Purdue ALERT Emergency Warning Notification Plan

January 1, 2023

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Section 1: Plan Fundamentals

1.1 Introduction

A) In accordance with Purdue University's Integrated Emergency Management Plan (IEMP) this document formalizes the University's emergency warning notification system designated as **Purdue ALERT**. Purdue is a large and complex institution, and people move about our campus freely. Despite advances in communication, there is no way to reach everyone instantly with a single message or system.
B) The goal is to balance the need to provide warnings as quickly as possible with the need to ensure accuracy and provide helpful safety instructions to our campus community.
C) Purdue ALERT has been designed as a multi-layered approach that will help spread the word quickly and accurately. The multiple communications layers will initially provide basic information to alert the community of a safety incident. Individuals should then take actions to protect themselves as public safety officials react to the safety issue.

1.2 Purpose

Purdue ALERT is designed to notify as many people as possible as quickly as possible based on the specific incident circumstances.

1.3 Scope

Purdue ALERT is designed to quickly provide warning information to faculty, staff, students and visitors on the West Lafayette campus. Marketing and Media personnel will provide more information to internal stakeholders (faculty, staff, students and visitors) and external stakeholders (local community) based on the specific incident's circumstances.

1.4 Laws and Authorities:

A) Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act or Clery Act; federal statute codified at 20 U.S.C. § 1092(f), with implementing regulations in the U.S. Code of Federal Regulations at 34 C.F.R. 668.46
B) The Higher Education Opportunity Act (Public Law 110-315) (HEOA) was enacted on August 14, 2008, and reauthorizes the Higher Education Act of 1965, as amended (HEA).

1.5 Situation and Assumptions

A) Situation:
1) Purdue University is located in West Lafayette, IN (Tippecanoe County). These guidelines are specifically designed for the West Lafayette campus.
2) The West Lafayette campus covers over 2500 acres and has over 350 buildings.
3) Purdue's system-wide enrollment is over 70,000 students; however, this plan is designed for the West Lafayette campus which has an enrollment of 41,573 students (Fall 2017) from 50 states and 122 countries (9,133 who are international students).
4) The West Lafayette campus is a "community" of over 50,000 faculty, staff, students and visitors that must be prepared to respond to events and incidents similarly to other traditional mid-sized communities.

B) Assumptions:
1) All Hazard Outdoor Emergency Warning Sirens are designed for "outdoor warnings" and building residents should not rely on them for initial incident notification.
2) A single communication system cannot reach all stakeholders in a timely manner.
3) Timely emergency notification relies on functioning, multiple technology communication systems.
4) Most emergency events will occur with little or no warning.
5) Level 1 incidents (reference IEMP for specific definitions) may overwhelm many of our systems and limit their capability to provide reliable notification.
6) Emergencies may require cooperation/coordination of internal and external departments, organizations, and agencies to include, university, city, county, state, and federal entities.
7) Basic services, including electricity, telecommunications, and other information systems may be interrupted and may limit some "layers" of our overall communication system.
8) Departments must develop internal processes to notify their employees of emergency incidents.
9) Individuals must prepare for emergencies in advance; many tools to do so are provided at http://www.purdue.edu/ehps/emergency_preparedness
10) Periodic testing of Purdue ALERT and department processes are critical to ensure operational readiness and effectiveness of the notification systems.

Section 2: Purdue ALERT

2.1 Concept of Operations:

A) The campus community will be notified by the University's emergency warning notification system if a major emergency or dangerous situation involving an immediate threat to the health or safety of students or employees occurs on or near campus, unless in the professional judgment of the responsible authorities, the notification will compromise efforts to assist victims or to contain, respond to, or otherwise mitigate the emergency.

B) The major emergency or dangerous situation will normally be confirmed by PUPD or PUFD personnel prior to alerting the campus community.

C) Purdue ALERT warning notifications are initially designed to warn Purdue faculty, staff and students by activating some or all Purdue ALERT layers. The notification may be expanded to the community through news releases, TV, radio, etc., based on the judgment of the Incident Commander or public safety official.

D) In major incidents (normally level 1 or 2 emergencies), emergency warning may initially focus on one of the following two basic emergency warning notifications systems:
   1) ***Fire Alarms*** mean to immediately **evacuate** the building and proceed to the Emergency Assembly Area.
   2) ***All Hazards Outdoor Emergency Warning Sirens*** mean to immediately seek shelter (**Shelter in Place**) in a safe location within the closest facility/building.
      (i) **"Shelter in place" means seeking immediate shelter inside a building or University residence. This course of action may need to be taken during a tornado, an active threat (such as a shooting), or a release of hazardous materials in the outside air.**

E) When individuals hear a Fire Alarm or the All Hazards Outdoor Emergency Warning Sirens they should immediately evacuate or go inside a building to a safe location, as applicable, then use any communication means available to find out more details about the emergency.

F) Additional warning notifications and follow-up information will use other layers of Purdue ALERT. They are:
   1) Text messaging system.
      (i) Purdue University faculty, staff and students should sign up to receive an emergency notification text message. The following link http://www.purdue.edu/securepurdue/ (emergency contact) to sign up for the text system.
   2) Twitter
      (i) Sign up on Twitter: Twitter account holders can follow "@PurdueEmergency" to receive up-to-date information on campus emergencies.
   3) Desktop Popup Alert

(i) Alert will be sent to the majority of University classroom & lab computers and display incident information on computers that are logged in.

4) Alertus Alert Beacons
   (i) Alert will be sent to the beacons that are installed in large classrooms. Beacons will alarm audibly for 10 seconds, flash and text alert will be available for 5 minutes.
5) Digital Signs
   (i) Over 300 digital signs around campus will display the ALERT message for approximately five minutes.
6) An e-mail will be sent to all people with a **purdue.edu** address.
7) Purdue Home page (www.purdue.edu) and WL Campus Emergency Status page (www.purdue.edu/emergency/)
   (i) Marketing and Media personnel will post additional information, as applicable, for campus-related emergencies to these pages.
8) The Boiler Television Emergency Alerting System will broadcast emergency information.
9) University Residences personnel may implement internal notification procedures to alert people in individual halls via their resident assistants, phones, and signage.
10) Marketing & Media personnel will work with the news media— radio, TV, newspapers, and Internet — to help spread the word, as needed.
   (i) M & M officials will determine which emergencies require the news media to be notified.

2.2 Objectives*:*

A) Maintain multiple communications layers to disseminate information quickly to as many stakeholders as possible.

B) Continue to evaluate new technologies and incorporate them into Purdue ALERT as appropriate.

C) Test Purdue ALERT, normally twice a year, and incorporate any lessons learned into the activation procedures.

2.3 Activation

A) Most major emergencies or dangerous situations will be reported to the Purdue Dispatch Center who will dispatch PUPD/PUFD to investigate and confirm the emergency. If confirmed, PDC starts the notification process by notifying public safety officials.
B) Activation of all or part of the overall warning notification system will be decided on by the Incident Commander and Public Safety leadership. Each incident will be evaluated based on incident specifics and life safety factors; a decision to make a timely warning/emergency notification will then be made.

C) The Purdue Police Chief, or Purdue Fire Chief, in consultation with the Director of Emergency Preparedness will normally direct Purdue ALERT activation. However, the responding Incident Commander may direct Purdue ALERT activation if immediate life safety issues exist.
D) The initial Purdue ALERT notifications will normally use a preformatted message that provides very basic information that is designed to immediately notify Purdue faculty, staff, and students. More detailed information will be included in subsequent notifications and/or posted on the Campus Emergency Status page.

2.4 More detailed information on all Purdue ALERT layers can be found in the plan appendices.

Section 3: Direction, Control, and Coordination

3.1 Responsibilities:

A) The Incident Commander has the authority to activate all or part of Purdue ALERT. Figure 1, *Emergency Warning Notification Flow Chart,* outlines the emergency warning notification process. However, for most emergency incidents the IC will relay information to their respective PUPD/PUFD leadership who will determine Purdue ALERT activation. They will direct Purdue Dispatch Center to activate applicable Purdue ALERT layers and ensure Marketing & Media personnel are notified to activate the other Purdue ALERT layers.

B) Emergency warning notification decisions will be based on emergency levels and urgency of notification (active threat considerations).

C) The decision to take action and initiate an emergency warning notification should be based on the severity of the emergency and the threat to life safety, as well as the time that is required to communicate with the most people possible. Figure 2, the *Activation Hierarchy* outlines the approval process for most situations.

