



Eastern Wyoming College

CRISIS MANAGEMENT PLAN

2021-2022

CRISIS MANAGEMENT PLAN

I. Preface

The EWC Crisis Management Plan contains policies, procedures and related information regarding Eastern Wyoming College's continuing program of crisis management. The President or her/his designee has the authority to declare a state of emergency at which time these contingency guidelines may be implemented. It is the responsibility of each employee of Eastern Wyoming College to use and adhere to this plan at all times.

II. Scope

These procedures apply to all employees, students and visitors of Eastern Wyoming College on the Torrington and Douglas campus.

III. Natural Disasters

Natural disasters that may constitute emergencies are most likely to involve snowstorms, earthquakes, tornados or lightning strikes. In the event of a natural disaster where major structural damage is sustained, it is advisable to turn off hazardous utilities. Electricity and natural gas lines are of primary importance.

A. Tornado

1. **Tornado Watch** means there is a chance of dangerous weather (later on) with damaging winds. Radio stations KGOS (1490 AM)/KERM (98.3 FM) in Torrington and KKTY (99.3 FM) in Douglas will inform the community that conditions are favorable for a tornado.
2. **Tornado Warning** means a tornado has been sighted.
3. **Tornado Siren** means a tornado has touched down in the area. The alarm is activated by the Torrington Police Department Dispatch Center and will sound steadily until the tornado has lifted.

Tornado Siren Testing for all four warning locations in Torrington takes place every Saturday as close to 12 noon as possible. If the area is experiencing or expecting severe weather at that time, the test is delayed. The sound emitted for a tornado warning is a continuous high wail. This is an "outdoor" warning system and might not be heard inside some buildings. Everyone is strongly encouraged to stay alert to weather conditions that might be expected during the day by monitoring the local radio station, KGOS (1490 AM) and KERM (98.3 FM), or by other means.

If you see a tornado coming, do not wait for the alarm—go directly to your designated shelter area if there is time. If not, go to the nearest inside wall and place yourself on the floor with your head between your knees. **Stay away from**

windows and close all doors if there is time. Do not leave the building unless you are instructed to do so. (Above all, do not go to your automobile.) If a tornado comes while you are outside, go into a nearby ditch or ravine, lie down and place your hands over your head.

Designated Tornado shelter areas are posted in each classroom, residence halls and areas where students gather.

Stay in your designated shelter area until an all-clear has been given.

B. Fire

1. It is your responsibility to know the location of fire extinguishers, fire exits and fire alarm activation stations in your area. Know how to use a portable fire extinguisher before you attempt to extinguish a fire.
2. If a small fire appears to be controllable using extinguishers, **FIRST**, activate the building fire alarm system to evacuate the building; **SECOND** call 9-911 when calling from a college phone or 911 when using a cell phone to dispatch the Fire Department, giving the information the dispatcher requests on the location of the fire; THEN attempt to extinguish the fire using fire extinguishers. ALWAYS fight the fire from your exit path, keeping a clear path to the exit. Dial 0 (on any college phone) or 532-8211 to notify the college operator of the emergency as soon as possible.
3. If the fire appears to be too large to control with fire extinguishers, **FIRST**, activate the building fire alarm system to evacuate the building; **SECOND**, call 9-911 when calling from a college phone or 911 when using a cell phone to dispatch the Fire Department, giving the information the dispatcher requests on the location of the fire. THEN leave the building immediately, closing all doors in your path to limit flame and smoke travel. Do not lock doors, as this will hamper firefighting efforts. Move to an area away from the building and away from the paths of emergency vehicles responding to the scene. One person should report to the first arriving firefighters the exact location and nature of the fire. DO NOT attempt to re-enter any part of the building for any reason until the emergency is over. Dial 0 (on any college phone) or 532-8211 to notify the college operator of the emergency as soon as possible.
4. When the fire alarm sounds, an emergency exists. All persons must exit the building, calmly walking to the nearest exit. Assist persons with disabilities in their effort to exit the building. DO NOT use an elevator during a fire alarm.
5. Remember that smoke rises, so keep low to the floor if forced to evacuate through smoke-filled areas.
6. Account for all persons under your supervision. Assist persons with disabilities in exiting the building.

