



Emergency & Incident Notification (BU ALERT) Process Manual

June 2024

Campus Planning & Operations

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What is BU Alert?

Boston University has established the BU Alert notification system for the purpose of communicating with the campus community for emergencies, weather closures, building and infrastructure maintenance, or situations requiring the response or attention of the University community. The intent of this system is to provide guidance and information on how individuals can secure themselves and make decisions for their own safety and/or implement alternative operating protocols, i.e. cancel classes, work from home, reschedule meetings, etc.

The University uses Everbridge platform to distribute messages to the campus community, affiliates, and subscribers via email, text, phone, the Everbridge Mobile app and digital signage and University websites. This manual serves as a process guide to document the procedure to request, send, and manage notifications using the Everbridge platform at Boston University. In addition, this manual defines roles and responsibilities related to this process.

When & Why Notifications Are Sent

The BU Alert system is only used in specific instances, as defined below.

Police/Public Safety Notifications

Situation Reports

In the event of an incident occurring on BU Property or near BU, the Boston University Police (BUPD) or the BU Public Safety Department will alert senior leadership through a situation report.

University Wide Alerts

In the event of an incident occurring on BU property or near BU, depending on the severity or scale of the incident, the Boston University Police (BUPD) or the BU Public Safety Department may send out a notification University-wide with safety tips.

Timely Warnings

Pursuant to a federal law known as the [Clery Act](#), the University has a responsibility to notify the campus community about any crimes that pose an ongoing threat to the community. When a crime covered by the Clery Act occurs, campus officials are required to evaluate if there is a serious or ongoing threat to the campus community to determine if a timely warning needs to be issued to all staff and students. In the event of an immediate, significant danger to the health or safety of the campus community (e.g., weather, disease outbreak), campus officials may issue an emergency notification. This notification can include the entire campus or be limited to a specific area deemed to be at risk.

Emergency Management Notifications

Weather Incidents/Closures

Notifications will be sent out University-wide when a weather event necessitates a University closure. Examples of weather events that would justify a university closure include a major snowstorm/blizzard or hurricane.

Building & Infrastructure Notifications

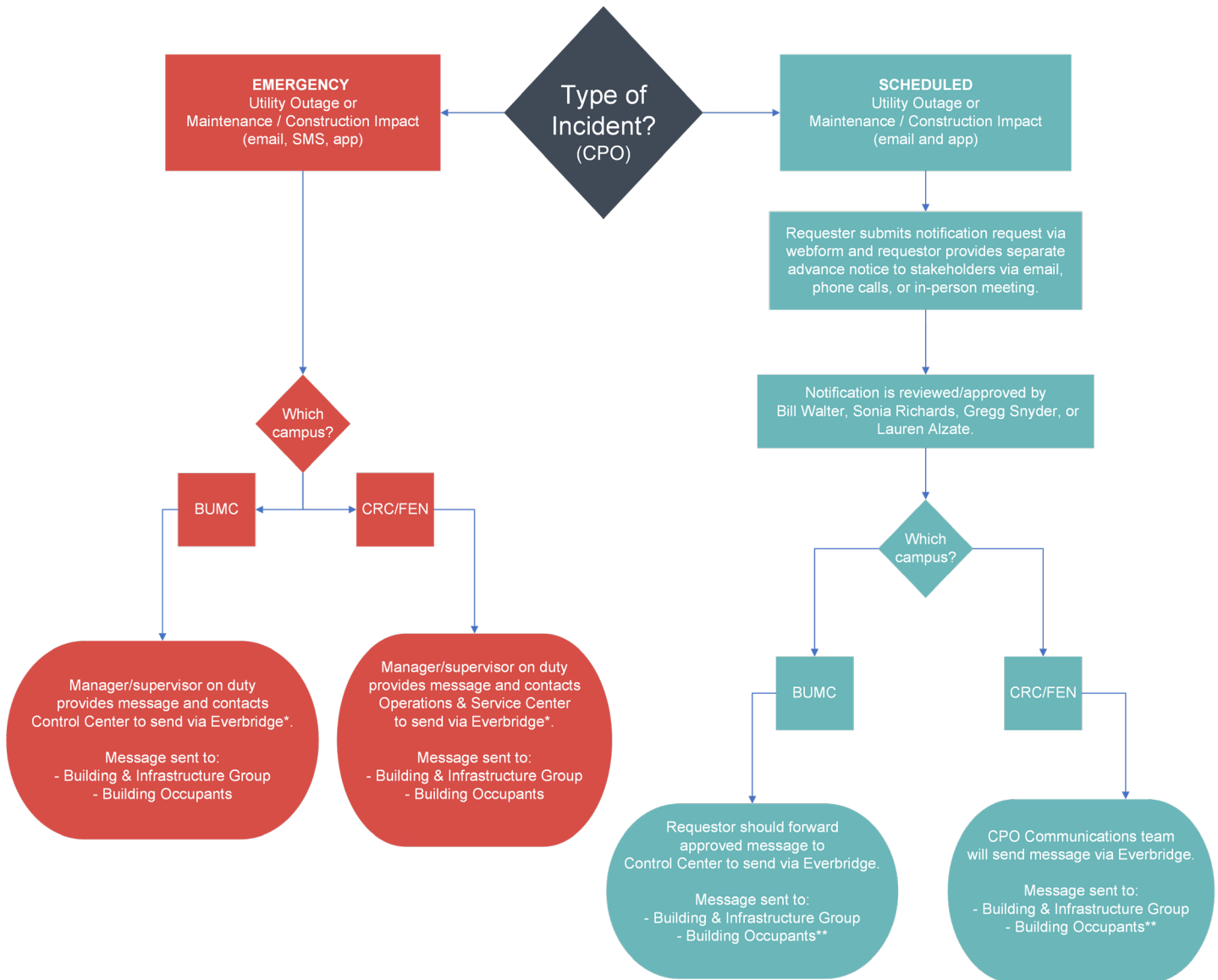
Utility Outages/Disruptions & Maintenance Issues