D) The person who initiates the emergency warning notification system undertakes this responsibility after careful consideration of the emergency and the threat to human life and safety. For example:
   1) A tanker truck leaking a hazardous gas that is moving onto a campus requires **immediate action** to provide enough time for people outside to take shelter inside of a building. This type of emergency and the need for rapid notification requires the Incident Commander (probably first responding fire or police units) to take action as quickly as possible. The IC has the authority to activate Purdue ALERT. Purdue ALERT will be **immediately activated.**
   2) A **potential** release of a hazardous gas does not have the immediacy of a release and the threat to life safety is less severe. The people who are initially notified would be able to move up through the hierarchy to a decision-maker who would determine the appropriate level and the type of emergency notification systems to activate.

E) Figure 3, *Methods and Timing of* Purdue ALERT describes the systems that Purdue University may activate and the desired activation time for these systems. Activation of all or part of the emergency warning notification systems will be based on the specific incident.

3.2 Purdue ALERT Notification Guidelines

A) Normally, all Purdue Alert layers will be activated for a level 1 incident. For other incidents, all layers except the all hazards outdoor emergency warning sirens may be activated. The Purdue ALERT activator may choose to activate certain layers based on the specific incident circumstances. These guidelines allow for the flexible use of communication layers to provide an effective emergency warning notification to the campus community. .

3.3 Call Center

A) Marketing & Media staff maintain the standard operating procedures and checklist to activate the contracted Call Center (currently FEI) in their Crisis Communications Plan. The Emergency Preparedness Office will assist in checklist design and exercising their procedures.

B) Determining when the Call Center will be activated is the responsibility of the Vice President, Public Affairs; Vice President Physical Facilities & Public Safety; or the Dean of Students.

3.4 Preformatted Warning Notification Messages

A) Attachment 1 provides examples of preformatted messages for use by the M & personnel and the Purdue Dispatch Center dispatchers.

3.5 Emergency Announcement Examples

A) Attachment 2 provides scripts that can be adjusted by special event organizers to use if an emergency situation occurs.

Section 4: Training

4.1 Exercises

A) When possible, Purdue ALERT will be used in campus emergency exercises to provide training for activators, promote awareness for the Purdue community, and provide realism in exercise execution.

4.2 After Action Review Process

A) After Purdue ALERT is activated an after-action review will be conducted by the Emergency Preparedness Office in a timely manner. Activation procedures and text message system effectiveness will be reviewed. Lessons learned will be documented and incorporated into the Improvement Plan and used to improve the standard operating procedures on an ongoing basis.

B) A Purdue ALERT activation report will be maintained with all activations. A monthly report will be made to the Campus Safety & Emergency Preparedness Committee. The report will show the type of activation and overall number of activations for the year.

4.3 Testing

A) Periodic testing is critical to ensuring Purdue ALERT is reliable and effective in reaching our stakeholders. Purdue ALERT will normally be tested at the beginning of each academic semester. At least one of the two tests must be conducted to comply with the Department of Education's campus safety & security reporting requirements. An After Action Report should be completed and lessons learned incorporated into fine tuning the overall system.

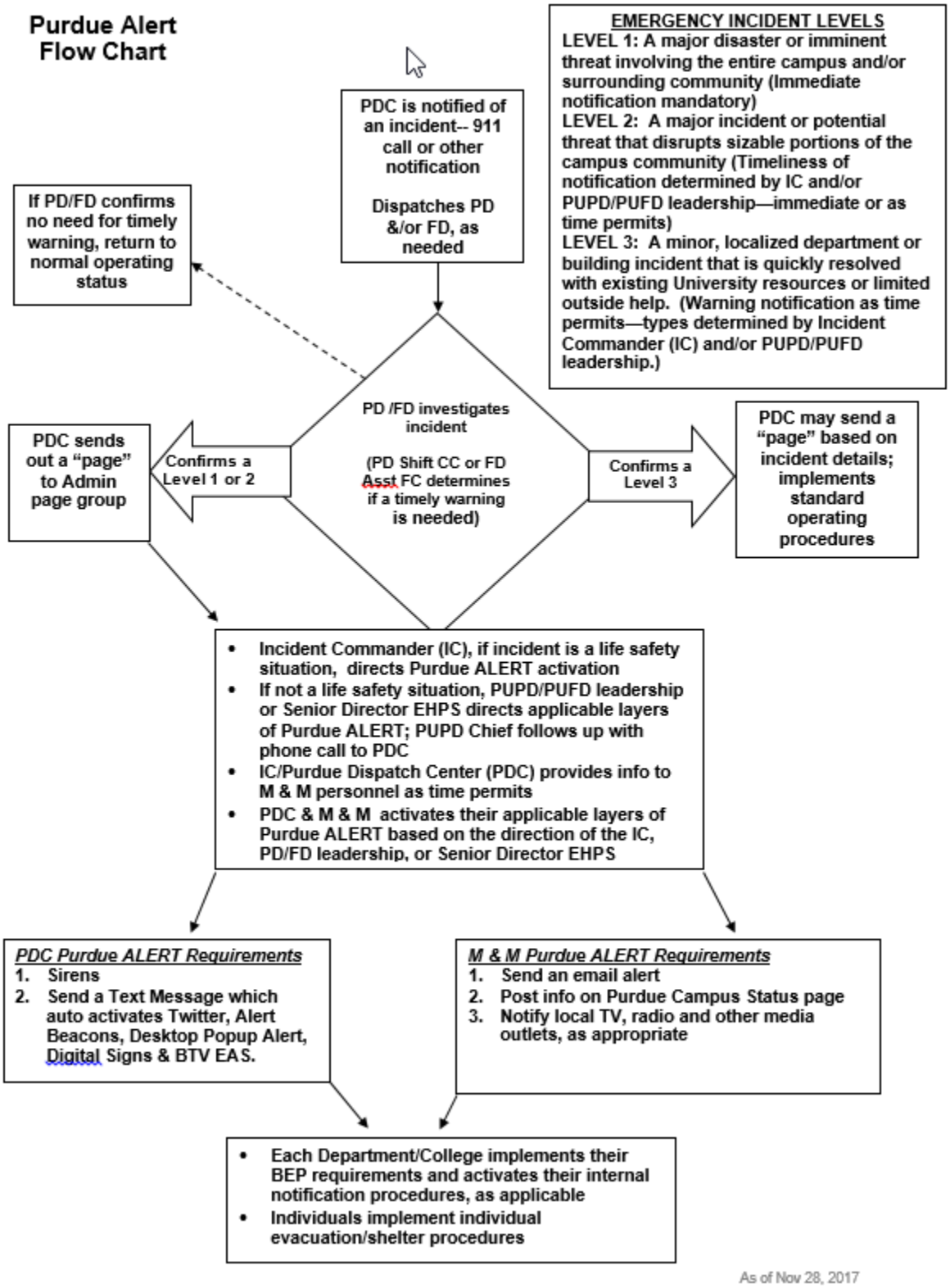

Purdue Alert
Flow Chart
PDC is notified of an incident-- 911 call or other notification
Dispatches PD &/or FD, as needed
If PD/FD confirms no need for timely warning, return to normal operating status
EMERGENCY INCIDENT LEVELS
LEVEL 1: A major disaster or imminent threat involving the entire campus and/or surrounding community (Immediate notification mandatory)
LEVEL 2: A major incident or potential threat that disrupts sizable portions of the campus community (Timeliness of notification determined by IC and/or PUPD/PUFD leadership—immediate or as time permits)
LEVEL 3: A minor, localized department or building incident that is quickly resolved with existing University resources or limited outside help. (Warning notification as time permits—types determined by Incident Commander (IC) and/or PUPD/PUFD leadership.)
PD /FD investigates incident
(PD Shift CC or FD Asst FC determines if a timely warning is needed)
Confirms a Level 1 or 2
Confirms a Level 3
PDC sends out a "page" to Admin page group
PDC may send a "page" based on incident details; implements standard operating procedures
Incident Commander (IC), if incident is a life safety situation, directs Purdue ALERT activation
If not a life safety situation, PUPD/PUFD leadership or Senior Director EHPS directs applicable layers of Purdue ALERT; PUPD Chief follows up with phone call to PDC
IC/Purdue Dispatch Center (PDC) provides info to M & M personnel as time permits
PDC & M & M activates their applicable layers of Purdue ALERT based on the direction of the IC, PD/FD leadership, or Senior Director EHPS
PDC Purdue ALERT Requirements
1. Sirens
2. Send a Text Message which auto activates Twitter, Alert Beacons, Desktop Popup Alert, Digital Signs & BTV EAS.
M & M Purdue ALERT Requirements
1. Send an email alert
2. Post info on Purdue Campus Status page
3. Notify local TV, radio and other media outlets, as appropriate
Each Department/College implements their BEP requirements and activates their internal notification procedures, as applicable
Individuals implement individual evacuation/shelter procedures
As of Nov 28, 2017