C. Earthquake

1. If indoors, seek shelter in a doorway or under a desk or table. Stay away from glass windows, shelves and heavy equipment. If necessary to evacuate a building, walk to the closest exit and move away from the building. Assist persons with disabilities in exiting the building.
2. If outdoors, move away from buildings, utility poles and other structures.
3. After the initial shock, evaluate the situation. If help is needed, call Physical Plant at 532-8255. If the situation is severe, call 911 or 9-911 if using a college phone.

D. Severe Winter Weather

1. Snowstorms: The following procedure will be implemented if it becomes necessary to cancel college classes due to severe winter weather. Classes will be held whenever it is reasonable to do so. However, it is expected that faculty, staff and students will exercise caution about venturing to and from their destinations, and that they will not take any unnecessary chances, even if college is in session.
 - a. Staff and students will be notified of the closure and the weather conditions.
 - b. Signs stating the closure and the weather conditions will be posted by the Information Desk on the doors of the main entrance and on the EWC website (ewc.wy.edu).
 - c. If weather is too severe for people to leave, they should be directed to gather at the Information Desk. A decision will be made at that time whether there are other options available within Torrington, or whether people will need to be allowed to stay at EWC until conditions permit travel.

If it appears necessary to cancel evening classes, the designated Evening Administrator should attempt to consult with the College President or her/his designee prior to the decision. If college classes are dismissed for the evening, such announcement will be over KGOS (1490 AM)/KERM (98.3 FM) in Torrington, KKTY (99.3 FM) in Douglas and throughout the campus at the time of the decision. The same procedure listed in the above (a, b, c) will be followed. (See Appendix A)

E. Thunderstorm and Lightning

1. Lightning: The following procedures will be implemented in the event of a lightning strike at EWC.
 - a. Evacuate the affected area.
 - b. Contact Physical Plant at 532-8255 to disconnect all utility sources until the area can be assessed.

IV. Emergency Management Site

Eastern Wyoming College has been designated as an emergency management site to offer public sheltering services during catastrophes. The College President or her/his designee will place into effect the appropriate procedures in order to meet the emergency, offer shelter and maintain the educational facilities and functions of the College.

V. Other Incidents

A. Bomb Threat

1. If you observe a suspicious object or potential bomb on campus DO NOT HANDLE THE OBJECT! Clear the area and immediately call the switchboard operator at extension 0 (on any college phone). DO NOT USE RADIOS OR PAGERS OR CELL PHONES! The switchboard operator is responsible for notifying the appropriate campus official and the Torrington Police Department.
2. Any Person receiving a phone call bomb threat should ask the caller (See Appendix B):
 - a. When is the bomb going to explode?
 - b. Where is the bomb located?
 - c. What kind of bomb is it?
 - d. What does it look like?
 - e. Why did you place the bomb?
3. Keep talking to the caller as long as possible and record the following (See Appendix B):
 - a. Time of call.
 - b. Age and sex of caller.
 - c. Speech pattern, accent, possible nationality.
 - d. Emotional state of caller.
 - e. Background noise.
4. Any person receiving an email / text bomb threat should immediately contact the College President or his/her designee. They will place into effect the appropriate procedures in order to meet the emergency, offer shelter and maintain the educational facilities of the College.
5. If a bomb is reported to have been placed in one of the college buildings, the safety of the students and staff is of primary importance. If an evacuation is necessary, it should be carried out as quickly as possible. The order to evacuate a building or the entire campus will be given only by the College President or a designated campus official.
6. Do not return to an evacuated building or the campus unless told to do so by a college official. If an extended period of time exists during the evacuation, individuals will be notified by local radio, KGOS (1490 AM)/KERM (98.3 FM) in

Torrington, KKTY (99.3) in Douglas or the EWC website (ewc.wy.edu), when normal operations of the campus will resume.

