

UF CEMP Incident Annex: Emergency Notification

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DRAFT

I. Introduction

The University of Florida (UF) is a comprehensive and complex institution with expansive acreage, over 1,000 buildings and tens of thousands of community members located on the main campus in Gainesville. Additional students, faculty and staff are affiliated in numerous off-site locations, to include UF Online. It is the responsibility of the University to notify its community regarding emergencies and threats. This obligation is accomplished through the UF Alert program.

II. Purpose, Scope and Planning Assumptions

This annex provides guidance on the UF Alert program, the University's primary notification system. This plan aligns University actions with *The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act* (Clery Act) and associated Federal guidance. The scope applies to units involved either in maintaining UF Alert systems or sending UF Alert messages.

This plan considers the following assumptions:

- The UF Alert system is designed to primarily notify students, faculty and staff.
- Not everyone will receive all methods, nor is any single method intended to reach all members of the University community.
- Some incident notifications will not rise to the threshold of a UF Alert activation, but instead utilize building fire alarms, direct interaction with public safety officials, internal college/departamental notification or other appropriate methods.
- Receipt of notifications on multiple methods is encouraged in order to increase redundancy in case of a technological delay or delivery failure.

III. Concept of Operations

A. Utilization

The UF Alert system is primarily utilized for two types of incidents as defined by the Clery Act. When a significant emergency or dangerous situation is immediately occurring or threatening the health and safety of the campus community, an *emergency notification* is issued. Examples of a "significant emergency" provided by the Clery Act include, but are not limited to, murder/homicide, robbery, armed intruder, explosion and tornado warning. A *timely warning* is issued when the incident represents a serious or continuing, but not immediate, threat to students and/or employees.

Emergency notifications and timely warnings are triggered by reports and confirmations of incidents within the University's Clery Act-defined geography. Generally, these boundaries include "reasonably contiguous" areas of Campus, as well as public sidewalks, streets and opposite sidewalks along the Campus borders.

In accordance with the University of Florida Police Department (UFPD) *Directive 1030 – Jurisdictional Responsibilities and Mutual Aid*, main campus is roughly bounded by West University Avenue and SW 2nd Avenue on the north, Southwest Archer road on the south, Southwest 13th Street on the east and Southwest 34th Street on the west. UFPD has jurisdiction on or within 1000 feet of any University property or facilities.

B. Service Areas

UF Alert services four specific areas:

- Systemwide – The *UF Alert-Systemwide* service area provides notification to all service locations regarding significant impacts to institution-wide operations or schedules.

- Gainesville – The *UF Alert-Gainesville* service area includes the University Campus as well as other Gainesville facilities such as East Campus.
- Shands – The *UF Alert-Shands* service area comprises the UF Health Shands Hospital complex on and adjacent to the University.
- Lake Nona - The *UF Alert-Lake Nona* service area covers the UF Lake Nona Research & Academic Center near Orlando, Florida.

Outside of the UF Alert program, the UF Health Jacksonville Campus has chosen to operate a separate emergency notification system. The system, consisting of an email listserv and web postings, serves UF students and employees at that campus. More details on this system are contained within the Annual Security and Fire Safety Report, [Together for a Safe Campus](#), for Jacksonville.

C. Authorization

1. University Accounts

Confirmation of a significant emergency or dangerous situation and the authorization to send messages is time-dependent and incident-specific. The confirmation process will require direct investigation by appropriate University personnel. Considering the safety of the community, University personnel will determine the content of the notification and initiate the appropriate elements of the emergency notification system unless the notification will, in the professional judgment of responsible authorities, compromise efforts to assist victims or to contain, respond to, or otherwise mitigate the emergency. Notifications involving immediate life-safety issues may need to be initiated on short or no notice without full authorization. Approval to activate notifications for each service area will generally be provided from the highest level listed below as circumstances permit:

a. Emergency Notification Authorization

- UF Alert–Systemwide
 - 1) Assistant Vice President of Public and Environmental Safety or Assistant Vice President for UF Communications
 - 2) Director of Department of Emergency Management or designee
- UF Alert–Gainesville
 - 1) Assistant Vice President of Public and Environmental Safety/Police Chief or Assistant Vice President for UF Communications
 - 2) Deputy Chief or Police Chief Designee
 - 3) On-call UFPD Commander
 - 4) UFPD Shift Supervisor or Police Communications Supervisor
- UF Alert–Lake Nona
 - 1) Lake Nona Facilities Manager
 - 2) Lake Nona Facilities EH&S Coordinator

b. Timely Warning Authorization

- UF Alert–Systemwide
Note: Timely Warnings are not generally sent systemwide.
- UF Alert–Gainesville

- 1) Assistant Vice President of Public and Environmental Safety/Police Chief
- 2) Deputy Chief or Police Chief Designee
- 3) UFPD Assistant Director / Public Information Officer
- 4) On-call UFPD Commander
- 5) UFPD Shift Supervisor or Police Communications Supervisor

- UF Alert–Lake Nona
 - 1) Lake Nona Facilities Manager
 - 2) Lake Nona Facilities EH&S Coordinator

2. UF Health Shands Hospital Account

UF Alert–Shands messages are initiated through the UF Health Shands Hospital Contact Center. Shands Safety & Security is responsible for determining sending authority and content. Timely Warnings are not distributed through this account. Timely Warnings covering Shands facilities on or near campus will be sent through UF Alert–Gainesville.

D. Portal Integration

UF Alert is an amalgamation of University-owned, vendor-provided and third-party technology applications. Each method is dynamically linked together through a messaging portal allowing the University to deliver timely alerts across multiple modes of communication with numerous endpoints. Authorized senders initiate messages through the InformaCast portal. Messages entered into InformaCast are delivered through methods listed in Section III.E as unified UF Alert notifications. UF Information Technology (UFIT) and Housing & Residence Education, in coordination with UFDEM, maintain InformaCast infrastructure.

E. Methods

When issued, emergency notifications are distributed via the methods below through the integrated portal (InformaCast). Timely Warnings are distributed on email, social media, web/RSS and mobile device app.

1. VoIP Telephones and Indoor Speakers

The University employs Cisco VoIP telephones, capable of displaying emergency notification texts and sounding audio broadcasts. In academic classrooms and class laboratories, either VoIP telephones or speakers are installed in accordance with the UF Telecommunication's building standard, *18.0 Mass Communication System*. Dedicated telephones are labeled for identification with a UF Alert logo. UF Alert audio messages are reserved for high-impact, life-safety incidents. UFIT and Housing & Residence Education are responsible for maintaining VoIP devices in their respective areas.

2. Outdoor Speakers

Numerous analog and IP speakers are installed in outdoor, high-traffic pedestrian areas on Campus. Speaker locations can be viewed at <http://campusmap.ufl.edu> using the "Campus Safety" menu. UFIT and Housing & Residence Education are responsible for maintaining speakers in their respective areas.

3. SMS/Text Messaging

SMS texts are delivered to participating students, faculty and staff utilizing a vendor solution contracted by UFDEM. Mobile phone numbers are collected from the "Update

Emergency Contact” section of the MyUFL registry and synced to the SMS vendor system.

4. Email

Emails are delivered through a listserv maintained by UFIT, ufemergencynotification@ufl.edu. Emails are sent to @ufl.edu email accounts for students, faculty and staff per their defined user-selected service areas.

5. Real Simple Syndication (RSS)

UFIT enables RSS through the UF Alert email and website. This allows access to UF Alerts through widely available third-party RSS feed readers.

6. Web

The UF homepage (www.ufl.edu) serves as the official source of emergency information for the University. Through an automated UFIT process, Gainesville and Systemwide notifications post onto the UF website, the UF mobile site (m.ufl.edu) and the UF mobile app. Messages from other UF Alert service areas automatically post to www.ufalert.ufl.edu.