Figure 1

Purdue ALERT ACTIVATION HIERARCHY

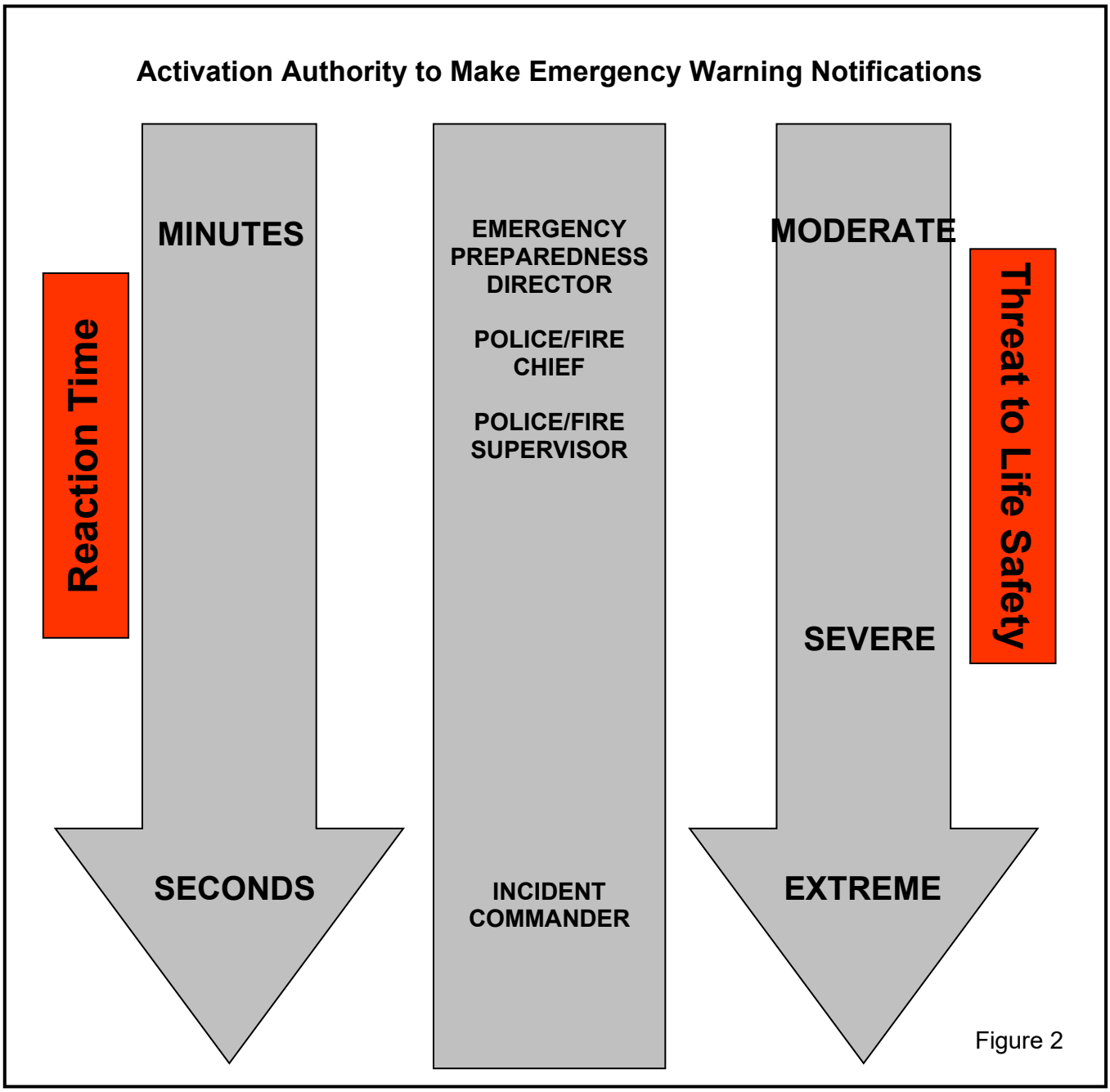


Figure 2

Purdue ALERT COMMUNICATIONS METHODS

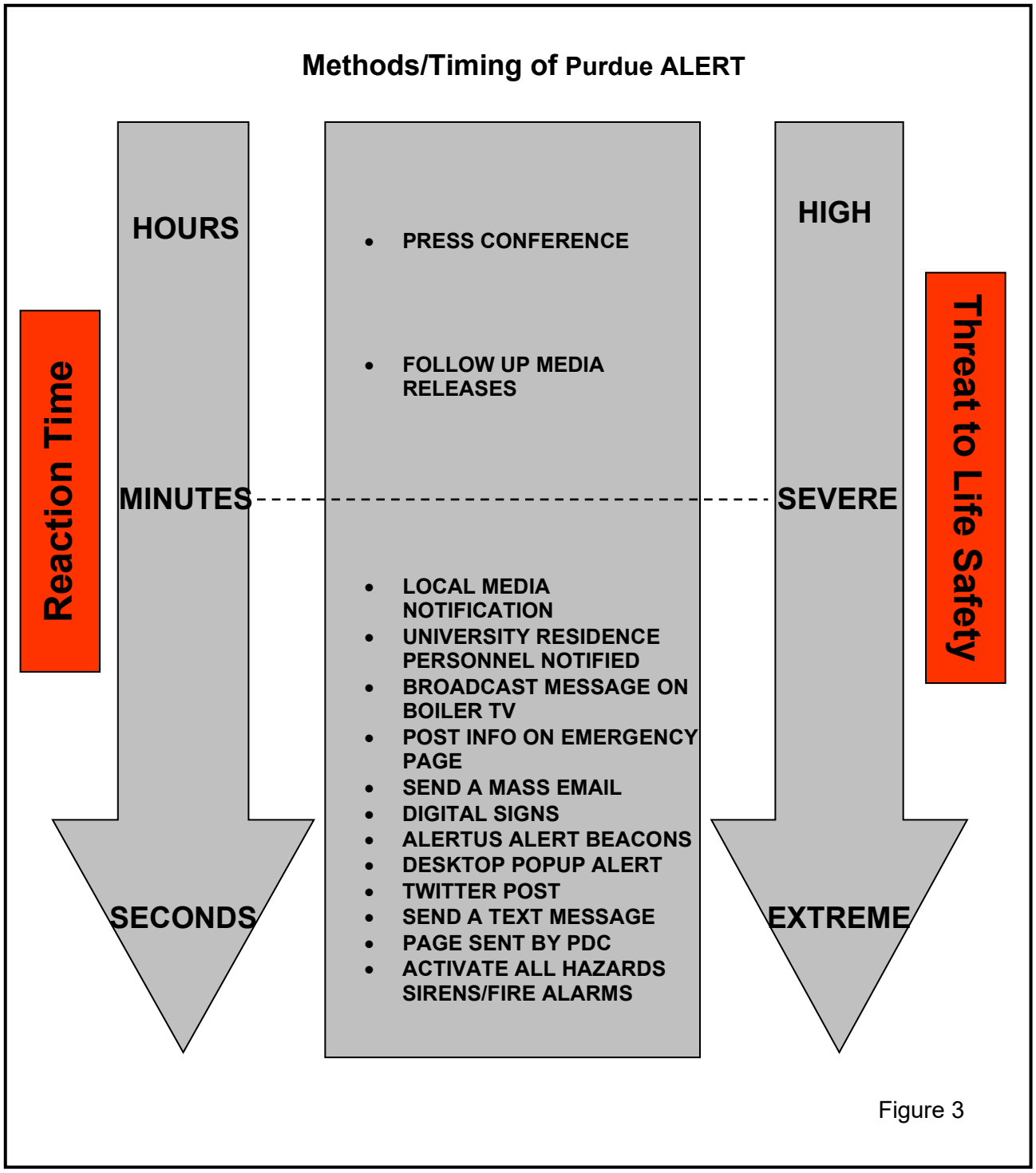


Figure 3

Attachment 1: Warning Notification Messages

The following preformatted messages are designed for "shelter in place" and evacuation incidents. They are not all inclusive but serve as emergency incident examples. They will be adjusted based on the emergency.

