Mass Communication Procedures

and

Crisis Communication Plan

Annex B
UW-Superior Emergency Operations Plan

Revised December 2019

UNIVERSITY *of* WISCONSIN

Superior

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ANNEX B Mass Communication Procedures and Crisis Communication Plan

Internal and External Mass Communication Methods

UW-Superior may utilize any or all of the following internal and external communication methods to alert the campus community to a potential emergency or provide updated information about the status of an incident. These modes of communication may also be used to announce class or campus closures due to inclement weather.

Webpage
Emergency communication will be posted on the homepage of the university's website www.uwsuper.edu in the form of a red banner at the top of the page. The red banner will link to an emergency webpage where additional information and updates can be shared.

Text Messaging
Text messages can be sent to select groups or the entire campus community.

Email Blasts
Messages can be sent to all uwsuper email addresses, in addition to any non-uwsuper email addresses that have been provided by members of our campus community.

Campus Phone System
Automated phone calls can be administered to all UW-Superior office phone numbers.

Weather/Emergency Hotline
Community members can access an automated message regarding class cancelations or campus closures via the weather/emergency hotline at (715) 394-8400. See "Weather/Emergency Hotline" section for more information.

Computer Lab Screens
Information can appear on any office or computer lab screen with emergency information. Information will also appear on the personal computers if the Alertus app has been installed on their device.

Digital Monitors
Information can appear on all networked digital displays throughout campus.

Social Media
Emergency messages and updates can be posted on the university's Facebook (https://www.facebook.com/uwsuper/) and Twitter (https://twitter.com/uw_superior) accounts.

Fire Alarm Network
In the event of an emergency which poses and imminent threat, a verbal announcement will be made through the university's fire alarm network.

Messages for all these mediums (except for the weather/emergency hotline and the fire alarm network) are administered through our SAFE Alerts/Alertus system.

SAFE Alerts/Alertus

Superior Awareness For Everyone (SAFE) Alerts. UW-Superior has partnered with Rave Mobile Safety to provide an emergency alert system. The SAFE Alerts provide voice mail, text messages, and emails about critical UW-Superior campus information. These SAFE Alerts automatically deliver messages to your uwsuper.edu email address. When appropriate, emergency communication will be distributed through the SAFE Alerts system. Use of the SAFE Alert system will be strictly limited to campus emergencies and when adverse weather conditions affect normal campus operations.

CODE RED/ONSOLVE Alert System

CODE RED/ONSOLVE is a unique 24-hour telephone warning system used by the City of Superior and Douglas County Wisconsin to provide citizens and local businesses with critical information, warnings and advisories concerning an emergency affecting their location. CODE RED/ONSOLVE is not used to warn of approaching tornados or fast-moving storms. Authorities recommend using weather radios to receive severe weather warnings.

Once the CODE RED/ONSOLVE system is activate by authorities, a recorded message will be sent by computers to telephones at addresses within the area affected by the emergency. CODE RED/ONSOLVE is programmed only to dial numbers that are published in the local phone book. CODE RED/ONSOLVE is not programmed to dial cellular phones. UW-Superior offices and residences with phone numbers that are published in a local phone directory may be contacted by the CODE RED/ONSOLVE system.

When a message is received, follow the instructions carefully. The instructions may require you to take action, such as prepare to evacuate or shelter in place, or it may instruct you to tune to a local television or radio station for more information.

All-Hazard Weather Alert Radios

All UW-Superior buildings are equipped with one or more weather alert radios that are programmed to provide severe weather warnings and all-hazard emergency information for Superior and Douglas County, Wisconsin. The message from the weather alert radio may provide short concise directions on actions to take, or it may include instructions to tune to a local radio or television stations for more information. The radios are equipped with back-up battery power.

The radios are programmed to receive alert tones for specific emergencies that may occur in Superior and Douglas County, Wisconsin. These events include severe weather, amber alerts, evacuation warnings, and other community wide emergencies.

Listen carefully to the message from the radio. **If the affected area includes Superior**, respond immediately and follow the directions as provided over the radio. Unplug the radio and take it with you. Remember: the message may include directions to tune into a local television or radio

station for detailed information. Use the AM/FM radio on the alert radio to tune in to local stations.

Building Fire-Alarm Public Address Systems

All campus academic and residential buildings are equipped with a public address system; in most buildings the public address system is part of the building's fire alarm system. The speaker systems are normally located in the corridors.

When the public address system is used to deliver an emergency message, there will be one or two short tones emitted from the speakers of the fire alarm system to attract occupant's attention. This tone is different from the continuous tones produced during a fire alarm. After the tones, a verbal message will be delivered via the public address system.

When the initial tones are heard, stop what you are doing and be prepared to receive the emergency message. Respond quickly and safely to the message.

Weather/Emergency Hotline

To reach the weather message, dial (715) 394-8400. University Marketing and Communications manages the hotline. Below are instructions for accessing the hotline message in the event someone from the department is not available to update the message.
- Call the voicemail system at (715) 394-8000 (or dial 8000 on campus)
- When the system picks up, enter the following: *17153948400#
- Enter PIN: 12345#
- Select #4: Change settings
- Select #1: Change greeting
- Select #1: Record greeting

Normal greeting:
University of Wisconsin-Superior classes and student activities will convene as regularly scheduled.

Campus closure greeting template:
The following messaging can be used and updated for campus-wide messaging:
> UW-Superior's on-campus classes and events for Monday, November 10 are cancelled as of 4:00 p.m. due to winter weather.
> Employees: Campus will remain open. However, please use caution and your best judgment on travel conditions. In the event that employees cannot safely travel, they should contact their immediate supervisor.
> Online Learning Students: Online classes are still accessible in the event of weather cancellations.

The Weather hotline is designed and managed as a communication device for campus-wide announcements, including weather-related cancellations, campus closures and emergency information. Students with questions related to a specific class should contact their instructor. For a campus directory, please dial (715) 394-8101. Questions regarding a specific event should be directed to the event's coordinating office. (Ex. The Foundation would be the Holiday Ball (event) coordinating office.)

Inclement Weather Decision and Communication Process

The OOD will be notified by the Provost if classes are cancelled due to inclement weather. The OOD will be notified by no later than 6am for daytime classes, and no later than 2pm for evening classes.

The OOD will notify Chancellor's Staff when a decision has been made to cancel classes. University Marketing and Communications (UMC) will handle campus-wide messaging via Safe Alerts.

In the event UMC staff is not available to send the message, the OOD will be responsible for sending the campus-wide messaging via the media (see Local Media Broadcasts), SAFE Alerts and the weather hotline.

The following messaging can be used/updated for campus-wide messaging:

> UW-Superior's on-campus classes and events for Monday, November 10 are cancelled as of 4:00 p.m. due to winter weather.

> Employees: Campus will remain open. However, please use caution and your best judgment on travel conditions. In the event that employees cannot safely travel, they should contact their immediate supervisor.

> Online Learning Students: Online classes are still accessible in the event of weather cancellations.

Emergency Message Script

→ The "script" must be concise, and written so the message can be delivered via phone call in less than 60 seconds.