7. Action for classrooms, offices and residential facilities:
 - a. Have students/staff pick up everything they brought with them. Personal items such as coats, books, briefcases and lunches should be removed.
 - b. Have the classroom/office occupants depart from the area by the most direct route. Avoid windows and glass doors if at all possible, and instruct individuals to evacuate to the closest parking lot. Await further instructions, and above all, DO NOT PANIC!
 - c. Residential supervisors will have all rooms evacuated as quickly as possible to the closest exit. Await further instructions.
 - d. Your help might be requested in the search of your area of supervision.
 - e. Do not discuss the matter with anyone except the proper authorities.
8. Campus officials and the Torrington Police Department /Douglas Police Department will conduct a detailed bomb search. Employees are requested to make a cursory inspection of their area for suspicious objects and to report the location to campus officials. DO NOT TOUCH THE OBJECT! Do not open drawers, cabinets or turn lights on or off.
9. ASSIST PERSONS WITH DISABILITIES IN EXITING THE BUILDING!

B. Radiation and Burn Hazards

Radiation hazards are not normally detectable by the human senses. Exposure effects are cumulative over a period of exposure time. Damage to the human body and organs is most often painless but permanent. All precautions must be taken to minimize exposure. OSHA title 29CFR 1910.96 are the regulations that should be referred to.

1. Shops and Labs with welding, cutting and heating operations
 - a. Welding shops should be designated by appropriate signs warning all persons that eye hazards exist in the area and that proper eye protection is required.
 - b. All persons who are welding or observing welding operations shall wear proper personal protective equipment.
 - c. Each welding work station shall have proper shielding to protect others in the area from radiation hazards and from hazards created from vapors, fumes and gases produced by welding operations. Proper ventilations must be in operation in all welding booths and operations.
 - d. In the event that a person receives burns, they shall be immediately taken to the proper medical facilities.
2. X-Ray Laboratories or Rooms

- a. All persons working with x-ray equipment shall be instructed concerning the hazards that exist and the proper operation of the equipment before being permitted to operate such equipment.
- b. All radiology equipment and areas shall be properly marked with radiation signs and markings.
- c. Film badges are required for all persons who, on a continuing basis, are required to operate such equipment. Records of the radiation exposure of all persons for whom film badges are required shall be maintained. All persons shall be advised of his or her individual exposure. The limits of exposure shall not exceed those shown on Table G-18 of OSHA Title 29 CFR 1910.1096.
- d. All overdoses must be reported.
- e. Equipment and rooms should be checked annually for proper operation and shielding.
- f. Equipment suspected or known to be not functioning properly shall be tagged Out Of Service and rendered inoperative until it has been properly checked out or repair has been done by a competent repairman.

C. Chemical Spills

1. Storage of Materials and Supplies: All materials shall be stored in a neat, safe manner. Hazardous materials and substances shall be clearly identified. All areas containing hazardous materials and substances shall be clearly marked. All persons required to handle hazardous materials and substances shall be properly instructed in the handling methods and procedures to minimize injuries or accidents.
2. Specific Regulation
 - a. Hazardous materials shall be marked with proper markings clearly visible on the containers. Refer to OSHA Title 29 CFR Subpart H 1910.101 through 1910.116.
 - b. Gasoline shall not be used to clean parts, clothing or hands.
 - c. All students or workers shall be instructed in the correct use and application of all caustic, explosive or combustible materials or substances including those found in aerosol containers. The students should be instructed in the necessary personal protective equipment to be used, proper ventilation requirements and any other special instructions in the use of handling.
 - d. Handling and storage of compressed gases and air: All bottles and cylinders shall be stored in the upright position with protective valve caps in place. They shall be securely fastened from accidental tipping at all times. The room which they are stored or used shall be marked in the event of fire to caution firefighters of their existence. See OSHA Title 29 CFR 1910.166 through 1910.169.
 - e. Oily rags shall be stored in containers so designated. This includes those to be thrown out.
 - f. Scrap and containers should be properly marked for the type of scrap that they are intended to hold.

7. If requested, assist the emergency crews as necessary.
8. A Campus Emergency Command Post may be set up near the emergency site. Keep clear of the command post unless you have official business.
9. DO NOT RETURN TO EVACUATED BUILDING unless told to do so by a campus official.