Email and public address messages

Police Emergency

Email Example: This is a public safety emergency notification. There has been a police activity due to---- assault/ shooting/stabbing/ serial crime/abduction/attempted abduction/hostage/other----at xx:xx am/pm on x/x/xxxx in/around _____building. The suspect last seen heading _____ on foot/in vehicle (describe). Suspect appeared to be (black, Asian or Caucasian) and is about _____ feet tall, has a _____ build, ____ hair, _____ eyes and was wearing. Other features include _____. Avoid the area of _____ between _____ Streets. All individuals on campus should stay inside and seek a safe location. *(Use this sentence if shelter in place procedures are deemed necessary).* Purdue Police officers are on the scene. Go to www.purdue.edu/ea for more information and updates on this incident.

Public Address (event) Example: Please give me your attention. A police emergency has been declared due to a----shooting/stabbing/bomb threat/serial crime/hostage/other. The incident occurred at xx:xx am/pm in/around _____building. Avoid the area of _____ between _____Streets. All individuals on campus should stay inside and seek a safe location. Purdue Police officers are on the scene. Go to www.purdue.edu/ea for more information and updates on this incident.

Fire/HazMat

Email Example: This is an emergency notification. A hazardous materials/other incident occurred at xx:xx am/pm on x/x/xxxx in/around _____building. Avoid the area of _____ between _____Streets. Residents in _____building (s) should shelter in place immediately. _____ buildings should evacuate immediately. Proceed north/south/east/west/ away from the incident. Purdue Fire Department is on the scene. Go to www.purdue.edu/ea for more information and updates on this incident.

Public Address (event): Please give me your attention. A hazardous materials/other incident is in progress in/around _____building. Avoid the area of _____ between _____Streets. Residents in _____building (s) should shelter in place immediately. _____ buildings should evacuate immediately. Proceed north/south/east/west/ away from the incident. Purdue Fire Department is on the scene. Go to www.purdue.edu for more information and updates on this incident.

Natural Disaster

Email Example: This is a weather emergency notification. A weather emergency of _____is in effect. Stay indoors and monitor the radio/TV/web for weather information. Go to www.purdue.edu/ea for more information and updates on this incident.

Public Address (event) : There is a hazardous weather emergency of _____ as of xx:xx am/pm on x/x/xxxx for the West Lafayette Campus and Tippecanoe County area. You should stay indoors and monitor television, radio, and the internet for weather information. Go to www.purdue.edu/ea for more information and updates on this event.

Other

Email Example: This is an emergency notification. The Purdue West Lafayette Campus is closed due to _____ as of as of xx:xx am/pm on x/x/xxxx. A State of Emergency exists in Tippecanoe County due to _____. Essential employees are to report to work; all others are advised to stay at home. Monitor the news media for information on the weather. Go to www.purdue.edu/ea for more information and updates on this incident.

Public Address (event): The Purdue West Lafayette Campus has been closed due to _____as of as of xx:xx am/pm on x/x/xxxx. This closing is for the West Lafayette Campus only. A state of emergency exists in Tippecanoe County due to the _____. Essential employees should report to work immediately; all others are advised to stay at home. Please monitor the local media for weather updates. Go to www.purdue.edu/ea for more information and updates on this incident.

Attachment 1 (cont.):

Text Messaging Templates

(Max. 160 characters for text messaging)

Alerts Templates using the "*PurdueWL Emergency*" prefix:

- A01. TEST OF ALERT SYSTEM
- A02. SUSPENSION OF OPERATIONS
- A03. RETURN TO NORMAL OPERATIONS
- A04. WEATHER DELAY
- A05. TORNADO WARNING
- A06. TORNADO WARNING EXTENSION
- A07. ALL CLEAR
- A08. FIRE EMERGENCY
- A09. HAZARDOUS MATERIALS SPILL
- A10. BOMB THREAT EMERGENCY
- A11. POLICE EMERGENCY (no sex crime)
- A12. POLICE ERMGENCY (sex crime)
- A13. ACTIVE THREAT EVENT
- A14. AVOID THE AREA
- A15. GENERAL INFORMATION
- A16. ERRONEOUS SIREN ACTIVATION
- A17. THUNDERSTORM WARNING (USED DURING COVID ONLY)
- A18. LIGHTNING IN THE AREA (USED DURING COVID ONLY)
- A19. WIND CHILL EMERGENCY
- A20. SNOW OR ICE WARNING

Lists using the "*PurdueWL Critical*" prefix:

- L01. PUPD Admin Page Group
- L02. Purdue Alert Page Group
- L03. EOC Group
- L04. Aircraft Emergency
- L05. Spring Fest
- L06. Crisis Coord Team Activation Group
- L07. Building Deputy Alert

Tests using the "PurdueWL Critical" prefix:

- T01. BGR Purdue ALERT Test [date]
- T02. BTV Test
- T03. CAP-Signs Test Alert
- T04. PDC Test List
- T05 ALERTUS Limited Targets
- T06. Purdue Alert Test Fall [date]
- T07. Ex3 Severe Weather Week evening test
- T08. Ex2 Tornado Drill—All Clear
- T09. Ex1 Tornado Drill—PA Activation
- T10. EPO Email Test

Attachment 2: EMERGENCY ANNOUNCEMENTS

Modify as needed to address specific emergency
Repeat announcement as needed

Evacuation

Ladies and gentlemen, may I have your attention please. The Purdue University Police Department requires you to evacuate the event site immediately due to a **[provide specific event, whether it is civil unrest, bomb threat, HAZMAT, etc.]**. At this time, we ask that you remain calm and immediately proceed to **[give exact location(s) as provided by PUPD]**. At this time, do not enter the **[indicate area(s) or other prohibited vicinities]**. Any and ALL directions and instructions of public safety officials must be followed.

Lightning In The Area

"Ladies and gentlemen, may I have your attention please. There is a lightning storm approaching the area. At this time, we need you to proceed to **[building name/names]** to take shelter. Please enter through the **[give directions on where to enter]**. Please refrain from utilizing telephones, cellular phones, or any other electronic/electrical devices. Remain calm and proceed to **[shelter location]**.

Tornado Warning

(Sirens should be activated by Tippecanoe County Emergency Management Agency)

Ladies and gentlemen, may I have your attention please. A tornado warning has been issued for our area by the National Weather Service. Everyone should seek shelter immediately in a building basement or ground floor interior hallway area that is not near doors and windows.
The following locations are available and open for shelter: **[recite building names]**. They are located at **[provide concise building location directions]**. Please enter through **[provide directions on where to enter for each shelter-in-place location]** and proceed to the lowest level. Please be advised: If inside shelter is not available, lie flat in the nearest depression, such as a ditch or ravine **[provide location for this if applicable]**.

Heat Advisory Message

Ladies and gentlemen, may I have your attention please. A heat advisory has been issued for our area by the National Weather Service. A heat advisory means that a period of hot temperatures and high humidity will combine to create a situation in which heat illnesses are possible. Please drink plenty of fluids and stay out of the sun as much as possible. Misting stations have been set up at _____ to help you cool down. (If applicable) The First Aid Station is located at _____, if needed. (If set up)

Appendix 1

All Hazards Outdoor Emergency Warning Sirens

Description

Purdue University has seven All Hazards Outdoor Emergency Warning Sirens that can be independently activated from the Purdue Dispatch Center. The sirens are part of Tippecanoe County's siren system and are normally controlled by the Tippecanoe County Emergency Management Agency (TEMA) Director. The sirens are strategically located around campus (see attached pictures). Siren notification is one layer of Purdue University's multilayered notification system and is not designed to be the sole source of emergency warning notification.

Assumptions

1. Sirens are functional.
2. All Hazard Outdoor Sirens are primarily designed for outdoor notification.
3. For most emergency incidents, the Incident Commander (IC) will normally relay information to their respective PUPD/PUFD leadership who will determine Purdue ALERT activation.
4. Based on life threatening considerations the IC has the authority to activate the PURDUE ALERT system.
5. People hearing sirens will immediately shelter in place inside the closest facility and seek out additional information.

