PurdueALERT Emergency Warning Notification Plan

July 1, 2025

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PurdueALERT: Emergency Warning Notification Plan

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 **PurdueALERT**. 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) PurdueALERT 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

PurdueALERT is designed to notify as many people as possible as quickly as possible based on the specific incident or event circumstances.

1.3 Scope

PurdueALERT is designed to quickly provide warning information to faculty, staff, students and visitors on the West Lafayette and Indianapolis 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's main campus is located in West Lafayette, IN (Tippecanoe County) with an extension in Indianapolis. These guidelines are

primarily designed for the West Lafayette campus with Indianapolis campus specific functions as noted.

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 over 51,000 undergraduate and graduate students from all 50 states and internationally.
4) The West Lafayette campus is a "community" of over 60,000 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 PurdueALERT and department processes are critical to ensure operational readiness and effectiveness of the notification systems.

Section 2: PurdueALERT

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, faculty, or staff occurs on or approaching 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 Purdue University Police Department (PUPD) or Purdue University Fire Department(PUFD) first responders prior to alerting the campus community.

C) PurdueALERT warning notifications are initially designed to warn Purdue students, staff, and faculty by activating some or all PurdueALERT 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 as specified in the building's emergency plan.
   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 the area an go inside a nearby 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 PurdueALERT. They are:
   1) Text messaging system.
      (i) Purdue University students, staff, and faculty should sign up to receive an emergency notification text message. The following link https://www.purdue.edu/ehps/emergency-preparedness/purduealert-text/ (you emergency contact number) to sign up for the text system. Users may enter one primary mobile contact number plus an additional two more contact numbers as needed. Note: users must have a Purdue career account.

   2) X/ Twitter

(i) Sign up on X / Twitter: X account holders can follow and set notifications for "**@purdueemergency**" to receive up-to-date information on campus emergencies. This layer is open to all users.

3) Desktop Popup Alert
   (i) Alert will be sent to the majority of University classroom & lab computers in West Lafayette 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 select West Lafayette locations. 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 PurdueALERT message for approximately five minutes.

6) An e-mail will be sent to all people with a **purdue.edu** address. Note: emails will mirror the text messages with supplemental emails sent as needed.

7) Purdue Home page (www.purdue.edu) and WL Campus Emergency/Safety Status (www.purdue.edu/emergency/) websites:
   (i) MarCom personnel will post additional information, as applicable, for campus-related emergencies to these pages.

8) The Boiler Television Emergency Alerting System (BTV EAS) will broadcast emergency information as provided by the National Weather Service and PurdueALERT.

9) University Residences personnel may implement internal notification procedures to alert people in individual halls via their resident assistants, phones, and signage.

10) MarCom personnel will work with the news media— radio, TV, newspapers, and Internet — to help spread the word, as needed.
   (i) MarCom 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 PurdueALERT as appropriate.

C) Test PurdueALERT, 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 Public Safety Dispatch Center who will dispatch PUPD/PUFD first responders to investigate and confirm and manage the emergency incident. If confirmed, the Purdue Public Safety Dispatch Center starts the notification process by notifying public safety leadership 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 (PurdueALERT Activators). 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) As PurdueALERT Activators, the Purdue University Police Chief, or Purdue University Fire Chief, in consultation with the Office of Emergency Preparedness Director will direct PurdueALERT activation, layers used, and crisis communications. However, the responding Incident Commander may direct PurdueALERT activation if immediate life safety issues exist.
D) The initial PurdueALERT 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 via mass email layers and/or posted on the Campus Emergency Status page.

2.4 More detailed information on all PurdueALERT 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 as PurdueALERT Activators, will determine Purdue ALERT activation layers used. They will direct Purdue Public Safety Dispatch Center to activate applicable Purdue ALERT layers and ensure MarCom personnel are notified to activate the other Purdue ALERT layers including mass email and updates to the campus safety status page.

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 PurdueALERT. Therefore, PurdueALERT 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* PurdueALERT 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 PurdueALERT Notification Guidelines

A) Normally, all PurdueALERT 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 PurdueALERT Activator may choose to activate certain layers based on the specific incident-related circumstances. These guidelines allow for the flexible use of communication layers to provide an effective emergency warning notification to the campus community.

