

Emergency Communications

Brief

What problem are we addressing?

Interrupting normal communication channels and providing streamlined information channels during an emergency.

Scenarios

Level 1: Flu outbreak or other like concern.

We use normal announcement channel on home page to address

Level 2: On campus crisis as seen recently at other campuses

We change the home page using the CMS. The home page becomes a consumer of a "campus-information" directory on our web site where all crisis information is held. The campus-information area is flexible and can contain many kinds of documents.

The rest of the web site is still available to users.

Level 3: Catastrophic crisis whereby the college either choose to shut off access to the entire web site and direct all traffic to emergency.bowdoin.edu, or the web hosting environment simply isn't available and we use a co-located resource which is a mirror of emergency.bowdoin.edu.

Other communication channels

Not considered in this document are voice, text message, or other email channels which may exist as tools for communicating during a crisis. These contact points as provided should be clearly available on any web site channel for emergency communications.

Emergency Communications

Level 1 crisis

NOTES

Utilize the normal home page announcement system for this level of crisis communication.

Access is still through the MovableType News instance:
<http://staging.bowdoin.edu/~bcnews/mt-ldap.cgi>
... using the Alerts & Announcements section.

To activate: post normal Announcement using MovableType Announcement tool.

The screenshot shows the Bowdoin College website. At the top, there is a navigation bar with links for 'A-Z Index', 'Directory', and 'Help'. Below this is a main menu with 'About', 'Academics', 'Admissions', 'Campus Life', and 'Gateways'. The 'Gateways' section on the left lists various user groups like Alumni, Faculty & Academic Staff, etc. The main content area features a large banner for the 'Centennial of Peary's North Pole Expedition Celebrated at Peary-MacMillan Arctic Museum' with a 'LEARN MORE >>' link. Below the banner is a search bar. A red circle highlights an 'Announcement' section containing the text 'This is a test announcement'. Below the announcement are sections for 'News', 'Academic Spotlight', and 'Events', each with a list of links to various articles and schedules.

Emergency Communications

Level 2: On Campus crisis 1

NOTES

The local campus emergency calls for a communication channel clearly placed on top of our current site. This information can be managed from within our CMS.

Goals:

- Lighter weight home page -- remove features banner and replace with static picture.
- Replace Offer of the College and the News/Events/Profile area with emergency information
- RSS updates
- Still allow access to entire web site.

To activate:

(these instructions will need expanding -- Work with web team to activate)

1. Edit the home page "index" file in the CMS and change the configuration from "Home-normal" to "Home-emergency" or "Home-emergency-2" for no photos.

2. Publish the home page "index" file and the "campus-information" directory out to the live web site.

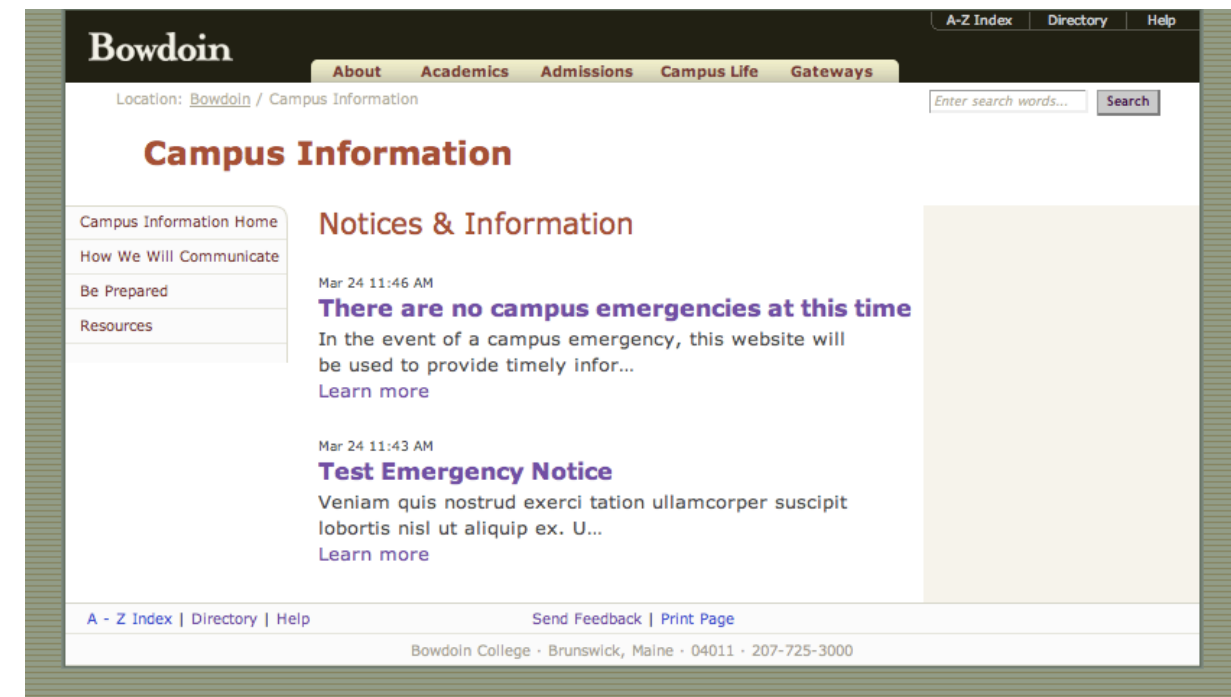
Regular home page becomes crisis communication home page -- no banner stories, and news style column of recently updated posts.

Alternate home page with no photo/navigation area



Dedicated site for emergency communication

<http://www.bowdoin.edu/campus-information/>



Emergency Communications

Level 3: Catastrophic fail over

NOTES

The catastrophic fail over site is a basic communication channel.

Once we encounter a catastrophic failure in our ability to host such a communication channel we update internet DNS records to point all requests for www.bowdoin.edu to the co-hosted site at Loyola-Marymount U.

The site contains:

Home page - blog/news style updates.

Contact page - vital contact points.

Be Prepared - emergency preparedness page

Resources - list of internal/external resources

Sign-Up for Alerts & Updates - a way to receive updates via methods other than visiting the site. We should expand these and have the page include any other communication channels the college employs.

Internal Only - area for internal communication, it is a page of news/blog style entries and is password protected.

Files can be uploaded and attached to any update.

To activate or use: see the Crisis Communication Plan from Mark Fisher

The screenshot shows the Bowdoin College Emergency Communications Site. The site has a black header with the word "Bowdoin" in white. Below the header is a navigation menu with links: Home, Contact, Be Prepared, Resources, Sign-Up for Alerts & Updates, and Internal Only (highlighted in blue). To the left of the navigation menu, there are two orange boxes with text: "SITE NAVIGATION TO STATIC AREAS" pointing to the navigation menu, and "INTERNAL MESSAGE AREA" pointing to the "Internal Only" link. The main content area features a date "March 29, 2006" and a heading "There are no campus emergencies at this time". Below the heading is a paragraph: "In the event of a campus emergency, this website will be used to provide timely information for students, parents, faculty, staff, emergency agencies, the media, and the community." To the right of the main content area, there is an orange box with the text "PUBLIC MESSAGE AREA". Below the main content area is a search bar with the text "Search this site:" and a "Search" button. Below the search bar is a "Recent Posts" section with a list item: "There are no campus emergencies at this time". Below the recent posts is a link "Subscribe to this blog's feed" with a sub-link "[What is this?]". At the bottom of the page, there are links "Contact Us" and "Send Feedback". The footer contains the text "Bowdoin College Emergency Communications Site - Brunswick, Maine - 04011 - 207-725-3000".