

Emergency Communication Guiding Document

	Timely Warning	Emergency Notification
Legal Standard	Potential ongoing or serious threat	Immediate threat to health and safety
Circumstances	Clery-reportable crimes that have been reported (occurred in past)	Clery-reportable crimes as well as other types of emergencies (happening now or about to happen)
Audience	Community-Wide	Can send to segment or community wide, if appropriate
When*	As soon as pertinent information is available	Upon confirmation of emergency (when possible)
Follow up	Not required	Required

*So long as it does not compromise the law enforcement investigation.

EMERGENCY NOTIFICATION (EN)**

Examples: Armed hostile intruder, bomb/explosives (threat), communicable disease outbreak, severe weather, terrorist incident, civil unrest, natural disaster, hazardous materials incident and structural fire, etc.

Method: May use the following methods: Full takeover of digital signage, posted on the GRCC Police Clery Communication webpage under “Recent Alerts”, GRCC website banner, GRCC RAVE Emergency Alert system (texts, emails, phone calls), social media posts, EPAS, fire alarm activation, local media, face to face communication

Subject Line: Emergency Notification (verbatim)

Body:

- What is happening?
- When is it happening?
- Where is it happening?
- What action should be taken (if any) by the campus community (direct to a safe location)?
- Information on how to contact the GRCC Police Department to report information pertaining to the emergency.

Follow-up: There must be at least one (1) follow-up message to the original message sent.

Actions: Once the message has been disseminated by Communications, the web team is responsible for placing the EN on the GRCC Police webpage under “Recent Alerts”. The alert will be removed once the emergency has been mitigated.

The message will be displayed as a full digital screen takeover and in some circumstances a full GRCC computer screen takeover for all GRCC owned computers.

TIMELY WARNING (TW)**

Examples: Clery Act crimes that pose a serious or ongoing threat to GRCC students or employees.

Method: Primary method will be the GRCC Rave Emergency Alert System (texts and emails), internal digital signs, and posted on the GRCC Police Clery Communication web page under "Recent Alerts". Additional methods: Rave (home or mobile phone feature), EPAS, face-to-face communication, as a banner on the GRCC website, social media or local news.

Subject Line: Timely Warning (verbatim)

Body: Should include the following information to the extent known; additional messages may have to be sent as more information is gathered.

- Date Reported vs date occurred if different
- Date and Time of incident (brief Description)
- Location of potential ongoing or serious threat
- Nature of crime (name what Clery crime it is)
- Possible connection to previous incidents (if applicable)
- Physical description of suspect (reminder to not use race unless other there are other identifying features)
- Information on how to report suspicious activity (Silent Observer, GRCC PD (address and phone number, local police department, and or 911).
- **Crime prevention safety tip(s)** (must include at least one and be careful not to revictimize)
- If applicable, a statement of support for triggering incidents, *"We recognize that reading about crimes may be troubling for some who have experienced crimes or know others who have. We encourage you to reach out to the Counseling and Career Development Department, who can provide assistance, support and information about your options, at 616-234-4130 or by visiting room 368 of the Student Community Center."*

Follow-up: Follow-up message is discretionary

Actions: Once the message has been disseminated by Communications, the web team is responsible for placing the TW on digital signage and on the GRCC Police Clery Communication webpage under "Recent Alerts". The alert will be removed from the page after two weeks. GRCC Police may request sooner if threat is mitigated.

The digital signage screen will display the full TW message along with the QR code linking to the GRCC Police Clery Communication's webpage. The message will rotate with other content for 24 hours. Afterward, it will become a scrolling notice at the bottom or side of the screen for 3 days or for a timeframe deemed appropriate based on the message.

** Once an EN is sent out, a TW does not have to be sent out for the same incident or circumstances.

PUBLIC SAFETY ADVISORY (PSA)

Examples: When a significant crime occurs outside of Clery reportable geography, or for non-Clery reportable crimes on campus as well as other situations that impact the campus community.

Method: Email notification (students and employees)

Subject Line: Public Safety Advisory (verbatim)

Body:

- Date and time incident(s) occurred and reported, if different, along with brief description
- Location of incident
- Nature of crime
- Suspect information
- Information on how to report suspicious behavior or report information about the crime (Silent Observer, GRCC PD, local police, Counseling Dept., etc.)
- Safety tips/action to be taken by the campus community to prevent future incidents.

Follow up: Follow up messaging is discretionary and not necessary.

Actions: Email will be sent by Communications to students and employees. The web team will place the PSA on the GRCC Police Clery Communication webpage under “Recent Alerts” for two weeks. GRCC Police may request removal sooner depending on the circumstances.

CRIME PREVENTION TIPS

- When you’re moving around on campus or in the surrounding neighborhood, be aware of your surroundings.
- During late night hours, when walking alone, invite a friend to join you or ask the GRCC Police Department for an escort.
- Walk in groups whenever you can—there is safety in numbers.
- Stay in well-lit areas as much as possible. Avoid alleys, vacant lots, wooded areas, and other short-cuts or secluded areas They are usually not well-lit or heavily traveled
- Walk on the sidewalk whenever possible. Walk close to the curb, avoiding doorways, bushes, and other potential hiding places.
- Walk confidently, directly, and at a steady pace. Don't stop to talk to strangers.
- Always be aware of your surroundings. If you are wearing headphones, don't turn up the volume so high that you cannot hear outside noises or opt to wear only one earbud.
- If you want to exit a situation immediately and are concerned about frightening or upsetting someone, it’s okay to lie. You are never obligated to remain in a situation that makes you feel uncomfortable, pressured, or threatened. You can also lie to help a friend leave a situation that you think may be dangerous. Some excuses you could use are needing to take care of another friend or family member, an urgent phone call, not feeling well, and having to be somewhere else by a certain time.
- Don’t give rides to strangers.
- Lock doors behind you.
- Do not leave keys in vehicle, close and roll up all windows and lock doors when you park.
- Park in well-lit areas
- Never leave valuables in sight in your vehicle. Secure items in the trunk or glove compartment.
- Try to avoid isolated areas

- Try to avoid becoming isolated with someone you don't trust.
- Trust your instincts. If something feels off or unsafe, trust your gut instincts and remove yourself from the situation.
- Protect your belongings, keep valuables out of sight and in your car and avoid leaving belongings unattended in public places.