UNIVERSITY of VIRGINIA
DEPARTMENT OF SAFETY AND SECURITY

UVA Communications with a Public Safety Component:
Three Types of Messages

	Alert	Purpose	Criteria	Timing	Sender *(name that appears as sender in email)*	Examples	Means of Distribution
	Emergency Notification System "UVA Alert"	Emergency alert to warn of imminent threat on Grounds and action to take	Triggered by an emergency currently occurring or immediately threatening the health/safety of students or employees who are on Grounds	Issued immediately upon confirmation that a dangerous situation or emergency currently exists	UVA Alert	• Tornado warning • Gas leak • Armed intruder • Chemical/hazardous materials spill • Fire/explosion	• Text message (opt-in UVA Alerts) • Text to general public (opt-in via texting "UVA" to 226787) • 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) • "UVA Alert" in email subject line • UVA website homepage • Alertus Desktop Notification • Rave Guardian mobile safety app • UVA Emergency Management website • Siren/ public address system • LED and LCD signs on Grounds • UVA Police website • @UVA_EM, @UVAPolice, @HoosSafe on Twitter
	Community Alert (Timely Warning)	Notify the University community about crimes or incidents that pose a serious and ongoing threat to safety	Triggered by a crime/incident that has already occurred and been reported within the University community as prescribed by the *Clery Act*	• Issued when UVA determines a crime/incident represents a serious or continuing threat to students and employees • Issued as information is available to enable people to make informed decisions to protect themselves and prevent similar crimes • Not sent for every crime • Will not be sent if sending will impact an ongoing investigation	Associate Vice President for Safety and Security and Chief of Police	• Crimes of the person (homicide, aggravated assault, rape, sexual assault) • Property crimes (robbery, burglary, motor vehicle theft) • Violence Against Women Act offenses (intimate partner violence, stalking) • Hate crimes • A Clery crime occurring outside the Clery "geographic area," but in an area where students frequent • Non-Clery crime occurring on-Grounds	• 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) • "Community Alert" in the subject line • Generally issued via email, but may also be distributed through press releases, text messages, posters, desktop alerts and with messages on UPD's website when appropriate
	Community Advisory	Awareness about safety issues	Sharing information about safety issues; acknowledging event and providing notice that UVA is monitoring	Issued as aware	EVP-COO or University of Virginia	• Acknowledgement that a widely-known threat or condition is being monitored • Modifications to operating schedule	• 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) • "Community Advisory" in the subject line • Post on official UVA social media accounts if needed