



EMERGENCY NOTIFICATION SYSTEM (ENS)

Policy Title: Emergency Notification System (ENS)

Policy Type: Administrative

Policy Number: 50-04 (2014)

Approval Date: 10/22/2015

Responsible Office: Communications and Marketing

Responsible Executive: Vice President for University Advancement

Applies to: University Community

POLICY STATEMENT

Norfolk State University (NSU) reserves the right to use its Emergency Notification System service as its official means for communicating with faculty, administrators, staff and students in case of an emergency situation. When the University deems it necessary for mass communication, it will send official alerts to faculty, administrators, staff and students in its mass emergency notification system. The system will notify participants via any of their mobile phones, email, web browser, and other wireless data devices for which appropriate and accurate communication data have been provided. Faculty, administrators and staff with wireless devices and services paid for by the University are required to register the said devices and participate in this communication plan.

TABLE OF CONTENTS

PAGE NUMBER

Definitions.....	2
Contacts.....	2
Stakeholder(s).....	2
Title: Emergency Notification System.....	3
Publication.....	4
Review Schedule.....	4
Related Documents.....	4
Forms.....	4

PURPOSE

The Emergency Notification System empowers the University to rapidly communicate with faculty, administrators, staff and students. This policy establishes expectations for use of the service in emergency situations.

The Emergency Notification System is a service for all NSU faculty, staff, and students. More importantly, the service is intended to provide all registered users appropriate information in an emergency. Please note, for receiving messages, standard messaging rates apply and are based on the individual's service contract with their respective service provider/carrier. Users should check with their provider/carrier for absolute clarification. In any event, NSU will not charge recipients for rendering and administering this emergency service. Furthermore, NSU will not be responsible for charges incurred by the participants from their wireless service provider.

MESSAGE DEFINITIONS

All Clear—after an emergency has been deemed secure by campus police/security. It is safe to return to the building and/or campus.

Evacuation—to remove (persons or things) from a place, such as a dangerous place or disaster area, for reasons of safety or protection.

Lockdown—all buildings are secured. Stay where you are. Secure yourself until campus police/security state the building/situation is resolved. If you are off campus, do not come on campus.

CONTACT(S)

The Office of Communications and Marketing officially interprets this policy. The Office of Communications and Marketing is responsible for obtaining approval for any revisions as required by BOV Policy # 01 (2014) [Creating and Maintaining Policies](https://www.nsu.edu/Assets/websites/policy-library/policies/01/BOV-Policy-01-Creating-and-Maintaining-Policies.pdf) <https://www.nsu.edu/Assets/websites/policy-library/policies/01/BOV-Policy-01-Creating-and-Maintaining-Policies.pdf> through the appropriate governance structures. Questions regarding this policy should be directed to the Office of Communications and Marketing.

STAKEHOLDER(S)

University Community and External Constituents

EMERGENCY NOTIFICATION SYSTEM: POLICY CONTENTS

Procedures

I. Declaration of Campus State of Emergency

As specified in the Norfolk State University Crisis and Emergency Management Plan, the authority to declare a campus state of emergency rests with the President or his/her designee. The President or the designee, working with the Norfolk State University Emergency Response Team, will decide what action must be taken and when.

II. Emergency Notification System

When the campus community is to be notified during an emergency, the Chief of Police or his designee will craft a message (based on pre-formatted and authorized templates) and disseminate via ENS.

In cases of inclement weather situations that impact operations at Norfolk State University, the Chief of Police or his designee will consult with the President or his designee and then notify the Office of Communications and Marketing.

The Communications and Marketing Senior Practitioner will craft inclement weather messages and disseminate through the ENS. Working in partnership with the Director of Media Relations, the team will prepare and send the required notification to the broadcast media as outlined in the University's Emergency Operations Plan. When technical issues arise, the Executive Director of Communications and Marketing will call upon Information Technology Services (ITS) for support. It is the intent of the University leadership that the mass Emergency Notification System be used in conjunction with officially declared emergencies as outlined in the Norfolk State University Crisis and Emergency Management Plan.

The following messaging codes may be used:

Closed—NSU is closed today. For more information, visit www.nsu.edu.

Delayed Opening—NSU will open at ____ today. Visit www.nsu.edu for further instructions.

Early Closing—NSU will close at ____ today. Visit www.nsu.edu.

Urgent—NSU lockdown situation at _____. Visit www.nsu.edu or call

1. NSU Operator 823-8600
2. NSU Security 823-8102

Evacuation—Message 1: NSU ___ Bldg. is closing immediately. Go to _____
Bldg. **Message 2:** NSU ___ Bldg. is closing immediately. Leave campus. For more information,
visit www.nsu.edu

PUBLICATION

This policy shall be widely published and distributed to the University community. To ensure timely publication and distribution thereof, Communications and Marketing will make every effort to:

- Communicate the policy in writing, electronic or otherwise, to the University community within 14 days of approval;
- Submit the policy for inclusion in the online Policy Library
- <https://www.nsu.edu/president/policy-library/index> within 14 days of approval;
- Post the policy on the appropriate SharePoint Site and/or Website; and
- Educate and train all stakeholders and appropriate audiences on the policy's content, as necessary. Failure to meet the publication requirements does not invalidate this policy.

REVIEW SCHEDULE

- Next Scheduled Review: 04/17/2021
- Approved by, date: President, 09/24/2014
- Revision History: 08/27/2007
- Supersedes: 60.205: Mass Crisis/Emergency Communication System

RELATED DOCUMENTS

1. Norfolk State University Crisis and Emergency Management Plan

FORMS

There is a form associated with signing up for the emergency notification system.