7. Social Media

Notifications automatically post on Twitter (@ufalert, @ufpublicsafety and @uf). Notifications post on Facebook through an RSS feed from the UF Alert website utilizing If This Then That application.

8. Mobile App

GatorSafe, the official safety app of the University of Florida, allows users to receive push notifications from UF Alert. Push notification services are coordinated with the vendor by UFDEM. The app is available in the Google Play and Apple App stores.

9. Miscellaneous / Ad Hoc

The UF Alert feed is available for integration with systems maintained within the University, such as visual displays and web content.

F. Annual Exercise

All service areas are responsible for conducting and documenting an annual exercise that includes activation of all respective notification methods. Exercises utilize the Homeland Security Exercise Evaluation Program (HSEEP) guidance.

IV. Organization and Assignment of Responsibilities

Listed below are summarized roles and responsibilities by agency, contained within this Annex.

A. Business Affairs Technical Services

- Host UF Alert device locations through the UF Space Tracking & Reporting System (STARS) and UF Campus Map

B. Housing & Residence Education

- Install and maintain UF Alert telephones and speakers within their service areas
- Review new construction projects with UFDEM for placement of emergency notification devices

- Provide performance reports to UFDEM within two business days for each UF Alert notification
- Maintain equipment and software updates, including InformaCast

C. Lake Nona Research and Academic Center

- Train authorized senders and providing accurate rosters of users to UFDEM
- Identify the Service Area Liaison responsible for authorized users, hardware, training and testing in coordination with UFDEM
- Schedule and perform the annual test of UF Alert–Lake Nona
- Initiate Timely Warnings for UF Alert-Lake Nona in accordance with the Clery Act

D. University Relations

- Train authorized senders and provide accurate rosters of users to UFDEM
- Maintain UF Alert visual system (i.e., icons and logos) in accordance with UF brand and design standards
- Coordinate non-UF Alert communications during complex or long-duration incidents with UFPD

E. UF Department of Emergency Management

- Maintain the programmatic content of www.ufalert.ufl.edu
- Administer UF Alert social media accounts
- Coordinate with vendor on push notification integration to the GatorSafe mobile app
- Conduct program management and oversight of emergency notification program
- Convene and chair the UF Alert Working Group
- Maintain accurate user access for UF Alert systems
- Facilitate contracts/agreements and primary coordination with UF Alert vendors
- Review new construction projects with UFIT for placement of emergency notification devices
- Provide oversight for authorized user training
- Facilitate maintenance of hardware and software through UF Alert Working Group
- Budget for UF emergency notification program
- Compile and archive performance reports for each UF Alert notification
- Publish annual summary and after-action report
- Update and maintain this annex
- Conduct public outreach supporting UF Alert
- Schedule and perform annual test of UF Alert–Gainesville

F. UF Health Shands Hospital

- Train authorized senders and provide accurate rosters of users to UFDEM (UF Health Shands Hospital)
- Populate UF Health employee subscriber information through PeopleSoft and link with UF Identity & Access Management
- Identify the Service Area Liaison responsible for authorized users, hardware, training and testing in coordination with UFDEM
- Schedule and perform annual test of UF Alert–Shands

G. UF Information Technology

- Install and maintain of UF Alert telephones and speakers within their service areas.

- Populate UF student, faculty and staff subscriber information through Identify & Access Management
- Provide listservs infrastructure for UF Alert email
- Facilitate web posting
- Provides RSS feed generated from email and web postings
- Review new construction projects with UFDEM for placement of emergency notification devices
- Provide performance reports to UFDEM within two business days for each UF Alert notification
- Input UF Alert device locations for the UF Space Tracking & Reporting System (STARS) and UF Campus map
- Document emergency notification construction standards
- Maintain equipment and software updates, including InformaCast

H. UF Police Department

- Train authorized senders and provide accurate rosters of users to UFDEM (UFPD Communications Section)
- Serve as the 24/7 warning point for UF Alert-Gainesville, appropriately identifying need for and sending UF Alert notifications (UFPD Communications Section)
- Provide performance reports to UFDEM in a timely manner for each UF Alert notification
- Coordinate non-UF Alert communications during complex or long-duration incidents with University Relations (UFPD PIO)
- Initiate Timely Warnings for UF Alert-Gainesville in accordance with the Clery Act

V. Direction, Control and Coordination

A. Oversight

UFDEM provides program direction and oversight of all components of the University's emergency notification program. This effort includes vendor selection, performance monitoring, data-archiving and program enhancements.

