

Emergency “Call Tree” Procedures

The most critical part of any emergency is to provide brief, concise information and instructions out to the campus community quickly and accurately. This communication procedure utilizes two common means of mass communication of emergency information: email and “call trees”.

Calling trees will be initiated for times other than normal working hours (such as weather emergencies) or when email is not available. Departments are expected to maintain up-to-date information in their call trees, and forward copies to the emergency coordinators as they are revised. Local broadcast media will also be notified of a campus wide situation as needed.

Preparation and Maintenance of the Communication Tree(s)

1. Complete one of the enclosed templates to create a “call” tree. Click in each cell to complete the information.
 - a. Template A was created using Microsoft Word Organization.
 - b. Template B was created using Microsoft Word Tables feature.
2. Fill in all of the requested means of communication for each member of the work unit, including student employees and LTE’s.
3. Keep the membership list on the “tree” accurate and up to date; the recommended time frame is to update the list at the start of every semester and on June 1.
4. Print a copy of the “Call Tree Procedure – Abbreviated Directions” on the back page of the phone tree and then distribute several copies of the “tree” to each member of your work unit.
5. Send one copy of the “tree” to the following departments each time a revision occurs:
 - a. Human Resources
 - b. Campus Safety office
 - c. A call tree will be built for notifications of all primary/secondary contacts within each department.
6. The membership should keep one copy at home, in their car and at work; a good place to keep copies are your car trunk or glove box, phone book or on a bulletin board near your phone.
7. Create a group email list for each work unit that can be used to transmit the message to all members on the tree. Be sure to make this list available to anyone in the department.

Using the Communication Trees

Step 1 – Prepare the Emergency Message Script

- a. Communicating emergency information can only be effective if the message is conveyed accurately. Under normal situations, this is easy to do; however transmitting accurate information during intense moments such as emergencies is best done by reading a prepared script to ensure that all information is transmitted.
- b. Use the exact same message for both email and telephone communications.

- c. Use the form included with this procedure to prepare a written “script” so the information is accurately transferred from person to person.
 - The “script” should be concise and to the point, and written so the message can be delivered via phone call in less than 60 seconds.
 - Start the verbal message with a signal sentence about the situation, such as “This is an Emergency Message from UW Superior
 - Use signal words in the subject line of the email to get immediate attention, such as: “Important Emergency Message–Prepare to ...” Send the message with high importance.
 - The script should include a very brief statement of what has happened, the immediate actions that should be taken, and where to get additional information.

Example of a written emergency message script: *Hello, this is (your name) with an emergency message from UW Superior. A transportation accident has created a toxic release on campus. If you are on-campus, stay in the buildings and follow the Shelter-in-place directions in the campus phone books. If you are off campus, do not report to campus until the all-clear is given. Further instructions will be posted on the campus weather hotline, 715-394-8400.*

Step 2. Activation of the Call-tree process

- a. The call-tree process will be activated when an administrative office contacts each Primary/Alternate Primary Contact. This will require a recent/accurate department call tree to be on file at the Human Resources office.
- b. The Primary/Alternate Primary Contacts should copy the information precisely as provided on the message form on the back of the call tree. Verify the accuracy of your written message with the caller before hanging up.
- c. The Primary/Alternate Primary contacts should also distribute the message via email utilizing the email group list prepared for the work unit.

Step 3 – Delivering the Emergency Message via Phone or Cell Phone

- a. The Primary/Alternate Contact on the list calls the secondary contacts/alternate. The secondary contacts call each person on the list below their name.
- b. Call all numbers listed until the person answers the phone. If the phone is answered by voicemail or an answering machine, provide the message, then hang up and call the other phone numbers until contact is made with the individual.
- c. The last person on the list should contact the originator to let them know the calls were made.
- d. Limit the conversation to the emergency message so all calls can be completed in time.

Step 4 – Delivering the Emergency Message via Email

- a. If possible access your email account and the contact list set up for your work unit
- b. Send the same “script” developed for the phone calls for email messages.
- c. Include the Signal word about the situation included in the subject line
- d. Send the message with high importance.