of the UGA community. However, to be sure the system is working properly and to remind users to check their contact information for accuracy, two test messages are conducted each year. One test is initiated in connection with the annual statewide severe weather drill in February and the other occurs near the beginning of fall semester to ensure incoming freshmen know how the UGA*Alert* system functions. UGA utilizes a variety of methods to provide the University community

with information on its emergency notification systems, information updates and tests of the various emergency alert systems (See Section VI for Marketing Strategies and Training Activities).

Other campus emergency notification systems, specifically the outdoor warning sirens and the campus television emergency screen capture system, are generally tested once or twice during the calendar year. The annual statewide severe weather sheltering drill, coordinated by the Georgia Emergency Management Agency and the National Weather Service, provides the best opportunity to test most of UGA's emergency notification systems. In addition to the UGA*Alert* system test during the statewide drill, full tests of the outdoor tornado sirens and the campus television emergency screen capture system are coordinated by OEP. Also, the UGA Emergency Website and the main UGA home page are tested during the statewide severe weather drill to ensure that information can be quickly posted.

As a redundant form of immediate emergency notification involving severe weather, OEP promotes the purchase of NOAA weather radios by campus departments and units. Even though the National Weather Service is responsible for issuing weekly tests on the NOAA weather radios, OEP offers weather programming and other technical assistance services to UGA departments to promote the use of the radios. Upon request, OEP will assign a UGA department with a NOAA radio.

After each test of the UGA*Alert* system and after every statewide severe weather drill, OEP obtains feedback from students, staff, and faculty regarding the test and/or drill in order to capture this information in an after action report/improvement plan document. Campus feedback is obtained through online post drill surveys, from the UGA*Alert* system vendor reports, from speaking with campus partners, and from reports generated by departments or agencies responsible for emergency systems utilized on campus. As a result, a comprehensive after action report is developed by OEP for historical purposes, to capture strengths associated with the test or drill and to highlight areas that may need improvement.

VI.   Marketing Strategies and Training Activities

Although most of the campus marketing and awareness campaigns regarding emergency notification focus on the UGA*Alert* emergency notification system, OEP and other campus partners strive to promote a comprehensive awareness of how students, faculty, staff, and visitors should expect to receive emergency notification of emergencies. Some of the strategies used to educate students, staff, faculty, and visitors regarding the methods that may be used to notify the campus community of various community and campus emergency events are as follows:

- OEP participates in orientation for incoming freshman and other orientation sessions (transfer, graduate, international student, medical, etc). Participating in orientation normally includes participating in resource fairs as well as speaking to either students, parents, or both.
- The UGA Police Department speaks to all parents and incoming students at orientation. UGA*Alert* is explained during the talk by the UGA Police Department. *During the Covid-19 pandemic, many of these sessions were done virtually.*
- Emergency notification methods and detailed information is provided to each Building Safety and Security Representative (BSSR), who are positioned in every one of UGA's occupied buildings on campus.

- An emergency notification section, describing each emergency notification method used on campus, is included in the pocket-sized emergency response guidebooks distributed to BSSRs and other UGA employees.
- OEP provides students, faculty and staff with an online module "Emergency Preparedness in 10 Minutes" that provides an overview of the UGA*Alert* system and other available emergency notification methods.
- Campus bulletins are mailed out several times a year to all campus Deans, Directors and Department Heads reminding them of upcoming UGA*Alert* tests and the need to check and update their emergency contact information.
- BSSR Lunch and Learn session provide BSSRs with updates and information on upcoming tests of the emergency notification systems.
- Detailed campus emergency notification information is included on the OEP website at www.prepare.uga.edu and the UGA*Alert* website at www.ugaalert.uga.edu
- OEP's news bulletin "Prepared Dawgs" features articles on upcoming tests and drills as well as reminders to update contact information in UGA*Alert* and is distributed to the UGA listserv as well as the BSSR listserv.
- Information regarding emergency notification methods is included in the content on the LiveSafe mobile safety app.
- Use of a recognizable logo for UGA*Alert* in printed materials, banners, and websites.
- During actual tests of the UGA*Alert* system, the test message advertises the fact that students, staff and faculty should have other redundant mechanisms to receive emergency messages and highlights the need to check their emergency contact information within the UGA*Alert* system by logging on to www.ugaalert.uga.edu.
- Students, faculty and staff are frequently reminded about campus emergency notification methods and emergency preparedness during several OEP sponsored activities, including the statewide severe weather drill, the September National Preparedness Month activities and during each training session conducted by OEP staff on campus (each year approximately 20,000 students, staff, faculty, visitors and parents participate in OEP training).
- OEP uses buscards, facebooks posts, Instagram posts, twitter posts, and other methods to periodically advertise UGA*Alert*.

