

Board of Trustees Presentation

Emergency Mass Communications

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

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

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- Central Communication authority
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## 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.

FOOTHILL-DE ANZA

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

## Low Cost Options, ctd.

FOOTHILL-DE ANZA

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

## Providers

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

## Providers at Higher Cost

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

## Current Actions

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