→ 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, 394-8400.*

Message Received From: _____

    Call Back Number: (____) _____   **Date: _____**   **Time: _____**

Email Subject Line: Important Emergency Message: _____
                        Send email with high importance to work unit email group

Phone Introduction: Hello, this is _____ with an emergency message from UW Superior.

Message *(Briefly include what has happened, what to do, and where to get more information and updates)***:**

_____
_____
_____
_____
_____
_____
_____
_____

Campus Telephone System

All UW-Superior telephone extensions may be dialed directly 24 hours a day. The general campus number, (715) 394-8101 is answered by an automatic answering service (Auto Attend) and will provide directory information for incoming callers.

In Case of Emergency:
    Dial 911: Police, Fire, Ambulance

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Non-emergency campus assistance 24/7:
      Dial ext. 8114 or (715) 394-8114: Campus Safety

Repair or Service Changes:
      Faculty and Staff: Contact phone services, ext. 8596, or phones@uwsuper.edu
      Students: Call Residence Life, ext. 8438.

On-Campus calls to other campus phones: Dial the four-digit extension number. When calling from off campus, dial the area code (715) then dial 394 or 395 plus the four digit extension number.

Off-Campus Calling: (Faculty/Administrative telephones)
1. Local calls: Dial 9 + area code (715) + number.
2. Long distance: Dial 9 + 1 + area code + number
3. International calls: Dial 9-011- Country Code- Phone Number. If your call fails, your extension's routing service code may need to be changed to allow international calling. Contact phones@uwsuper.edu for assistance.

Information Calls:
1. Directory assistance for local (715 area code) numbers: Dial 9 + 411
2. Directory assistance outside 715 area code: Dial 9 + 1 + area code + 555-1212

Local Media Broadcasts

Local radio stations or TV stations will report emergency or campus closure information concerning UW-Superior; however, **t**he most accurate information will be available through UW Superior's website, social media and SAFE alerts. Changes or cancellations of individual classes must be communicated by the instructor to students in a pre-arranged manner.

How to report class cancelations or campus closures

WDIO: You can access the location to enter your system change by going to http://schoolalert.wdio.com. UW-Superior's ID is 00120 and password is 73511.

FOX 21: Closings and announcements can be emailed to the newsroom at fox21news@kqdsfox21.tv. Please send announcements from an official UW-Superior email address, or include your name/title when emailing. Also include the verification password in any email. The verification password is "frosty."

KBJR: Provide closings and announcements by going to http://kbjr6.com/link/775028/school-closings-entry. Use ID 200 and password 5168. Be sure to give a status update if the closure continues beyond a 24-hour period.

Duluth News Tribune: Closure announcements can be sent to news@duluthnewstribune.com.

Superior Telegram: Closure announcements can be sent to editorial@superiortelegram.com.

UW Campus Contacts at UW System Administration

Please contact the UW System Administration staff listed below in case of a significant event on campus. The following people can be contacted 24/7. If you cannot reach the first person, please contact the next.

For significant events with public relations implications, please contact University Relations by phone or email:

David Brukardt, Interim VP for University Relations
Work: (608) 262-3905
Email: dbrukardt@uwsa.edu

Heather LaRoi, Director of Strategic Communications
Work: (608) 265-3195
Cell: (608) 216-5551
Email: hlaroi@uwsa.edu

Rob Cramer, Vice President of Administration
Work: (608) 262-4048
Cell: (608) 6584691
Email: rcramer@uwsa.edu

For natural disasters or property loss, such as floods or fires, please contact Risk Management by phone or email:

Tom Joestgen, Risk Manager
Work: (608) 890-4792
Cell: (608) 553-7137
Email: tjoestgen@uwsa.edu

Angela Ryan, Director of Risk Management
Work: (608) 263-4381
Cell: (608) 557-7950
Email: dpulda@uwsa.edu

Amy Spohn, Health and Safety
Work: (608) 262-4792
Cell: (608) 642-3246
Email: aspohn@uwsa.edu

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Ruth Anderson, AVP of Administrative Services
Work: (608) 263-4378
Cell: (608) 334-0419
Email: randerson@uwsa.edu

Data Breaches: If a confirmed incident is likely to have compromised high or moderate risk data, notification of the UW System CIO of the cyber loss is required within one business day.

The UW System's Cyber Insurance program can provide services to respond to a data breach. If a campus needs immediate assistance to services, they should contact the UW System CIO immediately.

Katherine Mayer, Interim AVP for Information Security
Work: (608) 262-1605
Email: kmayer@uwsa.edu

Nicholas Davis, Chief Information Security Officer
Work: (608) 262-5504
Cell: (608) 347-2486
Email: ndavis@uwsa.edu

Crisis Communication Plan

Annex B
UW-Superior Emergency Operations Plan

University of Wisconsin-Superior

Crisis Communication Plan -- Summary

1) UW Superior's crisis communication efforts will be directed by the Director of Strategic Communications with the assistance of the University Relations Specialist. If the director is not available, the University Relations Specialist will direct the efforts.

2) When the Chancellor, the Officer of the Day or other appropriate authority assembles the university's Emergency Response Team or designates an Incident Commander, the Director of Strategic Communications and the University Relations Specialist will be notified.

3) The Director of Strategic Communications and the University Relations Specialist will join the meeting of the Emergency Response Team or confer with the Incident Commander. The Director Strategic Communications will immediately assume the role and title of Public Information Officer (PIO) during the crisis. If the director is not available, the University Relations Specialist will assume the role and title of Public Information Officer.

4) The PIO will be authorized to gather and verify information in a crisis, and to disseminate that information to internal and external audiences.

5) The PIO will attempt to inform UW-Superior students and employees before details are released externally. In a crisis, the need to ensure student and employee safety may make it necessary for this duty to take priority over other communication functions.

6) The PIO will coordinate notification of the news media and other external audiences. If appropriate, the PIO will work with other involved agencies as a Joint Information Officer.

7) The Director of Strategic Communications and the University Relations Specialist will document the news coverage surrounding a crisis and determine whether a follow-up strategy for communication and advertising is needed.

Crisis Communication Plan

Part 1: Introduction

The way the University of Wisconsin-Superior communicates during a crisis has a lasting effect on its reputation. As a publicly assisted institution and significant part of the community, UW-Superior is obligated to keep the public informed of its activities. The actions the university takes during a crisis, and how it interacts with the news media during these periods of intense public scrutiny, can critically shape the way it is perceived, which in turn can affect the degree of support it receives.

Even more important, effective communication during a crisis may assist in ensuring the safety of students, employees and neighbors. It also can convey accurate information beyond the community to the concerned parents and family members of students – people who also are part of our campus community.

How well the university gets its message to the public depends to a great extent on what is reported by the news media. This is especially true in a crisis, when people rely primarily on the information they receive from newspapers, television and radio to form their opinions. Additionally, the university also must use email, the uwsuper.edu website, social media, text messages, phone messages and on-campus computer/digital signage to communicate directly with the campus community. In all cases, communicating quickly, accurately and openly is the key to ensuring safety and maintaining the university's reputation.

Those implementing the Crisis Communication Plan will work closely with the university's Emergency Response Team or designated Incident Commander. No plan can anticipate everything that may occur during a crisis, so those implementing this plan will remain flexible and open-minded to quickly seize opportunities and react to situations as they arise.