Procedures for Activation

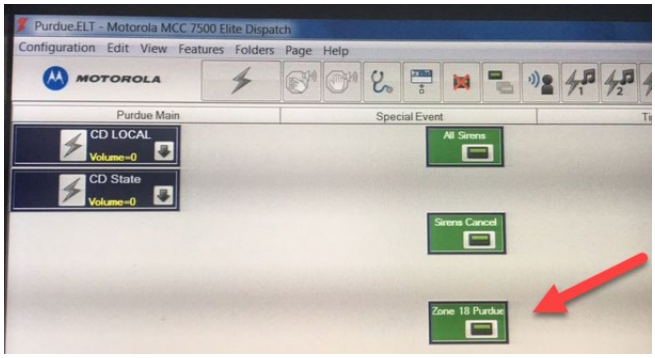
1. Normally, Purdue Dispatch Center personnel will send a page notification to senior leadership on the specific incident.
2. IC, senior administrative official, or PUPD/PUFD leadership will direct Purdue Dispatch Center to activate the siren system.
3. Purdue Dispatch Center or PUPD administrators will notify TEMA of siren activation as time allows.
4. If an erroneous siren activation occurs, the Purdue Dispatch Center will use the Erroneous Siren Activation Checklist (At the end of this appendix).

Maintenance

TEMA is responsible for testing the All Hazard Emergency Warning Sirens. The sirens are tested on a monthly basis (1st Saturday of each month at 11:00 AM, pending good weather.) The seven campus sirens will also normally be tested once a semester to verify remote activation. PUPD will verify proper operation of the University's seven sirens during each test. They will report any malfunction or maintenance requirement to Physical Facilities department and the Director Emergency Preparedness and Planning.

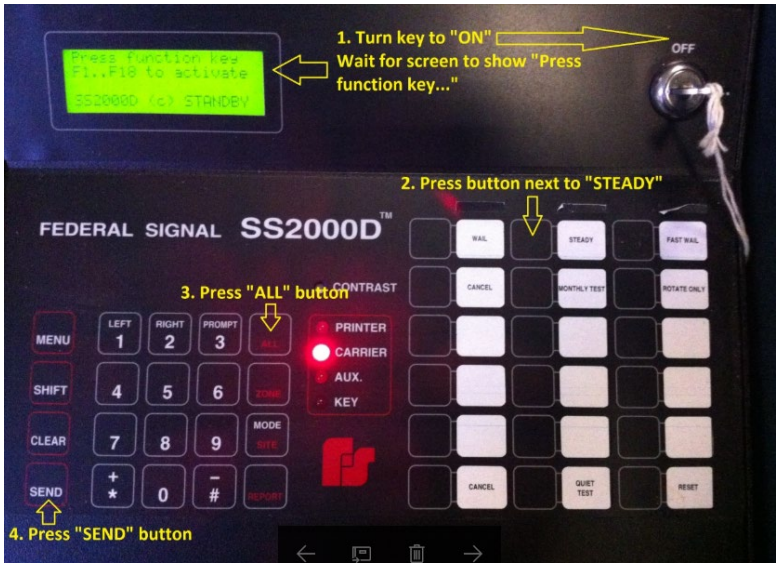
Siren Activation Procedures

1. Activate “Zone 18 Purdue” sirens from the dispatcher console. [Only activate “All Sirens” <u>at the direction of TEMA</u> (Tornado Warning)]



2. If the sirens do not activate in step 1 AND dispatchers do not have time to use the Federal Signal system (step 3), IMMEDIATELY activate the FIVE sirens by the button on the south wall (will not activate PFSB and Grand Prix Track sirens)

3. If time permits use the below four step process to activate the sirens:



Erroneous Siren Activation Checklist

Responsibilities	**This checklist should be used after a confirmed erroneous siren activation.**
☐	Confirm with TEMA that sirens were erroneously activated.
☐	Immediately send out cancel codes, as applicable (Send out as directed by TEMA or Purdue ALERT Activators).
NOTE: Cancel codes may need to be sent out multiple times if sirens are re-activated by the perpetrator.	
☐	Coordinate with one of the Purdue ALERT activators (PUPD Chief, or PUFD Chief) to determine if a Purdue ALERT should be sent explaining erroneous activation.
☐	If yes, use template #15 on the RAVE template page.

Appendix 2

Text Messaging System

Description

Text messaging is a simple, reliable way to send broadcast messages to as many students, faculty and staff as possible, in the fastest possible way. Text messaging is one layer of Purdue University's multilayered notification system and is not designed to be the sole source of emergency warning notification.

Assumptions

1. For most emergency incidents, the Incident Commander (IC) will normally relay information to their respective PUPD/PUFD leadership who will determine Purdue ALERT activation in consultation with the Emergency Preparedness Director.
2. Based on life threatening considerations the IC has the authority to activate the Purdue ALERT system.
3. Purdue Dispatch Center personnel will normally use preformatted messages.
4. Text messaging system is operational.
5. People receiving a text message will read the message transmitted via their cellular phones and then take appropriate action.
6. The text message system is a voluntary, opt-in system; messages sent will only be received by individuals who have opted into the Purdue system.

Procedures for Activation

1. IC, senior administrative official, or PUPD/PUFD leadership must determine that a text message is necessary. (see attachment 1)
2. Purdue Dispatch Center (PDC) personnel have primary responsibility to send an emergency notification text message. (see attachment 2)
3. PDC personnel will normally use preformatted text messages and use their internal standard operating procedures.
4. When the text message is formatted in the RAVE system, the same message is auto populated and sent to:
    a. Twitter
    b. Desktop Popup Alert
    c. Alert Beacons
    d. Digital Signs
    e. BTV EAS

Maintenance

The text system will normally be tested once each semester to verify operation.

ATTACHMENT 1

PURDUE ALERT ACTIVATOR ACTIVATION GUIDELINES

The following checklist provides the basic guidelines to activate Purdue ALERT. These actions should be completed as soon as possible.

STEPS	ACTION
Emergency Level 1 or 2 Incidents	
• PDC is notified of an incident on campus (normally a 911 call).	Dispatch appropriate FD/PD units to confirm incident.
• PDC determines the incident requires a page to be sent.	Send page
• PD/FD Chiefs or their designees will call PDC to find out more incident details. ***(For life safety incidents, PA should be activated by the initial Incident Commander)***	Come up with a recommendation on which PA layers should be activated, then call Emergency Preparedness Director.
• PD/FD Chiefs or their designees will discuss incident with the Emergency Preparedness Director and make decision if PA should be activated	• If PA is activated, then the Chiefs/designees or Emergency Preparedness Director ***will "REPLY ALL" on the original PDC page directing PA activation.*** • Chiefs/designees will also call PDC to ensure they activate PA.
• Purdue ALERT activator (PUPD Chief, PUFD Chief, EPO Director, or Incident Commander for life safety incidents) will "REPLY ALL" to original page directing some or all Purdue ALERT layers to be activated. • Chiefs/designees will also call PDC to ensure PA is activated. • Activate the applicable layers.	
a. If siren activation is directed…	• Activate all Purdue campus sirens through the computer system • If computer system fails to activate the sirens, use manual push button
b. If a text is required … NOTE: Text activation also automatically activates (unless layer is "unchecked" in RAVE system) the following layers: • Twitter • Desktop Popup Alert	• Use preformatted message (see attached sheet) • Incorporate incident specific info • Send text message

STEPS	ACTION
• ALERTUS Beacons • Digital Signs • BTV Emergency Alerting System	
NOTE: Purdue ALERT activators should verify that the applicable PA layers have been activated.	• Verify or contact PDC and M& M personnel. • PDC # is 494-8221 • Contact M & M cell and pager
• Marketing & Media personnel will send the email alert, notify local media, and update the Purdue Campus Status page, as applicable.	
a. If email is required…	• Use internal procedures and send email.
b. If Campus Status page, needs updating…	• Use internal procedures and update the Campus Status page.
c. If local media is to be informed…	• Contact media, as applicable.
The following checklist provides the PA Activators what should occur for a tornado warning. This checklist has been provided to PDC but may be useful to the activator to ensure mission accomplishment.	
Tornado Warnings	
A Tornado WARNING alert is received from the National Weather Service for **<u>Tippecanoe County</u>**	
1. Send a text message … NOTE: Text activation also automatically activates (unless layer is “unchecked” in RAVE system) the following layers: • Twitter • Desktop Popup Alert • ALERTUS Beacons • Digital Signs • BTV Emergency Alerting System	• Use preformatted weather message • Incorporate warning specific info • Send text message
2. Broadcast over applicable radio channels.	• Read the NWS Warning notification information over the radio channels
3. When the threat of a tornado is over send a follow up text message. (normally indicated by expiration of the tornado warning period)	• Use preformatted weather message • Send warning expiration text message

STEPS	ACTION
NOTE: Text activation also automatically activates (unless layer is "unchecked" in RAVE system) the following layers: • Twitter • Desktop Popup Alert • ALERTUS Beacons • Digital Signs • BTV Emergency Alerting System	
Tippecanoe County Emergency Management Agency (TEMA) activates the county's 72 sirens to include the 7 at Purdue. TEMA personnel are the primary activators of the sirens for *a tornado warning event.*	
1.TEMA may request PDC to activate the county sirens if TEMA is unable to activate by their primary method.	• Activate the county siren system, based on TEMA direction and PDC standard operating procedures.

