HURRICANE COMMUNICATION PLAN
UNIVERSITY OF NEW ORLEANS

The **COMMUNICATIONS TEAM** is considered Essential Personnel- *LEVEL 2* and is active throughout every phase of an emergency. The COMMUNICATIONS TEAM is composed of the Chief Communications Officer, Chief Information Officer and other authorized Communications and Web Strategy staff and Computing/Telecommunication personnel.

The COMMUNICATIONS TEAM posts the latest status update via UNO website, social media, UNO main switchboard (504-280-6000), E2Campus and email blasts. In addition, the team provides information dissemination to the local media.

Various communications tools will be utilized throughout a Hurricane. The goal of the communications team is to keep key constituents informed of changes in University operational status. The following illustrates emergency stages and the method of information dissemination required by the COMMUNICATIONS TEAM.

CLASSES CANCELLED	UNIVERSITY CLOSED	CAMPUS CLOSED	CAMPUS EVACUATION	RESTRICTED ACCESS TO CAMPUS	CAMPUS RE-ENTRY	CLASSES RESUME
Email Faculty, Staff and Students	Email Faculty, Staff and Students	Email Faculty, Staff and Students	Campus Evacuation: Coordinating Departments	E2Campus	Email Faculty, Staff and Residential Students	Email Faculty, Staff and Students
Website	Website	Website	Website	Website	Website	Website
E2Campus	E2Campus	E2Campus	E2Campus		E2Campus	E2Campus
Media	Media	Media			Media	Media
Social Media	Social Media	Social Media			Social Media	Social Media
Switchboard	Switchboard	Switchboard			Switchboard	Switchboard

COMMUNICATIONS MEDIUMS USED

EXTERNAL COMMUNICATIONS

A. **EMAIL BLASTS:** The COMMUNICATIONS TEAM will send emails out to update all students, faculty and staff, as needed throughout the emergency stages.

B. **UNO WEBSITE:** If there is an emergency in the area, an "EMERGENCY" notification will appear on the UNO.edu home page. Information about the emergency and the status of the campus will be available on the website. In the event of an impending storm, instructions to UNO students, faculty and staff will be visible on the UNO home page. In the event of a catastrophic emergency, the UNO website will be switched to an emergency only website to ensure ease of communication to the UNO concerned audience. The home page will then house all pertinent communications. (Catastrophic would be defined as significant damage to the University causing long term shut down).

C. **E2CAMPUS:** UNO'S Text message alert system will be used to communicate all phases of the emergency status. The Chief Communications Officer will utilize the text message system to communicate accordingly. [Sub-groups will be formed to disseminate special instructions, (i.e., Post-Emergency Response Team)].

D. **UNO EMERGENCY HOTLINE:** Information on the University's status will be available at the main switchboard number, 504-280-6000, or toll-free 1-888-514-4275. The first half of the recorded message will be directed to the general public, and the second part will provide instructions/notices to Critical Emergency Personnel, Essential Personnel- Level 1, Essential Personnel – Level 2, and/or other University personnel as directed by the Plan Coordinator.

E. **PUBLIC RADIO, WWNO:** The on campus radio station, WWNO, will be transmitting information over the public airwaves. The Chief Communications Officer will keep WWNO informed.

F. **MEDIA:** All key media outlets (radio, television, print, social media) will be kept alerted to all phases of UNO campus status by the Chief Communications Officer.

COMPUTING SERVICES

IT HELP DESK: The Information Technology department will also be available through the Help Desk number, 504-280-4357 (HELP), or toll-free 1-888-280-6347, to provide assistance with computing systems related questions.

UNO INTERNET SERVICE: UNO maintains two back-up sites. The primary back-up is located at the Frey Computer Center on the LSU campus in Baton Rouge. Should the sites in New Orleans and Baton Rouge be unavailable, the only avenue for communicating with faculty/staff and students will be through the UNO.edu homepage and our emergency text messaging system, E2Campus.

ORDER OF CAMPUS COMMUNICATIONS AND BACKUP		
Telephone	Primary	Desk Phones (POTS)
Telephone	Backup A	Cell Phones
Telephone	Backup B	Text Messaging
Computer	Primary	UNO-LAN
Computer	Backup A	Admin Room 225 LAN*
*This is the backup UNO network backbone site that is on UNO emergency power. If needed, it can run independently of the main network which is supported from the Computer Center. This backup site supports a critical subset of the campus for emergency communications (Administration, Campus Police, Central Plant, and WWNO)		