Both scheduled (planned) and emergency (unplanned) utility outage notifications and maintenance issue notices are sent via BU Alert. On the Charles River Campus (CRC) and Fenway Campuses (FEN) scheduled notifications are sent by the CPO Communications team, while they are sent by the Control Center on the Medical Campus (BUMC). Emergency notifications are sent by the Facilities Operations and Service Center on the CRC and FEN and the Control Center on the BUMC. Examples of utility outages include disruption to building water, electric, steam, HVAC, water leaks, etc.

Construction Impacts

Notifications of construction impacts are sometimes sent via BU Alert, depending on the scale of the impact. Examples of impacts that would justify a notification include crane picks, parking lot or road closures, noise, etc.

Emergency Notification Decision Tree



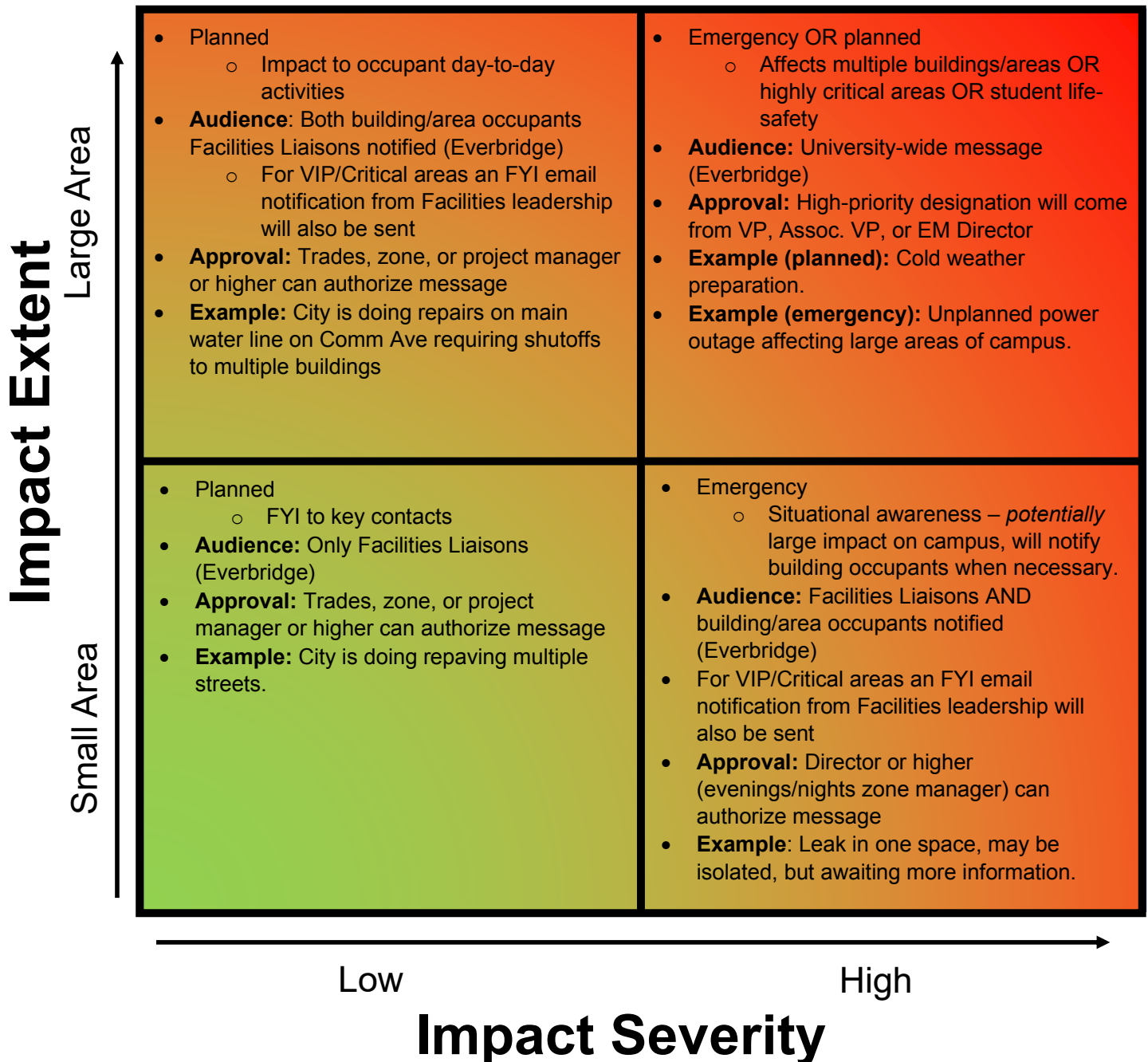
*If an entire building or multiple buildings are impacted (emergencies only) manager or supervisor should also contact Emergency Management to be in incident command coordination.

**If HER House (191 Bay State Road) or Fisk House (193 Bay State Road) is impacted, the manager or supervisor should email the following individuals:

- Danielle Staub Sopko- dmstaub@bu.edu
- Steven Singer- ssinger@bu.edu
- David Zamojski- zamojski@bu.edu
- Jason Grochowalski- jgroch@bu.edu

