



SAN DIEGO COMMUNITY COLLEGE DISTRICT

Procedure
7400-4

March 5, 1981

EMERGENCY COMMUNICATION PROCEDURE

This procedure is applicable to all campuses, centers, and sites. It prescribes the communications scheme and line of authority which is established in response to a crisis; including fire, earthquake, civil disaster/disorder, or other serious disruption of normal District activities.

FUNCTION

1. Establishment of a Command Post. Immediately upon occurrence of an emergency or crisis situation:
 - a. The site chief administrator (or designee) shall establish a command post to include the Security Manager, police (or communications link with police radio), and classified staff to handle the phones. Also, the pre-planned communications structure within the school (designed for fire, earthquake, and civil disaster emergencies) and communications for rumor control may be actuated. (Guidelines for Crisis Management and Rumor Control are provided at the end of this procedure.)

WARNING: RADIO COMMUNICATIONS SHOULD NOT BE USED ON THE SITE IF THE EMERGENCY OR CRISIS IS A BOMB THREAT.

- b. The site administrator is in charge administratively unless extenuating circumstances warrant the assumption of overall responsibility by another District official. (Any District office personnel dispatched to the site serve in an advisory capacity.) Usually the police will assume total control over the situation if the severity of the emergency warrants it--at which time the site administrator will assume a supportive role; including protection of students, staff, and property. (The Chancellor shall be notified by the senior Security official at the scene when control is assumed by the police, at which time that official may move to the command post of the agency controlling operations to respond to and to request information pertinent to the situation, and to advise field units where services are most needed.)

News media shall be directed to the command post.

- c. Security Manager (or designee) shall immediately establish radio communications between the site(s) and Radio Central in the District Security Office, and with the District command post; i.e., with the ranking administrator in charge at the time of the emergency.
- d. Radio Central (District Security Office shall serve as the focal point of all emergency communications. Portable radio units shall be issued to those dispatched to the site of the emergency (generally, the Security Manager and a District Director) and to the decision makers at the District office--the Chancellor (or Designee), and Assistant Chancellor - Communications. During emergencies a recording device will be in operation in the Security Office.
- e. Assistant Chancellor - Plant & Equipment Services, equipped with a base communications console, shall serve as the focal point for communications within central administration, and shall coordinate support services. The maintenance departments shall be alerted to the possible need for emergency services.
- f. Communications Office will relieve the site administrator of the need for communication with the new media at the site and serve as backup (at the District office) in responding to calls from the public. Communications Office will issue periodic reports on the status of the emergency.
- g. Other administrators directly involved shall remain at their work stations unless assigned to other duties by the ranking administrator in charge.

RECORDS OF EVENTS

It is important that a qualified person, not necessarily a radio operator, but someone with recording skills, staff each decision point to record messages appropriate to that office. (These personnel could be trained on radio usage. The decision points are the offices of the Chancellor, the Assistant Chancellor - Facilities & Equipment Services, site command post, and the maintenance departments.)

PLANNING AHEAD--EQUIPMENT AND TRAINING

1. Radio Central in the Security Office is to be staffed 24 hours a day. Two-way radio-equipped vehicles are either on patrol or available for immediate use. Portable radios are available and will be distributed to those enroute to a disaster and to decision makers at the District office. Radio Central has an emergency power source which will remain operational during most localized or major disasters. Communication is also available with fire and police communication centers over a direct intercom system. (It is important that maintenance be staffed during an emergency by an Administrator with authority to provide the necessary services.)
2. The Assistant Chancellor - Facilities & Equipment Services has a communications console, and portables will be furnished to the Chancellor, the Assistant Chancellor - Communications (site administrators and other District office administrators will not have portable units.)

CAUTIONS

1. On-scene communications are most critical; other offices in support should not interject unless in response to a request or to expedite decisions. The number of persons with portable radio units should be kept to a workable minimum.

2. It is important to recognize that early reports from the scene can be vague and misleading. A central location, normally Communications Office will be the official release point for all information.
3. Emergencies generate a large influx of telephone calls, usually into security; these calls should be diverted to Communications Office.
4. Preplanning for emergencies should include procedures for rumor control and accounting for students and staff at all times. Such procedures may include a check-off list and provision for communication with all buildings to assure that students and staff have been accounted for.

FORMS/REFERENCES

1. SDCCD Policy 7400

Guidelines for Crisis Management and Rumor Control--Crises may include fire, earthquake, civil disaster, student disorders or disruptions, nonstudent interference in operations, etc. Plans for crisis management, communication, and rumor control should include consideration of the following:

- A. A crisis management team to develop: 1) Rumor control and crisis prevention procedures for use during emergencies. 2) Procedures for ongoing monitoring of attitudes and climate on the site (particularly useful in race relations.)
- B. A chain of command with alternates (include relative roles and responsibilities).
- C. A communications system linking all building and staff (not solely dependent on telephone or public address systems).
- D. A predetermined signal to actuate crisis procedures.
- E. Rumor control through the channeling of all inquiries to one center for accurate and consistent responses.
- F. Alerting Communications Services Office and Community Services Office when a crisis affecting the community is imminent or has occurred.
- G. Use of Community Services resources which include: 1) Trained personnel to assist with telephone communication. 2) Personnel to assist in the analysis of the crisis, particularly when segments of the community are involved. 3) Community resources to assist in disseminating accurate information. 4) Trained personnel (facilitators and community persons) to interpret crisis incidents in the classrooms on request.
- H. Use of Student Services resources on request submitted to the Student Services Office, including District counselors.

SUPERSEDES:
New Procedure