Urgent Message Policy

Policy Statement
This policy identifies the official channels that SUNY Oneonta uses to communicate institutionally critical information to members of the college community when the normal operations of the campus are substantially and unexpectedly disrupted.

Rationale
Inclement weather, utility outages, accidents, and other events and circumstances occasionally cause the college to cancel classes, curtail or suspend services, close offices or buildings, or take other actions to preserve the security of campus, the safety of its occupants, and/or the public good. SUNY Oneonta recognizes the need to broadly and expediently share information about such occurrences and the college’s response to them.

Applicability of the Policy
This policy applies to members of the college community.

Policy Elaboration
Official channels through which urgent messages may be shared include:

- Tweets from the @SUNY_Oneonta Twitter account (https://twitter.com/SUNY_Oneonta);
- Status updates on the SUNY Oneonta Facebook page (https://www.facebook.com/SUNYOneonta);
- Banner ads on the SUNY Oneonta website homepage (http://www.oneonta.edu);
- Email to the ALL_EMPLOYEES or ENROLLED_STUDENTS listservs from the Office of the President, Office of the Provost, Campus News, or University Police Department sponsored email accounts;
- myOneonta (my.oneonta.edu)
- Campus phone voicemail;
- Recordings at the University Police Department Weather Phone (607-436-2000); and
- NY-Alert.

SUNY Oneonta will share urgent messages using as many official channels as practicable. Because conditions that disrupt the normal operations of the campus also may affect the functionality of official channels, the college cannot guarantee the use of any specific channel to share any urgent message.

The college also may share urgent messages with media organizations. These are not official channels.
Definitions
“Institutionally critical information” is defined as college-related content deemed by the president or president’s designee to be necessary to share with the college community in the interest of preserving the security of the campus, the safety of its occupants, and/or the public good during a substantial and unexpected disruption of normal operations of the campus.

Procedures
The president or president’s designee is authorized to share or direct the sharing of urgent messages.

The Office of Communications shall be responsible for sharing urgent messages using Twitter, Facebook, the SUNY Oneonta website, email and campus voicemail as described in the Policy Elaboration above.

The University Police Department shall be responsible for sharing urgent messages using the University Police Department Weather Phone and NY-Alert messages as described in the Policy Elaboration above. The University Police Department also may share urgent messages using email and campus voicemail as described in the Policy Elaboration above.

In the event that the SUNY Oneonta Emergency Response Plan is operationalized, the member designated as the public information officer shall share urgent messages consistent with National Incident Management System protocols.

Forms
There is no form related to this policy.

Related Documents/Policies
Policy on Authorization to Issue Emergency Messages on NY – ALERT
Inclement Weather Policy
SUNY Oneonta Emergency Response Plan
National Incident Management System

Contacts
Questions related to the daily operational interpretation of this policy should be directed to:

Executive director of communications
607-436-2748

Effective Dates
Approved by Cabinet March 2015