1. INTRODUCTION/BACKGROUND

Good communication is universally thought of as one of the best ways to prevent a crisis, to minimize the effects of a crisis, and for an institution to maintain credibility and reputation in the midst of a crisis.

A crisis can be something that is readily apparent, such as
- Natural/weather related incidents (examples, Hurricanes Katrina and Rita)
- Manmade incidents (examples, campus fires, acts of violence, acts of terrorism)
- Health care incidents (examples, SARS, pandemic flu)

Crises or potential crises can also appear in the form of
- Campus protests
- Racially-charged incidents
- Politically-charged incidents

2. ANTICIPATING AND PREPARING FOR A CRISIS

Anticipating a crisis is a shared responsibility for the leaders of an institution, as well as for the unit managers and directors. All officials should periodically assess risks and potential for crisis. Officials should anticipate worst-case scenarios and should be prepared for and sensitive to the reactions of the institutions’ stakeholders, the media, and the general public.

The following check list presents a sequence of events and summarizes important key crisis communications actions. This is intended as a basic form; it should be modified to reflect specific aspects and concerns of the incident.

3. NOTIFICATION AND DESCRIPTION

Brief description of incident __________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
Who identified the incident? __________________________________________________________
________________________________________________________________________________

When were the following offices made aware of the incident? Date & Time:

Office of the Chancellor

Office of Campus Safety:

Office of Communications:
4. THE CRISIS TEAM
The most effective way to handle a crisis and the communications issues presented is to establish a crisis team. All communications tasks should be vetted, as much as possible, through this team. This team is chaired by the executive vice chancellor, with core membership including vice chancellor for student affairs, associate vice chancellor for facilities, associate chancellor for student life, director of public safety, director of communications, and other officials as needed. During a crisis the team reports regularly to the chancellor.

5. COMMUNICATION TASKS

a. NOTIFICATION TO OTHER COMMUNITIES

<table>
<thead>
<tr>
<th>Other Newark campus officials</th>
<th>Date &amp; Time:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Relations Rutgers New Brunswick</td>
<td></td>
</tr>
<tr>
<td>Communications Rutgers Camden</td>
<td></td>
</tr>
<tr>
<td>University Counsel (as needed)</td>
<td></td>
</tr>
<tr>
<td>Community Officials (as needed)</td>
<td></td>
</tr>
<tr>
<td>Political/Governmental Officials (as needed)</td>
<td></td>
</tr>
</tbody>
</table>

b. NOTIFICATION TO THE MEDIA

Media notification should only begin after the Office of Communications has reviewed the incident and protocol has been established after consultation with the Office of the Chancellor (Chancellor, Executive Vice Chancellor, and Vice Chancellor for Student and Community Affairs) and other members of the crisis team.

Date and time of media notification ________________________________

Media outlets contacted_________________________________________

______________________________________________________________

Media notice posted on line? _____ yes _____ no

Date and time executed__________________________

C. PHONE MESSAGES

If recommended after consultation with the crisis team, phone messaging to the campus community is handled by the Office of Campus Safety with the reverse phone messaging system.

Phone messages sent? _____ yes _____ no

Date and time executed__________________________
d. EMERGENCY CELLPHONE TEXT MESSAGING SYSTEM
If recommended after consultation with the crisis team, emergency text messaging to the campus can be initiated by the Office of Campus Safety. (Office of Communications and the Chancellor’s Office are back up administrators for the system.)

*Log in for authorized users is at* [https://eis.rutgers.edu/alert/Login.aspx](https://eis.rutgers.edu/alert/Login.aspx)

Emergency text messages sent? _____ yes  _____ no
Date and time executed_____________________


e. BROADCAST E-MAIL

If recommended after consultation with the crisis team, broadcast email can be sent to

NK_ADMIN_ALL@rams.rutgers.edu (all faculty and staff)
and to NK_ALLSTUDENTS@rams.rutgers.edu (all registered students.)

Office of Communications and Newark Computing Services can approve, and release messages immediately as administrators on rams (Rutgers Automated Mailing System) system.

Broadcast email launched? _____yes  _____ no
Date and time executed_____________________


f. WEB SITE NOTICES

If recommended after consultation with the crisis team.

