

Emergency Notifications: Procedural Overview

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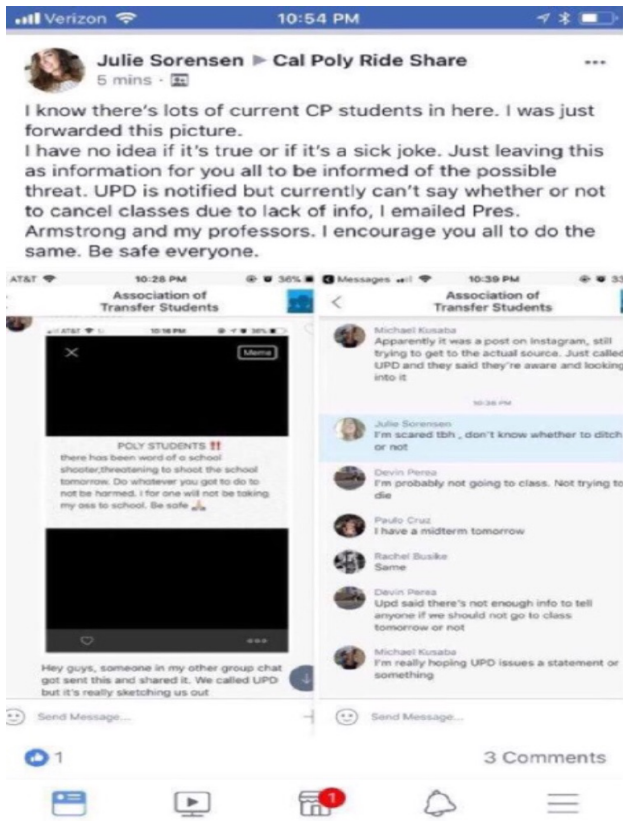
Introduction

- Purpose: To discuss the recent “social media threat” messaging and provide an overview of Cal Poly’s Emergency messaging capabilities and procedures.



Case Study: Active Shooter Threat Message

- Social media triggered
- Utilization of “Poly”
 - Cal Poly assumed target of threat
- Created fear among student population
 - Perception of perceived danger that did not exist



Public Safety Knowledge & Actions

- Further investigation determined threats directed to Southern California region (Poly High School)
 - Active Police investigation
 - Partnership with Orange County and LA School District
- Emergency Notification System used to inform entire population.

Not that there was a threat but that there **WASN'T** a threat and rumor control



Notifications Sent

1



Cal Poly Police
@CalPolyPolice



Poly Alert: UPD is aware of a social media post that references the possibility of a shooter on campus tomorrow. UPD is actively investigating the origin of the message. More information will be shared as it becomes available.

12:54 AM - Feb 21, 2018

♡ 99 💬 117 people are talking about this



2



Cal Poly Police
@CalPolyPolice



Update: Cal Poly's campus remains open and classes will continue as scheduled. UPD continues to investigate and work leads to the social media post in partnership with other law enforcement agencies. The investigation indicates that Cal Poly was not the target of the post.

7:07 AM - Feb 21, 2018

♡ 26 💬 15 people are talking about this



3



Cal Poly ✓
@CalPoly



No credible threat to the campus has been received by the university and police are actively investigating the origin of the message. More information will be shared as it becomes available. [twitter.com/CalPolyPolice/...](https://twitter.com/CalPolyPolice/)

1:12 AM - Feb 21, 2018

♡ 124 💬 72 people are talking about this



Emergency Notification vs. Timely Warning

EMERGENCY NOTIFICATION	TIMELY WARNING
Scope: Wide focus on any significant emergency or dangerous situation (e.g., crime, severe storm, chemical spill, disease outbreak)	Scope: Required for certain crimes
Why: Emergency notification is triggered by an event that is currently occurring on or imminently threatening the campus. Initiate emergency notification procedures for any significant emergency or dangerous situation involving an immediate threat to the health or safety of students or employees occurring on campus.	Why: Timely warnings are triggered by crimes that have already occurred (but may be continuing) but which represent an ongoing threat. An IHE must issue a timely warning for certain crimes that are reported to its campus security authorities ⁴ or a local law enforcement agency, and is considered by the institution to represent a serious or continuing threat to students and employees.
Where: Applies to situations that occur on campus	Where: Applies to crimes that occur on campus, in or on non-campus buildings or property, and on public property ¹⁰
When: Initiate procedures immediately upon confirmation that a dangerous situation or emergency exists or threatens.	When: Issue a warning as soon as the pertinent information is available.

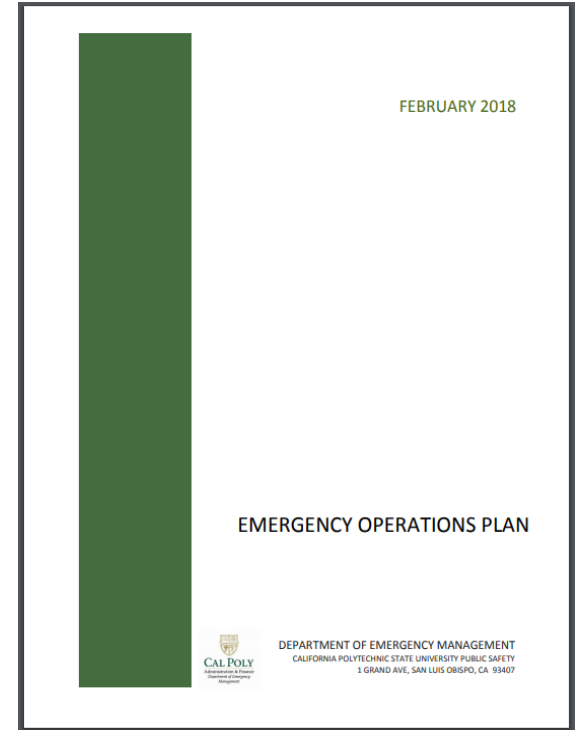
Hazards & Threat Control

- Rumor or perceived threat control
 - Investigation/assessment of credibility and scope



ENS Capabilities

- DEM is responsible for the dissemination of emergency information to the Cal Poly community
 - Emergency instructions
 - Critical information to community partners, local governments, Cal Poly staff and faculty, and Cal Poly students/supporters



ENS Content



- Disseminating Information:
 - Poly Alert: Cal Poly's public alert and notification system
 - Social Media: Cal Poly DEM Twitter and Facebook
 - Emergency A.M. Radio System: Via local radio broadcast 920 AM, 1400 AM, 98.1 FM
 - Integrated Public Alert and Warning System (IPAWS): Internet-based capability to issue critical public alerts/notifications
 - Big Voice: Campus Broadcast system
 - Emergency Information Call Center: 805- 756-7777 ring to two digital phone sets located in the back of the EOC

QUESTIONS ?