The Chancellor or Provost or Officer of the Day will activate this plan, if necessary, but the entire university community should be aware of the plan and of the roles they play in executing it. If any member of the UW-Superior community believes a crisis is pending or is under way, he or she should report it immediately to the Chancellor or Campus Safety Office.

Part 2: Anticipating a crisis

Different types of crises call for different responses. It is important to identify a crisis while it is still in its early stages. Some may be minor; others severe. The university's response will depend upon the circumstances.

Types of crises:

>**Sudden -- An immediate, unforeseen crisis, with either**:
>- Massive lives at risk or lost, (examples: tornado, large fire, flood, violent acts on campus, chemical spill)
>- Individual lives at risk or lost (Examples: car accident, murder, small fire, meningitis outbreak)
>
>This type of crisis occurs unexpectedly and requires immediate action. If lives are at risk, the first action will be to move swiftly to save lives and prevent injury.
>
>**Smoldering -- An ongoing, festering crisis that begins small and grows larger as more information becomes known.**
>This type of crisis can drag out and result in bad press for weeks, months or even years. These crises should be resolved as quickly as possible. Officials should try to anticipate future developments and mitigate them. (Examples: An NCAA investigation, sexual harassment lawsuits, campus building/neighborhood issues.) These types of crises are managed by the Director of Strategic Communications.

The table below from the UW-Superior Emergency Operations Plan defines the levels of possible emergencies. The role of the Crisis Communication Plan is included in italics under the Plan Activation Status category.

Emergency Levels and Response Actions

Emergency Level	Definition	Plan Activation Status
Minor Emergency	Affects only a limited area of campus that is easily isolated, such as a room or corridor, a single person or small group of individuals.	Plan activation is not required, but may be used in part. *Part of the Crisis Communication Plan may be implemented.*
Moderate Emergency	Affects a significant area of a building or external area of campus, such as a floor of a building, street, or large group of individuals.	Plan activation or partial implementation is recommended but not required. *The Crisis Communication Plan likely will be activated.*
Major Emergency	Affects a large portion of campus or campus community, such as an entire building or a large population.	Plan activation is required. *The Crisis Communication Plan will be activated.*
Community Level Emergency	The local community has declared an emergency of any magnitude and has requested UW Superior participation.	Plan activation is required. *The Crisis Communication Plan will be activated. The PIO may serve as a Joint Information Officer.*

Adopting a pre-emptive approach to media relations is critical in successful crisis management. Disclosing information as soon as it is verified can be a highly effective strategy, since it keeps the institution on the initiative and quickly eliminates the "breaking news" interest in a story. This technique often summarily defuses a public relations crisis, even when the subject is unpleasant or embarrassing.

Part 3: Preparing for a crisis

The campus Emergency Operations plan (EOP) will include:

- Work, home and cell telephone numbers for key university officials.
- Contact information for local and regional news media.
- A list of the Emergency School Closing passwords for local media. Passwords will be established with the two local newspapers.
- Sample news releases that can be quickly completed in the opening minutes and hours of a crisis.
- A basic UW-Superior fact sheet.
- A University of Wisconsin System Directory.

Paper copies of the EOP will be kept in the office of Strategic Communications & Marketing, at the office of Public Safety, and at the homes of the Director of Strategic Communications & Marketing and the University Relations Specialist. Digital copies will be accessible by the Director of Strategic Communications & Marketing and the University Relations Specialist on their computers, and on a flash drive kept with the paper copy at the office of Public Safety. A digital copy, minus confidential items such as the closing passwords, will be kept in a discreet location on the News and Events website.

Strategic Communications & Marketing will:
- Update the university emergency web page as needed.
- Work with university technology offices and other pertinent campus offices to recommend the purchase of new communications systems that may be developed.
- Periodically review the Crisis Communication Plan.
- Conduct cross-training on updating the campus emergency hotline voicemail system and university news web pages.
- Designate and, if necessary, train people to act as university spokesperson. This will include the Director of Strategic Communications and the University Relations Specialist.
- At the start of each semester, communicate with employees and students about how the university will communicate news and information during an emergency.

Part 4: Responding to a crisis

When a crisis occurs, University Marketing and Communications personnel will coordinate their communication action with the university. The Director of Strategic Communications and the University Relations Specialist will gather and verify information about the crisis, develop strategies concerning how information is to be released, determine a spokesperson for the institution, and determine which audiences to be notified. They will continue in this role until the Emergency Response Team decides the immediate crisis is over. The Director of Strategic Communications and the University Relations Specialist will then proceed to the recovery phase of the plan.

Crisis communication efforts will be directed by the Director of Strategic Communications with the assistance of the University Relations Specialist. If the director is not available, the University Relations Specialist will direct the efforts.

1) Join the Emergency Response Team

When a crisis occurs and the Chancellor, the Officer of the Day or other appropriate authority assembles the university's Emergency Response Team or designates an Incident Commander, the Director of Strategic Communications and the University Relations Specialist will be notified.

The Director of Strategic Communications and the University Relations Specialist will join the meeting of the Emergency Response Team. The Director of Strategic Communications will immediately assume the role and title of Public Information Officer (PIO) during the crisis. If the director is not available, the University Relations Specialist will assume the role and title of Public Information Officer during the crisis.

At the meeting of the Emergency Response Team, the PIO shall:
- Be apprised of all known facts and background.
- Have direct access to the Chancellor, Officer of the Day or Incident Commander to develop a first-wave communications strategy and determine what accurate, verifiable information should be released.
- Implement the first-wave strategy immediately upon approval of the Chancellor, Officer of the Day or Incident Commander.

After implementing "first-wave" communication strategy, the PIO will develop an ongoing communications strategy to be approved by the Chancellor, Officer of the Day or a designee.

Members of the University Marketing and Communications Office or other campus offices will be assigned to assist the Public Information Officer as needed.

2) Establish a clear line of communication

The Public Information Officer will be authorized to gather and verify information in a crisis.

- A representative of the Emergency Response Team or the Incident Commander will quickly supply the Public Information Officer with all known details.
- The Public Information Officer will meet with the Chancellor or Incident Commander to determine what accurate, verifiable information can be released. These meetings will be regularly repeated as needed throughout the crisis.
- Depending on the nature of the emergency, the university may not be the agency in charge of information. In that case, the Public Information Officer will act as liaison or Joint Information Officer with the agency in command of the emergency response to develop and release appropriate information.
- All news media contacts will be directed to the Public Information Officer.
- A designated location for onsite media will be determined by the Emergency Response Team.
- The Public Information Officer will be the only person authorized to release information during the crisis.
- If necessary, the Public Information Officer can appoint an assistant to also release information.

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3) Release information internally

Whenever practical, the Public Information Officer will attempt to inform UW-Superior students and employees before details are released externally. In a crisis, the need to ensure student and employee safety may make it necessary for this duty to take priority over other communication functions.

The Public Information Officer may:
- Implement the SAFE Alert/Alertus system for mass campus communications including: Email, text messages, automated phone calls, computer lab screens, digital monitors and social media
- Post news bulletins on the red emergency banner at the top of the uwsuper.edu homepage and/or the emergency webpage.
- Use the message on the weather hotline and update as necessary.
- Directly contact affected offices, such as Residence Life, to distribute information.
- Use building fire-alarm audio systems.
- Use Campus Safety car loudspeakers.
- Contact KUWS to broadcast emergency messages

4) Release information externally

The Public Information Officer will coordinate notification of the news media.