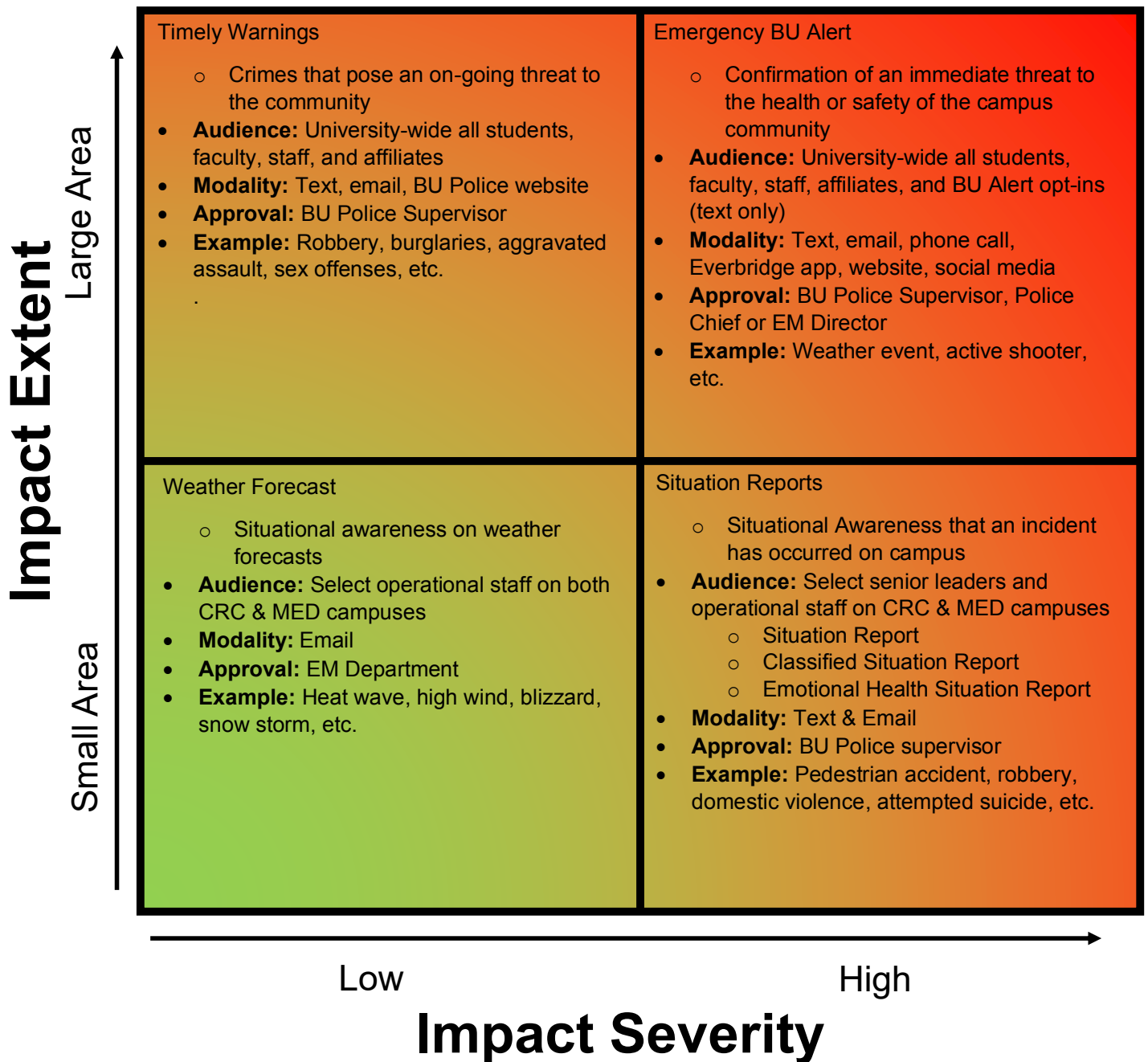
Emergency Notification Thresholds & Messaging

Campus Planning & Operations



Emergency Notification Thresholds & Messaging

Safety, Security & Preparedness



Delivery Methods

Everbridge is capable of sending messages via a variety of delivery methods, based on which template is being used and the urgency of the message. These methods are prioritized based on system configuration.

Email

Used for all notification types.

SMS

Used for University-wide notifications, SitRep notifications, and emergency building & infrastructure notifications. For University-wide notifications, Nixle subscribers are also notified. These are non-affiliates who are able to subscribe to University-wide notifications for specific events (e.g., commencement) or durations (e.g., academic year) using an SMS code.

Phone

Used for University-wide notifications.

Mobile App

Used for University-wide notifications and both scheduled and emergency building & infrastructure notifications.

Social Media

Optional ability to post to BU Police social media account and may be used for high-priority or emergency University-wide notifications.

Website

Optional ability to post to University website banner and may be used for high-priority or emergency University-wide notifications. Banner is removed once the incident is closed.

Digital Signage

Optional ability to post to digital signage on campus and may be used for high-priority or emergency University-wide notifications.

Note: this takes over the entire screen while incident is open, and no other messages will display.

User Roles & Permissions