UGA Police Communications personnel activate the UGA*Alert* system for the Athens campus. OEP provides several quarterly training sessions for the communication officers on how to activate the system. In addition, each communication officer is required to conduct a monthly test by activating the UGA*Alert* system to send a test email message to several pre-designated personnel. Furthermore, OEP provides training to the Griffin, Tifton, Gwinnett and Skidaway administrators who activate the UGA*Alert* system for those campuses. Those administrators also have a monthly test message system that is almost identical to the process of sending out a real UGA*Alert* message to provide regular training.

VII. Past Activations of the UGA*Alert* Emergency Notification System

The UGA*Alert* emergency mass notification system is activated during campus-wide emergencies that require immediate action on the part of the recipient. The system is tested twice a year, once during fall semester and once during the statewide severe weather test each February. In certain instances when the UGA*Alert* system is utilized to announce a real emergency, but the activation occurs near scheduled test activation, the real emergency activation will be used as one of the yearly

tests. This scenario has occurred two times in previous years (January 2009 and January 2010). Listed below is a historical compilation of each UGA*Alert* activation and test.

UGAAlert **Actual Activations***:*

- July 19, 2021 Shooting in Parkview Homes (across from dorms) Athens
- May 3, 2021 Tornado Warning for Clarke County
- April 24, 2021 Tornado Warning for Tift County
- March 18, 2021 Tornado Warning for Chatham County (Skidaway)
- October 10, 2020 Tornado Warning for Gwinnett County
- October 10, 2020 at 7:07pm Tornado Warning for Spalding County (Griffin)
- October 10, 2020 at 6:50pm Tornado Warning for Spalding County (Griffin)
- October 10, 2020 at 6:22pm Tornado Warning for Spalding County (Griffin)
- April 13, 2020 Tornado Warning for Chatham County (Skidaway)
- April 13, 2020 Tornado Warning for Tift County
- February 6, 2020 Tornado Warning for Clarke County
- February 6, 2020 Tornado Warning for Gwinnett County
- July 31, 2019 Murder Suspect at Botanical Gardens (Athens) – first message at 2:32pm and all clear at 4:09pm
- May 4, 2019 Tornado Warning for Chatham County, Georgia (Skidaway)
- April 19, 2019 Tornado Warning for Clarke County (Athens)
- April 19, 2019 Tornado Warning for Gwinnett County
- April 14, 2019 Tornado Warning for Gwinnett County
- April 14, 2019 Tornado Warning for Spalding County (Griffin)
- December 2, 2018 at 9:13am Tornado Warning for Tift County (Tifton)
- December 2, 2018 at 8:37am Tornado Warning for Tift County (Tifton)
- August 1, 2018 at 9:23pm Tornado Warning for Clarke County (Athens)
- August 1, 2018 at 8:32pm Tornado Warning for Clarke County (Athens)
- April 5, 2017 Tornado warning for Spalding County (Griffin)
- November 30, 2016 Tornado warning for Clarke County
- November 30, 2016 Tornado warning for Gwinnett County
- April 20, 2015: "National Weather Service issued a tornado warning for Gwinnett County."
- October 14, 2014: National Weather Service issued a tornado warning for Clarke County."
- September 19, 2014: "Active Threat at the Miller Learning Center" (Athens campus)
- March 18, 2013: "National Weather Service issued a tornado warning for Gwinnett County."
- March 3, 2012: "National Weather Service issued a tornado warning for Gwinnett County."
- November 16, 2011: "National Weather Service issued a tornado warning for Gwinnett County."
- September 5, 2011: "National Weather Service issued a tornado warning for Athens-Clarke County."
- April 28, 2011: "National Weather Service issued a tornado warning for Athens-Clarke County."
- January 24, 2010: "National Weather Service issued a tornado warning for Athens-Clarke County."

- November 5, 2009: "UGA Police and ACCPD are searching for an armed and dangerous suspect at the rear of the UGA Golf Course and Whitehall Road area."
- April 26, 2009: "This is to update the University community on the status of the search for the alleged perpetrator in Saturday afternoon's shooting deaths of three individuals at a Grady Avenue location off-campus in Athens. Athens-Clarke County Police and all area law enforcement agencies continue their search for George Martin Zinkhan III, 57 years of age, 6-feet three-inches tall, 240 pounds, blue eyes, white male with a goatee, with light brown hair and some graying."
- April 10, 2009: "National Weather Service issued a tornado warning for Gwinnett County and Athens-Clarke County. Two warnings were issued for Gwinnett and one for Athens-Clarke County."
- February 18, 2009: "National Weather Service issued a tornado warning for Athens-Clarke County."
- January 16, 2009: "UGA*Alert* is initiated in error for the Athens campus to dispatch the UGA Hazardous Assessment Response Team personnel. UGA*Alert* initiated a second time to inform the Athens campus that no emergency exists."
- August 26, 2008: "National Weather Service issued a tornado warning for Athens-Clarke County."
- March 15, 2008: "National Weather Service issued a tornado warning for Athens-Clarke County."