B. UF Alert Working Group

UFDEM will coordinate UF Alert systems through regularly scheduled meetings with internal stakeholders. Members are responsible for their respective systems, upgrades and maintenance, as well as informing UFDEM of any vendor or integration deficiencies. The group reviews notification performances, develops planned maintenance schedules, implements enhancements, coordinates area actions and supports determined program goals.

C. Senders

Staff in the areas listed below are provided access to initiate UF Alert notifications for their designated areas. Each area is responsible for notifying UFDEM to add and remove users.

- UFPD Communications Section
- UFPD Public Information Officer
- UF Health Shands Hospital Contact Center
- Lake Nona Facilities Management
- University Relations
- UF Department of Emergency Management

D. Vendors

UFDEM is responsible for contracts/agreements and primary coordination with vendors that support UF Alert.

E. Identity Management

Contacts within UF Alert are populated through the UF Identity & Access Management (IAM). All recipients, including faculty and staff, have the ability to edit notification and location preferences through “UF Alert Preferences” in the “Update Emergency Contact” section. Students are required to confirm contact information during course registration. UF Health Shands Hospital staff similarly update contact information through PeopleSoft. IAM database information is linked into delivery processes such as SMS and email.

F. Service Area Liaison

Lake Nona Research & Academic Center, as well as UF Health Shands Hospital, are responsible for identifying a Service Area Liaison to UFDEM, respective to UF Alert-Lake Nona and UF Alert-Shands. The position is responsible for maintaining the readiness of the area systems, including authorized users, hardware, training, testing and reporting deficiencies to UFDEM.

G. New Construction

UFIT documents the Telecommunication Standard - *18.0 Mass Notification Systems (MNS)* with support from UFDEM. New construction projects are reviewed by UFDEM and UFIT for installation needs as determined by the standard. Placement is concentrated on academic classrooms, academic laboratories and other student-focused areas. Identified devices are funded by the building project’s budget. Similarly, Housing & Residence Education is responsible for determining device placement in buildings they service.

H. Training

UFDEM has oversight in reviewing all created training content, facilitating common terminology and uniform standards among all service areas. Delivery of authorized user training and record of training is the responsibility of each Service Area Liaison.

I. Maintenance and Upgrades

UFIT and UF Housing & Residence Education are responsible for maintenance of existing hardware and software updates, including InformaCast, in coordination with UFDEM. Enhancements and upgrades will be coordinated through the UF Alert Working Group.

VI. Information Collection, Analysis & Dissemination

A. Information Collection

Each service area has an established warning point. Warning points are responsible for identification of an occurrence of an incident, validating the need for notification and sending a notification to the University community.

- Gainesville – The University of Florida Police Department Communications Section serves as the 24/7 warning point for *UF Alert-Gainesville*.
- Shands – The UF Health Shands Hospital Contact Center serves as the 24/7 warning point for *UF Alert-Shands*.

