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**Wingate University**  
**Crisis and Emergency Plan**  
**March 2006**

I. Purpose

Unexpected situations can often escalate into a University-wide catastrophe. The way to avoid these catastrophes is to deal with these situations or events as immediately and as effectively as possible. The success of managing a crisis or emergency situation depends on effective preparation and communication between the University and its key constituencies. The purpose of this Crisis Management Plan is to coordinate the use of the University and community resources to protect life, provide necessary communication to key constituencies, maintain or restore normal University operation as soon as possible during or immediately after any natural or human-caused emergency at Wingate University. However, it is impossible to appropriately plan for every crisis or emergency ahead of time. For this reason, this crisis and emergency plan is a guideline for the CMT to decide what actions are necessary and how to handle each individual, unique occurrence when it happens.

II. Goals

1. To save lives,
2. To protect human health and safety,
3. To protect University operation,
4. To communicate with key constituencies, and
5. To support community needs.

III. What is an Emergency?

An emergency is any unplanned even or series of events that seriously disrupts the operation of the University. For the purposes of this plan, there are several different categories of crisis / emergencies: life threatening emergencies, natural disaster, and human caused crisis/ emergency.

A. Life-Threatening Crisis / Emergencies

A life-threatening Crisis/Emergency is classified as any unplanned event or series of events that necessitate the involvement of local law enforcement or fire officials. Several worksheets can be found in Appendix I that give information on how to handle these situations and information you need to be able to provide.

A Life-Threatening Crisis may include the following:

- Bomb threat
- Terrorism
- Death, murder, or suicide on campus
- Explosion
- Fire or major damage to University property
- Rape or sexual assault
- Theft of property from University, students, employees, or visitors
- Highway 74 traffic accident (endangering University)
- Train derailment

B. Human Caused Crisis/emergency

A human-caused Crisis/emergency may be classified as any:

- Epidemic
- Gas Leak
- Hazardous materials incident
- Loss of electricity
- Civil disturbance
- Disorderly gathering of students
- Disorderly conduct of fans or fight on or off field
- Safety hazard on campus
- Radiological accident

C. Natural Disaster

A natural disaster is classified as any natural occurrence. Class 1 natural disasters allow time for officials to make necessary preparations. Class 2 natural disasters are spontaneous occurrences that allow little or no time for preparation and the aftermath is the central focus for officials.

Class 1

- Hurricane
- Winter Storm

Class 2

- Tornado
- Earthquake
- Flood

IV. Crisis Management Team

In the event of a crisis or emergency involving Wingate University, the Crisis Management Team (CMT) will assemble and make decisions on measures to be taken. At initial notification of an emergency or crisis, CMT will meet in the Goodman Service Center (alternative locations are 1. Ethel K. Smith Library and 2. Jesse Helms Civic Center).

Crisis Management Team Members  
(overseen by Dr. Jerry McGee, President of Wingate University)

Executive Vice President and CFO, Chuck Taylor  
Vice President and Athletic Director, Steve Poston  
Vice President of Resource Development, Vint Tilson  
Vice President of Academic Affairs, Martha Asti  
Dean of Enrollment, Rhett Brown  
Dean of Student Affairs, Doug Searcy  
Dean of School of Pharmacy, Robert Supernaw  
Director of Marketing and Communications, Jennifer Gaskins  
Director of Campus Services, Scott Hunsucker

Specialists for certain areas of the University:

Director of Campus Safety, J.R. Clark  
Director of Residence Life, Pat Biggerstaff  
Director of Administrative Computer System, Tim Herrin  
Director of Health Services, Evelyn Weber  
Director of Food Services, Brandi Heatherly  
Director of Wellness and Counseling

External Specialist  
Ben Bailey, Union County Sheriff's Office

#### V. Objectives of the Crisis Management Team

- A. Assesses the situation and campus wide conditions.
  - Gathers, discusses and assesses up to the minute facts and unknown status of situation. Develops recovery strategy.
  - Decides if declaration of state of emergency on campus is necessary.
- B. Prioritizes actions and determine the resources necessary to cope with the emergency.
- C. Locates resources available to cope with the emergency.
- D. Establishes liaisons with other agencies.
- E. Determines individual actions for faculty and staff.
- F. Monitors the progress of the emergency operations and respond accordingly.

- G. Keeps the President informed of the events to allow for his/ her guidance in overall decision.