UGAAlert **Test Activations***:*

- February 3, 2021 (Athens, Griffin, Tifton, Skidaway, and Gwinnett)
- September 24, 2020 (Athens, Griffin, Tifton, Skidaway, and Gwinnett)
- February 7, 2020 (Skidaway, Griffin) – Athens and Gwinnett had a tornado warning the day before so not test. Tifton had all hands presentation about their new dean so they did not test
- September 19, 2019 (Athens, Griffin, Tifton, Gwinnett, Skidaway)
- February 6, 2019 (Athens, Griffin, Tifton, Gwinnett, Skidaway)
- September 27, 2018 (Athens, Griffin, Tifton, Gwinnett, Skidaway)
- February 9, 2018 (Athens, Griffin, Tifton, Gwinnett)
- September 28, 2017 (Athens, Griffin, Tifton, Gwinnett)
- No Test in February of 2017 due to a power outage on campus
- September 15, 2016
- February 5, 2016
- September 25, 2015
- July 9, 2015
- February 4, 2015
- September 23, 2014
- February 5, 2014
- September 17, 2013
- February 6, 2013
- September 18, 2012
- February 8, 2012
- September 20, 2011
- February 9, 2011

- September 22, 2009
- February 8, 2008
- September 26, 2007
- April 20, 2007

VIII. UGA*Alert* Emergency Notification System Activation Protocol
Athens Campus Only

UGA*Alert*

- Will only be used when there is a severe threat to public safety and health of the entire campus that has not been contained or controlled and when immediate action is required on the part of the recipient group(s), (e.g. chemical spills impacting public health, tornado warnings, active shooters, etc.)

- Will not be used for non-emergency notifications such as lane closures, crime updates, inclement weather closings, localized building emergencies, situations that have been contained, situations where a threat does not exist, rumor control, situations where notification is merely a convenience or other situations when ArchNews is the most appropriate communication method

- Will not replace ArchNews for non-urgent messages

- Will be tested twice a year—during the February severe weather drill and again near the beginning of the fall semester

- Additional information about emergency situations when UGA*Alert* is activated will be posted on the UGA Emergency Home Page at https://emergency.uga.edu.

UGA*Alert* activation

- Can be authorized (and initiated) by the following individuals
    - UGA President and any Senior Vice President
    - Chief, University of Georgia Police Department (UGAPD) or the Acting Chief of Police when the UGA Police Chief is not available
    - Director, Office of Emergency Preparedness (OEP) or the Acting Director when the OEP Director is not available

- Can be initiated with Rave Campus Messenger by the following individuals following authorization by one of the individuals above
    - UGA PD Dispatchers

- Does not require approval when the National Weather Service has issued a tornado warning

Changes to this activation protocol

- Must be approved by The University of Georgia Cabinet

IX. UGA*Alert* Emergency Notification System Activation Protocol
Extended Campuses Only*

UGA*Alert* is the name chosen by UGA for the emergency mass notification system made available through the vendor, AT&T Rave. Effective communication is one of the major challenges in emergency management. UGA*Alert* is used to improve UGA's ability to communicate prior to, during, and after emergencies.

- Will only be used when there is a severe threat to public safety and health of the entire campus that has not been contained or controlled and when immediate action is required on the part of the recipient group(s), (e.g. chemical spills impacting public health, tornado warnings, active shooters, etc.)
- Will not be used for non-emergency notifications such as lane closures, crime updates, inclement weather closings, localized building emergencies, situations that have been contained, situations where a threat does not exist, rumor control, situations where notification is merely a convenience or other situations when ArchNews is the most appropriate communication method
- Will not replace ArchNews for non-urgent messages
- Will be tested twice a year—during the February severe weather drill and again near the beginning of the fall semester
- Additional information about emergency situations when UGA*Alert* is activated will be posted on the UGA Emergency Website at www.emergency.uga.edu.

