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Section 1: Plan Fundamentals

1.1 Introduction

A) In accordance with Purdue University’s Integrated Emergency Management Plan 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:


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) The student population is nearly 39,000 people (9,210 who are international students) during academic sessions. There are over 15,000 faculty and staff members.
   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 www.purdue.edu/ehps
   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, a civil disturbance (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. They should remain in place until police, fire, or other emergency response personnel provide additional guidance or tell them it is safe to leave.

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.  Visit the following link [http://www.purdue.edu/securepurdue/](http://www.purdue.edu/securepurdue/) 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.
(ii) Sign up using text messaging ("fast follow"): Text "follow Purdueemergency" to number "40404." The number should confirm, and then texts will begin.

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 120 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 senior 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 Senior Director, Environmental Health & Public Safety (EHPS), Purdue Police Chief, or Purdue Fire Chief 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 (life safety 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 will be activated. However, 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 for Public Affairs, the current senior staff person in Marketing and Media, the Senior Director, Environmental Health & Public Safety; or their designee(s).

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

If PD/FD confirms no need for timely warning, return to normal operating status.

PD/FD is notified of an incident—911 call or other notification.
Dispatches PD &/or FD, as needed.

PDC sends out a "page" to Admin page group.

PD/FD investigates incident.
(PD/FD shift CC or FD Assn PC determines if timely warning is needed.)

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/PUD 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/PUD leadership.)

Incident Commander (IC), if incident is a life safety situation, directs Purdue ALERT activation.
If not a life safety situation, PUPD/PUD 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 & MPurdue 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.

Figure 1

As of Sep 4, 2015
Purdue ALERT ACTIVATION HIERARCHY

Activation Authority to Make Emergency Warning Notifications

- **MINUTES**
  - SENIOR DIRECTOR EHPS
  - POLICE/FIRE CHIEF
  - POLICE/FIRE SUPERVISOR

- **SECONDS**
  - INCIDENT COMMANDER

- **EXTREME**
  - Threat to Life Safety

- **MODERATE**
  - Threat to Life Safety

Figure 2
Purdue ALERT COMMUNICATIONS METHODS

Methods/Timing of Purdue ALERT

- PRESS CONFERENCE
- FOLLOW UP MEDIA RELEASES
- LOCAL MEDIA NOTIFICATION
- UNIVERSITY RESIDENCE PERSONNEL NOTIFIED
- BROADCAST MESSAGE ON BOILER TV
- POST INFO ON EMERGENCY PAGE
- SEND A MASS EMAIL
- DIGITAL SIGNS
- ALERTUS ALERT BEACONS
- DESKTOP POPUP ALERT
- TWITTER POST
- SEND A TEXT MESSAGE
- PAGE SENT BY PDC
- ACTIVATE ALL HAZARDS SIRENS/FIRE ALARMS

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.

I. 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.):

II. Text Messaging Templates
(Max. 160 characters for text messaging/140 characters for Twitter)

1. TEST OF THE ALERT SYSTEM:
This is the weekly TEST of the Purdue WL emergency notification system (70)

2. SUSPENSION OF OPERATIONS:
PurdueWL is suspending normal operations beginning at XXam/pm; essential personnel report to campus; check purdue.edu/ea for updates (130)

3. RETURN TO NORMAL OPERATIONS:
Purdue WL has returned to normal operations as of XXXXam/pm on (dateXXXX) (73)

4. WEATHER DELAY:
Purdue WL has issued a weather delay; classes begin today at XX am/pm; check purdue.edu/ea for updates (102)

5. TORNADO WARNING:
Tornado warning for PurdueWL; shelter indoors; remain until warning expires at XXXX (am/pm) or all clear is issued; check TV/radio for updates (139)

6. TORNADO WARNING EXTENSION:
Tornado warning for PurdueWL extended to XXXX (am/pm); remain sheltered until warning expires or all clear is issued; check TV/radio for updates (142)

7. ALL CLEAR:
Purdue WL advising there is no ongoing threat to campus; shelter in place has been lifted (89)

8. FIRE EMERGENCY:
Fire at (building/location XXXXXXXXXXXXXXXXXX); avoid the area; check purdue.edu/ea for updates (95)

9. HAZARDOUS MATERIALS SPILL:
Hazardous material spill reported at (building/location XXXXXXXXXXXXXXX); avoid the area; check purdue.edu/ea for updates (120)
10. **BOMB THREAT EMERGENCY:**

Bomb threat reported at Purdue WL (building/location XXXXXXXXXXXXXXXXXXX); avoid the area; check purdue.edu/ea for updates (121)

11. **POLICE EMERGENCY (non sex crime):**

Purdue WL has report of (type of crime XXXXX) at (building/location XXXXXXXXXXX); avoid the area; check purdue.edu/ea for updates (128)

12. **POLICE EMERGENCY (sex crime)**

Purdue WL has report of sexual assault in the (give a general area no specific address or building name); avoid area; check purdue.edu/ea for updates (149)

13. **LIFE THREATENING EVENT:**

(Type of crime/event) reported on Purdue WL campus (building/location of event XXXXXXX); avoid the area; shelter in place; check purdue.edu/ea for updates (155)

***would encompass shooting, stabbing, shots fired complaint or other critical incident were shelter in place would be necessary pertaining to a life safety event

14. **AVOID AREA:**

Purdue WL advising to avoid area of (street location/building/block range) due to (major utility work/road closure, etc xXXXX); check purdue.edu/ea for updates (159)

***avoid area would be used for situations not police/fire related, community service notice.
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)
APPENDICES

The appendices include a description, assumptions, and procedures for activating Purdue ALERT.

1. All Hazards Outdoor Emergency Warning Sirens
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