The Public Information Officer may:
- Write and distribute a news release to local and regional news media. It may be necessary to do this many times during the crisis.
- Update university online news stories.
- Hold a news conference. It may be necessary to do this numerous times during the crisis. (See Note A below.)
- Escort reporters to affected areas if Campus Safety officials and local law enforcement officials deem it safe to do so.
- Work with the Campus Safety Office and other law enforcement officials to apprise news reporters of areas they cannot enter for safety reasons.
- Make university officials available to the news media if possible. (This may not be possible until the crisis is over.)
- Monitor local media reports to quickly correct any errors.
- Work with the Chancellor or a designee to draft e-mail, letters and other forms of communication to be sent to parents, alumni and donors as necessary.
- Informing outside parties, such as University of Wisconsin System and key university supporters.

5) Begin recovery and evaluation

The Director of Communications and the University Relations Specialist will document the news coverage surrounding a crisis, including wire stories, newspaper articles, radio and television broadcasts. They also will determine whether a follow-up strategy for communication and advertising is needed.

The Director of Communications and the University Relations Specialist will:

- Develop a strategy of follow-up letters or e-mail or both to employees, students, parents, alumni and donors.
- Develop follow-up news stories for campus distribution and the campus website.
- Develop "thank you" letters or columns for campus, local and regional media to recognize work by local organizations during the crisis.
- Work with admissions and marketing staff to determine whether advertising is needed to help recover possible lost prospective students.

When the crisis is over, the Director of Communications and University Relations Specialist will:

- Evaluate the overall success or failure of the crisis communication effort.
- Determine problems and steps to remedy.
- Report their findings to the Chancellor's Office.

Crisis Communication Plan

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SAFE Alert/Alerus Administration Guide

Safe Alert Administration Guide

For technical issues or to have RAVE assist in sending out a message, call 888-605-7163

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To Log into SAFE Alerts

Visit www.uwsuper.edu/safe, click on the "SAFE alerts Sign In Here" button.
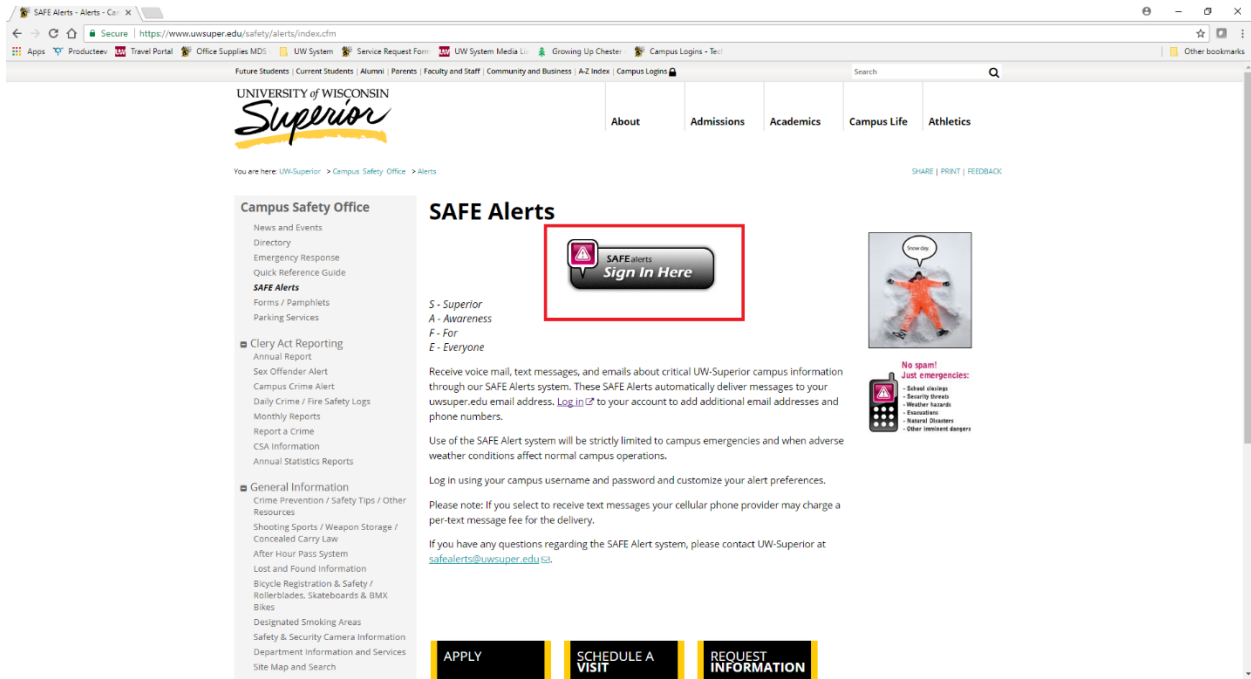
Using the same credentials as your computer login and email, log into SAFE alerts at the top of the page.

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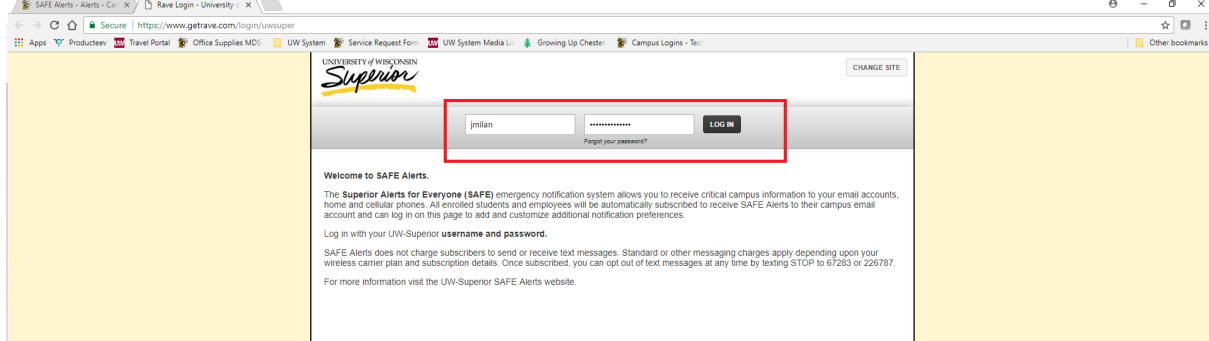
To initiate an alert