UGA*Alert* Activation – **Griffin Campus**

- Appropriate UGA Griffin Campus Initiators will be authorized and responsible for activating emergency messages via UGA*Alert* in accordance with UGA*Alert* use and activation policies
- Tornado warnings for the Griffin campus will be automatically issued 24/7 by the UGA*Alert* system based on the FIPS county code for Spalding County
- UGA Griffin Campus Initiators will receive training each year on activating and using the UGA*Alert* system from UGA Office of Emergency Preparedness personnel
- UGA Griffin Campus Initiators will be responsible for activating the UGA*Alert* system, in coordination with the Office of Emergency Preparedness, during two annual tests of the alert system

UGA*Alert* Activation – **Gwinnett Campus**

- Appropriate UGA Gwinnett Campus Initiators will be authorized and responsible for activating emergency messages via UGA*Alert* in accordance with UGA*Alert* use and activation policies
- Tornado warnings for the Gwinnett campus will be automatically issued 24/7 by the UGA*Alert* system based on the National Weather Service alerts for Gwinnett County using a specific polygon warning for a tornado warning that is located around the campus
- UGA Gwinnett Campus Initiators will receive training each year on activating and using the UGA*Alert* system from UGA Office of Emergency Preparedness personnel

- UGA Gwinnett Campus Initiators will be responsible for activating the UGA*Alert* system, in coordination with the UGA Office of Emergency Preparedness, during two annual tests of the alert system

UGA*Alert* Activation – **Tifton Campus**

- Appropriate UGA Tifton Campus Initiators will be authorized and responsible for activating emergency messages via UGA*Alert* in accordance with UGA*Alert* use and activation policies
- Tornado warnings for the Tifton campus will be automatically issued 24/7 by the UGA*Alert* system based on the FIPS county code for Tift County
- UGA Tifton Campus Initiators will receive training each year on activating and using the UGA*Alert* system from UGA Office of Emergency Preparedness personnel
- UGA Tifton Campus Initiators will be responsible for activating the UGA*Alert* system, in coordination with the Office of Emergency Preparedness, during two annual tests of the alert system

UGA*Alert* Activation – **Skidaway Island (SKIO and MAREX)**

- Appropriate UGA Skidaway Island Initiators will be authorized and responsible for activating emergency messages via UGA*Alert* in accordance with UGA*Alert* use and activation policies (Includes UGA personnel from both SKIO and Marex)
- Tornado warnings for the Skidaway Island campus will be automatically issued 24/7 by the UGA*Alert* system based on the FIPS county code for Chatham County
- UGA Skidaway Island Initiators will receive training each year on activating and using the UGA*Alert* system from UGA Office of Emergency Preparedness personnel
- UGA Skidaway Island Initiators will be responsible for activating the UGA*Alert* system, in coordination with the Office of Emergency Preparedness, during two annual tests of the alert system

- Changes to this activation protocol must be approved by The University of Georgia Cabinet

* This notification protocol applies to the following University of Georgia campuses only:
Griffin campus, Tifton campus, Gwinnett campus, and Skidaway Island campus.

UGA*Alert* – Griffin Campus Activation – Authorized Initiators

- The following people have been authorized to initiate emergency messages through UGA*Alert* for the Griffin campus.

- *Tornado warnings* issued for Spalding County automatically trigger an emergency message through UGA*Alert* using Rave's Automated Weather Alerts.

Griffin Authorized Initiators:

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UGA*Alert* – Tifton Campus Activation – Authorized Initiators

- The following people have been authorized to initiate emergency messages through UGA*Alert* for the Tifton campus.

- ***Tornado warnings*** issued for Tift County automatically trigger an emergency message through UGA*Alert* using Rave's Automated Weather Alerts.

Tifton Authorized Initiators:

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UGA*Alert* – Gwinnett Campus Activation - Communication Officer Protocol

- The following people have been authorized to initiate emergency messages through UGA*Alert* for the Gwinnett campus.

- ***Tornado warnings*** issued for Gwinnett County automatically trigger an emergency message through UGA*Alert* using Rave's Automated Weather Alerts.

Gwinnett Authorized Initiators:

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UGA*Alert* – Skidaway Campus Activation – Authorized Initiators

- The following people have been authorized to initiate emergency messages through UGA*Alert* for the Skidaway campus.

- ***Tornado warnings*** issued for Chattham County automatically trigger an emergency message through UGA*Alert* using Rave's Automated Weather Alerts.

Skidaway Authorized Initiators:

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X.   UGA Emergency Website Procedures

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XI.   Activation of UGA Cablevision Emergency Screen Capture System

Contact: David Stewart, IT Associate Director, EITS – (706) 542-0363 or stewart@uga.edu

Automatic Activation:

University Cablevision, under the management of the UGA Enterprise Information Technology Services (EITS), includes entertainment, educational, news, and international channels on the UGA campus in academic buildings, administrative buildings, residence halls, and other student and staff-served areas. The Emergency Screen Capture System is automatically activated through the Emergency Alert System (EAS) on all non-HD University Cablevision channels during EAS activations. See EAS description on page 7. The system does not currently work on the University's six HD channels; however; EITS staff are researching potential solutions to the HD issue.