VI. Responsibilities and Action Plan for CMT Members

A. Executive Vice President – Chuck Taylor

- 1. Notifies all CMT members of safest meeting location and time.
- 2. Updates the President and provides CMT with feedback
- 3. Makes decisions on using Alert Message System

B. Director of Campus Services – Scott Hunsucker

- 1. Notifies Wingate Police of any life-threatening crises/emergencies
- 2. Advises campus safety of their responsibilities in the situation
- 3. Assists CMT team with decisions regarding buildings, utilities, etc.
- 4. Keeps an updated Crisis Box on hand
- 5. Contacts outside organization for any additional assistance necessary
- 6. Activates Alert Message System for faculty and staff
- 7. Implements campus-wide voicemail broadcasts

C. Director of Marketing and Communications – Jennifer Gaskins

- 1. Communicates with key external constituencies
- 2. Updates information on the university webpage, emergency hotlines, and media outlets
- 3. Provides information to the President for press conferences, if necessary
- 4. Designate specific staff members to assist with calls from external constituencies
- 5. Schedules two meetings of CMT once a semester to keep plan updated and schedule a rotating drill of the specific procedures listed in VII. C

D. Dean of Student Affairs – Doug Searcy

- 1. Keeps students, parents, RA's informed.
- 2. Implements and oversees evacuation process of residence halls and relocation of students with assistance of Director of Campus Services.
- 3. Maintains communication with relocated students

E. VP for Athletics – Steve Poston

- 1. Informs staff of their duties

F. VP for Resource Development – Vint Tilson

- 1. Notifies alumni and friends
- 2. Serves as back-up to EVP
- 3. Advises Marketing & Communications Dept.

G. VP Academic Affairs – Martha Asti

- 1. Decides on and communicates class cancellations to CMT and all faculty
- 2. Keeps faculty informed.

3. Maintains contact with academic deans including Metro College
- H. Dean of School of Pharmacy – Dean Supernaw
  1. Decides and communicates class cancellations.
  2. Notifies pharmacy students, faculty, staff
- I. Dean of Enrollment Management – Rhett Brown
  1. Serves as main contact with prospective students and parents.

## VII. Crisis Management Plan Implementation

### A. Immediate Action

1. Executive Vice President notifies all CMT members of meeting location and time
2. Director of Campus Services assesses damage and danger to human life
3. CMT designates key internal and external constituencies
4. Executive Vice President updates the President and provides CMT with feedback
5. CMT creates plan to handle situation
6. Director of Campus Services contacts outside organizations for assistance
7. Vice Presidents inform their staff members of their duties
8. Director of Marketing and Communications gathers necessary information in order to address external constituencies
9. Dean of Student Affairs keeps students and parents informed.
10. Oversees residence hall evacuation process and relocation plan for students.
11. Maintains log of students' individual destinations

### B. Communication Plan

#### 1. Purpose

A crisis may or may not ultimately undermine confidence in an institution; however, mismanagement of communications during a crisis is almost certain to damage the institution's integrity and reputation. Wingate has a fundamental responsibility to provide accurate and timely information to those affected by a crisis.

This plan is designed to complement and enhance the University's crisis Management Plan by providing the communications strategies warranted by the situation. Upon the determination by the CMT and the President that an emergency or crisis exists that necessitates a communications response, this plan will be immediately implemented by the Director of Marketing and Communications.

#### 2. Constituencies

a. Internal Constituencies

- Students of all categories (resident, commuter, graduate, undergraduate)
- Employees, full and part time
- Immediate family of students
- Immediate family of employees
- Trustees
- Board of Visitors
- Alumnae
- Donors

b. External Constituencies

- Law enforcement (Police, FBI, SBI, etc.)
- Environmental safety agencies (EPA, etc.)
- Government agencies (city, county or state agencies, FEMA, etc.)
- Local community
- Mass media (newspapers, radio, or television)

3. Identify and Prioritize Important Constituencies

Identify the key internal and external constituencies affected by the crisis. Prioritize constituencies by those most directly affected to the least directly affected or at the discretion of the Director of Marketing and Communications.

4. Designate Spokesperson

The spokesperson for the University will generally be the Director of Marketing and Communications, unless the President prefers to address the media or designates another official to represent the University.

5. Formulate and Disseminate Information

- a. Director of Marketing and Communication will attend CMT meeting in order to compile the facts relating to the crisis
- b. Director of Marketing and Communications will then get the necessary information to the key constituencies in the order determined in Step 3
- c. Director of Marketing and Communications will determine which method of disseminating information below will be most efficient for

the crisis at hand

- d. Director of Marketing and Communications will determine the frequency of updates based on availability of information or immediate and long-term factors until the University is restored to pre-crisis status.
- e. Monitor communication and interpretation of situation and correct any misinformation or misconceptions as quickly as possible

## 6. Contacting Internal Constituencies

### a. Students

Students should give their cell phone numbers at the beginning of each semester to Student Affairs. In the event of an evacuation, any student who cannot be accounted for should be contacted by cell phone.