B) PurdueALERT layers will be activated primarily using the online Rave Mobile Safety Dashboard from the Purdue Public Safety Dispatch Center or Emergency Operations Center. As a secondary back-up, the Office of Emergency Preparedness Director would activate layers of PurdueALERT using the online Rave Mobile Safety Dashboard from an off-campus site. As a final back up, PurdueALERTs would be activated by Rave directly after a phone call is made to them by the Purdue Public Safety Dispatch Center, Purdue ALERT Activators, or the Office of Emergency Preparedness Director.

3.3 Call Center

A) MarCom staff maintain the standard operating procedures and checklist to activate the contracted Call Center (currently FEI) in their Crisis Communications Plan. The Office of Emergency Preparedness 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, Communications; Vice President Physical Facilities & Public Safety; or the Dean of Students.

3.4 Preformatted Warning Notification Messages

A) Attachment 1 provides a list of preformatted messages for use by the Purdue Public Safety 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, PurdueALERT 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 PurdueALERT is activated an after-action review will be conducted by the Office of Emergency Preparedness 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. AARs will be completed within 30 days of the incident or event.

B) A PurdueALERT activation report will be maintained for all activations.

4.3 Testing

A) Periodic testing is critical to ensuring PurdueALERT is reliable and effective in reaching our stakeholders. PurdueALERT 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 will be completed and lessons learned incorporated into fine tuning the overall system.

