

**FOOTHILL-DE ANZA**  
Community College District

## Board of Trustees Presentation


  
Foothill College

  
De Anza College

# Emergency Mass Communications

---

- Need For a Complete Plan
  - Virginia Tech
  - Northern Illinois University

**FOOTHILL-DE ANZA**  
Community College District

## Necessity for implementation

- 
- Safety and security of students and staff
- Vast number of schools nationwide have implemented some form of mass communications
- Liability issues
- Public relations issues



## Steps Needed for Effective Communications Capability

- 
- Central Communication authority
- Designation of district communications officer and alternates as single point of accountability
- Development of protocols for use of each communication method adopted
- Development of Templates



## Requirements for Effectiveness

- Ability to communicate rapidly
- Multiple methods
- Multiple locations



## Progress to date

- District Emergency Communications Officer designated
- Task Force has been organized and held meetings
- Plan continues to be researched and implementation has begun



## Low Cost Options

<u>Method</u>	<u>Type</u>	<u>Delivery Method</u>	<u>Limitations</u>
Phone	Reverse 911	Message to phones	Must answer
	800 Number	Students/staff call in	Must call in
	Broadcast	Message to speaker phones	PBX limits to 30 phone at a time



## Low Cost Options, ctd.

<u>Method</u>	<u>Type</u>	<u>Delivery Method</u>	<u>Limitations</u>
Web	Shadow site	Prescripted pages Home page substitute	Must access web Network dependent
Voice	Megaphones	Individual walk around	Limited coverage Manual
Carillon	Bell Tower	Outdoor broadcast	Limited coverage Only at De Anza



## Low Cost Options, ctd.

<u>Method</u>	<u>Type</u>	<u>Delivery Method</u>	<u>Limitations</u>
Radio	1610 AM 89.7 FM	Broadcast information Broadcast information	Must be listening Must be listening Foothill only
Physical Signage	Exterior	Placed at key intersections	Limited to traffic control
Email	Listservs	Students & staff	Must retrieve email Network dependent



## Providers

- 
- Alert U
  - No cost provider
  - Text messages only
  - Failed in repeated tests with District and personal cell phones



## Providers at Higher Cost

- 
- Comprehensive providers considered
  - Text messaging
  - Voice
  - Email
- 3N
- Connect Ed



## Current Actions

- Numerous providers have come into the market
- Developing RFQ
- Recommendation to the Board
- Implementation by year end