E. Additional Information and Procedures for Failure

Electrical/Light Failure:

At present all campus buildings emergency lighting provides sufficient illumination in corridors and stairways. If you live in the residence halls, it is advisable to have a flashlight and portable radio available for emergencies.

Elevator Failure:

If you are trapped in the elevator, push alarm and emergency bell button (located on the front panel) at regular intervals which will signal for help.

Plumbing Failure/Flooding:

Cease using all electrical equipment. Notify Information Center at 0 (on any college phone) or Physical Plant at 532-8255/532-8254. If necessary, vacate the area.

Serious Gas Leak:

Cease all operations. DO NOT SWITCH ON LIGHTS OR ANY ELECTRICAL EQUIPMENT. REMEMBER, electrical arcing can trigger an explosion! Notify Information Center at 0 (on any college phone) or Physical Plant at 532-8255/532-8254. Do not use the phone or a cell phone in the immediate vicinity. Physical Plant will notify the gas company.

Hot Water Heat Line Failure:

Immediately notify Information Center at 0 (on any college phone) or Physical Plant at 532-8255/8254, and if necessary vacate the area.

Ventilation Problem:

If smoke odors come from the ventilation system, immediately notify Information Center at 0 (on any college phone) or Physical Plant at 532-8255/532-8254, and if necessary cease all operations and vacate the area.

If there is a utility failure at an individual dorm room contact the Director of Residence Life at 532-8336, the Residence Life Coordinator at 532-8341 or the RA on duty immediately.

Contact Numbers:

1. Director of Physical Plant, Keith Jarvis, 532-8255, 401-0903 (cell), 532-8927 (home)
2. Vice President for Administrative Services, Kwin Wilkes, 532-8218

3. Grounds Supervisor, Steve Akright, 532-8356, 532-4918 (home)
4. Maintenance Technician, Pat Eilert, 532-8254, 575-0717 (cell), 837-2641 (home)
5. Douglas Maintenance Supervisor, Rob Freeman

F. Violent or Criminal Behavior

If you observe violent or criminal behavior on campus, contact the Police Department at 9-911 (on any college phone) or 911 immediately, then notify the College President (532-8202) and Vice President for Student Services (532-8257).

IF YOU ARE A VICTIM OR A WITNESS TO A CRIME THAT HAS TAKEN PLACE OR IS HAPPENING, CALL THE POLICE DEPARTMENT AT 9-911 (on any college phone) or 911 AND:

1. Give the nature of the incident.
2. Location of the incident.
3. Description of person(s) involved.
4. Description of property involved.
5. Give location of where you are and where authorities can reach you.

What to do if Gunfire or Explosives are Discharged

Active shooter events are unpredictable, dynamic, rapidly evolving, multi-variable situations requiring rapid response by law enforcement. If EWC experiences an active shooter situation, you should take the following actions:

If the shooter is outside your building:

1. Remain calm.
2. Turn off all lights, close and lock windows and doors, close blinds.
3. Barricade doors if unable to lock them.
4. Warn others, if possible and safe to do so.
5. Get yourself and others on the floor and attempt to hide behind/under something.
6. Silence radios, cell phones and other devices; remain silent.
7. Call 9-911 and the Campus Resource Officer, 532-8343 (cell 575-5982), as soon as safely possible.
8. Remain in place until given the all clear by an identifiable police officer.

If the shooter is inside your building:

1. Remain calm.
2. If safely possible, flee the area leaving personal belongings behind.
3. If not safe to flee, lock/barricade yourself in a room.
4. Turn off lights and hide under/behind furniture. Stay low to the floor.
5. If in a room with several people, do not huddle together; spread out.
6. Remain silent, silence radios and cell phones.
7. Call 9-911 (on any college phone) or 911 and the Campus Resource Officer, 532-8343 (cell 575-5982), as soon as safely possible.

8. Remain in place until given the all clear by an identifiable police officer.

If the shooter enters your office/classroom:

1. There is no right answer for this scenario. A response must be based on variables related to the situation, shooter and your own intuitions and common sense.
2. Remain calm.
3. Call 9-911 (on any college phone) or 911 and the Campus Resource Officer, 532-8343 (cell 575-5982), as soon as safely possible.
4. If possible, flee the area.
5. Attempting to overcome the suspect with force is always the last resort which should only be considered in extreme circumstances. Only you can decide if this is something you should do.