Once you log in, you'll come to a main menu page. There are various templates set up for different emergency events.
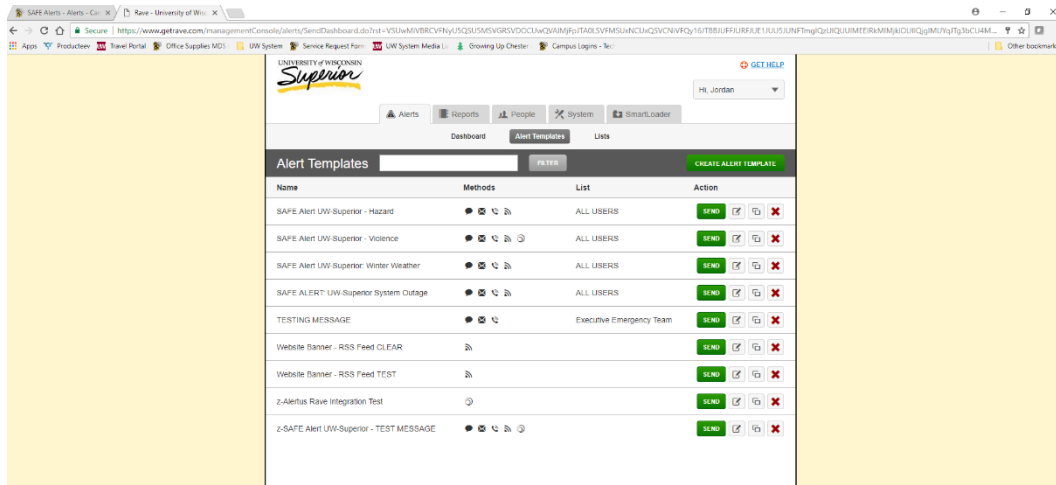
For example: Let's say you need to send out a notice that classes are cancelled due to winter weather. Go to the "SAFE Alert UW-Superior: Winter Weather" template and select the "edit" button (see the button in the red box in the screenshot below).
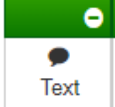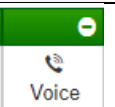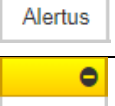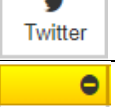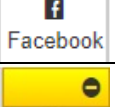
In the template, go to Step 2, the "Alert Modes" section. Click on each mode to adjust/customize the wording specific for each medium. To remove one of these modes, click on the minus button.
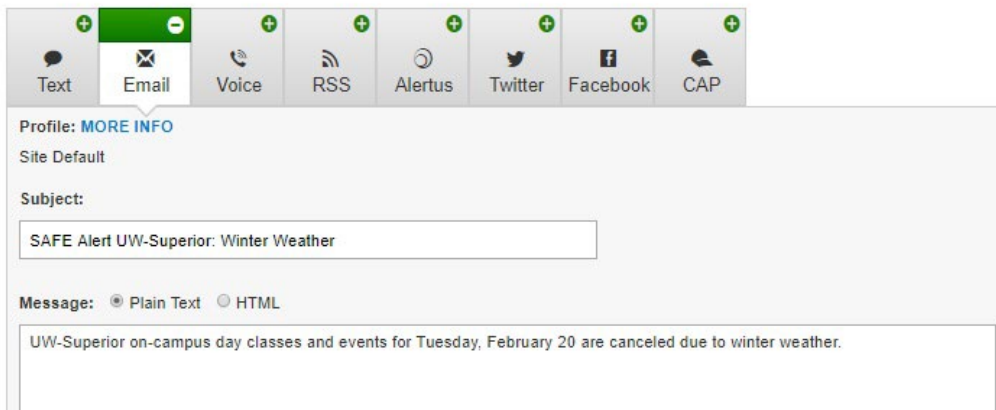
Alert Modes:

Text	Messages sent to those who opted in to receiving text messages (160 character limit).
Email	Messages sent to all uwsuper email addresses (no opt-in required), in addition to any non-uwsuper emails that were provided by participants (opt-in).
Voice	Phone calls made to UW-Superior office phone numbers (no opt-in required).
RSS	Information appears on the uwsuper.edu homepage. Info is shared as a red banner on the top of the homepage. See "RSS" section (page 7) for more information.
Alertus	Information appears on any office or computer lab screen. Information will also appear on students' personal computers if the Alertus app is installed on their device. See "Alertus" section (page 7) for more information.
Twitter	Posts made to UW-Superior's Twitter profile.
Facebook	Posts made to UW-Superior's Facebook page.
CAP	Information appears on the digital displays (TV screens with campus info and news) across campus. See "CAP" section (page 9) for more information.

We also have an emergency webpage on uwsuper.edu. See "Emergency Webpage" (page 10) for info.
Step 3, Delivery Targets, is where you identify who you should receive the message. It defaults to deliver messages to everyone. If you want the message to go to everyone, no action is needed from you on this step.

3 Delivery Targets EDIT

Summary
➡ Alert Methods need to be selected
➡ 3,717 Recipients
➡ 29 Device Targets
➡ Alert will be sent via RSS, Twitter and Facebook

If there is a rare situation that you'd want to adjust the audience, select the EDIT button. From there, click on "Select People / Lists" and find the specific people you want to target using the people column on the right.

Once you've edited the messages in each mode and determined your delivery targets, you're ready to send the message. At the bottom of the page, hit the green CONTINUE button if you want to send the message now.

You'll get a screen that asks you to confirm before you send out the alert. Double-check everything for accuracy, then hit the green SEND button at the bottom. To make edits, select the red/orange GO BACK button.

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Once you select to send the alert, you'll get a prompt letting you know the alert has been sent.
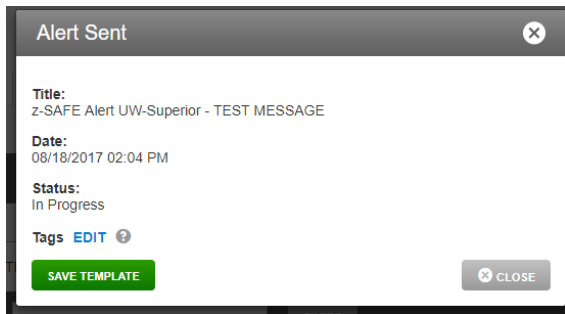
If you want to schedule the alert for later, select the grey SCHEDULE button. You'll then get a prompt to identify and a date to schedule the alert, and a screen to confirm the alert (including the "schedule for" day/time).

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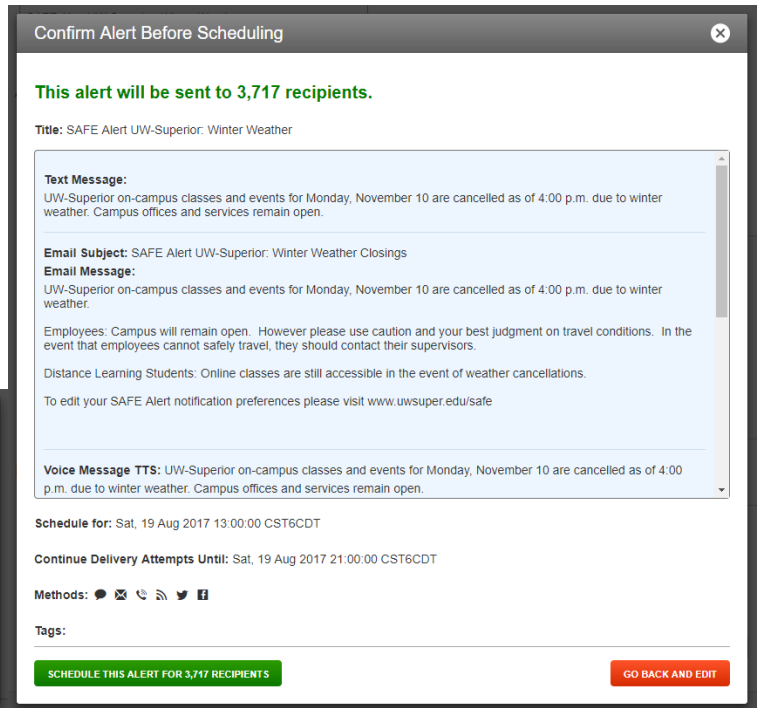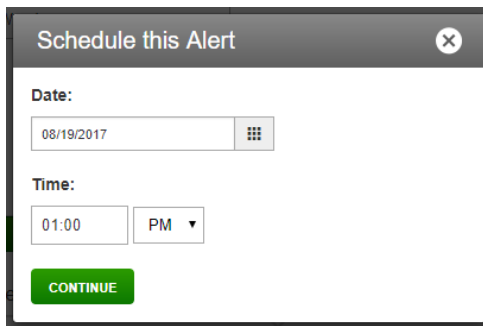
RSS