The Emergency Screen Capture System is not integrated with the UGA*Alert* System and must be activated separately by appropriate personnel. Currently, there is no protocol that mandates the activation of the Emergency Screen Capture System whenever the UGA*Alert* System is activated for situations other than a tornado warning for Athens-Clarke County. In addition, the Emergency Screen Capture System is only utilized on the Athens campus.

Manual Activation:

EITS personnel can manually activate the system for non-EAS emergency alerts as instructed by the Chief of the UGA Police (or designee) and/or the Director of the UGA Office of Emergency Preparedness (or designee) during normal work hours. After hours or remote activation can be accomplished by calling UGA EITS employees, David Stewart or George Veeder (OEP maintains emergency contact information for these individuals).

Tests of the System:

EITS staff tests this system each year during the statewide severe weather sheltering drill conducted in February. Also, the system is tested in the fall of each year in conjunction with the scheduled yearly UGA*Alert* System test.

XII. Acronyms and Definitions

Commonly Used Acronyms

ACC – Athens-Clarke County

BSSR – Building Safety and Security Representative

EAS – Emergency Alert System

EITS – Enterprise Information Technology Services

EMA – Emergency Management Agency

EWS – Emergency Warning System

FEMA – Federal Emergency Management Agency

GEMA – Georgia Emergency Management Agency

IPAWS - Integrated Public Alert and Warning System

MyID – UGA unique login identifier

MOU – Memorandum of Understanding

NOAA – National Oceanic and Atmospheric Administration

NWS – National Weather Service

OEP – Office of Emergency Preparedness

RSS – Real Simple Syndication

FMD – Facilities Management Division

UGA – University of Georgia

UGA*Aler*t – UGA's emergency mass notification system

UGA PD – UGA Police Department

USG – University System of Georgia

Definitions

AMBER Alert

The AMBER Alert™ Program is a voluntary partnership between law-enforcement agencies, broadcasters, transportation agencies, and the wireless industry, to activate an urgent bulletin in the most serious child-abduction cases. The goal of an AMBER Alert is to instantly galvanize the entire community to assist in the search for and the safe recovery of the child.

Athens-Clarke County (ACC)

Athens-Clarke County, comprised of 125 square miles, is the smallest in land area of Georgia's 159 counties. It was the twenty-fifth county created in the State and is located approximately 65 miles NE of Atlanta.

According to the 2010 census, Athens-Clarke County was the fifth most populous county in the State, with 116,714. (In 2000, the census showed 101,489 people.)

Rave Mobile Safety

The vendor chosen as the emergency mass notification system for the University of Georgia.

Rave Campus Messenger

This is the web based application created by Rave Mobile Safety that is used to send emergency messages to the UGA community.

Building Safety and Security Representative (BSSR)

A representative selected by a Dean, Department Head or Director to serve as the building coordinator for emergency planning, safety and security activities. Each occupied UGA building should have one Primary BSSR and can have multiple Backup BSSR representatives. Backup BSSRs are often drawn from each department that occupies the building and may be a part of the Building Safety Team.

Emergency Alert System (EAS)

Emergency Screen Capture System is automatically activated through this system.

Enterprise Information Technology Services (EITS)

The University of Georgia's department responsible for all UGA technology ranging from email to computer software to telephone services and information security.

Emergency Management Agency (EMA)

Local agency responsible for preparing, responding to and mitigating disasters. Local agency works with the Georgia Emergency Management Agency (GEMA).

Facilities Management Division (FMD)

The Facilities Management is responsible for the maintenance and operation of UGA's physical facilities, grounds, and utilities.

Federal Emergency Management Agency (FEMA)

Federal agency responsible for preparing for, responding to, and mitigating disasters, both natural and man-made.

Georgia Emergency Management Agency (GEMA)

The emergency management agency for the State of Georgia. Its function is similar to that of FEMA in preparing for and responding to disasters, and mitigating potential hazards.

Integrated Public Alert and Warning System (IPAWS)

The Integrated Public Alert and Warning System (IPAWS) is a modernization and integration of the nation's alert and warning infrastructure and will save time when time matters most, protecting life and property. Federal, State, territorial, tribal and local alerting authorities can use IPAWS and integrate local systems that use Common Alerting Protocol standards with the IPAWS infrastructure. IPAWS provides public safety officials with an effective way to alert and warn the public about serious emergencies using the Emergency Alert System (EAS), Wireless Emergency Alerts (WEA), the National Oceanic and Atmospheric Administration (NOAA) Weather Radio, and other public alerting systems from a single interface.

MyID

The UGA MyID is the sign-on name that students, faculty, and staff use to access a wide range of online services at UGA. Each MyID has a password associated with it which needs to be supplied when accessing these services.

