

## UVA Communications with a Public Safety Component: Four Types of Public Safety Messages

| Alert  | Purpose                | Criteria  | Timing  | Sender<br>(name that appears as sender in email)  | Examples  | Means of Distribution   |
|--|------------------------|---|---|---|---|---|
| <b>Emergency Notification/<br/>UVA Alert</b> | Alert for preparation  | <ul style="list-style-type: none"> <li>Triggered by an emergency/crisis currently occurring or immediately threatening the health/safety of students or employees who are on Grounds.</li> </ul>  | <ul style="list-style-type: none"> <li>Issued immediately upon confirmation that a crisis/dangerous situation or emergency currently exists.</li> </ul>   | <ul style="list-style-type: none"> <li>UVA Alerts</li> </ul>                              | <ul style="list-style-type: none"> <li>Approaching tornado</li> <li>Gas leak</li> <li>Terrorist incident</li> <li>Armed intruder</li> <li>Bomb threat</li> <li>Chemical/hazardous materials spill</li> <li>Fire/explosion</li> </ul>  | <ul style="list-style-type: none"> <li>Text message (opt-in <a href="#">UVA Alerts</a>)</li> <li>Email to all current students, faculty, staff and UVA Health Team Members with an active "@virginia.edu" address (including foundation employees who have registered UVA email accounts).</li> <li>"UVA Alert" in email subject line</li> <li><a href="#">Alertus Desktop Notification</a></li> <li><a href="#">LiveSafe app Notification</a></li> <li><a href="http://www.virginia.edu/emergency">www.virginia.edu/emergency</a></li> <li>PA/ siren system</li> <li>LED and LCD signs on Grounds</li> <li>@UVA_EM, @UVAPolice, @UVAHSEM, @HoosReady on Twitter</li> </ul> |
| <b>Timely Warning</b>                        | Alert to crime; safety | <ul style="list-style-type: none"> <li>Triggered by a <u>crime that has already occurred and been reported within a "geographic area"</u> of the University as prescribed by the <i>Clery Act</i></li> </ul>                                      | <ul style="list-style-type: none"> <li>Issued when UVA determines a crime represents a serious or continuing threat to students and employees</li> <li>Issued as information is available to enable people to make informed decisions to protect themselves and prevent similar crimes</li> </ul> | <ul style="list-style-type: none"> <li>Chief of Police</li> </ul>                         | <ul style="list-style-type: none"> <li>Crimes of the person (aggravated assault, rape, sexual assault)</li> <li>Property crimes (robbery, burglary, motor vehicle theft)</li> <li>Violence Against Women Act offenses (intimate partner violence, stalking)</li> <li>Hate crimes</li> </ul> | <ul style="list-style-type: none"> <li>Email to all current students, faculty, staff and UVA Health Team Members with an active "@virginia.edu" address (including foundation employees who have registered UVA email accounts)</li> <li>"Timely Warning" in the subject line</li> </ul>  |
| <b>Community Alert</b>                       | Alert to crime; safety | <ul style="list-style-type: none"> <li>Triggered by a <u>crime that has already occurred and been reported that is outside Clery "geographic area"</u> and/or does not otherwise require a Timely Warning required by <i>Clery Act</i></li> </ul> | <ul style="list-style-type: none"> <li>Issued when UVA chooses to notify community, as soon as pertinent information is available to enable people to protect themselves and prevent similar crimes</li> <li>Not sent for every crime</li> <li>Mindful of ongoing investigations</li> </ul>       | <ul style="list-style-type: none"> <li>Chief of Police</li> </ul>                         | <ul style="list-style-type: none"> <li>A Clery crime occurring outside the Clery "geographic area," but in an area where students frequent</li> <li>Non-Clery crime occurring on-Grounds</li> </ul>   | <ul style="list-style-type: none"> <li>Email to all current students, faculty, staff and UVA Health Team Members with an active "@virginia.edu" address (including foundation employees who have registered UVA email accounts)</li> <li>"Community Alert" in the subject line</li> </ul>   |
| <b>Community Advisory</b>                    | Awareness              | <ul style="list-style-type: none"> <li>Sharing information; acknowledging event and providing notice that UVA is monitoring</li> </ul>  | <ul style="list-style-type: none"> <li>Issued as aware</li> </ul>   | <ul style="list-style-type: none"> <li>EVP-COO</li> <li>University of Virginia</li> </ul> | <ul style="list-style-type: none"> <li>Acknowledgement that a widely-known threat or condition is being monitored</li> <li>Modifications to operating schedule</li> </ul>   | <ul style="list-style-type: none"> <li>Email to all current students, faculty, staff and UVA Health Team Members with an "@virginia.edu" address (including foundation employees who have registered UVA email accounts)</li> <li>"Community Advisory" in the subject line</li> <li>Post on official UVA social media accounts if needed</li> </ul>   |