ATTACHMENT 2
PURDUE DISPATCH CENTER
PURDUE ALERT ACTIVATION GUIDELINES

The following checklist provides the basic guidelines when Purdue ALERT activation has been directed. These actions should be accomplished as quickly as possible.

STEPS ACTION
Active Threat Incidents (such as Active Shooter Incidents):
For “active threats” the Purdue Dispatch Center (PDC) dispatcher or Incident Commander must confirm the incident is a life safety incident. Once incident is confirmed, immediately activate all Purdue Alert layers.

1.PDC Dispatcher will:
a.Activate sirens…•Activate all Purdue campus sirens through the computer system
•If computer system fails to activate the sirens, use manual push button.

Special note for the manual siren activation: The push button on the wall doesn’t active the siren at PFSB or Grand Prix track.
b.Send a text message…

NOTE: Text activation also automatically activates (unless layer is “unchecked” in RAVE system) the following layers:
•Twitter
•Desktop Popup Alert
•ALERTUS Beacons
•Digital Signs
•BTV Emergency Alerting System•Use preformatted message (see attached sheet)
•Incorporate incident specific info
•Send text message

NOTE: PUPD/PUFD Chief, or designated representatives must contact Media Relations (MR) personnel as soon as possible so MR personnel can begin activating their applicable Purdue ALERT layers.

All other incidents except tornado warnings:
Page Requirements:

An incident occurs on campus that requires a page to be sent.
Send page

For all other incidents except tornado warnings the Purdue ALERT activators may discuss the incident and then:

1.If Purdue ALERT is needed the activator will call PDC and direct them to activate all layers except sirens.

(Activations of Purdue ALERT layers maybe modified by the activator based on the incident's specific circumstances. However, for most Level 2 incidents all Purdue ALERT layers except sirens will be activated.)

PDC Dispatcher will activate the following Purdue ALERT layers:
Dispatch receives confirmation via phone contact (or radio) to activate all layers except sirens and proceeds to:
a.Text:

NOTE: Text activation also automatically activates (unless layer is "unchecked" in RAVE system) the following layers:
•Twitter
•Desktop Popup Alert
•ALERTUS Beacons
•Digital Signs
•BTV Emergency Alerting System•Use preformatted message (see attached sheet)
•Incorporate incident specific info
•Send text message

NOTE: Media Relations (MR) personnel will receive the activation order from the Purdue ALERT activator as specified in the page. MR personnel will activate their applicable Purdue ALERT layers based on this page (email, Homepage, social media, press release as needed.)

Tornado Warning
1.A Tornado WARNING alert is received from the National Weather Service for Tippecanoe County.
a.PDC dispatcher will:
b.Send a text message …

NOTE: Text activation also automatically activates (unless layer is "unchecked" in RAVE system) the following layers:
•Twitter
•Desktop Popup Alert
•ALERTUS Beacons
•Digital Signs
•BTV Emergency Alerting SystemoUse preformatted weather message.
oIncorporate warning specific info and expiration time.
oSend text message
c.Broadcast over the applicable radio channels.oRead the NWS Warning notification information over the radio channels.

d.When the threat of a tornado is over send a follow up text message. (normally indicated by expiration of the tornado warning period)oUse preformatted weather message
oSend warning expiration text message
NOTE: When the dispatcher inputs the incident specific info into the RAVE text message template, the “same” info will be automatically updated into Twitter, Alert Beacon, Desktop Popup Alert, Digital Signs and BTV EAS layers. All layers are simultaneously sent.

Tippecanoe County Emergency Management Agency (TEMA) activates the county’s 74 sirens to include the 7 at Purdue. TEMA personnel are the primary activators of the sirens for a tornado warning event.
1.TEMA may request PDC to activate the county sirens if TEMA is unable to activate by their primary method.•Activate the county siren system, based on TEMA direction and PDC standard operating procedures.

Appendix 3

Twitter Post

Description

A Twitter post is a simple, reliable way to send broadcast messages to as many students, faculty, staff, parents/family members, and visitors as possible, in the fastest possible way.

If you have a Twitter account, follow "purdueemergency" to see alerts on your Twitter home page. You also have the option to receive alerts via text message through your Twitter account. Purdue Emergency twitter account: https://twitter.com/purdueemergency.

Twitter is one layer of Purdue University's multilayered notification system and is not designed to be the sole source of emergency warning notification.

Assumptions

1. For most emergency incidents, the Incident Commander (IC) will normally relay information to their respective PUPD/PUFD leadership who will determine Purdue ALERT activation in consultation with the Emergency Preparedness Director.
2. Based on life threatening considerations the IC has the authority to activate the Purdue ALERT system.
3. Purdue Dispatch Center and M & M personnel will normally use preformatted messages.
4. Twitter is operational.
5. People receiving a Tweet will read the message transmitted via their cellular phones and then take appropriate action.
6. The Twitter system is a voluntary, opt-in system; messages sent will only be received by individuals who have opted into the Twitter system.

Procedures for Activation

1. IC, senior administrative official, or PUPD/PUFD leadership must determine that a Tweet is necessary.
2. Purdue Dispatch Center (PDC) personnel have primary responsibility to send the initial Twitter message through the RAVE system.
3. If the initial Twitter posting to @purdueemergency through the RAVE system fails, the original Purdue Alert text message will be immediately posted to the

@purdueemergency Twitter feed by M&M personnel, or other authorized users of the @purdueemergency Twitter feed.

4. Follow on Twitter posts will normally be sent by M & M personnel.
5. PDC personnel will normally use preformatted messages and use their internal standard operating procedures.
6. When the text message is formatted in the RAVE system, the same message is auto populated and sent to:
    a. Twitter
    b. Desktop Popup Alert
    c. Alert Beacons
    d. Digital Signs
    e. BTV EAS

Maintenance

The Twitter system will normally be tested once each semester to verify operation.

Appendix 4

Desktop Popup Alert

Description

The Popup Alert will:

- "Take over" a Purdue logged in computer and display an alert message (most classroom & some lab computers).
- By clicking the "enter" key, one can acknowledge receipt (PC) or dismiss (MAC) and return to the normal screen.

Review the "Alert Beacon, Desktop Popup Alert, & Fire Alarm Evacuation Instructions" PowerPoint Presentation (http://www.purdue.edu/ehps/emergency_preparedness/docs/Classroom%20Instructions--PowerPoint.ppt) located on the Emergency Preparedness website for recommended response considerations.

Assumptions

1. For most emergency incidents, the Incident Commander (IC) will normally relay information to their respective PUPD/PUFD leadership who will determine Purdue ALERT activation in consultation with the Emergency Preparedness Director.
2. Based on life threatening considerations the IC has the authority to activate the Purdue ALERT system.
3. Purdue Dispatch Center and M & M personnel will normally use preformatted messages.
4. Targeted computer is turned on and operational.
5. People receiving a Desktop Popup Alert will read the alert and then take appropriate action.

Procedures for Activation

1. IC, senior administrative official, or PUPD/PUFD leadership must determine that a Desktop Popup Alert is necessary.
2. Purdue Dispatch Center (PDC) personnel have primary responsibility to send the initial alert through the RAVE system.
3. PDC personnel will normally use preformatted messages and use their internal standard operating procedures.
4. When the text message is formatted in the RAVE system, the same message is auto populated and sent to:
    a. Twitter
    b. Desktop Popup Alert
    c. Alert Beacons

d. Digital Signs
e. BTV EAS

Maintenance

The Desktop Popup Alert will normally be tested once each semester to verify operation.