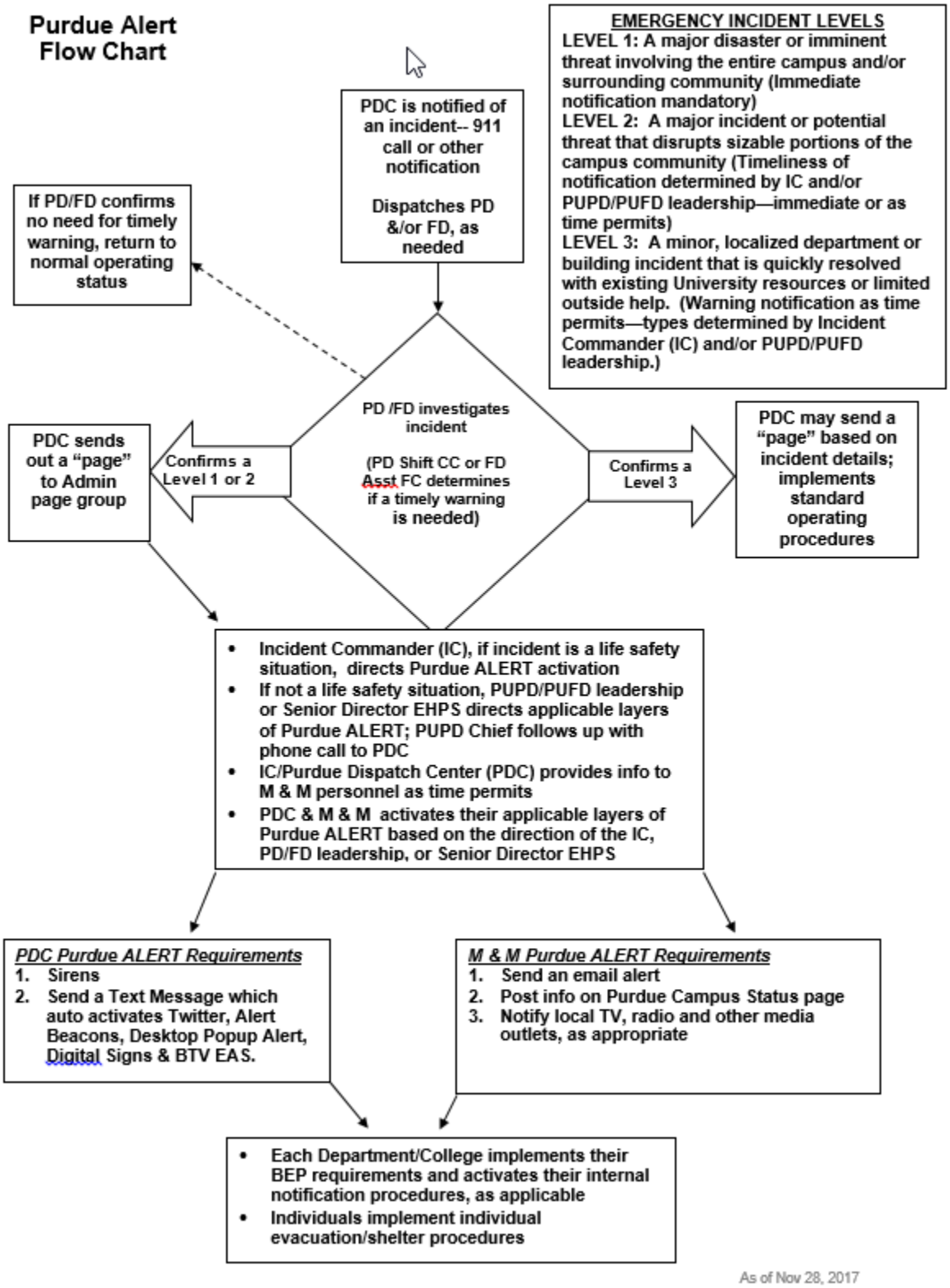

Purdue Alert Flow Chart
EMERGENCY INCIDENT LEVELS
LEVEL 1: A major disaster or imminent threat involving the entire campus and/or surrounding community (Immediate notification mandatory)
LEVEL 2: A major incident or potential threat that disrupts sizable portions of the campus community (Timeliness of 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.)
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
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