The "RSS" alert mode option will automatically add emergency messaging to the uwsuper.edu homepage. RSS notices will show as a red banner across the uwsuper.edu homepage:
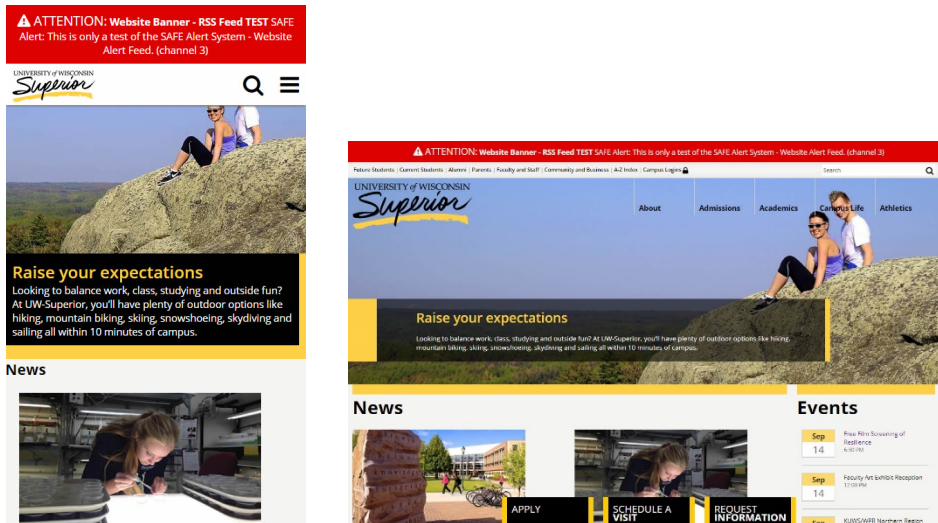
When you send an alert out where RSS is selected, the website that will automatically post your message to the UW-Superior emergency website. See "Emergency Webpage" section for more information (page 10).

The Webmaster tests the RSS feed on uwsuper.edu weekly.

Alertus

One of the alert modes you can select is "Alertus."
Alertus allows emergency messages to be flashed on display info on every UW-Superior computer that are in the network. It can also be flashed on the screens of students' personal laptops if they download the Alertus app onto their computer. You can see if a computer has the Alertus app by finding the icon in the system tray (see the icon in the red box).

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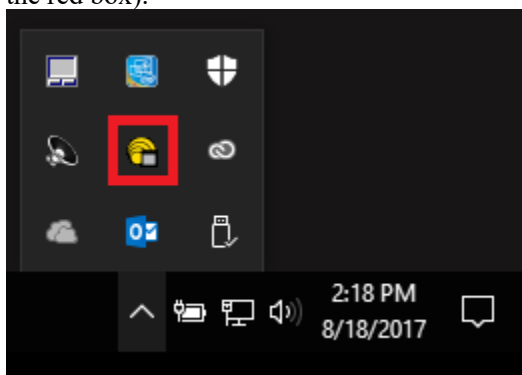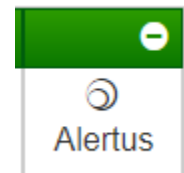
Alertus notices will look like this on a computer or digital display screen:
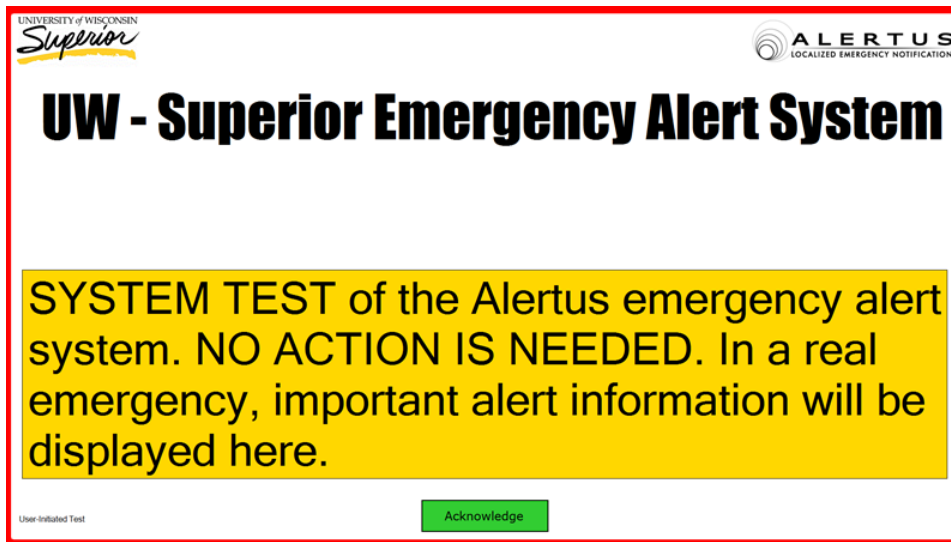
To set up, click on CAP and add message info. **Be sure to include an alarm duration (see red box below). You will not be able to proceed with deploying messages without the duration information.**
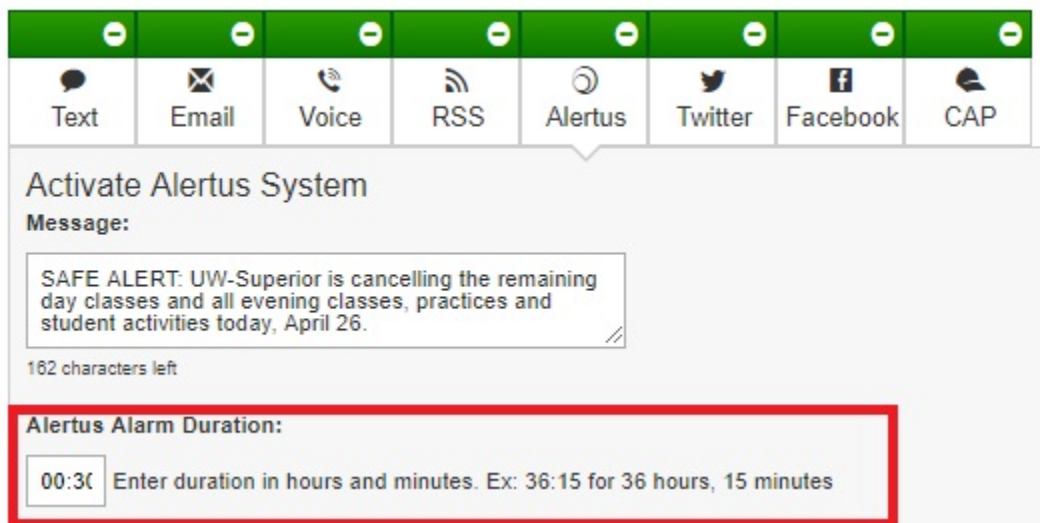
Alertus does not affect the digital signage monitors across campus. To post messages to the digital signage, use the CAP mode.