If you are outside:

1. Remain calm.
2. Move away from the active shooter and/or sounds of gunshots.
3. Warn others to take immediate cover.
4. Look for appropriate cover/protection (brick walls, retaining walls, large trees, parked cars, etc.)
5. Remain silent; silence cell phones.
6. Call 9-911 (on any college phone) or 911 and the Campus Resource Officer, 532-8343 (cell 575-5982), as soon as safely possible.

Points to remember:

1. There may be more than one (1) shooter.
2. Do not touch anything in the area, as it is a crime scene.
3. Prepare a plan of action in advance. Pre-determine possible escape routes for yourself and always know where exits are located.
4. When fleeing, get as far away from the shooting scene as quickly and safely as possible. Do not take/carry anything with you.
5. When reporting an active shooter, give your exact location, number of people with you, any injuries, description of assailant (if known), assailant's location and number of assailants.

Police response and you:

1. Police will quickly respond to the area in which shots were last heard and attempt to immediately engage the active shooter.
2. First arriving officers will not stop to assist the injured or evacuate personnel.
3. When fleeing a building, do so with your hands above your head so police can see that you are not armed.
4. Remain calm.
5. Do exactly as police tell you.
6. Keep your hands empty and visible at all times.
7. If you know where the shooter is, quickly tell the officers. DO NOT get in the way of the officers.

What to do if taken hostage:

1. Be patient, time is on your side. Avoid drastic action.
2. The initial 45 minutes are the most dangerous. Follow instructions, be alert and stay alive. The captor is emotionally imbalanced. Don't make mistakes which could endanger your well-being.
3. Don't speak unless spoken to and then only when necessary. Don't talk down to the captor who may be in an agitated state. Avoid appearing hostile. Maintain eye contact with the captor at all times if possible, but do not stare. Treat the captor with respect.
4. Try to rest. Avoid speculating. Comply with instructions as best you can. Avoid arguments. Expect the unexpected.
5. Be observant. You may be released or escape. The personal safety of others may depend on your memory.
6. Be prepared to answer the police on the phone. Be patient, wait. Attempt to establish rapport with the captor.

Proposed actions in case of classroom crisis involving a violent scenario:

1. Evacuate if possible.
2. Give, if possible, instructions to two of the students:
 - a. Have one of the students proceed to the nearest campus phone to call 9-911 and wait there until the police arrive, and then direct them to the classroom.
 - b. Have the other student immediately notify the administration of the situation (call 0 on any college phone or 532-8211).
3. Try verbally to keep the subject in the classroom until help arrives. Do not attempt to use force.

G. Psychological Crisis

Generally, any psychological crisis which may arise is the result of a physical situation and therefore will be secondary to the stabilization of a physical crisis. Any situation which causes emotional shock to individuals can be termed a psychological crisis. These situations can range from one individual with, for example, the loss of a loved one, to college-wide shock resulting from a natural disaster or implied danger such as a bomb threat.

In widespread situations the licensed counselor(s) on staff will, together with the Crisis Response Team, determine the scope of the situation and implement appropriate steps to alleviate the crisis. These steps may include: crisis intervention, individual counseling and group counseling for both students and personnel. In extreme situations, Peak Wellness may be called in to assist.

H. Medical and First Aid

1. If serious injury or illness occurs on campus immediately dial 9-911 (from any campus phone) or 911. Give your name, describe the nature and severity of the medical problem, and the campus location of the victim.

2. In case of minor injury or illness, provide first aid care and refer to the proper medical care.
3. In case of serious injury or illness, trained personnel should quickly perform the following steps:
 - a. Keep the victim still, warm and comfortable. DO NOT MOVE THE VICTIM.
 - b. Ask victim, "Are you okay?" and "What is wrong?"
 - c. Check breathing and give artificial respiration if necessary. Automatic external defibrillators are located in the Fine Arts Center (on east wall), the Fitness Center and in the gym (outside the south entrance doors).
 - d. Control serious bleeding by direct pressure on the wound.
 - e. Continue to assist the victim until help arrives.
 - f. Look for emergency medical ID, question witness(es) and give all information to the paramedics.
4. Personnel administering first aid should be trained in first aid and CPR. Training is available through the local American Red Cross and the Wyoming Heart Association.