PurdueALERT ACTIVATION HIERARCHY

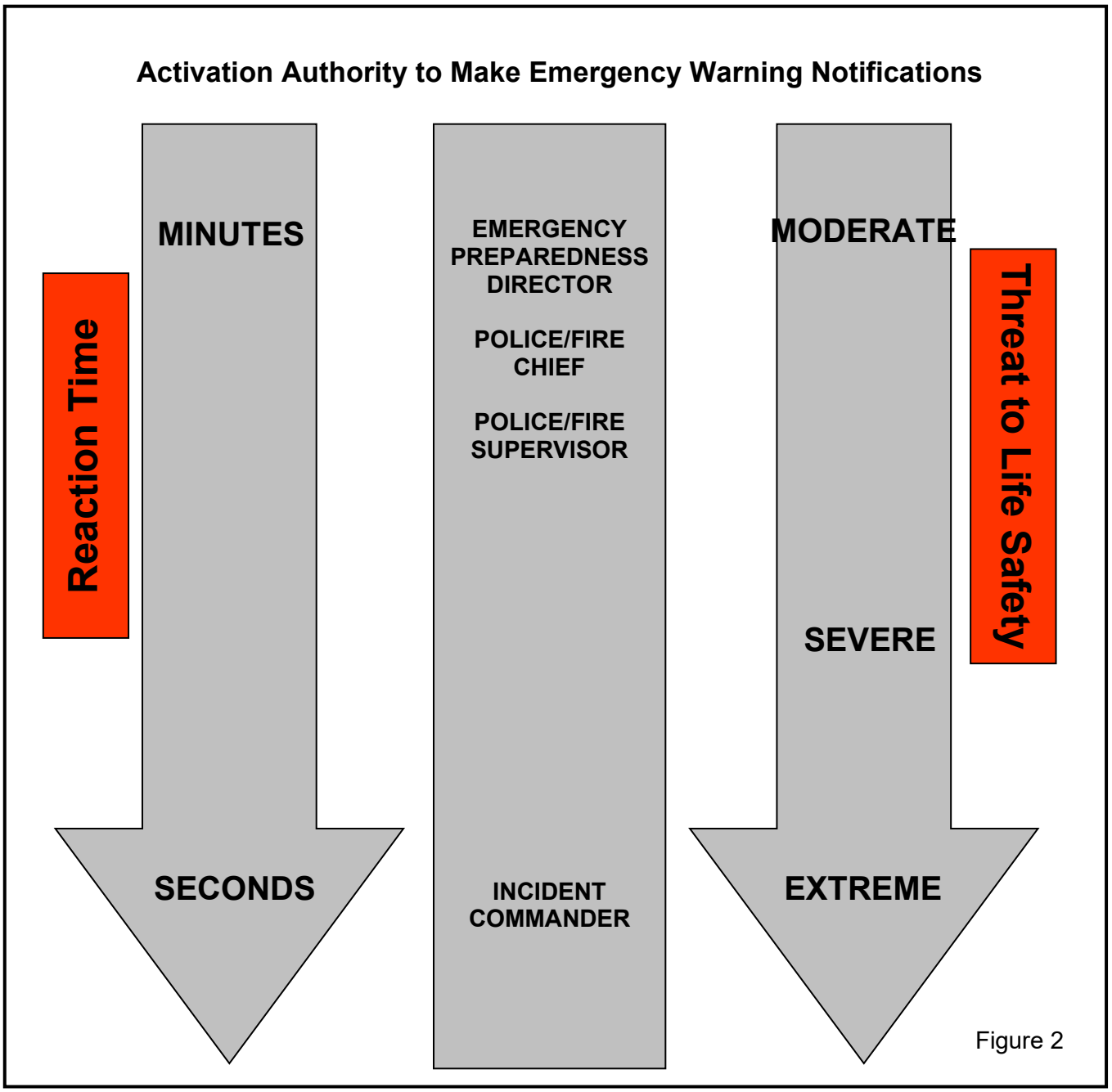


Figure 2

PurdueALERT COMMUNICATIONS METHODS

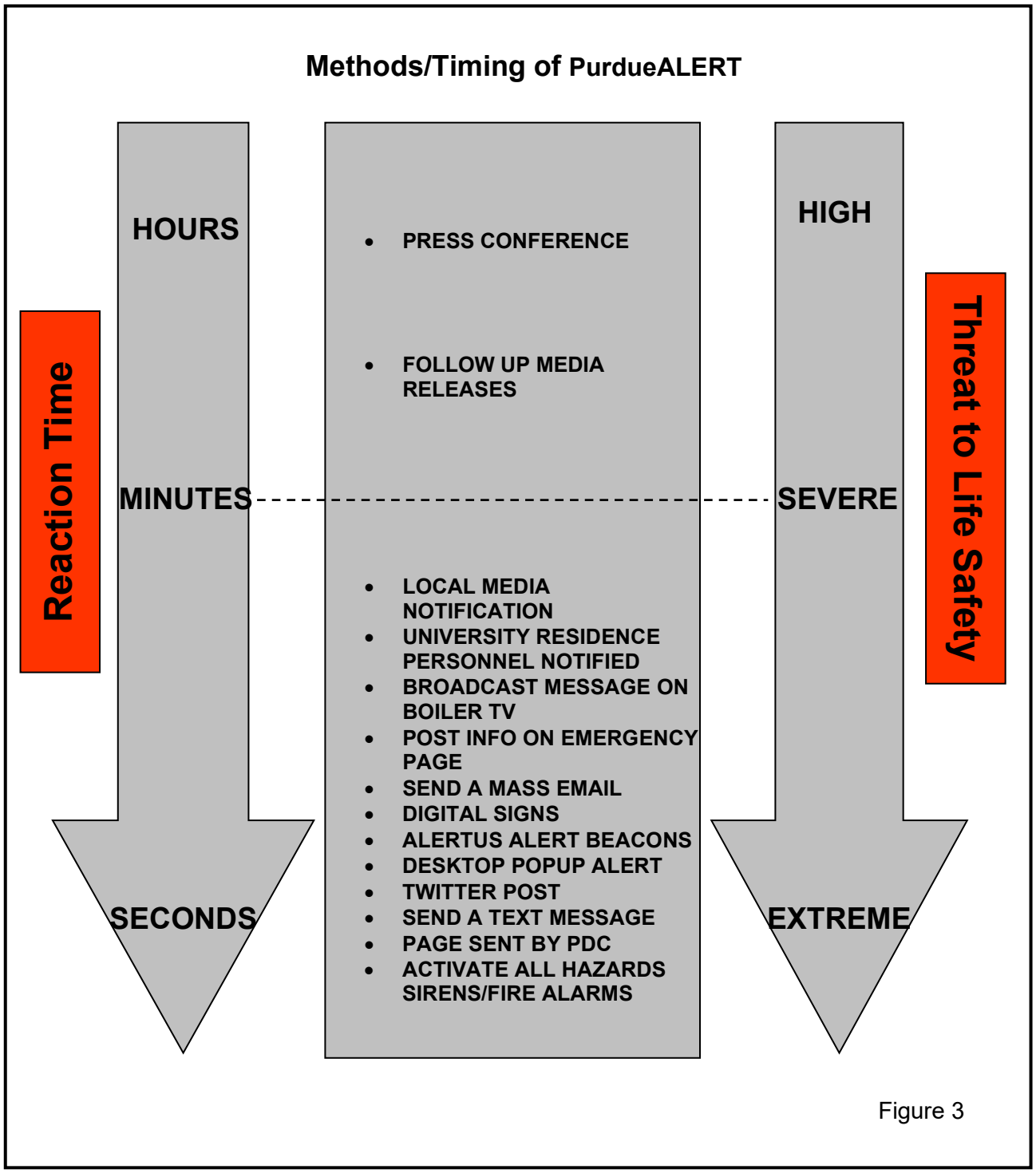


Figure 3

Attachment 1: Warning Notification Message Templates

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.

Mass 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***" or "***PurdueINDY Emergency***" prefix:

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

Lists using the "***PurdueWL Critical***" or "***PurdueINDY 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***" or "***PurdueINDY Critical***" prefix:

- T01. BGR PurdueALERT Test [date] WL/INDY
- T02. BTV Test
- T03. CAP-Signs Test Alert
- T04. PDC Test List
- T05 ALERTUS Limited Targets
- T06. PurdueALERT Test Fall / Spring [date] WL/INDY
- T07. Ex3 Severe Weather Week evening test
- T08. Ex2 Tornado Drill—All Clear
- T09. Ex1 Tornado Drill—PA Activation
- T10. EPO Email Test
- T11. PUPD Special Services and Emergency Preparedness Training
- T12. PurdueALERT-IND Inbound CAP from IU Notify
- T13. Multi-Phone Test Group
- T14. PurdueALERT INDY to IU

Attachment 2: EMERGENCY ANNOUNCEMENTS

Modify as needed to address specific emergencies