Students should forward their Wingate mail to an account that they check regularly. In the case of an emergency, students may be notified of schedule changes or building closings through email.

### b. Employees

Employees may also be notified of changes or emergencies through email. Notification may also be passed down from building coordinators/secretaries. In the case of a crisis, employees should also check voicemail. If possible, a broadcast voicemail, a university-wide message may be sent as a voicemail with instructions or important information. If contact needs to be made to individual employees at their homes, a list of all employees with work, home, and Nextel numbers is listed in Appendix II

### c. Immediate Family of Students and Employees

Information may be presented to the families of students and employees through media outlets. If deemed necessary, Director of Marketing and Communications may change the inclement weather hotlines into emergency hotlines which will provide information about the situation and where or when further information will be available. Information can also be programmed to scroll across the University webpage. A broadcast message system for parents may be implemented for

immediate communication.

d. Trustees and Board of Visitors

The President will notify Trustees. The Vice President of Resource Development will be responsible for acquiring appropriate information and determining the best means necessary to notify alumni and friends. They will also have access to the emergency hotlines and the university webpage. The Vice President of Resource Development will handle any questions or calls from Alumnae and Donors during and after the crisis.

e. Alumnae and Donors

Director of Alumni Relations will be responsible for determining the best means necessary to notify these constituents. They will also have access to the emergency hotlines and the university webpage. The Director of Alumni Relations will handle any questions or calls from Alumnae and Donors during and after the crisis.

7. Contacting External Constituencies

a. Government, Environmental, and Law Enforcement Agencies

Director of Campus Services will be in charge of contacting and providing the appropriate information, paper work, or request for aid to these agencies.

b. Local Community and Media Outlets

Director of Marketing and Communications will be responsible for providing information to the media which is the most likely where the community will obtain their information. These constituents will have access to the web. Depending on the crisis, media outlets should be notified by whatever means possible: fax, phone, cell, email, etc.

8. Post-Crisis Evaluation

a. Notes should be taken during the crisis pertaining to the effectiveness of different forms of communication.

b. Effectiveness of the plan should also be considered and altered if

necessary.

## C. Course of Action for Specific Crises and Emergencies

### 1. Natural Disasters

In the event of a Class 1 natural disaster, the CMT will assemble immediately after the course of the storm is determined. The Director of the physical plant will give the best location for students who cannot or will not evacuate. If at all possible, Dean of Student Affairs and Director of Residence Life will determine the most efficient way to evacuate students and do their best to maintain a record of the location of all students evacuated and present. Director and Assistant Director of Marketing and Communications will be responsible for posting information to the web, notifying the media, and all other constituencies involved of the decided course of action. Executive Vice President and Vice President will be responsible for organizing locations and meals for evacuating students. Preparation should not take longer than a day, which would give students time to reach their destinations.

In the even of a Class 2 natural disaster, the CMT will assemble on location if at all possible. A member of the team, who can access the campus as soon and safely as possible, will survey damage to the grounds, buildings, and effect on human life. This member will be responsible for notifying all other members of the team by whatever means is available. If human life has sustained injury or is in need of medical attention, considering the disaster occurs during the school day, Dean of the Pharmacy School will be responsible for contacting the list of volunteer staff and faculty with CPR training. Director of Health services will be responsible for setting up an emergency medical station in the infirmary located in the Jefferson Clubhouse.

### 2. Epidemic

In the event of a campus wide epidemic, Dean of Student Affairs and Director of Health Services will be responsible for determining course of action. If students in UPA have not been affected, unaffected students should be housed in that area or a nearby hotel. All affected students should be quarantined to their apartment or dorm. Medical care should be provided as necessary by the hospital or visiting doctor.

### 3. Explosion or Gas Leak

In the event of an explosion, notify campus safety, Wingate Police, and Wingate Fire Department. Local officials will assemble in the office of Director of the Campus Services to determine necessary action. The CMT will assemble in the safest location and determine the severity of the situation and how to communicate to the concerned constituencies. Students may need to be relocated or receive immediate medical attention. The infirmary may be converted into an emergency treatment center for minor injuries. A list of employees willing to help with CPR or first aid training is attached in Appendix II.

