



# WAYNE STATE UNIVERSITY



**Wayne State University  
Crisis Management Team  
Communication Plan**

Updated March 2018



# *Goals*

Safety

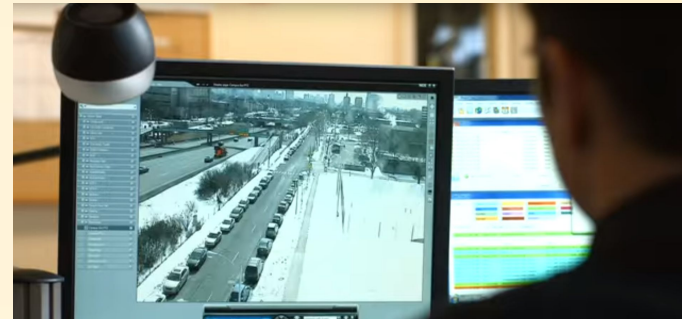
Property

Reputation

## *How we prepare*

### **WSU Police Department**

- This 65-member, fully commissioned police force works closely with other local and federal law enforcement agencies, businesses, property owners, and residents.
- WSUPD collaborates with the Michigan State Police, Wayne County Sheriff, Detroit Police Department, FBI and Department of Homeland Security.
- Units include immediate action response team, canine explosive and building response team, and regional crisis response team.



## *How we prepare*

### **WSU Police Department**

- WSUPD patrols campus and surrounding neighborhoods 24/7, 365.
- The average emergency response time for WSUPD is 90 seconds.
- Crime is down more than 50 percent in Midtown since 2009.
- WSU was named one of the 50 safest campuses in the country by BestColleges.com.



## *How we prepare*

### **WSU Crisis Management Team**

The team is composed of 14 representatives from departments across campus, including Chief of Police Tony Holt.

- Vice President for Marketing and Communications, Chief of Staff
- General Counsel
- Vice President for Finance and Business Operations
- Provost and Senior Vice President for Academic Affairs
- Vice President and Secretary for the Board of Governors
- Dean of Students
- Computing and Information Technology Chief Information Officer
- Senior Director of Risk Management
- Associate Director for the Office of Environmental Health and Safety
- Associate Vice President for Business and Auxiliary Operations
- Director of Communications
- Associate Vice President for Facilities Planning and Management
- Director of Counseling and Psychological Services

## *How we prepare*

### **WSU Crisis Management Team Responsibilities**

- Hold regular meetings to conduct advanced planning and respond to crisis events.
- Maintain **wayne.edu/safety** and other resources.
- Conduct drills and simulations to increase Wayne State's crisis preparedness
- Real life examples in the last few years
  - Missing student
  - Colin Rose
  - Ebola concerns
  - Bomb threats
  - Chemical spill
  - Power outages
  - Lead in the water
  - Racial profiling
  - Post-election protests

## *Protocol in a crisis*

### **Police Action**

First and foremost, the role of law enforcement in a crisis is to remove the threat.



## *Protocol in a crisis*

### **Communication to support the police action**

#### *First wave*

1. WSUPD notifies the Crisis Management Team and campus leadership
2. Broadcast text message to WSU community members signed up for text alerts
3. Email sent
4. Notification immediately posted on **wayne.edu**
5. Content posted on **updates.wayne.edu** and maintained throughout the crisis

#### *Second wave*

6. Social media staff responds to questions when information becomes available
7. Public relations responds to the press

# ACTIVE SHOOTER

#1 goal is to neutralize the shooter

Notification comes in to one of these three and they all must communicate immediately

## WSUPD

– Broadcast text to campus

## Chief of Staff

– GroupMe text: “Active shooter live” to CMT  
– Notify president

## MAC (PR/ Web)

– Social media  
– wayne.edu  
– Media

*“Police are responding to an active shooter at LOCATION.  
Take shelter in a safe place until further notice.”*

# BARRICADED GUNMAN

WSUPD evacuates the area and turns process over to hostage negotiators

Notification comes in to one of these three and they all must communicate immediately

## WSUPD

– Broadcast text to campus

## Chief of Staff

– GroupMe text: “Barricaded gunman live” to CMT  
– Notify president

## MAC (PR/ Web)

– Social media  
– wayne.edu  
– Media

*“Police are responding to a barricaded gunman at LOCATION. Take shelter in a safe place until further notice.”*

# Immediate:

Deputy Chief of Staff/President’s Office notifies all cabinet members

Board of Governors Office contacts the Board of Governors

Web flips to updates.wayne.edu

Web flips the digital signage

Dean of Students Office activates the phone bank

Business Operations notifies residence hall staff

FPM remains on call for WSUPD needs

CAPS notifies staff

COS GroupMe text: “Assemble in LOCATION.”

Cancel classes/close university (triggers evacuation)

## Possible secondary messages:

*“Police are on the scene, but the situation remains critical.”*

*“Updates will be posted to wayne.edu as they become available.”*

*“Please remain where you are and stay calm.”*

*“We are getting all your messages, stay tuned for updates.”*

## *How we prepare*

### **Active Shooter protocol**

Three simple actions can be your greatest tool if you find yourself encountering an attack:

#### **Run**

Be aware of your environment and identify whether you're in immediate danger. If you are, your first plan of action should be to run.

#### **Hide**

Take cover in an area outside of the attacker's view. As quickly as possible, block entry points to the area where you're hiding by locking or securing doors as best you can. Make the room you're in appear unoccupied. Turn off the lights, and silence your phone. Keep quiet until law enforcement arrives.

#### **Fight**

When you can't run or hide, you're left with one option — fight. Find anything around you heavy enough to use as a weapon. If you're with a group, work together; teams stand a better chance of subduing an attacker than working alone. Use surprise to your advantage.

## **What to communicate in a crisis,** Craig Fugate, former FEMA director

- Focus on security, safety and stability.
  - Speed is key.
  - If you wait for assessments, it might be too late.
  - If the communication response is incomplete, you can always adjust.
- Keeping information from the public will create panic.
- Inconsistent messages can cause panic. One institution, one consistent message.

## How you can participate

- Sign up for broadcast messaging at [wayne.edu/safety](http://wayne.edu/safety)
- Sign up for active shooter training  
[police.wayne.edu/emergency-preparedness](http://police.wayne.edu/emergency-preparedness)
- Visit [police.wayne.edu/active-attacker](http://police.wayne.edu/active-attacker) to how to be better prepared in an active shooter situation.
- Speak confidently about safety at Wayne State
- Sign up your unit for a CMT presentation
- Communicate through your organization
  - Need for active shooter training
  - Campus safety information/resources
  - Importance of “See something, say something”
  - Call WSUPD at 313-577-2222