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 Public Safety Dispatch Center. The sirens are part of Tippecanoe County's 77-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 PurdueALERT activation.
4. Based on life threatening considerations, the IC has the authority to activate the PurdueALERT system.
5. People hearing sirens will immediately shelter inside the closest facility and seek out additional information.

Procedures for Activation

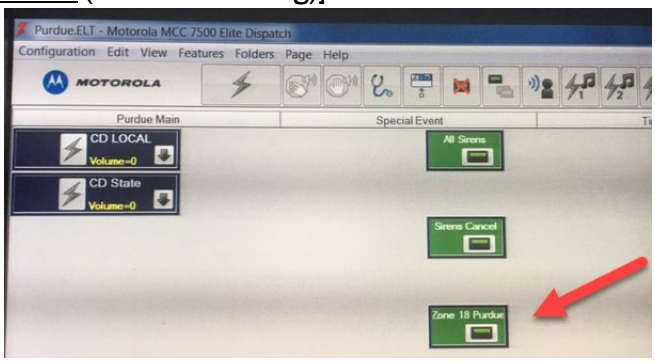
1. Normally, Purdue Public Safety Dispatch Center personnel will send a page notification to senior public safety leadership on the specific incident.
2. IC, PurdueALERT ActivatorS, and/or PUPD/PUFD leadership will direct Purdue Public Safety Dispatch Center to activate the siren system as a layer of PurdueALERT.
3. Purdue Public Safety Dispatch Center or PUPD administrators will notify TEMA of siren activation as time allows.
4. If an erroneous siren activation occurs, the Purdue Public Safety 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 as a layer of PurdueALERT. PUPD will verify proper operation of the University's seven sirens during each monthly test. They will report any malfunction or maintenance requirement to the Office of Emergency Preparedness Director.