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CAP

One of the Alert modes is called "CAP." By choosing this mode, you can put the Alert on all the various digital signage monitors throughout campus that are hooked up to the networked Digital Signage System—the TVs that have campus news and info.
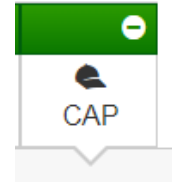
There are 2 profiles you can select, depending on the nature of your alert.
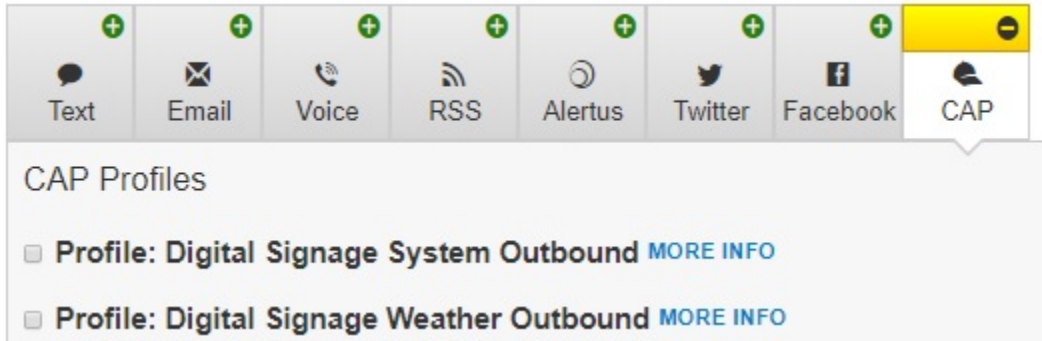
For Weather-Related Alerts, select **"Profile: Digital Signage Weather Outbound"** – this will display a "weather" template on the digital display monitors across the campus.
For Emergency Alerts, select **"Profile: Digital Signage System Outbound"** – this will display a standard red alert template on the TVs across the campus.

For each, fill in the fields for "Event" and "Headline" – *no need for a description or instruction* as the TVs won't show them.

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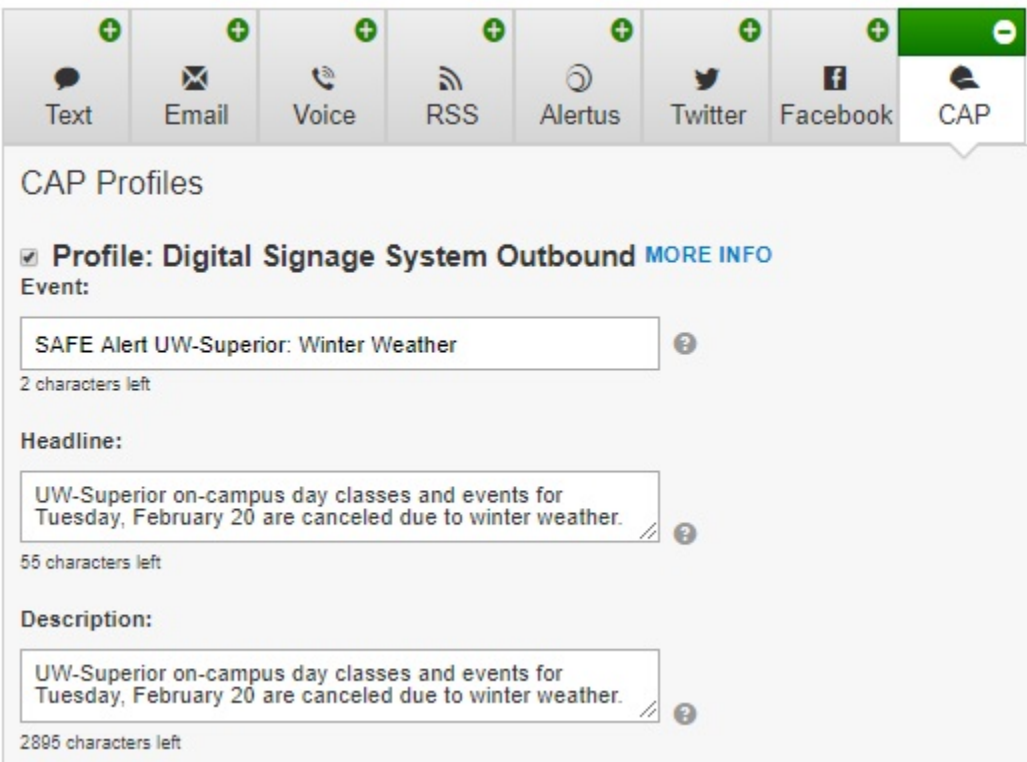
This is how the CAP screen appears on a digital display monitor:
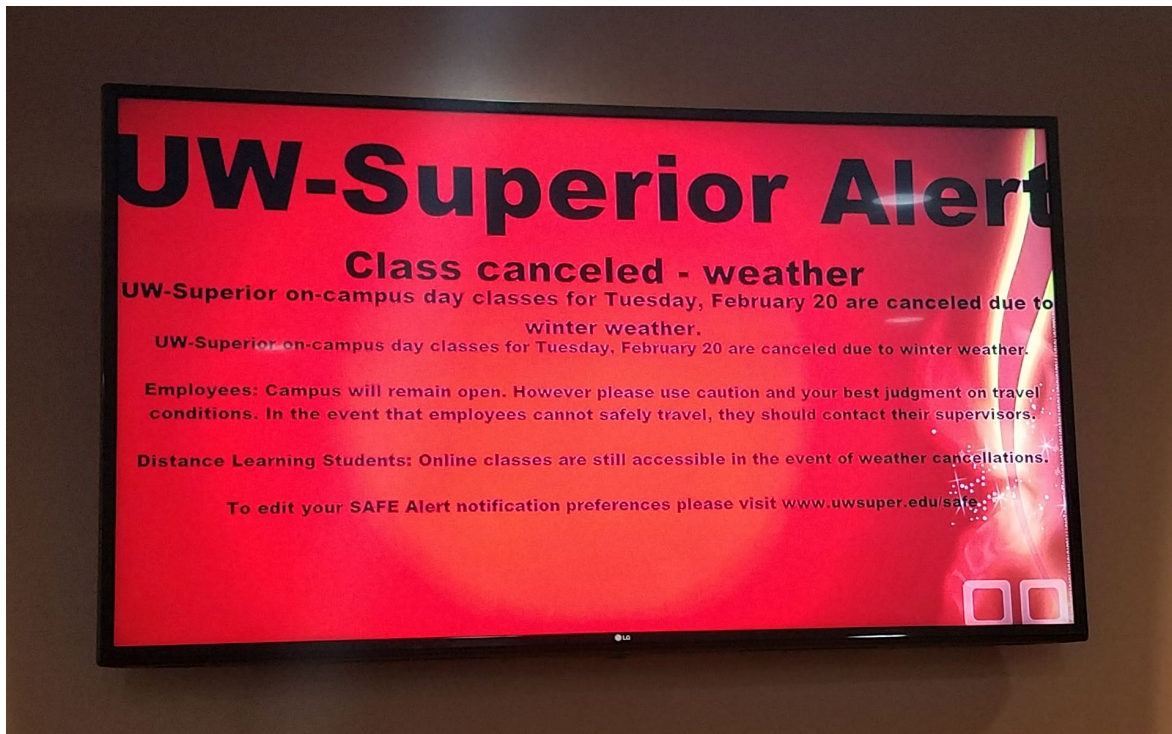
Emergency Webpage

