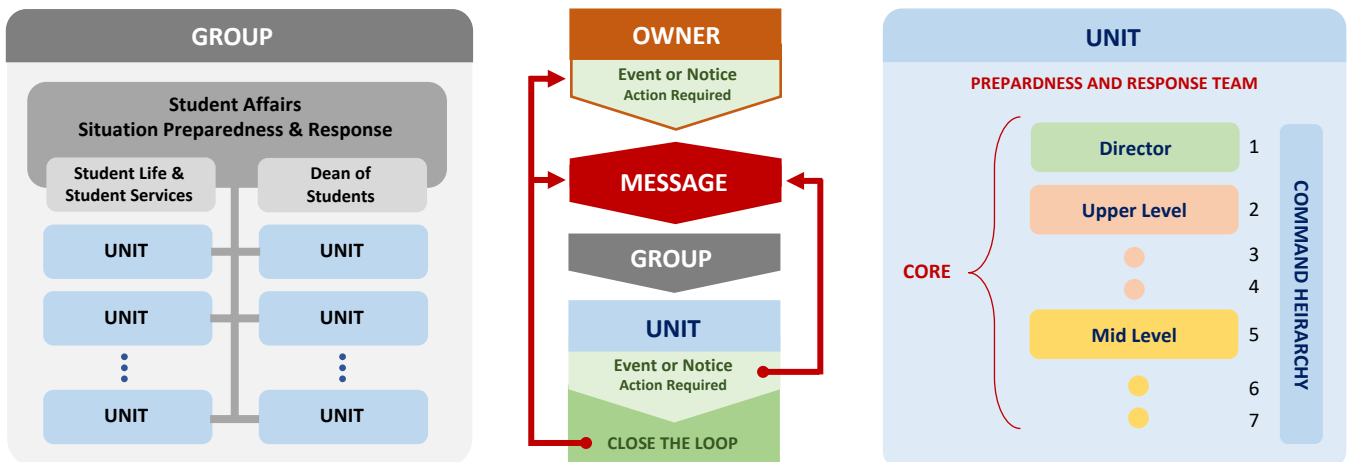


## COMMUNICATION PLAN

The Student Affairs' Communication Plan was developed to provide departments with a tool to distribute electronic messages to all units within Student Affairs and other subscribed divisions or units at the University of New Mexico.

### DEFINITION OF TERMS

<b>PRT</b>	Preparedness and Response Team
<b>CP</b>	Communication Plan.
<b>APP</b>	Application - GroupMe™ used to electronically communicate with all UNITS.
<b>OWNER</b>	Department that ORIGINATES the message.
<b>UNIT</b>	Department or Program that has subscribed to the CP. Part of the GROUP.
<b>CORE</b>	Individuals within each department that are assigned to the PRT.
<b>GROUP</b>	All Departments or Programs that have subscribed to the CP.
<b>COMMAND HEIRARCHY</b>	Ranking of CORE staff in each UNIT that will receive the original MESSAGE.
<b>UNIT POINT OF CONTACT</b>	Highest ranked staff to receive the MESSAGE then coordinate that UNIT's response.
<b>MESSAGE</b>	Sent via the APPLICATION to the CORE with assigned LEVEL OF URGENCY.
<b>LEVEL OF URGENCY</b>	Expected response from each UNIT.
• URGENT	Immediate attention or response required.
• ATTENTION	High level of importance but immediate action not required. Acknowledgment required. Be on standby.
• FYI	Information only. Action not required.
<b>CLOSE THE LOOP</b>	Announcement sent out to CORE from all UNITS when situation has normalized.



For questions or comments about the Communication Plan, contact Jim Todd, Director Recreational Services at 505-277-3739, by email at [jtodd@unm.edu](mailto:jtodd@unm.edu) or in person at Johnson Center Room 1102.

# COMMUNICATION PLAN

## Alert or Notice of an Event or Situation Requiring Your Attention or Action

- OWNER sends an electronic MESSAGE using the GroupMe™ APPLICATION to the GROUP.
- Use the GroupMe™ APPLICATION for all communication to the GROUP.
- The MESSAGE is assigned a LEVEL OF URGENCY by the OWNER.
  - **URGENT** – A situation that may require immediate response or action by one or more UNITS in the GROUP.
  - **ATTENTION** – High level of importance but immediate response or action not required. Remain on standby for more information.
  - **FYI** – Information only. Response or action not required.
- Send updates to the GROUP as appropriate.
- **CLOSE THE LOOP** – Send notice to the GROUP when the situation is normalized and all UNITS can stand down.

## Procedure and Response by UNITS

- Create an **SITUATION PREPAREDNESS & RESPONSE TEAM** with minimum of 3 staff and a maximum of 7 staff. This is each **UNIT's CORE** staff.
- Create an **COMMAND HEIRARCHY**, to identify who will be responsible for your **UNIT** should the Director or Program Manager not be available during an event and when that authority transfers to a higher ranked staff member when they become available. [ 1= highest rank and 7 = lowest rank ]
- Create an internal communication plan that each **UNIT** will use to maintain communication with each other during the event.
- Ensure all **CORE** staff are subscribed to the GroupMe™ **APPLICATION**.
- It is expected that the Director or Program Manager will be the **UNIT POINT OF CONTACT** for each event.
- Once the **MESSAGE** is received, the **UNIT POC** shall contact his/her staff (**CORE**) to confirm receipt of the **MESSAGE** and provide instructions.
- Depending on the **LEVEL OF URGENCY**, the **UNIT** shall respond in the following manner:
  - **URGENT** – All **CORE** staff within the **UNIT** shall wait no longer than 3 minutes to receive a message from the **UNIT's** Director or Program Manager. Failing to receive that message, the next individual in the **COMMAND HEIRARCHY** shall initiate that **UNIT's** response and is now designated as the **UNIT POC**. Reply to the **GROUP** using the GroupMe™ **APPLICATION** announcing that your **UNIT** has received the **MESSAGE** and is responding. Acknowledgment is mandatory. Direct your **UNIT** to take immediate and appropriate action. Update the **GROUP** as needed.
  - **ATTENTION** – All **CORE** staff within the **UNIT** shall wait no longer than 3 minutes to receive a message from the **UNIT's** Director or Program Manager. Failing to receive that message, the next individual in the **COMMAND HEIRARCHY** shall initiate that **UNIT's** response and is now designated as the **UNIT POC**. Reply to the **GROUP** using the GroupMe™ **APPLICATION** announcing that your **UNIT** has received the **MESSAGE** and is monitoring the situation. Acknowledgment is mandatory.
  - **FYI** – Response is not expected by the **OWNER**. **UNIT** Director's should establish their own plan for **FYI** messages.
- Send updates to the **GROUP** as appropriate.
- **CLOSE THE LOOP** – Send notice to the **GROUP** when the situation has normalized and your **UNIT** is standing down.

### CONTACT

Communication Plan Coordinator  
505-277-3739 • jtodd@unm.edu  
UNM Johnson Center Room 1102



### SUBSCRIBE

Visit [recsvcs.unm.edu](http://recsvcs.unm.edu).  
Click on About Us in the Menu Bar  
or call 277-3739.