Appendix 5

Alertus Alert Beacon

Description

The ALERT Beacon will:

- Alarm for 10 seconds (cannot be muted).
- Flash for approximately 5 minutes.
- Provide incident information (Info available for 5 minutes before it resets).

Review the "Alert Beacon, Desktop Popup Alert, & Fire Alarm Evacuation Instructions" PowerPoint Presentation (http://www.purdue.edu/ehps/emergency_preparedness/docs/Classroom%20Instructions--PowerPoint.ppt) located on the Emergency Preparedness website for recommended response considerations.

The Alertus Box Installation Approval Process (see below) will be referenced by departments when additional beacons are needed.

Assumptions

1. For most emergency incidents, the Incident Commander (IC) will normally relay information to their respective PUPD/PUFD leadership who will determine Purdue ALERT activation in consultation with the Emergency Preparedness Director.
2. Based on life threatening considerations the IC has the authority to activate the Purdue ALERT system.
3. Purdue Dispatch Center and M & M personnel will normally use preformatted messages.
4. Alertus Alert Beacon system is operational.
5. People receiving an alert will read the message transmitted, react to visual/audible alarms, and then take appropriate action.

Procedures for Activation

1. IC, senior administrative official, or PUPD/PUFD leadership must determine that an alert is necessary.
2. Purdue Dispatch Center (PDC) personnel have primary responsibility to activate the alert beacon through the RAVE system.
3. PDC personnel will normally use preformatted messages and use their internal standard operating procedures.
4. When the text message is formatted in the RAVE system, the same message is auto populated and sent to:
    a. Twitter

b. Desktop Popup Alert
c. Alert Beacons
d. Digital Signs
e. BTV EAS

Maintenance

- The Alertus Alert Beacon system will normally be tested once each semester to verify operation.
- The batteries will be replaced every three years by Purdue University Fire Department (PUFD) personnel. Additionally, when PUPD personnel conduct their building fire extinguisher annual procedures, they will also use the Alertus Alert Beacons Periodic Maintenance Checklist (see below) to verify beacon status:

Alertus Box Installation Approval Process

From: Carol Shelby, Senior Director

Re: Alertus Box Installation Request and Approval Process

Date: January 2017

Recent additions to the Purdue Alert notification system, such as desktop popup alerts, a Twitter feed, and digital signage have greatly expanded communication of emergency alert information. That said, I recognize that specific layers of the Purdue Alert may be more desirable in certain locations. If you determine that an Alertus box would better suit the needs of your department, following is the process to request approval for a new installation.

Please compile this information and send it to ehps@purdue.edu for review. You will receive an email or phone call within 10 work days – either requesting additional information or with the approval or denial.

The following are criteria will be considered (in order of importance)

1. Room capacity (typically >100)
2. Building, room number and location
3. Reason for request (will this fill an unmet need for emergency communication to this space?)
4. Room restrictions (is this room restricted from other technology?)
5. Room use frequency
6. Any other information that will assist in decision making

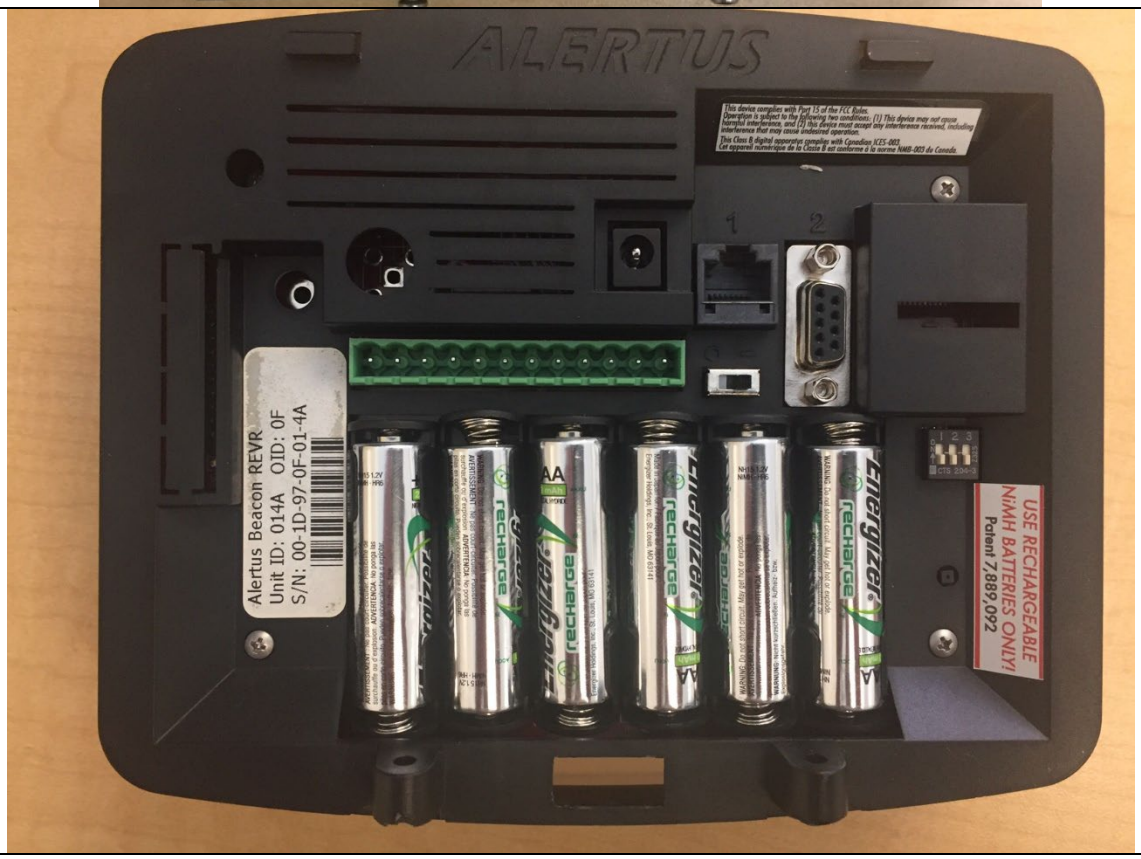
Once a decision on the request has been made, I will send an email to the requesting department, which they can attach to their request for services from Physical Facilities Electronics shop for purchase and installation of the unit.

Once installed, the maintenance costs will be borne by the department. My office will inspect the unit annually, or as needed.

Alertus Alert Beacons Periodic Maintenance Checklist
(As of Feb 4, 2023)

The batteries will be replaced every three years by Purdue University Fire Department (PUFD) personnel. PUFD personnel will input all necessary information into the Maximo tracking system. Additionally, when PUPD personnel conduct their building fire extinguisher annual procedures, they will also use this checklist to verify beacon status:	
☐	Beacons are located in: 1.ARMS-1010-E 2.ARMS-B061-EA 3.BRNG-2280-C 4.BRWN-1154-A 5.CL50-224-A 6.EE-129-B 7.FRNY-G140-IQ 8.HAMP-1144-C 9.HIKS-B848-D 10.KRAN-G016-C 11.LILY-1105-D 12.LILY-G126-A 13.LYNN-1136-C 14.MATH-175-C 15.ME-1061-C 16.ME-1130-A 17.MTHW-210-C 18.PHYS-112-G 19.PHYS-114-B 20.PHYS-223-C 21.RAWL-1086-EO 22.RHPH-172-D 23.SMTH-108-C 24.WTHR-104-E 25.WTHR-172-C 26.WTHR-200-A 27.WTHR-320-C (*Five spare devices)
☐	Replace batteries per operating instructions (once every 3 years).
☐	Verify device is on the wall and operational.
☐	Verify one page instructions are located next to the device. If not contact the Emergency Preparedness Office (4-0446) for a copy of the instructions.
☐	Verify the beacon is not blocked by equipment. Device should be seen by instructor and/or majority of classroom occupants.

ALERT
ALERTUS
LOCALIZED EMERGENCY NOTIFICATION


ALERTUS
Alertus Beacon REVR
Unit ID: 014A OID: 0F
S/N: 00-1D-97-0F-01-4A
USE RECHARGEABLE NiMH BATTERIES ONLY!
Patent 7,889,092

Appendix 6

Digital Signs

Description

The Digital Signs will:

- The alert takes over the digital display screen.
- Provide incident information (Info available for 10 minutes before it resets).