Users are assigned access, or 'roles,' to specific parts of Everbridge based on what each specific user needs to do. Some users may have more than one role. More detailed user guides and information about each role can be found in the [Everbridge Support Center](#) and an in-depth guide to permissions for each role can be found in the [permissions grid](#).

Account Administrator

At the Account level, an Account Administrator is the overall system administrator. The Account Administrator inherits all permissions of all user roles for all products available for your Everbridge account. An Account Administrator can access all features available at the account level and at the organization level.

Organization Administrator

This administrator is responsible for an Everbridge Suite and/or Incident Management organization. Organization Administrators can access all features available to the organization (all Everbridge Suite and Incident Management tabs at the organization level). Organization Administrators can perform actions within their own organizations, but not other organizations. They can add groups in their individual organizations.

The three organizations that Boston University has set up in Everbridge are:

- Boston University – this is the LIVE system with all University contacts.
- CONTACT- TEST – this is a TEST system with a small group of University contacts set up to test data feeds.
- NO- CONTACT- TEST – this a TEST system with a small group of manually added test contacts. This system should be used for all training and testing exercises.

Incident Administrator

This administrator manages incident communication for the organization. Incident Administrators can access features at the organization level under the Incidents, Dashboard, Contacts, and Reports tabs. Incident Administrators inherit all permissions of the Incident Operator.