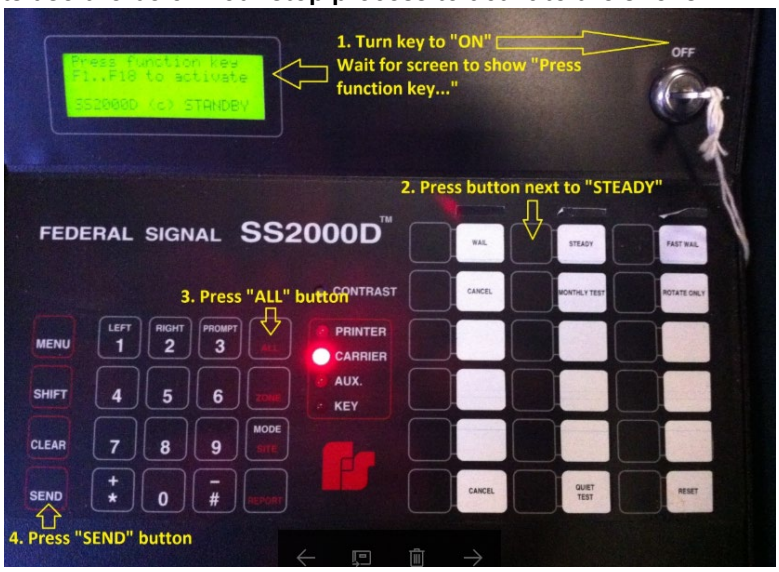
Siren Activation Procedures

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 PurdueALERT 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 PurdueALERT activators (PUPD Chief, or PUFD Chief) to determine if a PurdueALERT should be sent explaining erroneous activation.
☐	If yes, use erroneous siren activation template from the RAVE Mobile Safety Dashboard.

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 (PurdueALERT Activators) who will determine PurdueALERT activation layers in consultation with the Office of Emergency Preparedness Director.
2. Based on life threatening considerations the IC has the authority to activate all or partial layers of the PurdueALERT system.
3. Purdue Public Safety 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 for users with a valid Purdue career account.

Procedures for Activation

1. IC, senior administrative official, or PUPD/PUFD leadership as PurdueALERT Activators must determine that a text message is necessary. (see attachment 1)
2. Purdue Public Safety Dispatch Center personnel have the primary responsibility to send an emergency notification text message. (see attachment 2)
3. Purdue Public Safety Dispatch Center personnel will 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. Mass Email (MarCom)
    b. X / Twitter
    c. Desktop Popup Alert
    d. Alert Beacons
    e. Digital Signs
    f. BTV EAS

Maintenance

The text system will be tested four times a week on Mondays AM/PM and Tuesdays AM/PM by the Purdue Public Safety Dispatch Center to promote readiness and staff proficiency. Distribution will be limited to the Dispatch Center Supervisor, Police Chief, and the Office of Emergency Preparedness Director.

PURDUEALERT ACTIVATOR ACTIVATION GUIDELINES

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

STEPS	ACTION
Emergency Level 1 or 2 Incidents	
• Purdue Public Safety Dispatch Center is notified of an incident on campus (normally a 911 call).	Dispatch appropriate PUFD/PUPD units to confirm incident.
• Purdue Public Safety Dispatch Center in consultation with PUPD Shift Command and/or PUFD Duty Officer determine the incident requires a page to be sent.	Send page
• PD/FD Chiefs as PurdueALERT Activators or their designees will make the decision if PA should be activated. • ***For life safety incidents, PurdueALERT should be activated by the initial Incident Commander.***	• If PA is activated, then the PurdueALERT Activators/designees ***will "REPLY ALL" on the original Admin page directing layers of PurdueALERT activation.*** • PurdueALERT Activators/designees will then call Purdue Public Safety Dispatch Center to select the Rave Mobile Safety template to be used.
a. If siren layer activation is directed…	• Activate all 7 Purdue campus sirens through the Federal Signal Commander console or CAD console. • 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: • Mass Email (MarCom) • X / Twitter • Desktop Popup Alert • AlertUs Beacons • Digital Signs • BTV Emergency Alerting System	• Use preformatted message in supplied templates within the Rave Mobile Safety Dashboard. • Incorporate incident specific information into supplied templates. • Send text message.
NOTE: PurdueALERT activators should verify that the applicable PurdueALERT layers have been activated.	• Verify or contact Purdue Public Safety Dispatch Center and M& M personnel. • Contact MarCom cell and pager
• MarCom personnel will send the mass email layer by simulcasting the text message, notify local media, and update the Purdue Campus Status page,	