Memorandum of Understanding (MOU)

Memorandum of Understanding is a document describing an agreement between parties. It expresses a convergence of will between the parties, indicating an intended common line of action. It is often used in

cases where parties either do not imply a legal commitment or in situations where the parties cannot create a legally enforceable agreement.

National Oceanic and Atmospheric Administration (NOAA)

Federal agency focused on the condition of the oceans and atmosphere.

National Weather Service (NWS)

Federal agency responsible for all weather, hydrologic, and climate forecasts and warnings for the United States.

Office of Emergency Preparedness (OEP)

The Office of Emergency Preparedness is responsible for homeland security initiatives and coordination of emergency management activities at UGA.

University of Georgian (UGA)

The University of Georgia, a land-grant and sea-grant university with statewide commitments and responsibilities is the state's oldest, most comprehensive and most diversified institution of higher education. Its motto, "to teach, to serve, and to inquire into the nature of things," reflects the University's integral and unique role in the conservation and enhancement of the state's and nation's intellectual, cultural, and environmental heritage.

UGA*Alert*

UGA*Alert* is the name chosen by UGA for the emergency mass notification system made available through the vendor, Rave Mobile Safety. Effective communication is one of the major challenges in emergency management. UGA*Alert* will be used to improve our ability to communicate prior to, during, and after emergencies. UGA students, faculty, and staff with a valid MyID can register up to three telephone numbers and two email addresses to receive emergency alerts. The system can push out thousands of messages within minutes.

UGA Police Department (UGA PD)

The UGA PD serves the UGA campus with a full complement of law enforcement services. UGA PD Communications ((706) 542-2200 or 911) should be the first call initiated during any campus or building emergency.

University System of Georgia (USG)

The governing body that oversees the State of Georgia's 35 public colleges and universities

UGA Inclement Weather Operations Policy (UGA Office of Marketing and Communications)

Inclement Weather and Emergency Closing Procedures

The University of Georgia ("UGA" or "University") will operate in accordance with the University Academic and Master calendars except when overriding public safety concerns otherwise require closure. In the event of inclement weather or an emergency, UGA follows a set procedure for announcing operational changes by making one of three announcements:

 (1) UGA is open and operating on a regular schedule;
 (2) UGA will close early or will delay opening until a specific time; or
 (3) UGA is closed; only designated employees report.

Communication

Any changes to University operations will be announced in the following ways:

 (1) ArchNews — An all-campus email through ArchNews is the primary means to distribute such announcements. The announcement also is posted to the UGA home page (www.uga.edu).
 (2) Social Media — announcements will also be posted to Twitter (@universityofga)
 (3) Radio — Up-to-date information is provided to Athens radio stations. Atlanta TV and radio stations that have requested to receive UGA weather announcements also are notified.

Decision Not to Open or to Close Campus

In Athens, inclement winter weather often develops overnight. In such cases and depending on conditions, attempts are made to post announcements and notify media by 6:30 a.m. for the start of the class day. If inclement weather or an emergency develops during morning rush hour or during daytime on a school/work day, the same notification procedures listed above are followed.

When inclement weather or emergency conditions are such that closings occur two or more days in succession, the procedure is followed each day, with an announcement being made each day by 6:30 a.m., including weekends. Unless there is an announced closing for a particular day, the University is open and operating on a regular schedule. Because conditions can change unexpectedly overnight, an evening announcement usually will not be made for the next day except in the most extreme weather circumstances.

Even when the University is open, there could be unsafe travel conditions in your area. Please exercise caution and gather as much information as possible about weather and road conditions before you decide whether to travel during periods of inclement weather.

Designated Employees. Designated Employees are employees assigned to positions identified by their department or unit as necessary to the maintenance and operations of the University. In the event of closure or delay, Designated Employees are still expected to report on time unless conditions prevent safe travel. Departments and units will coordinate with Human Resources to identify Designated Employees in advance.

Effect of Closure

When UGA is closed, the University is closed for faculty, staff, and students. Designated Employees should report unless conditions prevent safe travel. Delayed openings or early closure announcements will include additional information specific to the closure or delay.

A) **Special Events**. Departments and units hosting special events should make their own prior arrangements with employees and participants, notifying them how to proceed in case of inclement weather or an emergency. In unique circumstances, where the safety of the participants and employees are not jeopardized, special events, such as ticketed concerts or athletic events open to the public, may be held upon prior approval by the applicable Dean, Director, or Vice President. All departments and units must ensure adequate University and facility services by coordination with Facilities Management Division, the UGA Police, and other units expected to support such operations. In cases of extreme weather, the University may require and announce a shutdown of all activities, including special events, unless special approval is granted by the President.