- BUPD- Incident Administrator
- FMO- Incident Administrator
- Tanglewood- Incident Administrator
- BUA- Incident Administrator

Incident Operator

Users of this role can send predefined incident templates and can manage active incidents. Incident Operators can access features at the organization level under the Incidents tab. BU-specific user guides for incident operators are available in the quick references.

- BUPD- Incident Operator
- FMO- Incident Operator
- BUMC- Incident Operator
- Tanglewood- Incident Operator
- BUA- Incident Operator
- NEIDL- Incident Operator

Data Manager

Users of this role can manage contact records (add, edit, and remove) and contact-related settings. Data Managers can also create custom contact reports. They access features at the organization level under the Contacts, Reports, and Settings tabs .

Notification Request & Approval

Police/Public Safety Notifications

BUPD is responsible for sending out all University-wide BU Alert public safety notifications. The supervisor on shift is responsible for drafting the message and will either send the message or have a dispatcher send out the message. If an emergency situation occurs on the Medical Campus, they will call the CRC to have the message sent out.

Situation Reports are sent out on both campuses based on the supervisor's assessment of the situation.

Charles River & Fenway Campuses

The BUPD supervisor will draft the language and select the correct situation report template and either send out the message themselves or have a dispatcher send out the message.

Medical Campus

The Public Safety supervisor will draft the message and select the correct situation report template and contact the Control Center to send out the message.

Emergency Management Notifications

Emergency Management, in consultation with the Chief Safety, Security & Preparedness Officer, and BU Marketing & Communications will draft the message and send out.

Building & Infrastructure Notifications

Scheduled Notifications

1. Requests for any scheduled (non-emergency) facilities or construction-related notifications should be made via [this webform](#).
2. The draft notification must be approved by the Associate Vice President for Facilities Management & Operations, Associate Vice President for Strategic Planning & Operations, or the Director of Communications prior to being sent. It is the responsibility of the requestor to coordinate timing/impact with all key stakeholders in the building (e.g., department heads) beforehand.
3. Once approved:
 - CRC/FEN – The CPO Communications team will send the message in Everbridge
 - BUMC – Requestor should forward approved message to Control Center to send.

Emergency Notifications

Prior approval is not required to send notifications in emergency situations. The Facilities Operations Service Center will send messages for the CRC and FEN and the Control Center will send for BUMC.

Department Roles & Responsibilities

BUPD will be responsible for sending out all University-wide BU Alert public safety notifications. The supervisor on shift will be responsible for drafting the message and will either send the message or have a dispatcher send out the message. If an emergency situation occurs on the Medical Campus, they will call the CRC to have the message sent out.

BU Police

Timely Warning – University-wide

- Burglary (SMS and email)
- Fraud (SMS and email)
- Robbery (SMS and email)
- Sexual assault (SMS and email)

Situation Reports (SITREPs) – separate groups for each report

- CRC Classified Situation Report (SMS and email)
- CRC Emotional Health Situation Report (SMS and email)
- CRC Situation Report (SMS and email)

University-wide Alerts – University-wide

- University Wide Alert (SMS, app, email, and phone) (social media and web site optional)

BUMC Public Safety

Situation Reports (SITREPs) – separate groups for each report

- Medical Campus Classified Situation Report (SMS and email)
- Medical Campus Emotional Health Situation Report (SMS and email)
- Medical Campus Situation Report (SMS and email)

Emergency Management

Access to all templates and groups in system – can function as back up to send messages for other groups.

CPO Communications Team

Scheduled Building & Infrastructure Notifications – CRC Building & Infrastructure group + affected building occupants

- CRC – Free Text – SCHEDULED (email & Everbridge app)

Facilities Operations Service Center

Emergency Building & Infrastructure Notifications – *CRC Building & Infrastructure group + affected building occupants*

- CRC – Free Text – EMERGENCY (SMS, email, & Everbridge app)

Medical Campus Control Center

Building & Infrastructure Notifications – *BUMC Building & Infrastructure group + affected building occupants*

- BUMC – Free Text – SCHEDULED (email & Everbridge app)
- BUMC – Free Text – EMERGENCY (SMS, email, & Everbridge app)

Situation Reports (SITREPs) – *separate groups for each report*

- Medical Campus Area Situation Report (SMS and email)
- Medical Campus Classified Situation Report (SMS and email)

