Amarillo College Emergency Notification Systems and Procedures

Amarillo College (AC) utilizes overlapping communication tools to provide immediate campus-wide emergency notification to the students and employees of Amarillo College. These communications tools are:

- **AC Alert System**: this is a web-based system that delivers emergency messages to the AC Community. The AC Alert System is maintained by the AC Information Technology Services Department. The AC Alert system allows the College to provide immediate or near immediate notification of emergency situations occurring on or near an AC Campus. AC Alert emergency messages can be sent to all registered telephones, mobile phones, wireless PDAs, pagers, smart or satellite phones, and email addresses. The AC community (students, faculty and staff) are automatically enrolled in AC Alert. Students and employees can opt out of the receipt of emergency notifications, elect to receive emergency messages in a language other than English, or add additional contact sources, by editing their profile online at: [http://www.actx.edu/acalert/](http://www.actx.edu/acalert/).

Since its adoption in 2010, the AC Alert System has been tested each semester. The tests are preannounced by email notification, with a request to please share the test message with the AC community, and sent (pushed) to all registered users. The test message states this is a test of the AC Alert System. When the test has been completed a follow up email, again requesting the information be shared with the AC community is forwarded announcing the completion of the test and providing information on how to edit an individual’s profile.

The initial test message was pushed to 24,562 devices. The next test validated the acceptance of the AC Alert System when the AC community through their ability to edit their contact information more than doubled (54,415) the number of devices they elected to receive emergency information from the College. Attached as Exhibit “A” is the Notification Summary Report for each test and Emergency Message sent by Amarillo College through its Emergency Notification System.

- **AC Microsoft Outlook**: this email system provides emergency information to that portion of the AC Community with AC email addresses. This emergency communication tool can be used independently of AC Alert. The AC email system is utilized to provide the same initial emergency notifications as those being pushed through the AC Alert system, but with additional or follow-up information that is too large to be channeled through the AC Alert system.
The AC Website gives AC the ability to provide initial as well as detailed, comprehensive follow-up emergency information. The information displayed on the website is directed not only to the immediate AC Community but to the public.

All messages will, whenever possible, utilize pre-scripted or template formats. The use of pre-scripted or template formats minimizes the drafting time required before the emergency message can be published. Follow-up messages will be drafted in response to the emergency situation as the need arises.

The following persons are authorized to send (push) emergency messages and information through the AC Alert system, AC Microsoft Outlook email system or place on the College website:

Chief of Communication and Marketing: 371-5131
Communications Coordinator-College Relations: 371-5139
Web and Communications Specialist-College Relations: 371-5411
Vice President of Student Affairs: 371-5024
Chief Information Officer: 371-5151

Amarillo College has designated the Amarillo College Police Department as its emergency communications point of contact. When information concerning an emergency situation is received, the College Police investigate the allegations. Once the information is confirmed, with reasonable certainty, the incident or emergency situation is categorized according to its impact or potential impact to the College into one of four categories. The categories and their thresholds are:

- **Level 0** — covers a short-term internal "routine" emergency involving only college facilities and employees. Limited outside agency involvement may be required.
- **Level 1** — includes an emergency with a predictable duration at a single site involving the college and a single outside agency such as the fire department.
- **Level 2** — involves an emergency with an unpredictable duration with a multi-agency response.
- **Level 3** — relates to a widespread emergency impacting a large segment of the college with long-term implications.

The Threat Response Team (TRT) will manage all communication before, during and after an event or incident.
A Level 0 incident usually will not trigger the immediate involvement of the TRT. However a report of the incident will be given to the TRT.

The composition of and the duties of the TRT are:

The TRT consists of the President, Vice President of Academic Affairs, Vice President of Student Affairs, Vice President of Business Affairs, Chief Information Officer, Dean of Continuing Education, Dean of Career and Technical Education, Chief of Planning and Advancement, Chief of Communications and Marketing, Director of AC Police, Director of Physical Plant, Director of Administrative Services/Human Resources, Coordinator of Panhandle Regional Law Enforcement Academy, Emergency Manager and others as needed and appointed by the President.

The TRT will receive, investigate and respond to reports of incidents and possible threats in a prompt, professional and proactive manner. When any information is received, the TRT will meet, conduct an investigation and determine the appropriate response to the situation. The TRT is empowered to take action it deems necessary to ensure the safety of the campus without approval of a higher authority.

AC Police: The AC Police Department serves as the investigative arm of the TRT. Police officers are the primary responders for emergencies that manifest on any AC property in Amarillo.

AC has established the following emergency-response priorities:

- Protect life safety.
- Secure our critical infrastructure and facilities which are, in priority order:
  - Buildings used by dependent populations;
  - Buildings critical to health and safety;
  - Facilities that sustain the emergency response;
  - Classrooms; and
  - Administrative buildings.
- Resume educational programs.

Amarillo College’s response to emergency situations utilizes the National Incident Management System (NIMS) in accordance with the Homeland Security Presidential Directive (HSPD-5). The use of NIMS provides the College a consistent approach to the effective management of situations involving natural or man-made disasters, or terrorism. NIMS allows us to integrate our response activities using a set of standardized organizational structures designed to improve interoperability with and between agencies assisting the College in response to the emergency situation. Our
partnering agencies may include all levels of government, the private sector, and nongovernmental organizations.
Exhibit “A”

April 15, 2010 Test; 24,562 attempts, 88.10% completion.

October 21, 2010 Test; 54,415 attempts, 82.48% completion.
February 2, 2011 Emergency Message (Power Outage Washington Street Campus); 48,290 attempts and 83.96% completion.

February 9, 2011 (Night Classes Cancelled Due to Snow); 50,458 attempts and 83.51% completion.