I. Hazard Communication Program

Eastern Wyoming College must adhere to Federal Occupational Safety and Health Act (29CFR 1910.1200) and the State of Wyoming Occupational Health and Safety Rules. By law, information concerning hazards must be transmitted to affected employees with proper attitude toward safety of students.

SPECIFIC REQUIREMENTS:

1. Container Labeling

All containers received for and used by Eastern Wyoming College must:

- a. Be clearly labeled as to the contents.
- b. Contain appropriate hazard warnings for employees.
- c. Contain the name and address of the manufacturer.

If chemicals are transferred to other containers in the workplace, these containers shall be labeled with the workplace, with the identity of the chemicals, and a hazard warning.

2. Material Safety Data Sheets (MSDS)

- a. It will be the responsibility of each Department to obtain the necessary MSDS's for hazardous materials so a comprehensive MSDA file can be maintained. All employees will be informed of the location of the written Hazard Communication Program and the MSDS's.
- b. Copies of the MSDS's for all hazardous chemicals to which employees may be exposed will be kept in the office of the division chairperson or the immediate supervisor, in alphabetical order according to chemical name, and will be available for review to all employees during each

work shift. A complete file of all MSDS's will be kept in the office of the College Safety Director.

- c. Subcontractors working on the job site are required to bring copies of all MSDS's for hazardous materials they are bringing on the job site to the employer's office so the information is accessible to all employees. Upon leaving the job site and taking all hazardous materials with them, they may take their information with them.
- d. Employees are to take a copy of the applicable MSDS's to the medical facility if emergency treatment is necessary due to exposure.

3. Training

Training and information shall be provided at the time of initial assignment or whenever a new chemical hazard is introduced into the work area. Training shall include:

- a. Discussion of the standard.
- b. Identification of chemicals and where they are used in the work area.
- c. Guidelines on reading and interpreting labels and MSDS's.
- d. Hazard of chemicals used and methods of protection from these hazards.
- e. Location of the program and MSDS's.
- f. Procedures to follow if employee is exposed to chemicals.

J. Suspicious Mail

Individuals receiving suspicious mail or packages should immediately call 9-911 (on any college phone) or 911. Do not handle the item.

K. Panic or Rumor

If there is a real or perceived panic or rumor, the individual will notify the appropriate administrator. The administrator will then notify the President and the Director of College Relations.

L. Catastrophic Events

Impacted students will receive the services for which they have paid or reasonable financial compensation for those not received. This may include tuition assurance funds, surety bonds, irrevocable letter of credit, assistance with transfer, teach-out provisions or other practices deemed sufficient to protect consumers.

The institution agrees that it and/or its home state has adequate measures to protect student records in the event of closure.

CRISIS COMMUNICATION PLAN

Eastern Wyoming College, by its nature and mission, cares for its employees and students. The Eastern Wyoming College Crisis Communication Plan details the responsibilities of EWC that when properly implemented, will help the College respond to a crisis.

A crisis can cover two types of events:

Emergencies – any situation that may involve or threaten to cause loss of life or injury to employees or students or damage to property (e.g., fires, explosions, accidents, vehicular mishaps or severe weather events.)

Non-emergencies – any situation that threatens the reputation or stature of the College, poses legal ramifications but does not pose a direct physical threat to students, employees or property.

In such a crisis, at the determination of the College President or his/her designee, the Eastern Wyoming College Crisis Management Plan will be implemented.

In a crisis, it is important to remember two facts:

1. Both types of emergencies will make news.
2. As a public institution, it is a policy of the College to provide full disclosure of all factual information as quickly as possible, with full regard for individual privacy and legal responsibility. By law, the College may not disseminate any information about a student or employee other than the fact that they are enrolled or employed at the College.

The purpose of crisis communication is to satisfy the demands of local media and inform college stakeholders of occurrence/outcome while protecting the reputation and image of the College. Crisis communications does not include crisis management.