Other Groups

There are several other groups outside University Operations that use Everbridge for their own internal communications including:

- Tanglewood
- BU Academy
- NEIDL

Charles River Campus

Incident	Sender	Template Used	Delivery Methods	Recipients
Scheduled Power Outage	CPO Communications	CRC – Free Text-SCHEDULED	Email Everbridge app	CRC B&I group, Occupants of affected building(s)
Scheduled Water Shutdown	CPO Communications	CRC – Free Text-SCHEDULED	Email Everbridge app	CRC B&I group, Occupants of affected building(s)
Scheduled HVAC Shutdown	CPO Communications	CRC – Free Text-SCHEDULED	Email Everbridge app	CRC B&I group, Occupants of affected building(s)
Emergency Power Outage	Facilities Operations Service Center	CRC – Free Text-EMERGENCY	SMS Email Everbridge app	CRC B&I group, Occupants of affected building(s)
Emergency Water Shutdown	Facilities Operations Service Center	CRC – Free Text-EMERGENCY	SMS Email Everbridge app	CRC B&I group, Occupants of affected building(s)
Emergency HVAC Shutdown	Facilities Operations Service Center	CRC – Free Text-EMERGENCY	SMS Email Everbridge app	CRC B&I group, Occupants of affected building(s)
Other Building/ Infrastructure Impact – Scheduled	CPO Communications	CRC – Free Text-SCHEDULED	Email Everbridge app	CRC B&I group, Occupants of affected building(s)
Other Building/ Infrastructure Impact – Emergency	Facilities Operations Service Center	CRC – Free Text-EMERGENCY	SMS Email Everbridge app	CRC B&I group, Occupants of affected building(s)
Classified Situation Report	BUPD	Charles River Campus Classified Situation Report	SMS Email	CRC classified Situation Report Group
Emotional Health Situation Report	BUPD	Charles River Campus Emotional Health Situation Report	SMS Email	CRC Emotional Health Situation Report Group
Situation Report	BUPD	Charles River Campus Situation Report	SMS Email	CRC Situation Report Group

Medical Campus

Incident	Sender	Template Used	Delivery Methods	Recipients
Scheduled Power Outage	BUMC Control Center	BUMC – Free Text – SCHEDULED	Email Everbridge app	BUMC B&I group, Occupants of affected building(s)
Scheduled Water Shutdown	BUMC Control Center	BUMC – Free Text – SCHEDULED	Email Everbridge app	BUMC B&I group, Occupants of affected building(s)
Scheduled HVAC Shutdown	BUMC Control Center	BUMC – Free Text – SCHEDULED	Email Everbridge app	BUMC B&I group, Occupants of affected building(s)
Scheduled Steam Outage	BUMC Control Center	BUMC – Free Text – SCHEDULED	Email Everbridge app	BUMC B&I group, Occupants of affected building(s)
Emergency Power Outage	BUMC Control Center	BUMC EMERGENCY Utility Notification	SMS Email Everbridge app	BUMC B&I group, Occupants of affected building(s)
Emergency Water Shutdown	BUMC Control Center	BUMC EMERGENCY Utility Notification	SMS Email Everbridge app	BUMC B&I group, Occupants of affected building(s)
Emergency HVAC Shutdown	BUMC Control Center	BUMC EMERGENCY Utility Notification	SMS Email Everbridge app	BUMC B&I group, Occupants of affected building(s)
Emergency Steam Shutdown	BUMC Control Center	BUMC EMERGENCY Utility Notification	SMS Email Everbridge app	BUMC B&I group, Occupants of affected building(s)
Other Building/ Infrastructure Impact – Scheduled	BUMC Control Center	BUMC – Free Text – SCHEDULED	Email Everbridge app	BUMC B&I group, Occupants of affected building(s)
Other Building/ Infrastructure Impact – Emergency	BUMC Control Center	BUMC – Free Text – EMERGENCY	SMS Email Everbridge app	BUMC B&I group, Occupants of affected building(s)
Emotional Health Situation Report	BUMC Control Center	Medical Campus Emotional Health Situation Report	SMS Email	Medical Campus Emotional Health Situation Report Group
Situation Report	BUMC Control Center	Medical Campus Situation Report	SMS Email	Medical Campus Situation Report Group
Classified Situation Report	BUMC Control Center	Medical Campus Classified Situation Report	SMS Email	Medical Campus Classified Situation Report Group

