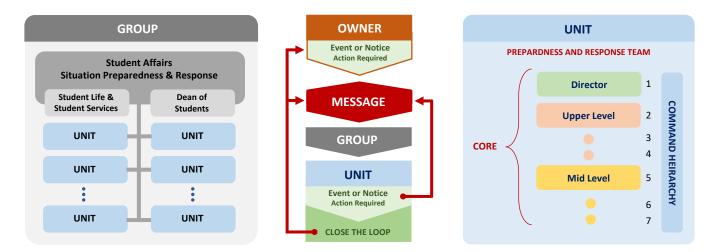
## STUDENT STUDENT SERVICES

## **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	
PRT	Preparedness and Response Team
СР	Communication Plan.
АРР	Application - GroupMe $^{\mathrm{\tiny IM}}$ used to electronically communicate with all UNITS.
OWNER	Department that ORIGINATES the message.
UNIT	Department or Program that has subscribed to the CP. Part of the GROUP.
CORE	Individuals within each department that are assigned to the PRT.
GROUP	All Departments or Programs that have subscribed to the CP.
COMMAND HEIRARCHY	Ranking of CORE staff in each UNIT that will receive the original MESSAGE.
UNIT POINT OF CONTACT	Highest ranked staff to receive the MESSAGE then coordinate that UNIT's response.
MESSAGE	Sent via the APPLICATION to the CORE with assigned LEVEL OF URGENCY.
LEVEL OF URGENCY	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.
CLOSE THE LOOP	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 or in person at Johnson Center Room 1102.

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

- OWNER sends an electronic MESSAGE using the GroupMe <sup>TM</sup> APPLICATION to the GROUP.
- Use the GroupMe <sup>TM</sup> 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 PREPARDNESS & 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 <sup>TM</sup> **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.

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