Crisis Response Team

The following people, or their designated representatives, must be made aware of any emergency or non-emergency that has potential crisis implications.

Name	Extension	Home Phone	Cell Phone
President			
Dr. Lesley Travers	8202		(307) 262-0599
Sally Watson	8303		575-2441
Vice President, Administrative Services			
Kwin Wilkes	8218		(307) 763-1510
Vice President, Academic Services			
Roger Humphrey	8261		(307)575-1387
Vice President, Student Services			
	8257		
Director, Physical Plant			
Keith Jarvis	8255	532-8927	401-0903
Director, College Relations			
Tami Afdahl	8206	532-4653	575-0829
Director, Residence Life			
Jim Rorabaugh	8336	532-8336	307-575-0312

Campus Resource Officer

The College Relations Director will serve as the Coordinator of the Crisis Response Team. Other college personnel may be added to the team depending on the availability of team members and the nature of the situation.

The Crisis Response Team is responsible for collecting and verifying facts and information about the crisis. Members of the Team may also be involved in crisis management, but it is not the purpose of crisis communications to resolve the crisis. Rather, the purpose is to respond to the media's and stakeholders' needs to be informed about the cause, nature and outcome of a crisis.

All college employees are required to follow the guidelines set forth in the Crisis Management Plan.

Crisis Communications Procedure

In case of an emergency:

- The first priority will be to take any necessary and immediate action to protect human life and/or college property. The EWC President should be the first notified. The President or her/his designee will be responsible for notifying the Crisis Response Team members for preliminary assessment.

In case of non-emergency crisis:

- Refer all inquiries to the EWC President and the Director of College Relations.
- If you are unsure the inquiry constitutes an existing, growing or future crisis, refer the caller or inquiry to the Director of College Relations.

The Coordinator of the Crisis Response Team, with the assistance of the Team and other college employees close to the situation, will collect as many facts as possible concerning the crisis. These may include:

- a. Type of crisis
- b. Causes
- c. Extent or scope of injuries or damage
- d. Early warning signs
- e. Fault
- f. College reaction/action/inaction to the crisis
- g. Answers to questions posed by media at the beginning of the crisis.

EWC Public Relations Policy Statement

It is the policy of EWC to respond quickly, accurately and fully to all legitimate requests for information about any crisis that affects the system, its employees, property, students and its public image, with full regard for individual privacy and legal responsibility. College Relations will maintain a list of priority contacts in the media. EWC administration will familiarize themselves with its approved [Crisis Communication Plan](#), will periodically conduct drills to test the plan's effectiveness, make revisions to the plan as needed and execute the plan when necessary.

EWC Public Relations Responsibilities

Under the direction of the President, communication is coordinated with College Relations. In any emergency, a limited number of individuals are authorized to speak officially on behalf of Eastern Wyoming College. The following individuals are authorized to serve as spokespersons for the duration of an emergency. No other employee may disseminate information about the emergency to the media unless authorized to do so by the President.

Authorized Spokespersons

Name	Extension	Home Phone	Cell Phone
Dr. Lesley Travers President	8202		(307) 262-0599
Tami Afdahl Director, College Relations	8206	532-4653	575-0829

Media Escorts

In most cases, the news media will be in contact with the College while a crisis is unfolding. The media may actually notify the College of a crisis. In any emergency, media will be escorted by authorized personnel from EWC. Escorts will coordinate media arrival times with security personnel, coordinate photography as needed, relay information from the emergency scene to coordination headquarters and provide news releases and statements to the media. If the news media has not contacted the College before or during a crisis, the Crisis Response Team will determine whether the College will pro-actively notify the media or provide the information in response to media inquiries. In either case, College Relations will compile all available information in a suitable format for release to the media.

Authorized Media Escorts

Name	Extension	Home Phone	Cell Phone
Tami Afdahl Director, College Relations	8206	532-4653	575-0829
Kim Jones Senior Admin Asst. College Relations	8217	532-4193	(307) 259-8802

Emergency Communications Headquarters

The Crisis Response Team will need access to telephones, fax machines and computers to facilitate overall communications. A communications headquarters will be established in the President's office. In the event that the President's office is not accessible, the CTEC building will serve as communications headquarters.

