EMERGENCY PREPAREDNESS AT PENN
-Association of Business Administrators
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CRISIS MANAGEMENT PLAN

DPS: Maintaining, Revising, Exercising & Evaluating

**PREVENTION**
- TACTICAL, STRATEGIC & LOGISTIC PLANNING
- UCEPST & CITY OF PHILADELPHIA
- TABLETOP AND FIELD FUNCTIONAL DRILLS
- EMERGENCY RESPONSE TRAINING

**RESPONSE**
- CRISIS MANAGEMENT TEAM - CMT (UNIVERSITY SENIOR ADMINISTRATORS – POLICY & STRATEGY)
- INCIDENT MANAGEMENT TEAM - IMT (EMERGENCY RESPONDERS, COMMUNICATIONS PERSONNEL)

**RECOVERY**
- CRITICAL INCIDENT STRESS MANAGEMENT TEAM
- STABILIZATION
- NORMALIZATION
- MISSION CONTINUITY

Emergencies: Terrorism, Active Shooters, Hazardous Materials, Explosions, Natural Disasters, Fires
LEVELS OF EMERGENCY RESPONSE

- Three levels of emergency response:
  - Level 1: Isolated Critical Incident
  - Level 2: Localized Critical Incident
  - Level 3: Major Critical Incident
LEVEL 1 EMERGENCY

- Isolated or Limited Critical Incident:
  - This is the lowest level of emergency and can be handled in the context of normal University operations, and while relevant members of IMT and CMT may be involved in the response, neither the IMT nor the CMT is convened.
  - Examples of a Level 1 emergency include: A minor lab spill (chemical) of a limited and containable nature, fire alarm activations, burglaries, assaults, vehicular and pedestrian accidents.
LEVEL 2 EMERGENCY

- Localized Critical Incident:
  - A Level 2 emergency requires the IMT to convene to ensure a coordinated operational response. No major policy or communications issues are implicated at this level, so the CMT is not convened, although relevant members of the CMT may be involved in the response. EOC may be activated.
  - Examples of a Level 2 emergency include: A power outage, steam leak, flooding or water main break affecting a limited portion of the campus.
LEVEL 3 EMERGENCY

- **Major Critical Incident:**
  - The highest level of emergency. A Level 3 emergency impacts the entire University City area or a significant portion of the University City community, requiring coordinated operational and policy responses, including management of institutional reputation and mass media. The CMT and IMT are convened. EOC is activated.
  - Examples of a Level 3 emergency include: A fire, a major flood or hurricane, an active shooter incident, a terrorist attack or an accidental release of biological or chemical hazards not confined to a single or limited location.
HOUSTON HALL
EMERGENCY PROCEDURES

Numbers to Know:
EMERGENCIES 215-573-3333
511 (Ploc: 1st Floor Common Area)
GENERAL INFORMATION 215-898-7297
ESCAPE SERVICES 215-898-REID
SPECIAL SERVICES 215-898-6600

BUILDING AREA OF REFUGE:
Primary: Pennsitter Quad Plaza
Secondary: B. Franklin Student Union

RECOMMENDED RELOCATION SITES:
Primary: Van Pelt Library
Secondary: Logan Hall

THIS BUILDING’S SHELTER AREA:
Ground Floor, Main Dining Area

WHAT TO DO:

FIRE
• Notify occupants and help those needing assistance in the immediate area.
• Confront the fire by closing doors as you exit.
• Activate the nearest fire alarm pull station.
• Expose the building at the nearest exit and call the emergency number listed above.
• Do not enter the building until authorized to do so by emergency personnel.

BUILDING EVACUATION PROCEDURES
• When the fire alarm is activated, evacuation is mandatory.
• DO NOT use elevators.
• Take personal belongings (ID, keys, purses, wallets, etc.) and dress appropriately for the weather.
• Upon exiting, proceed to your building area of refuge to begin the accountability process.

SHELTER-IN-PLACE
• Purpose: To shelter occupants inside the building in the event of a hazardous/biological material or other emergency incident outside the building.
• When notified, go inside the nearest building.
• Close all windows and doors.
• Report to the building’s shelter area.

SUSPICIOUS PACKAGES
• Do not touch or disturb the object or package.
• Isolate the package and evacuate the immediate area.
• Call the emergency phone number listed above.
• Notify your Building Administrator

SUSPICIOUS BEHAVIOR
• Do not physically confront the person exhibiting the behavior.
• Do not let anyone into a locked room/building.
• Do not block a person’s access to an exit.
• Call the emergency phone number above immediately.

BOMB THREAT
• Remain Calm.
• Get as much information as possible from the threatening caller.
• Call the emergency phone number above.
• Follow the instructions from emergency personnel.

