

14.17 EMERGENCY COMMUNICATION

I. Policy Section

14.0 Risk Management

II. Policy Subsection

14.17 Emergency Communication

III. Policy Statement

It is the policy of Grand Rapids Community College (GRCC) to keep students and employees informed about threats to health and safety, in a manner that allows individuals to protect themselves. All members of the campus community will follow any written or verbal communication provided to them by GRCC Police or other emergency personnel. There are three (3) different types of emergency communication alerts used: Emergency Notification, Timely Warning and Public Safety Advisory.

IV. Reason for Policy

The purpose of this policy is to ensure the campus community is informed of serious or continuing threats, certain crimes occurring on or near GRCC property, or other emergency situations impacting GRCC. This policy complies with the Jeanne Clery Campus Safety Act.

V. Entities Affected by this Policy

All employees
Board of Trustees
Independent Contractors
Applicants
Students
Vendors
College guests
Community and constituencies accessing services
Volunteers

VI. Who Should Read this Policy

All employees
Board of Trustees
Independent Contractors
Applicants

Students
Vendors
Community and constituencies accessing services
Volunteers

VII. Related Documents:

A. College Documents:

1. GRCC Annual Security Report (ASR)
2. GRCC Clery Act Compliance Policy
3. GRCC Police Emergency Communication Guiding Document

B. Other Documents:

1. Jeanne Clery Campus Safety Act, 20 U.S.C. § 1092(f), as amended Clery Act Regulations, 34 C.F.R.668.46
2. Clery Act Appendix for Federal Student Aid (FSA) Handbook

VIII. Contacts

Policy Owner: Clery Compliance Specialist
Chief of Police
Vice President of College Advancement & Executive Director of the GRCC Foundation
Executive Director of Marketing and Communications
Associate Director of Web Content and Digital Strategy

IX. Definitions

A. Campus Community: Includes All employees, Board of Trustees, Independent Contractors, Applicants, Students, Vendors, College guests, and Community and constituencies accessing services on college owned or controlled property.

B. Clery Geography

Controlled by: Property that GRCC (or an institution-associated entity) directly or indirectly rents, leases, or has some type of written agreement for the use of a building or property, or a portion of the building or property.

Written Agreement: Any formal or informal writing, including an email or letter.

Reasonably Contiguous: Refers to a building or property GRCC owns or controls and that the college and students consider to be, and treat as, part of the GRCC campus, typically within one (1) mile. Organized Program of Study: A location that offers courses in educational programs leading to a degree, certificate, or other recognized credential

GRCC Clery geography includes:

1. On-Campus: Any building or property owned or controlled by GRCC within the same reasonably contiguous geographic area and used by GRCC in direct support of, or in a manner related to, GRCC's educational purposes; and any building or property that is within or reasonably contiguous to the area that is owned by GRCC but controlled by another party, is frequently used by students, and supports institutional purposes, e.g., food or other retail vendor.
 2. Non-Campus: Any building or property owned or controlled by a student organization that is officially recognized by GRCC; or any building or property owned or controlled by GRCC that is used in direct support of, or in relation to, its educational purposes, is frequently used by students, and is not located within the same reasonably contiguous geographic area as the main campus, e.g., high school locations, hotels used for institutional travel with students, off-site athletic facilities, etc.
 3. Separate Campus: Any building or property owned or controlled that is not reasonably geographically contiguous with the main campus, has an organized program of study, and has at least one person on site acting in an administrative capacity, e.g., the GRCC Lakeshore Campus and Leslie E. Tassell MTEC
 4. Public property: All public property, including thoroughfares, streets, sidewalks, and parking facilities that are within the campus or immediately adjacent to and accessible from the campus. Public property refers to property owned by a public entity, such as a city or state government; therefore, private homes are not included, but parking structures are.
- C. Clery Act Crimes: As defined by Department of Education (ED), FBI Uniform Crime Reporting (UCR) and the National Incident-Based Reporting System (NIBRS) include:
1. Criminal Offenses
 - a. Murder/Non-Negligent Manslaughter
 - b. Manslaughter by Negligence
 - c. Sexual Assault, including rape, fondling, incest, and statutory rape (Note sexual assault is also a Violence Against Women's Act (VAWA) offense but is included in the criminal offense category for purposes of Clery Act compliance)
 - d. Robbery

- e. Aggravated Assault
 - f. Burglary
 - g. Motor vehicle theft
 - h. Arson
2. Hate Crimes Any of the above criminal offenses or any incidents of larceny-theft, simple assault, intimidation, or destruction/damage/vandalism of property motivated by race, gender, gender identity, religion, sexual orientation, ethnicity, national origin, or disability bias.
 3. Violence Against Women Act (VAWA) Offenses include domestic and dating violence and stalking (see sexual assault)
 4. Arrests and Referrals for liquor, drug and illegal weapons law violations.
 5. Hazing

X. Procedures

A. Emergency Notification

1. Upon confirmation of a significant emergency or dangerous situation posing an immediate threat to the health or safety of students and all employees, GRCC will issue an Emergency Notification without delay.
 - a. Confirmation means an institution official(s) has verified a legitimate emergency or dangerous situation exists. Confirmation does not mean all of the pertinent details are known or available.
2. When an emergency affects on-campus locations, GRCC Police Officers, in conjunction with other GRCC campus administrators, local first responders, and/or the National Weather Service, will be responsible for confirming the significance, danger level and immediate threat to the safety and security of the campus community.