B) **Transportation**. When the decision is made to close UGA for inclement weather conditions, Campus Transit will operate vans and buses for one hour after the official closing. Campus Transit may continue to provide on-campus transit services beyond that time as road and weather conditions allow. The ability to operate in a safe manner will be the primary consideration when determining whether service can be provided. Notifications regarding the service level being provided will be made available on the transit website. In cases of closure, daily updates will be posted to this website.

C) **Dining Services**. The five university dining commons will provide meal plan service even when the university closes for inclement weather. However, the department will delay opening on these days by one hour and may opt to close early if weather conditions are extreme. Meal plan participants will be notified by email of any changes in daily operations. Up-to-date information will also be provided on Twitter and www.uga.edu. All Food Services retail operations are closed on days when the university is officially closed.

D) **Other Campuses**. Announcements for weather closings at UGA campuses in Buckhead, Gwinnett, Griffin, and Tifton are handled by those campus administrators separately from the main campus announcements.

E) **Employee Leave.** Information regarding Employee Leave during closure may be found at: http://policies.uga.edu/Human-Resources/Time-away-from-work/Miscellaneous-Leave-for-classified-staff-NOT-chargeable-to-annual-or-sick-leave/Inclement-Weather/

Additional Resources for Emergencies:

(1) **University of Georgia Police Department**
    a. Emergency – Dial 911
    b. Non-emergencies – (706) 542-2200 / TTY (706) 542-1188

(2) **University Office of Emergency Preparedness –** oversees the security and emergency management program for the University of Georgia. For additional information on the University's emergency operations plan, visit www.prepare.uga.edu.

How to Issue a Message for UGA*Alert* using Rave

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How to Use the Rave Emergency Phone Number to Send a UGA Alert Message

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The University of Georgia Outdoor Warning Sirens
Operations and Testing Guidelines

Overview

The University of Georgia (UGA) has various capabilities to warn faculty, staff, students and visitors of life-threatening hazards that could impact the campus. Examples of mass emergency alerting systems currently used on the Athens campus include: the UGA*Alert* mass notification system (text, e-mail, phone calls), the UGA Cablevision Emergency Screen Capture System, the UGAAlert Desktop System that scrolls across UGA computers, emergency RSS feeds to the UGA Homepage and social media for emergency announcements, NOAA weather radios in many buildings, and outdoor warning sirens.

This document will specifically focus on how the University utilizes, activates, tests, and maintains the four outdoor warning sirens located on the UGA campus. UGA owns the four tornado sirens located on the UGA campus, but the Athens-Clarke County government activates the sirens along with the 8 additional outdoor warning sirens located throughout Athens-Clarke County. Each of the outdoor warning sirens emits a warning steady monotone sound only and do not have intelligent voice capability. Additionally, it should be noted that outdoor warning sirens are intended to alert individuals who are located outdoors to potential of severe weather events; the outdoor warning sirens are not designed to be heard inside structures, especially modern structures that typically feature high insulation values.

The UGA Office of Emergency Preparedness (OEP) is responsible for the testing, maintenance, educational opportunities, and any coordination with Athens-Clarke County officials regarding the operation of the four campus outdoor warning sirens. Furthermore, UGA OEP and the UGA Botanical Garden have a Memorandum of Understanding (MOU) regarding the responsibility of maintenance costs and 800 MHz radio fees for the Botanical Garden outdoor warning site (See MOU below).

Operation and Activation

Athens-Clarke County is responsible for activating all of the outdoor warning sirens in the county (and on the UGA campus) during a National Weather Service (NWS) issued ***tornado warning*** for Clarke County. The outdoor warning sirens are not activated for a severe thunderstorm warning or during a tornado watch.

During an actual tornado warning for Clarke County, the sirens will sound for three minutes and then a 30-second pause will occur. After the pause, the sirens will sound again for three minutes with another 30-second pause. This sequence will continue until the warning is cancelled or expires. An audible test of the sirens will consist of a continuous steady monotone wail for three minutes. There will be no repeating of this tone during a test. An "all clear" signal will NOT be issued when the threat has abated. Because the sirens will be continually sounded during the threat, terminating use of the sirens will indicate that the threat has passed.

The Athens-Clarke County 911 Center Communication Officers and the Athens-Clarke County Emergency Management Director have the authority to activate the outdoor warning sirens during a tornado warning for Clarke County. The UGA outdoor warning sirens are only activated when Athens-Clarke County activates their sirens for a tornado warning. UGA does not have the capability

or the authority to activate the outdoor warning sirens on campus or other sirens located in the community.