ACTIVE SHOOTER
• If possible exit the building immediately and call the emergency phone number above.
• If you can not exit: Clear the hallway immediately and/or remain behind closed doors in a locked or barricaded room if possible and stay away from all windows. Remain calm and quietly call the emergency phone number above.
• Evacuate the room only when authorities have arrived and instructed you to do so.
• DO NOT: Leave or unlock the door to “see what is happening.”
• DO NOT: Attempt to confront or apprehend the shooter, unless as a last resort.
• DO NOT: Assume someone else has called police or emergency personnel.

For more information please visit:
http://www.publicsafety.upenn.edu

Houston Hall: Houston Market Entrance
VA TECH TRAGEDY

- April 16, 2007:
  - Gunman kills 33 students, including himself, within two and a half hours on campus
  - Deadliest shooting in US History

- VA Tech effects at Penn:
  - Onslaught of phone calls/emails from all Penn constituents to DPS, President’s Office and Penn Parents re: emergency preparedness procedures and communications
  - Common question:
    - *Why doesn’t Penn have emergency text messaging?*
**WHY UPennAlert is Important Now**

- The Chronicle, August 28, 2007:
  - Bomb Threats and Random Stabbing Open Academic Year on 3 Campuses
- September 21, 2007:
  - Delaware State shooting wounds 2, closes campus
- September 25, 2007:
  - University of Madison-Wisconsin shooting scare
- September 26, 2007:
  - Armed, masked gunman apprehended at St. John’s University
- October 1, 2007:
  - University of Memphis campus fatal shooting
- October 4, 2007
  - Moravian College stabbing of student
- October 10, 2007
  - SuccessTech Academy High School, (Cleveland, OH) fatal shooting
- October 11, 2007
  - Plymouth Whitemarsh High School rampage thwarted by Police
- October 20, 2007
  - Cabrini College, stabbing of college freshman
- November 17, 2007
  - Villanova College, suspect fires weapon amidst crowd of students
- December 3, 2007
  - Two students shot, one fatally, by armed gunman at the University of Chicago
The UPennAlert Emergency Notification System provides the Penn community with the immediate notification necessary in order to be able to react in an informed manner, in the event of an emergency in the Penn and University City area.

It provides our students, staff and faculty with an additional layer of security and protection in emergency response, in conjunction with our already well-established emergency communication methods, such as university-wide broadcast emails, online updates via the Penn homepage, coordinated use of public media outlets and campus public address systems within all College Houses.

**Features**

- The UPennAlert system is a free-of-charge service for all Penn students, faculty and staff.
- Supports delivery of 52,000 emergency messages within minutes of a major emergency.
- Delivers emergency messages via voicemail, text-messaging (SMS), and email.
- Users can register phone numbers and emails for multiple devices, including:
  - Cell phones, PDAs, Pagers, Landline telephones, Fax machines.
- Students can include other emergency contact information within their profile, such as parents, guardians and spouses.
- Provides two-way notifications and instructions to all recipients, including a toll-free number to call for more information.
- Robust data protection and security features to ensure user privacy and compliance with all federal regulations.

**Get Updated!**

Providing current information is the best way to ensure that you will be reached in the event of an emergency. Please take a few minutes now to register or update your contact information. All information is secure and confidential.

1. Access the below websites depending on your University status.
   - **STUDENTS:**
     - Access Penn InTouch via the PennPortal at: [http://www.upenn.edu/penn_portal](http://www.upenn.edu/penn_portal)
   - **FACULTY/STAFF:**
     - Access Penn Directories at: [http://www.upenn.edu/directories](http://www.upenn.edu/directories)
     - Click on “My Directory Information” and log in using your PennKey.

2. Update your current directory listing:
   - **ALL Penn Students, Faculty and Staff:**
     - Please provide contact information for YOU, the subscriber, such as your cell phone number.
   - **Students Only:**
     - Register additional emergency contact phone numbers in the “Other Emergency Contact Person” listing in the directory.

3. Visit the Division of Public Safety’s website for more information on the UPennAlert Emergency Notification System and a list of FAQs.

Note: Your cell phone, non-University email account, emergency contact information, and other specified data will NOT be available for public view on the Penn directory. All information is for emergency use only by authorized personnel.
Call Bridging:

- The UPennAlert System allows for specific groups (i.e. CMT) to be automatically connected to a conference call.
  - The need to convene in person, though eventually necessary, is not needed to activate the CMT
  - Decision time and total response time is dramatically decreased

215.573.3333:

- Program this number into your phone
- “Penn Pub Safety” will be displayed when receiving a UPennAlert emergency notification
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November 13, 2007