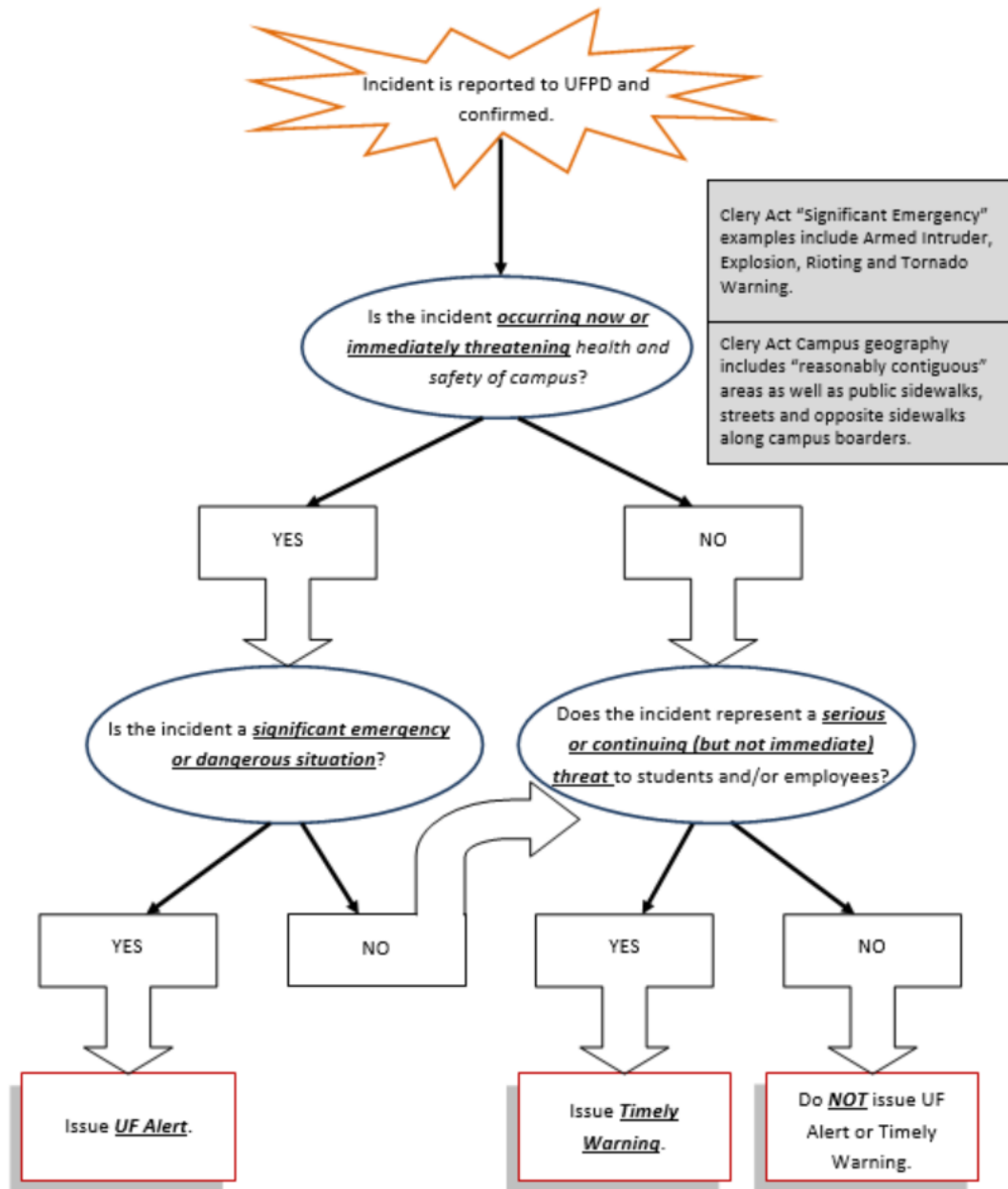
- Lake Nona – The Lake Nona facility has a mutual aid agreement with the University of Central Florida (UCF) Police Department and serves as a warning point. The UF facility manager is responsible for initiating any *UF Alert-Lake Nona* notifications.

Initiation of UF Alert System-wide messages is generally through University Relations in coordination with UFDEM.

B. Analysis

The flowchart below (Figure 1: Incident Flowchart) represents the process for determining criteria for sending an emergency notification or timely warning through the UF Alert system once the University is aware of an incident. This framework is based upon guidance from *The Handbook for Campus Safety and Security Reporting* (U.S. Department of Education) and best practices. This process provides flexibility in analysis, as each incident may have unique circumstances.