STEPS	ACTION
as applicable.	
a. If an additional email is required…	• Use internal procedures and send mass 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 PurdueALERT 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 **Tippecanoe County**	
1. Send a text message … NOTE: Text activation also automatically activates (unless layer is "unchecked" in RAVE system) the following layers: • Mass Email (MarCom • X / Twitter • Desktop Popup Alert • ALERTUS Beacons • Digital Signs • BTV Emergency Alerting System	• Use preformatted weather message within Rave Mobile Safety Dashboard • Incorporate warning specific info into template including the expiration time for the Tornado Warning. • 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) NOTE: Text activation also automatically activates (unless layer is "unchecked" in RAVE system) the following layers: • X / Twitter • Desktop Popup Alert • ALERTUS Beacons • Digital Signs • BTV Emergency Alerting System	• Use preformatted weather message • Send warning expiration text message
Tippecanoe County Emergency Management Agency (TEMA) activates the	

STEPS	ACTION
county's 77 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 Purdue Public Safety Dispatch Center 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
X / Twitter Post

Description

A X / 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 X / Twitter account, follow "@purdueemergency" to see alerts on your X / Twitter home page. You also have the option to receive alerts via text message through your X / 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 (as PurdueALERT Activators) will determine PurdueALERT activation in consultation with the Office of Emergency Preparedness Director.
2. Based on life threatening considerations the IC has the authority to activate the PurdueALERT system.
3. Purdue Dispatch Center and MARCOM personnel will normally use preformatted messages.
4. X / Twitter is operational.
5. People receiving a Tweet will read the message transmitted via their cellular phones and then take appropriate action.
6. The X / 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 (as PurdueALERT Activators) must determine that a Tweet is necessary.
2. Purdue Public Safety Dispatch Center personnel have primary responsibility to send the initial X / Twitter message through the RAVE system via Rave Mobile Safety Dashboard template.
3. If the initial X / Twitter posting to @purdueemergency through the RAVE system fails, the original PurdueALERT 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 X / Twitter posts will normally be sent by MARCOM personnel.
5. Purdue Public Safety Dispatch Center 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. Mass Email (MarCom)
    b. X / Twitter
    c. Desktop Popup Alert
    d. Alert Beacons
    e. Digital Signs
    f. 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.

Assumptions

1. For most emergency incidents, the Incident Commander (IC) will normally relay information to their respective PUPD/PUFD leadership (as PurdueALERT Activators) will determine PurdueALERT activation in consultation with the Office of Emergency Preparedness Director.
2. Based on life threatening considerations the IC has the authority to activate the PurdueALERT system.
3. Purdue Dispatch Center and MARCOM 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 (as PurdueALERT Activators) must determine that a Desktop Popup Alert is necessary.
2. Purdue Public Safety Dispatch Center personnel have primary responsibility to send the initial alert through the RAVE system.
3. Purdue Public Safety Dispatch Center 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. Mass Email (MarCom)
    b. X / Twitter
    c. Desktop Popup Alert
    d. Alert Beacons
    e. Digital Signs
    f. 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).

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 (as PurdueALERT Activators) will determine Purdue ALERT activation in consultation with the Office of Emergency Preparedness Director.
2. Based on life threatening considerations, the IC has the authority to activate the PurdueALERT system.
3. Purdue Dispatch Center and MarCom 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 (as PurdueALERT Activators) must determine that an alert is necessary.
2. Purdue Public Safety Dispatch Center personnel have primary responsibility to activate the alert beacon through the RAVE system.
3. Purdue Public Safety Dispatch Center 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. Mass Email (MarCom)
    b. X / Twitter
    c. Desktop Popup Alert
    d. Alert Beacons
    e. Digital Signs
    f. 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:

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 (as PurdueALERT Activators) who will determine PurdueALERT activation in consultation with the Office of Emergency Preparedness Director.
2. Based on life threatening considerations the IC has the authority to activate the PurdueALERT system.
3. Purdue Public Safety Dispatch Center and MARCOM 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 (as PurdueALERT Activators) must determine that an alert is necessary.
2. Purdue Public Safety Dispatch Center personnel have primary responsibility to activate the alert beacon through the RAVE system.
3. Purdue Public Safety Dispatch Center 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. Mass Email (MarCom)
    b. X / Twitter
    c. Desktop Popup Alert
    d. Alert Beacons
    e. Digital Signs
    f. BTV EAS

Maintenance

Purdue-IT will periodically test the system to verify operations.