In the event of an emergency affecting a separate or non-campus location, the local police jurisdiction or on-scene administrative staff will be responsible for confirming the threat or danger level and notifying GRCC Police Department.

3. After confirmation of the threat, the Chief of Police and the Executive Director of Marketing and Communications, or available designees, will determine the content of the notification and initiate the notification system without delay, unless doing so would, in the professional judgment of responsible authorities, compromise the efforts to assist victims or to

contain, respond to, or otherwise mitigate the emergency. In such a case, notification may be delayed.

4. Due to the multiple types of notification systems, several sources will be used to distribute information. Depending on the emergency, the Police Dispatcher or designee may initiate the Emergency Phone Alert System (EPAS), while the responsible officials listed above send a message via the Rave Mass Notification system (Rave), which can send email, text, and/or text-to-voice phone calls simultaneously. When necessary, GRCC may notify local media outlets to assist in notifying the larger community of any threat to the safety of those in surrounding areas. Other notification methods may include all or some of the following: Full screen takeover of digital signage and/or GRCC computers, public address system, a banner on the GRCC website, , posted notices in buildings, fire alarms activation, social media and face-to-face communication.
 - a. The Rave system is automatically populated nightly with current student and employee contact information from the GRCC PeopleSoft Online Center. GRCC automatically enrolls all active students and employees each semester to receive notifications via text message, email, and phone call related to campus emergencies, campus closings, critical service announcements, and communications required under the Clery Act. Students and employees are responsible for ensuring their contact information in the Online Center remains accurate and current, as updates are synchronized with the Rave system approximately every 24 hours. Users may also manage and customize their notification preferences directly within the Rave system. While students and employees may opt out of certain communication methods, the registration email associated with their GRCC account remains required. Community members, parents, and other stakeholders may also subscribe to the GRCC Rave system through the Rave Login Portal or by providing their email address and/or phone number to the Chief of Police. The Rave system is used solely for emergency notifications, campus closings, and other critical safety communications
 - b. In addition to providing emergency communications, the GRCC Rave system also provides timely warning notifications to individuals who have opted in to receive messages. For additional information regarding timely warning notifications, please refer to Section X(B) of this policy.
5. In some instances, messages may be limited to certain segments of the campus, or individual, depending on the nature of the emergency. It is the responsibility of the Chief of Police, Executive Director of Marketing and Communications, and/or designees to determine if the entire campus or portion of campus will receive the notification. Each emergency situation will continually be assessed and the community will be kept updated as needed.

Follow up messaging will be distributed using the same methods as the original emergency notification, except the use of a fire alarm.

6. As long as GRCC follows its Emergency Notification procedures it is not required to issue a Timely Warning based on the same circumstances; however, GRCC must provide adequate follow-up information. If circumstances change, GRCC may have to issue a Timely Warning as well.

B. Timely Warning

1. Timely Warning notices are communications which will be provided to the entire campus community in a timely manner, withholding the names of victims as confidential, and will aid in the prevention of similar incidents. The warning should be issued as soon as pertinent information is available. If all the facts are not known, issue the Timely Warning and send a follow-up message with additional information.
 - a. Crimes reported to a Campus Security Authority (CSA) or local law enforcement should be reported immediately to the GRCC Police to be assessed.
 - b. Information exclusively reported to a pastoral or licensed professional counselor is exempt from Timely Warnings.
 - c. Depending on the facts, Timely Warnings will be sent for reported Clery Act Crimes, which are considered to represent a serious or continuing threat to the campus community and occur on GRCC Clery reportable geography.
 - d. Incidents will be considered on a case-by-case basis, including: The nature of the crime; whether or not there is a continuing danger to the campus community; the possible risk of compromising law enforcement efforts; and the timeliness of the incident being reported to GRCC Police.
 - e. The decision to issue a Timely Warning will be made by the Chief of Police or designee.
 - i. The Chief of Police or designee will draft the Timely Warning and send it to the Executive Director of Marketing and Communications or designee for distribution to the Campus Community.
 - f. The following methods of communication may be used:
 - i. The primary method of communicating will be through email and text features of the Rave system.

- ii. In an effort to notify visitors, the Timely Warning notices may be posted in buildings, digital signs, a banner on the GRCC website and/or on the GRCC Police webpage under “recent alerts”.
- iii. In extenuating circumstances other possible methods include the text-to-voice call feature via the Rave system, EPAS, face-to-face communication, the use of social media or use of local news media.

C. Public Safety Advisory

- 1. GRCC may issue a Public Safety Advisory for incidents in which a serious or significant crime occurs outside of our Clery reportable geography, but could impact the campus community or for non-Clery reportable crimes on campus, as well as other situations that may impact the campus community.
- 2. The Public Safety Advisory will be drafted by the Chief of Police or designee and sent via email by the Executive Director of Marketing and Communications or designee for student and employee dissemination. In extenuating circumstances an email may be sent via the Rave system email feature.

XI. Forms

Emergency Communication Form

XII. Effective Date

October 2018

XIII. Policy History

October 2018- New policy was created to comply with the Clery Act September 2022-Revisions

September 2024-grammatical changes, updated procedure and dissemination methods

May 2025-Clery Act name change, inclusion of hazing, Rave opt in language

May 2026- Revised

XIV. Next Review/Revision Date

May 2027