In Case of Emergency

Dismas Abelman is the campus emergency manager with Emergency Management and Business Continuity. This team’s goal is to prepare campus before an emergency and plan the emergency response before an event ever happens, so that if disaster hits, they will be ready to jump into action. They facilitate conversation and information sharing among the leaders of campus departments that are involved in responding to emergencies and coordinate efforts to develop and disseminate messages to internal and external audiences.

What happens when an emergency arises?

The Emergency Operations Center (EOC) is activated.

Located in a training room in the Police Department on campus, this space is where campus leaders gather to develop communications and make decisions about how to best maintain campus functions. Leaders from departments across campus—including Campus Police, Environmental Health and Safety, Student Affairs, Facilities, University Communications and more—discuss the response needed and quickly take action to direct campus members.

This group meets every other month to practice creating a response to potential emergencies, from cybersecurity threats to fire and earthquakes. Although each situation is different, it is key to practice responding under pressure, with limited information. It is also important for the team to build relationships and trust by meeting together often.

Get Ready and Prepared
Learn more about how you and your department can become prepared for an emergency:
https://blink.ucsd.edu/safety/emergencies/preparedness/get-ready/index.html
A command structure is activated at the incident. The EOC is responsible for managing the emergency. There is a separate command post at the scene of the crisis where firefighters and police officers collect to take action. The EOC supports their efforts by facilitating campus operations such as shutting the power off or directing traffic or ensuring campus services remain open such as dining halls for those living on campus.

Executive Policy Group makes high level decisions
Comprised of the Chancellor, Executive Vice Chancellor, Vice Chancellors and other campus leadership, this group determines whether the campus will reduce services, if classes will be cancelled and other significant campus wide decisions.

How do we communicate messages during an emergency?

University Communications and Public Affairs maintains an internal Crisis Communications Plan that outlines staff members who are called upon and the steps needed for effective internal and external communication. Each role has three to four people involved, so that if one or more cannot get to the EOC, there are always back-ups.

These roles include:

- **Internal Communications**: In coordination with campus web officers, drafts statements and messages for use on the UC San Diego homepage, Blink, Chancellor’s website and other major websites across campus. This process is ongoing as the crises evolves and is resolved.
- **External Communications**: Develop news release, media advisory and talking points and serve as lead for media, including fielding calls and disseminating statements.
- **Web Team**: Assists in distribution of messages and instructions across campus websites. Redirects websites as needed.
- **Social Media Team**: Uses statements and talking points to update UC San Diego’s social media channels and monitors for incorrect information.
- **On Camera**: Communicates with incident commander on scene and relays information with internal and external communication officers. Serves as on camera spokesperson.

The goal is to put forth a confident message and convey that the situation is under control. The way we disseminate information is going to have a huge impression on the public reputation of the campus. The way we communicate is just as important as how we are responding. If multiple departments are sending out conflicting messages, that causes more problems. Do not reinvent a message from your respective departments—share the campus wide message. Talk to public information representative or communication director in charge of your department.

List of communication directors.

Communication networks:
- [Emergency.ucsd.edu](mailto:Emergency.ucsd.edu)
- **Triton Alert Emergency Notifications** A phone and email notification system.

*Marketing Council Listserv: ucsd-marketing-council-l@mailman.ucsd.edu*
UC San Diego
Marketing Council

- Campus websites such as the UC San Diego Homepage (a banner at the top in red, orange or yellow will redirect you to the emergency website or Chancellor blog for updates).
- Campus notice and other campus wide statements
- UC San Diego social media channels (Facebook, Twitter, Instagram)
- Campus radio station AM 1610
- Follow @ucsdtritonalert on Twitter for emergency updates.

Emergency Contacts:

Cell phone: 534-HELP available 24/7
Landline: 911
Full list of emergency contact phone numbers.
Note: When using a cell phone to call for an emergency on campus, dial (858) 534-HELP. Dialing 911 from a cell phone may reach the nearest California Highway Patrol, and not the UC San Diego Campus police.

How you can help prepare.

Get trained as a Campus Emergency Response Team (CERT) member.
All staff, faculty and students are invited to get trained as a CERT member, which involves learning emergency operation procedures, basic search and rescue, basic disaster medical treatment, firefighting techniques and psychology insights. This team provides stability to the campus while we are waiting for external help—which can vary drastically based on the type of incident. If there is an active shooter, we are going to get a lot of resources quickly. However, if there is an earthquake, much of the surrounding area will also be affected, so resources will not be as strong. Learn more.

There are 13 emergency containers scattered around the campus with medical equipment, lighting, basic food resources, search and rescue resources and more. Training happens each year in September over a period of three days. We also hold departmental trainings. It is also advised that each department have an emergency kit with food, water, cooking supplies, a flashlight, bandages, gloves and more.

NEXT MEETING: Wednesday, March 27, 2019