### 4. Terrorism or Bomb Threat

In the event of a bomb threat or terrorist act, notify Wingate Police and campus safety with as much of the information as you have on the bomb threat worksheet in Appendix I. Local law enforcement will assemble in the office of Director of the Campus Services to determine necessary action. The CMT will assemble in the safest location and determine the severity of the situation and how to communicate to the concerned constituencies. The CMT will be available to help the police, FBI, etc. in any way possible. The primary concern of the CMT is to provide information to the University's constituencies.

### 5. Train Derailment or Highway 74 Accident Endangering University

In the event of a train derailment or Highway Accident, notify Wingate Police and / or Train depot. The CMT will assemble in the safest location and determine the severity of the situation and how to communicate to the concerned constituencies. If necessary, the university may need to relocate students and employees.

### 6. Hazardous Materials Incident or Safety Hazard on Campus

In the event of a hazardous materials or safety hazard incident, notify campus safety, Wingate Police, and Wingate Fire Department. The CMT will assemble in the safest location and determine the severity of the situation and how to communicate to constituencies. Evacuation may be necessary in which Student affairs, residence life, and campus safety will be responsible for accounting for students and their safe departure.

#### 7. Radiological accident

In the event of a radiological accident, the CMT will assemble in the safest location and determine the severity of the situation and how to communicate to the concerned constituencies. Everyone should stay indoors until they receive notification that it is safe to go outside. If anyone experiences any health-related concerns, call 911 and notify campus safety.

### VIII. Post Crisis Evaluation

- A. CMT will meet as soon as possible immediately following the resolution of the crisis or emergency in order to evaluate the teams' response to the situation.

The team should discuss the following and any other issues pertinent to the Crisis:

- Time taken to notify and assemble CMT
- Effective communication with the constituencies
- Knowledge of CMT members of the plan
- Outside sources of aid knowledgeable of the plan
- Accomplishment of goals
- Fulfillment of objectives
- Time taken to resolve the crisis
- Opinion of those involved on how crisis was handled
- Evaluation of media coverage

## **Quick Reference Guide for Crisis Management Team**

Executive Vice President should be notified as soon as possible of a crisis or emergency:

The primary duty of the below members is to create a plan to best handle the crisis situation. The team will use its knowledgeable about the University to determine the steps necessary to protect persons on campus and keep the University functioning as smoothly as possible. The team as whole should determine internal and external constituencies.

### **President – Dr. Jerry E. McGee advisory member of the team**

#### **A. Executive Vice President, CFO – Chuck Taylor**

1. Notifies all CMT members of safest meeting location and time
2. Updates the President and provides CMT with feedback
3. Determines when to send Alert Message to students, parents, faculty, Staff

#### **B. Director of Campus Services – Scott Hunsucker**

1. Assesses damage and danger to human life,
2. Notifies Wingate Police of any life-threatening crises/emergencies
3. Advises campus safety of their responsibilities in the situation
4. Assists CMT team with decisions regarding buildings, utilities, etc.
5. Keeps an updated Crisis Box on hand
6. Contacts outside organization for any additional assistance necessary
7. Records and sends campus-wide voicemail message to faculty & Staff
8. Implements the Alert Message to faculty & staff during non-work hours

#### **C. Director of Marketing and Communications – Jennifer Gaskins**

1. Communicates with key external constituencies
2. Updates information on the university webpage, emergency hotlines, and media outlets
3. Provides information to the President for press conferences, if necessary
4. Designate specific staff members to assist with calls from external constituencies
5. Schedules two meetings of CMT once a semester to keep plan updated and schedule a rotating drill of the specific procedures listed in VII. C

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1. Keeps students, parents, RA's informed.
2. Implements and oversees evacuation process of residence halls and relocation of students with assistance of Director of Campus Services.
3. Maintains communication with relocated students
4. Implements Alert Message to students and parents

#### **D. VP for Athletics – Steve Poston**

1. Informs staff of their duties

#### **E. VP for Resource Development – Vint Tilson**

4. Notifies alumni and friends
5. Serves as back-up to EVP
6. Advises Marketing & Communications Dept.

#### **F. VP Academic Affairs – Martha Asti**

1. Decides on and communicates class cancellations to CMT and all faculty
2. Keeps faculty informed.
3. Maintains contact with academic deans including Metro College

**G. Dean of School of Pharmacy – Dean Supernaw**

1. Decides and communicates class cancellations.
2. Notifies pharmacy students, faculty, staff

**H. Dean of Enrollment Management – Rhett Brown**

1. Serves as main contact with prospective students and parents.