Appendix 7
Mass E-mail

Description

MarCom personnel will send all university faculty, staff, and students (who have a purdue.edu email address) an email on the emergency incident by simulcasting the PurdueALERT text message layer as a mass email. Building Deputies (BDs) should receive the Mass Email notification and begin their internal notification procedures as applicable. Updated information on the incident will be posted on the university's homepage/Campus Emergency Status page www.purdue.edu/emergency . 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 (as PurdueALERT Activators) who will determine PurdueALERT activation in consultation with the Office of Emergency Preparedness Director.
3. Based on life threatening considerations the IC has the authority to activate the PurdueALERT 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 PurdueALERT has been activated MarCom will send an e-mail to all current faculty, staff and students who have a purdue.edu account by simulcasting all PurdueALERT text messages.
2. This email message may also be posted to the Campus Emergency Status website www.purdue.ed/emergency .
3. For additional emails, MarCom personnel should use a pre-canned message (may alter the message based on specific incident factors.)

Maintenance

MarCom will periodically test the email system and Campus Emergency Status website to verify operations.

Appendix 8
Purdue Campus Emergency Status Page

Description

Purdue University's Campus Emergency Status page (www.purdue.edu/ea or www.purdue.edu/emergency) is accessible from anywhere in the world and is the focal point for emergency information. MarCom 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 (as PurdueALERT Activators) who will determine PurdueALERT activation in consultation with the Office of Emergency Preparedness Director.
3. Based on life threatening considerations the IC has the authority to activate the PurdueALERT 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 PurdueALERT has been activated MarCom 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 (as PurdueALERT Activators) who will determine PurdueALERT activation in consultation with the Office of Emergency Preparedness Director.
2. Based on life threatening considerations the IC has the authority to activate the PurdueALERT system.
3. Purdue Dispatch Center personnel will activate the BTV EAS at the direction PurdueALERT Activators.

Procedures for Activation

1. Once PurdueALERT has been activated Purdue Public Safety Dispatch Center personnel will implement the BTV Emergency Alerting System function through the RAVE system.
2. Purdue Public Safety 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. Mass Email (MarCom)
    b. X / Twitter
    c. Desktop Popup Alert
    d. Alert Beacons
    e. Digital Signs
    f. 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 PurdueALERT. 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 (as PurdueALERT Activators) 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 PurdueALERT system.
3. UR officials receive the PurdueALERT layers.
4. UR officials recognize the need to implement their internal UR emergency warning notification procedures upon receiving layers of PurdueALERT.

Procedures for Activation

1. Purdue Public Safety Dispatch Center and/or MARCOM personnel will activate one or more PurdueALERT layers. UR will activate their internal notification procedures based on the initial PurdueALERT notification.

Maintenance

UR personnel should maintain up to date internal notification procedures.

Appendix 11
Media Advisory or News Release

Description

MarCom personnel may notify the media (radio, TV, newspaper, etc.) as soon as possible with details of an emergency or safety related incident occurring on campus, 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 emergency notification and timely warning 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 (as PurdueALERT Activators) who will determine Purdue ALERT activation in consultation with the Office of Emergency Preparedness Director.
2. Based on life safety considerations the IC has the authority to activate the PurdueALERT system.
3. MarCom personnel are the official spokespersons for Purdue University. A designated representative will serve in the Unified Incident Command and Emergency Operations Center as the Public Information Officer (PIO).
4. All news media contacts will be directed to the MarCom office.

Procedures for Activation

1. After PurdueALERT has been activated, MarCom 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. MarCom 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, MarCom personnel should supply the Emergency Operations Center (if activated) Director with an overview of news coverage for post-event evaluation.

How to Notify MarCom Personnel in an Emergency

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

MarCom representatives will be available at all times to issue an emergency notifications via the mass email layer.

During the Workday

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

If MarCom does not receive a call from Purdue Public Safety Dispatch Center, the senior staff member available will contact Purdue Public Safety Dispatch Center or PurdueALERT Activators to inquire.

After Hours, Weekends, or Holidays

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

If MarCom does not receive a call from Purdue Public Safety Dispatch Center, the MarCom person who is on call will contact Purdue Public Safety Dispatch Center 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.