When you send out an alert where RSS is selected, the website that will automatically post your message to the UW-Superior Emergency Website: http://emergency.uwsuper.edu

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If you want to have follow-up communication posted to the emergency webpage, but do not want to send another SAFE Alert out, email your follow-up message to alert@uwsuper.edu, and it will be posted to the emergency webpage.

When you want to clear out the messages on the emergency webpage, you have two options:

1. You can clear the website banner at Rave Alerts (see next section) OR
2. You can email alert@uwsuper.edu with the subject "clear"

How to clear RSS, Alertus and CAP announcements, and emergency website

THE RED BANNER AND CAP ANNOUNCEMENTS WILL STAY ON UNTIL THEY ARE MANUALLY CLEARED, so it's important to clear an alert when appropriate. To clear the alert, go to the main menu and hit the "SEND" button at "Website Banner/Digital Signage CLEAR." *This will also clear Alertus regardless of the time duration you specified.*
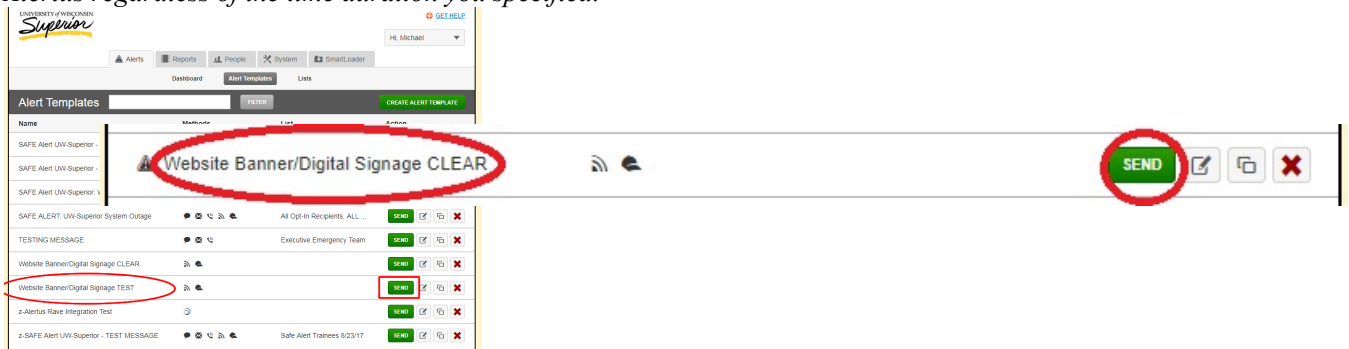
If you want to have follow-up communication posted to the emergency webpage, but do not want to send another SAFE Alert out, email your follow-up message to alert@uwsuper.edu, and it will be posted to the emergency webpage.

When you want to clear out the messages on the emergency webpage, you have two options:

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2. You can email alert@uwsuper.edu with the subject "clear"

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Managing Non-UW-Superior Employee Information (SSC, Chartwells)

Since SSC and Chartwell employees are not employees of UW-Superior, their records need to be manually added into RAVE. There are lists for each of these folks in RAVE, "SSC Employees" and "Chartwells Employees."

To add an employee
Go to the People tab and hit the "CREATE USER" button.

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The following info is required to create a user:
- First Name
- Last Name
- Handle (email address)
  - For SSC employees, use a variation of wjoseph1@uwsuper.edu - i.e. wjoseph26@uwsuper.edu
  - For Chartwells employees, use a variation of xxxx
- Registration email
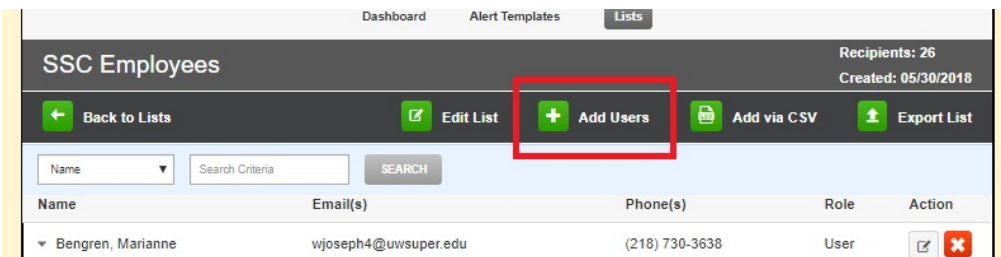 - Use the same one as the handle email address
- Mobile contact

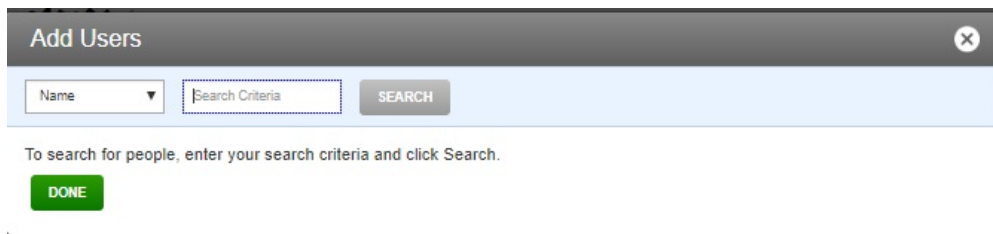Once the user is created, go to the Alerts tab and select "Lists"
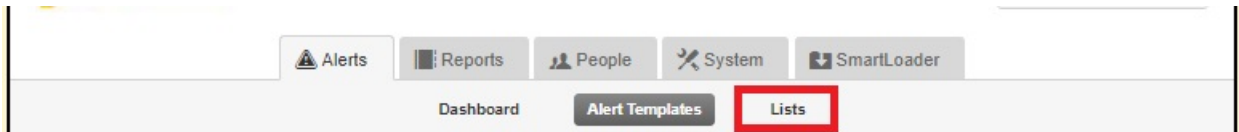
Find the desired list (SSC Employees or Chartwells Employees) and hit the "view" button

Select the "Add Users" button

Put in the search criteria for the new user

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Find the person and hit the green plus button to add them to the list, then hit the DONE button

To remove an employee from the system
Go to the People tab, do a search for the person, then hit the red X on the desired record.

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