Testing

All outdoor warning sirens in Athens-Clarke County are audibly tested on a quarterly basis utilizing a three-minute test. In most circumstances, the quarterly audible tests will occur on the first Saturday of the month at 11:30am during "clear sky" conditions. One of the quarterly tests occurs during Georgia's statewide severe weather drill which occurs each February. This is a well-publicized event that is utilized to test all the outdoor warning sirens in conjunction with the UGA*Alert* emergency notification system.

A non-audible, rotational only test will be conducted each month on the first Wednesday at 10:00am.

As warranted, sirens are tested on each site after a repair or if batteries are replaced for a specific unit. In most cases, these tests are only rotational tests, unless the specific repair warrants a tone and rotational test.

Maintenance

UGA OEP adheres to the Athens-Clarke County's recommended scheduled maintenance plan whereby each outdoor warning siren's batteries are changed every two years. Also, the sirens are maintained according to the manufacturer's recommendations. A detailed record of repairs, dates of battery replacements, and other maintenance related issues are maintained by OEP for each outdoor warning siren. As mentioned in the testing section, a rotational test is performed on each outdoor warning siren to ensure the unit is functioning properly after each scheduled battery replacement or unscheduled repair.

Additionally, Athens-Clarke County Central Services bills UGA OEP annually for UGA's portion of the 800 MHz radio fees for each siren. The 800 MHz fee for each siren is $329.07 per year.

Public Outreach and Education

UGA OEP collaborates with the Athens-Clarke County Emergency Management Agency to assist in educating the University and the Athens-Clarke County communities on the activation guidelines for the outdoor warning sirens. UGA OEP specifically highlights the outdoor warning sirens during each of the new student orientation sessions for new students and their parents. Additionally, most of the emergency planning materials provided to students, faculty and staff on campus (emergency guidebooks, training classes, website, etc.) includes information on the use of the outdoor warning sirens and the appropriate responses during an activation.

In addition, one targeted educational message that is continually emphasized to the University community by OEP is that outdoor warning sirens are only meant to be heard by individuals who are located outdoors during an activation.

Locations

Siren 1 – Sandy Creek Park (400 Bob Holman Road)

Siren 2 – Holland Youth Sports Complex (250 Vincent Drive)

Siren 3 – Bishop Park (705 Sunset Drive – can be heard on the UGA Health Sciences Campus)

Siren 4 – West Broad Street location (at the intersection of Old Epps Bridge Road)

Siren 5 – Athens-Clarke County Fire Station #1 (700 College Avenue – covers north campus)

Siren 6 – UGA Chemistry Building rooftop (covers central and west campus)

Siren 7 – UGA Family Housing (end of Rogers Rd – covers southwest campus and I.M. Fields)

Siren 8 – Hilsman Middle School – (870 Gaines School Rd.)

Siren 9 – Winterville (intersection of Athens Rd., Cherokee Rd., and Main Street)

Siren 10 – Southeast Clarke Park (4440 Lexington Road)

Siren 11 – The State Botanical Garden (2450 S. Milledge Ave. – UGA Milledge Ave. properties)

Siren 12 – UGA East Campus Parking Deck – (off River Rd. - East Campus region)

MEMORANDUM OF AGREEMENT

The University of Georgia Office of Security and Emergency Preparedness
And
The State Botanical Garden of Georgia

I. Purpose: To establish an agreement between the UGA Office of Security and Emergency Preparedness and the State Botanical Garden on the payment of annual maintenance, repair and service costs associated with the outdoor tornado siren located at the State Botanical Garden of Georgia. This Memorandum of Agreement (MOU) is only applicable to the tornado siren located on the grounds of the State Botanical Garden of Georgia (Serial Number 623SFS0006).

II. Terms and Conditions: As of February 15, 2010, OSEP agrees to pay for the annual Athens-Clarke County 800 MHz radio operating fee ($299.00 in FY 2010) associated with the operation of the outdoor tornado siren located at the State Botanical Garden. The State Botanical Garden of Georgia agrees to pay for battery replacement, minor repairs, service calls, equipment costs and other maintenance costs not to exceed $1,000.00 per fiscal year. Costs exceeding $1,000 per fiscal year (not including battery replacement) will be evaluated by OSEP and the State Botanical Garden to determine an appropriate funding split and/or source to complete repairs to the siren.
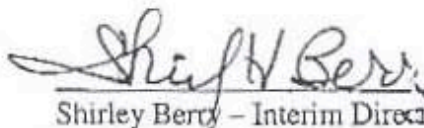
This MOU will be in effect until voided by one or both parities with 30 days written notice by either department.

Agreement signed by:

_____   3/1/2010
Steven D. Harris – Director, UGA Office of Security and Emergency Preparedness   Date

_____   3/1/2010
Shirley Berry – Interim Director, State Botanical Garden of Georgia   Date