The Crisis Response Team Coordinator will also designate room T274, Dolores Kaufman Boardroom, as a briefing center where press conferences can be held, depending on availability and accessibility.

Media Headquarters

Media Headquarters will be located in the Dolores Kaufman Boardroom T274. Written material (e.g. news releases, updates on the emergency) will be provided here to members of the media.

Personal Injury/Death Communications Policy

1. College Relations and its assigned spokesperson are the only parties authorized to release the names of injured or deceased persons.
2. Names of injured or deceased persons will not be released until next of kin are notified.
3. After notification of next of kin, the College Relations office and its assigned spokesperson will immediately release name of injured or deceased persons.
4. All inquiries regarding the safety or condition of employees and/or students should be referred immediately to the College Relations office.

EMERGENCY INFORMATION

News Releases

Include:

- Nature of the emergency.
- Where, when it happened.
- EWC's official response to the emergency.
- Measures taken to contain it.
- Physical extent of the emergency (number of employees/students injured or deceased, property damage).
- Plans to return to normal operation.
- After families have been notified, names of injured and/or deceased
- Names and phone numbers of persons to contact for more information.

Background Statement

Include:

- Brief factual summary of event.
- Guidelines for employees' discussion of event with external audience.
- Names of persons to contact in the College Relations Office for more information.

Spokesperson Briefing

Spokesperson will:

- Ensure that media receive timely, factual information.
- Provide single, consistent source of information to media.
- Minimize contradictory information from EWC.
- Provide background to emergency event.

News Conference

News conferences should be used only in those situations in which the information to be disseminated is significant and must be communicated quickly and efficiently to a large number of people at the same time. In severe, lengthy emergencies that result in large numbers of injured or deceased, or involve

massive property damage, it may be necessary to conduct news conferences as frequently as every hour.

- The news conference will be arranged by the Director of College Relations.
- The College President or his/her designated spokesperson (depending on the nature of the emergency) will serve as the primary spokespersons.

News Conference Publications:

- Media Kit – including news release(s), fact sheet(s), copies of statements by speakers at news conference and biographical information speakers.
- Media List – follow up distribution of media kit to those who did not attend news conference.

Post-Emergency Follow Up

Responsibility for communication with key audiences does not end with the crisis. It may be necessary to update audiences for days, weeks or even months after a crisis depending upon its severity.

Media:

- Communicate updates on progress toward restoration to normal operations.

Employees/Immediate Community:

- Distribute to home address at least one news update, from the College President, on progress toward restoration to normal operations.

Post-crisis Audit

After determining that all communications in connection with the crisis have been resolved, the Crisis Management Team will meet and conduct a crisis communication audit. The positives and negatives of the communications process, including outcomes demonstrated in media coverage, will be discussed and any necessary changes will be implemented. College Relations will create an audit report and distribute it along with a revised communications plan, if necessary, to members of the team.

Appendices

Appendix A

Severe Weather

Sample Door Sign:

EWC has canceled today's classes due to severe weather. The weather advisory states:

If you are unable to leave EWC, please report to the Information Desk.

(Today's Date)

Appendix B

REPORT OF A BOMB THREAT

Date of Call _____

Time of Call _____

Person Receiving the Call _____

- a. Keep the caller on the line as long as possible and gain as much information as possible. Ask the caller the following questions:

Where is the bomb (building, location)? _____

What time is it set to go off? _____

Who set the bomb? _____

Why was the bomb set? _____

- b. Evaluate the voice of the caller and check the appropriate spaces:

Man _____

Intoxicated _____

Other _____

Woman _____

Speech Impediment _____

Other _____

Child _____

Special Ethnic _____

Other _____

Age (Approx.) _____

Characteristics _____

Other _____

- c. Listen for any background noise. Check appropriate space below if applicable:

Music _____

Babies or Children _____

Plane/Train _____

Conversation _____

Cars or Trucks _____

REPORT CALL IMMEDIATELY TO: SWITCHBOARD 0 (FROM ANY COLLEGE PHONE)