University-Wide

Incident	Sender	Template Used	Delivery Methods	Recipients
System Test	Emergency Management	Test of BU Alert System	SMS Email Phone call Everbridge app Webpage posting Nixle	University-wide Nixle subscribers
Weather	Emergency Management	University-Wide Alert	SMS Email Phone call Everbridge app Webpage posting Nixle	University-wide Nixle subscribers
Emergency Situation	BUPD	University-Wide Alert	SMS Email Phone call Everbridge app Webpage posting Nixle	University-wide Nixle subscribers

Contact Groups & Rules Defined

Contact Groups

Each incident template has a predefined contact group(s) automatically attached.

These groups are static lists that are manually maintained and updated and are reviewed on a quarterly basis by the Informatics & Strategic Initiatives team. To a request that someone be added or deleted from a group, please reach out to [Rene Fielding](#) for all SitRep groups and [Lauren Alzate](#) for all Building & Infrastructure groups.

Charles River Campus Situation Report

List Owner: Chief Safety, Security & Preparedness Officer (Kelly Nee)

Sender: Boston University Police

Members in this group will be notified when an incident is occurring/has occurred on the Charles River or Fenway Campuses. This notification is meant to provide situational awareness of incidents across campus. Types of notification include the following assault, breaking & entering, bomb threat, suspicious packages, campus violence, fire, explosion, civil disturbance, fatality, hate crime, homicide, media attention, missing person, robbery, serious accident, suicide, or attempted suicide.

Charles River Campus Emotional Health Situation Report

List Owner: Director of Behavioral Health (Kara Cattani)

Sender: Boston University Police

Members in this group will be notified when a behavioral health incident occurs on the Charles River or Fenway Campuses. Types of incidents could include suicidal ideation, wellness check, section 12, and attempted suicide.

Medical Campus Police Classified Situation Report

List Owner: Director of Public Safety (Stephen Taranto)

Sender: Boston University Police

Members in this group will be notified when a police sensitive incident has occurred on the Medical Campus. Types of incidents could include sexual assault, rape, domestic violence, and stalking.

Medical Campus Situation Report

List Owner: Director of Public Safety (Stephen Taranto)

Sender: Boston University Police

Members in this group will be notified when an incident is occurring/has occurred on the Medical Campus. This notification is meant to provide situational awareness of incidents across campus. Types of notification include the following assault, breaking & entering, bomb threat, suspicious packages, campus violence, fire, explosion, civil disturbance, fatality, hate crime, homicide, media attention, missing person, robbery, serious accident, suicide, or attempted suicide.

Medical Campus Emotional Health Situation Report

List Owner: Director of Public Safety (Stephen Taranto)

Sender: Boston University Police

Members in this group will be notified when a behavioral health incident occurs on the Medical Campus. Types of incidents could include suicidal ideation, wellness check, section 12, and attempted suicide.

CRC Building & Infrastructure Notification

List Owner: Associate Vice President for Facilities Management & Operations (Bill Walter)

Sender: Facilities Operations Service Center/CPO Communications

Members in this group will be notified when there is a building-related or infrastructure-related incident on the Charles River or Fenway Campuses including, but not limited to, scheduled utility work or an emergency utility failure.

BUMC Building & Infrastructure Notification

List Owner: Associate Vice President for Facilities Management & Operations (Bill Walter)

Sender: Facilities Operations Service Center/CPO Communications

Members in this group will be notified when there is a building-related or infrastructure-related incident on the Medical Campus including, but not limited to, scheduled utility work or an emergency utility failure.

Rules

In addition to groups, rules are another way to group contacts in Everbridge. Rules have been created for each building, school, and college on campus to allow notifications to be sent to building occupants based on their work location (faculty & staff) or residence location (students). Rules must be manually added in addition to the automatically populated contact group for each template. New building rules will be created by Campus Planning & Operations as needed as new buildings come online either through acquisition or construction following notification from the Space Management team.

Quick References

BU Alert Resources

Visit [our website](#) to view and download the following resources:

- CRC Facilities Quick Guide
- BUMC Facilities Quick Guide
- Everbridge Support Center – User Roles
- Sample Notification Scripts for FMO
- Emergency Notification Decision Tree – CPO
- Emergency Notification Thresholds & Messaging Matrix – CPO
- Emergency Notification Thresholds & Messaging Matrix – SSP