Figure 1: Incident Flowchart



C. Dissemination

The UF Alert system employs numerous methods to distribute notifications as detailed in III.E. Selection of methods is outlined below.

1. Emergency Notification

Upon determination of the issuance of an emergency notification, an authorized sender will use all UF Alert methods to notify the University community: VoIP devices, SMS / Text Messaging, email, RSS, web, social media and mobile app. Activation of VoIP

enabled audio devices - telephones, indoor and outdoor speakers - is reserved for high impact, life-safety incidents.

2. Extended Incident Notification

In general, follow-up notifications are sent approximately every 30 minutes until the final notification. In complex or long-duration incidents, information dissemination may also be provided on the UF homepage, social media and other distribution channels outside of UF Alert methods. This additional communication is coordinated through University Relations and/or the UFPD Public Information Officer.

3. Timely Warning

The complete text of a Timely Warning is issued in email, RSS and the web. Reference to the warning with a link to the full text is sent via social media and on the mobile app. Timely Warnings are initiated by authorized senders, as listed in III.C.1.b, for UF Alert-Gainesville and UF Alert-Lake Nona.

VII. Communications

Coordination of UF Alerts utilize standard University communication modes, including business phone, email and mobile device. Additionally, the University of Florida Police Department Communications Section may employ public safety radios.

VIII. Administration, Finance & Logistics

A. Funding

UFDEM receives reoccurring funding through the University budget allocation to sustain the UF Alert program. The funding supports vendor services, maintenance, infrastructure, program and other enhancements.

B. Performance Reporting & Notification Archiving

UFDEM will compile performance results for all UF Alert incidents. The internal service provider of each method will provide UFDEM with agreed upon performance details in a timely manner, following each notification message. UFDEM will collect performance data from vendors and third-party providers. In accordance with the Clery Act, all compiled records will be evaluated and archived by UFDEM for a minimum of seven (7) years.

C. Annual Reporting

Each calendar year, UFDEM will publish a summary and after-action report comprised of all UF Alert notifications, performance statistics, goals and program highlights. The report is publicly available on the UF Alert website.

D. Public Outreach

UFDEM coordinates public outreach through social media, the UF Alert website and other promotional activities.

E. Branding & Design

UF Alert visual systems, including logos and graphical images, are coordinated by University Relations to support adherence to the University Branding Standards and convention.

F. Device Location & Mapping

The UF Space Tracking & Reporting System (STARS), maintained by Business Affairs Technical Services (BATS), details all IP emergency phone and speaker placement by building. Placement is input into STARS by UFIT. Outdoor devices, including Wide-Area Emergency Broadcasting Speakers (WEBS) towers, are publicly displayed on the UF Campus Map. Placement is submitted by UFIT to BATS.

IX. Plan Development & Maintenance

Development of the Annex was a participatory process with involvement from UF Alert stakeholders including UFDEM, UFPD, University Relations and UFIT. This document serves as an annex to the University *Comprehensive Emergency Management Plan* and was designed to be congruent to applicable standards such as *The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act*. UFDEM is responsible for completing updates as appropriate or as requested by UF's Assistant Vice President for Environmental Health & Public Safety.

X. Authorities & References

The following documents and sources were referenced during the planning process:

A. Federal

- *Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act*
- *The Handbook for Campus Safety and Security Reporting* (2016 Edition)
- Integrated Public Alert and Warning System (IPAWS)
- Emergency Alert System (EAS)
- Wireless Emergency Alerts (WEA)

B. State

- AlertFlorida – Statewide Notification Initiative

C. Local

- *Alachua County Warning and Notification Standard Operation Procedure*

D. University of Florida

- UFPD Annual Security and Fire Safety Report - *Together for a Safe Campus*
- UFPD Directive 01030 *Jurisdictional Responsibilities and Mutual Aid*
- UFPD Directive 8225 *Emergency Notification System*
- UFPD Directive 7300 *Campus Crime Reporting*
- University of Florida Telecommunication Standards - *18.0 Mass Notification Systems (MNS)*
- UFDEM *UF Alert Technical Support Document*