General Announcement (campus status appears on all webpages of core R-N website, www.newark.rutgers.edu)

_____yes  _____ no  Date executed_____________________


g. SOCIAL MEDIA

The Office of Communications will send messages out via Rutgers-Newark’s social media sites:

Facebook  http://www.facebook.com/Rutgers.Newark
Google +  https://plus.google.com/u/0/116669741115025411755/posts
Twitter  http://twitter.com/#!/rutgers_newark
6. MONITORING AND DOCUMENTATION

Outside news coverage
__________________________________________________________________________
__________________________________________________________________________
Internal communications
__________________________________________________________________________
__________________________________________________________________________
Final reporting (if necessary) to Chancellor’s Office and Campus Safety
__________________________________________________________________________
__________________________________________________________________________

7. LIST OF KEY CONTACTS

CONFIDENTIAL

OFFICE OF THE CHANCELLOR 973.353.5541
Philip Yeagle 973/353-5541 pyeagle@andromeda.rutgers.edu
Denise Taylor 973/353-5541 deniset@andromeda.rutgers.edu
Kemel Dawkins 973/353-5541 kemeld@andromeda.rutgers.edu
Marcia Brown 973/353-5541 mwbrown@andromeda.rutgers.edu
Marty Ryan 973/353-5713 mbryan@andromeda.rutgers.edu
John Gunkel 973/353-5541 jgunkel@andromeda.rutgers.edu
Gerald Massenburg 973/353-5541 Geraldm@andromeda.rutgers.edu
Diane Hill 973/353-1630 dianeh@andromeda.rutgers.edu

OFFICE OF CAMPUS SAFETY non emergency: 973.353/5581 EMERGENCY 973.353.5111
Chief Michael Lattimore 973/353-1670 or 973.725- mikelatt@andromeda.rutgers.edu
Lieutenant Bob Hahn 973/353-5547, rhahn@andromeda.rutgers.edu
Lieutenant Tyrone Hart 973/ 353-1669, tyhart@andromeda.rutgers.edu
Lieutenant Bradley Morgan 973/353-5087 or 5581, bmmorgan@andromeda
Lieutenant Richard Bourne 973/353-5353 or 583-8640 lbourne@andromeda.rutgers.edu
OFFICE OF COMMUNICATIONS 973.353.5262
Helen Paxton paxton@andromeda.rutgers.edu
Carla Capizzi capizzi@andromeda.rutgers.edu
Nora Luongo eluongo@andromeda.rutgers.edu
Daisy Gonzalez dazg@andromeda.rutgers.edu

NEWARK COMPUTING SERVICES 973.353.5086
Marie Botticelli 973/353-1731 mbottice@andromeda.rutgers.edu
David Lurachy 973/353-3866 dlurachy@rutgers.edu
Anja Kastl 973/353-5083 akastl@andromeda.rutgers.edu

NEW BRUNSWICK CAMPUS INFORMATION
Matt Weismantel matt.weismantel@rutgers.edu
Jim Stapleton jstaplet@rci.rutgers.edu

OTHER CONTACTS
Kim Manning, university relations, New Brunswick 732.932-1769 kim.manning@rutgers.edu
Greg Trevor, media relations, New Brunswick 732/932-7084 x 623 gtrevor@ur.rutgers.edu
E.J. Miranda, media relations, New Brunswick 732.932.7084 x 613 emiranda@ur.rutgers.edu
Mike Sepanic, Camden Office of Communications 856/225-6026 msepanic@camden.rutgers.edu
Andy Lee, R-N physical plant, 973/353-1155 andytle@andromeda.rutgers.edu
Andrew Witek, R-N physical plant 973.353-1102 awitek@andromeda.rutgers.edu
Dr. Sandra Samuels, R-N Health Services 973/353–3754 ssamuls@newark.rutgers.edu
Dr. Luis De Jesus, R-N Health Services luisdj@andromeda.rutgers.edu (973) 353-5231

State of NJ Office of Emergency Management http://www.state.nj.us/njoem/
City of Newark Office of Emergency Management www.ci.newark.nj.us/Municipal_Services/All_Services/Fire_Dep.htm (973) 733-3660

MEDIA CONTACTS
Star Ledger Metro Desk: 973/392-4040
Essex County desk: 973/392-4136
Associated Press 973/624-4657
News 12 NJ 732/346-3270
1010 WINS 212/315-7094

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