Assumptions

1. For most emergency incidents, the Incident Commander (IC) will normally relay information to their respective PUPD/PUFD leadership who will determine Purdue ALERT activation in consultation with the Emergency Preparedness Director.
2. Based on life threatening considerations the IC has the authority to activate the Purdue ALERT system.
3. Purdue Dispatch Center and M & M personnel will normally use preformatted messages.
4. Digital Signs are operational.
5. People receiving an alert will read the message transmitted, react to visual/audible alarms, and then take appropriate action.

Procedures for Activation

1. IC, senior administrative official, or PUPD/PUFD leadership must determine that an alert is necessary.
2. Purdue Dispatch Center (PDC) personnel have primary responsibility to activate the alert beacon through the RAVE system.
3. PDC personnel will normally use preformatted messages and use their internal standard operating procedures.
4. When the text message is formatted in the RAVE system, the same message is auto populated and sent to:
    a. Twitter
    b. Desktop Popup Alert
    c. Alert Beacons
    d. Digital Signs
    e. BTV EAS

Maintenance

M & M will periodically test the email system to verify operations.

Appendix 7

Mass E-mail

Description

Marketing & Media personnel will send all university faculty, staff, and students (who have a purdue.edu email address) an email on the emergency incident. Building Deputies (BDs) should receive the Mass Email notification and begin their internal notification procedures. Updated information on the incident will be posted on the university's homepage/Campus Emergency Status page. Mass email notification is one layer of Purdue University's multilayered notification system and is not designed to be the sole source of emergency warning notification.

Assumptions

1. Email system is operational.
2. For most emergency incidents, the Incident Commander (IC) will normally relay information to their respective PUPD/PUFD leadership who will determine Purdue ALERT activation in consultation with the Emergency Preparedness Director.
3. Based on life threatening considerations the IC has the authority to activate the Purdue ALERT system.
4. All members of the university community have access to their e-mail at the time of the emergency.
5. All members of the university community check their e-mail at the time of the emergency.

Procedures for Activation

1. Once Purdue ALERT has been activated M & M will format and send an e-mail announcement to all current faculty, staff and students who have a purdue.edu account.
2. Marketing & Media personnel should use a pre-canned message (may alter the message based on specific incident factors.)

Maintenance

M & M will periodically test the email system to verify operations.

Appendix 8

Purdue Campus Emergency Status Page

Description

Purdue University's Campus Emergency Status page (www.purdue.edu/ea) is accessible from anywhere in the world and is the focal point for emergency information. Marketing & Media (M & M) personnel will post emergency information on the Campus Emergency Status page to provide the Purdue community additional information on the emergency incident as quickly as possible. A Campus Emergency Status page emergency notification posting is one layer of Purdue University's multilayered notification system and is not designed to be the sole source of emergency warning notification.

Assumptions

1. The university's Campus Emergency Status page (www.purdue.edu/ea) is operational.
2. For most emergency incidents, the Incident Commander (IC) will normally relay information to their respective PUPD/PUFD leadership who will determine Purdue ALERT activation in consultation with the Emergency Preparedness Director.
3. Based on life threatening considerations the IC has the authority to activate the Purdue ALERT system.
4. People will check the web site and take appropriate action.
5. Web site messaging is a passive communication vehicle, which is to be used redundantly with other emergency notification methods.

Procedures for Activation

1. Once Purdue ALERT has been activated M & M will format and post emergency information on the Campus Emergency Status page.
2. Emergency incident information will be updated on the Campus Emergency Status page as necessary.

Appendix 9

Boiler Television (BTV) Emergency Alerting System (EAS)

Description

BTV EAS will provide emergency information to individuals that have BTV access. All BTV stations will be interrupted followed by a voice message. Additionally, BTV EAS will also broadcast National Weather Service information. BTV EAS is one layer of Purdue University's multilayered notification system and is not designed to be the sole source of emergency warning notification.

Assumptions

1. For most emergency incidents, the Incident Commander (IC) will normally relay information to their respective PUPD/PUFD leadership who will determine Purdue ALERT activation in consultation with the Emergency Preparedness Director.
2. Based on life threatening considerations the IC has the authority to activate the Purdue ALERT system.
3. Purdue Dispatch Center personnel will activate the BTV EAS at the direction senior leadership.

Procedures for Activation

1. Once Purdue ALERT has been activated Purdue Dispatch Center personnel will implement the BTV Emergency Alerting System function through the RAVE system.
2. Purdue Dispatch Center will follow their standard operating procedures to broadcast emergency information on the BTV EAS.
3. When the text message is formatted in the RAVE system, the same message is auto populated and sent to:
    a. Twitter
    b. Desktop Popup Alert
    c. Alert Beacons
    d. Digital Signs
    e. BTV EAS

Maintenance

The BTV EAS system should be tested once a semester.

Appendix 10

University Residences (UR) Notification

Description

UR officials are notified of the emergency incident by Purdue ALERT. Once UR officials receive emergency incident notification, they will implement UR internal notification procedures. UR notification is one layer of Purdue University's multilayered notification system and is not designed to be the sole source of emergency warning notification.

Assumptions

1. For most emergency incidents, the Incident Commander (IC) will normally relay information to their respective PUPD/PUFD leadership who will determine Purdue ALERT activation in consultation with the Emergency Preparedness Director.
2. Based on life threatening considerations the IC has the authority to activate the Purdue ALERT system.
3. UR officials receive the Purdue ALERT.
4. UR officials recognize the need to implement their internal UR emergency warning notification procedures.

Procedures for Activation

1. Purdue Dispatch Center and/or M & M personnel will activate one or more Purdue ALERT layers. RH will activate their internal notification procedures based on the initial Purdue ALERT notification.

Maintenance

UR personnel should maintain up to date internal notification procedures.

Appendix 11

Media Advisory or News Release

Description

Marketing & Media (M & M) personnel may notify the media (radio, TV, newspaper, etc.) as soon as possible with details of an emergency incident, based on the incident's specific circumstances. Updated information will be provided to all sources as it becomes available. Media advisory or news release is one layer of Purdue University's multilayered notification system and is not designed to be the sole source of emergency warning notification.

Assumptions

1. For most emergency incidents, the Incident Commander (IC) will normally relay information to their respective PUPD/PUFD leadership who will determine Purdue ALERT activation in consultation with the Emergency Preparedness Director.
2. Based on life safety considerations the IC has the authority to activate the Purdue ALERT system.
3. M & M personnel are the official spokespersons for Purdue University. A designated representative will serve as the Emergency Operations Center's Public Information Officer (PIO).
4. All news media contacts will be directed to the M & M office.

Procedures for Activation

1. After Purdue ALERT has been activated, M & M personnel will determine if a media release is warranted for the incident. If a release is needed they will alert media verbally at first, following up with written advisories and/or news releases, as applicable. When time and circumstance warrants, these releases will be reviewed by the incident commander.
2. Final media advisory or news release is distributed to the appropriate media outlets, as applicable.

Evaluation and follow-up

1. Marketing & Media will monitor the news coverage surrounding a crisis, including wire stories, newspaper articles, radio and television broadcasts and move quickly to correct any errors that are made in the news coverage.
2. After the emergency, M & M personnel should supply the Director, Emergency Operations Center (if activated) an overview of news coverage for post-event evaluation.

How to Notify Marketing & Media Personnel in an Emergency

It is the policy of M & M to respond quickly in campus emergencies that are likely to generate substantial media coverage.

Marketing & Media representatives will be available at all times to issue an emergency notification

During the Workday

When the incident commander has made the decision to launch emergency notification, Purdue Dispatch Center (PDC) will send a page and call the first person on the list, moving down the list if the first person cannot be reached.

If Marketing & Media does not receive a call from PDC, the senior staff member available will contact PDC to inquire.

After Hours, Weekends, or Holidays

When the incident commander has made the decision to launch emergency notification, PDC will send a page and call the emergency News Service phone number. (If for some reason that number does not work, PDC then should call others on the list.)

If Marketing & Media does not receive a call from PDC, the Marketing & Media person who is on call will contact PDC to inquire.

Staffing:

The people listed above, on a rotating basis, will be responsible for emergency communication and all off-hours news. The person on call will have:

- One emergency cell phone, the number for which will be provided to PUPD for launching the emergency notification process.
- A pager that can receive text messages from PDC.
- A computer equipped with an air card that will allow him/her to launch notification from any location.