



FSU ALERT

Emergency Notification and Warning System

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Florida State University

Annual Report: Calendar Year 2015



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EXECUTIVE SUMMARY:

FSU ALERT is Florida State University's emergency notification and warning system. If there is a condition that threatens the health and safety of people on campus, university officials will warn the campus community using one or more delivery methods. The 37 recognized delivery methods are split into three categories: Primary, Secondary, and Tertiary. Primary notification methods are the most reliable and visible to the population. In some cases, where only a partial alert is required, only a specific few may be used. Secondary delivery methods may not be used in every case or may have some delay associated with them. Tertiary delivery methods either have a substantial delay associated with them or are not within the direct administrative control of the university.

Primary	Secondary	Tertiary
Alerts Page (alerts.fsu.edu)	myFSU Mobile App	Network Login Portals
Home Page (www.fsu.edu)	Facebook	Family Connection List Serve
Outdoor Sirens	Twitter	Two-way Radios
Indoor Sirens	Tumblr	Vehicle Public Address Speakers
SMS Text Messages	Reddit	Electronic Card-Swipe Door Access
E-mail	LinkedIn	NOAA Weather Radios
Blue Light Phones	RSS Feeds	Television Media
(850)644-INFO Hotline	Digital Displays	Radio Media
Voice Phone Calls (Limited)		Newspaper Media
Desktop Alerts		Online Media
Beacons		Traffic Message Boards
		Seminole Cablevision (Information Channel 19)
		Tumblr
		YouTube
		Instagram
		Pinterest
		FSU Emergency People Locator
		Word of Mouth

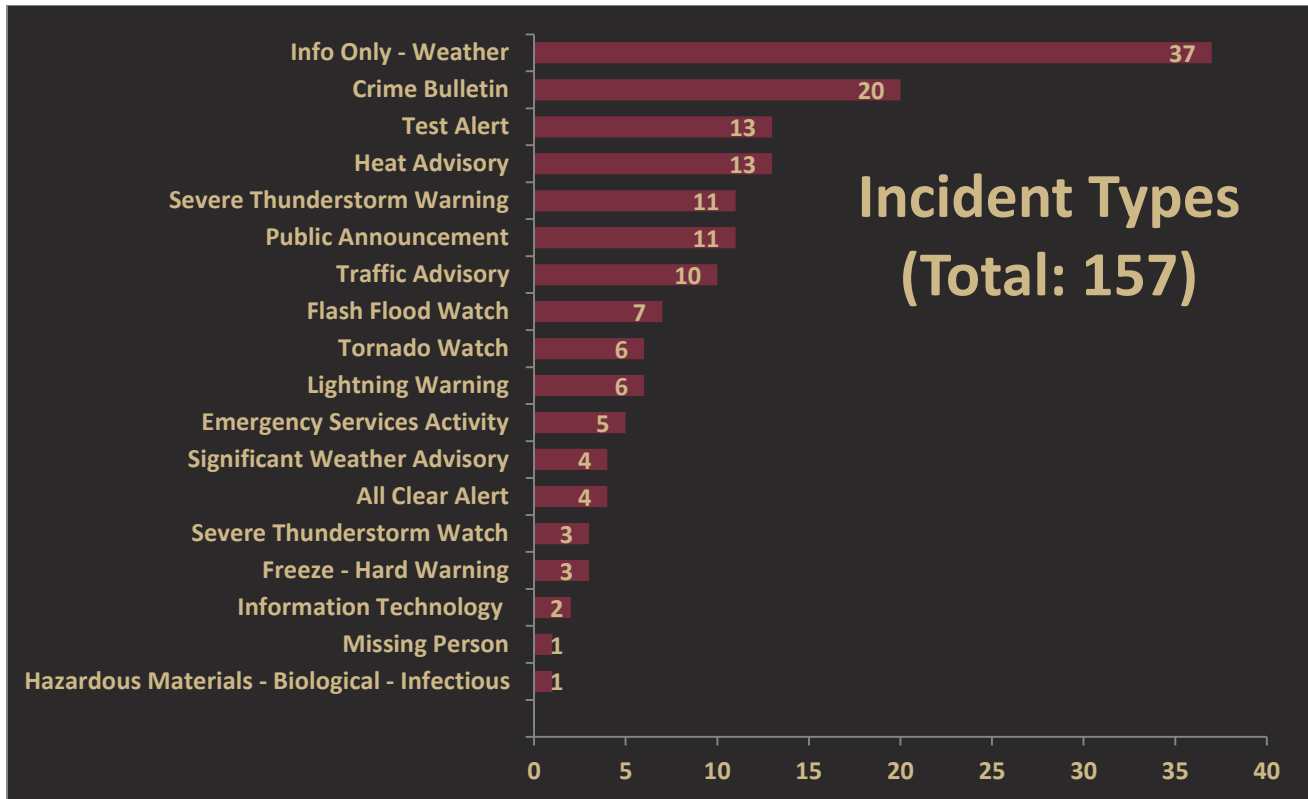
Depending on the nature, severity, and duration of an incident or threat, one of the following Alert Levels is selected: 1.) Full Activation, 2.) Partial Activation, or 3.) Information Only Message. A Full Activation of *FSU ALERT* occurs when a situation requires the immediate activation of ALL Primary delivery methods. A Partial Activation of *FSU ALERT* occurs when a situation requires use of only certain, selected Primary delivery methods. Information Only Messages occur when a situation is not a warning of an immediate threat, but rather a dissemination of information that mitigates concern or potential for rumors.

Full "EZ" Button	Always: Alerts Page, Social Media, E-Mail, SMS Text, 644-INFO Hotline, Outdoor Sirens, Indoor Sirens, Beacons, Blue Lights, Desktop Alerts, Voice Calls, Digital Displays
	Optional: University Website
"Partial" Deliveries	Always: Alerts Page, Social Media
	Optional: E-Mail, SMS Text, 644-INFO Hotline, University Website
"Info Only"	Always: Alerts Page, Social Media

According to *FSU ALERT* plans, policies and procedures, eight scenarios are pre-approved for a full activation of *FSU ALERT*: 1.) Dangerous Situation, 2.) Hazardous Condition, 3.) Severe Thunderstorm Warning, 4.) Tornado Warning, 5.) Flash Flood Warning, 6.) Testing, 7.) Urgent Announcement, and 8.) All Clear. The intent is that these pre-approved "EZ Button" scenarios are initiated immediately upon detection of a threat. Then, upon receipt of additional intelligence and information, a second Partial alert is sent with the pertinent details of the incident. While the policies and procedures contain some pre-approved scenarios, the *FSU ALERT* system is flexible and adaptable depending on the situation.

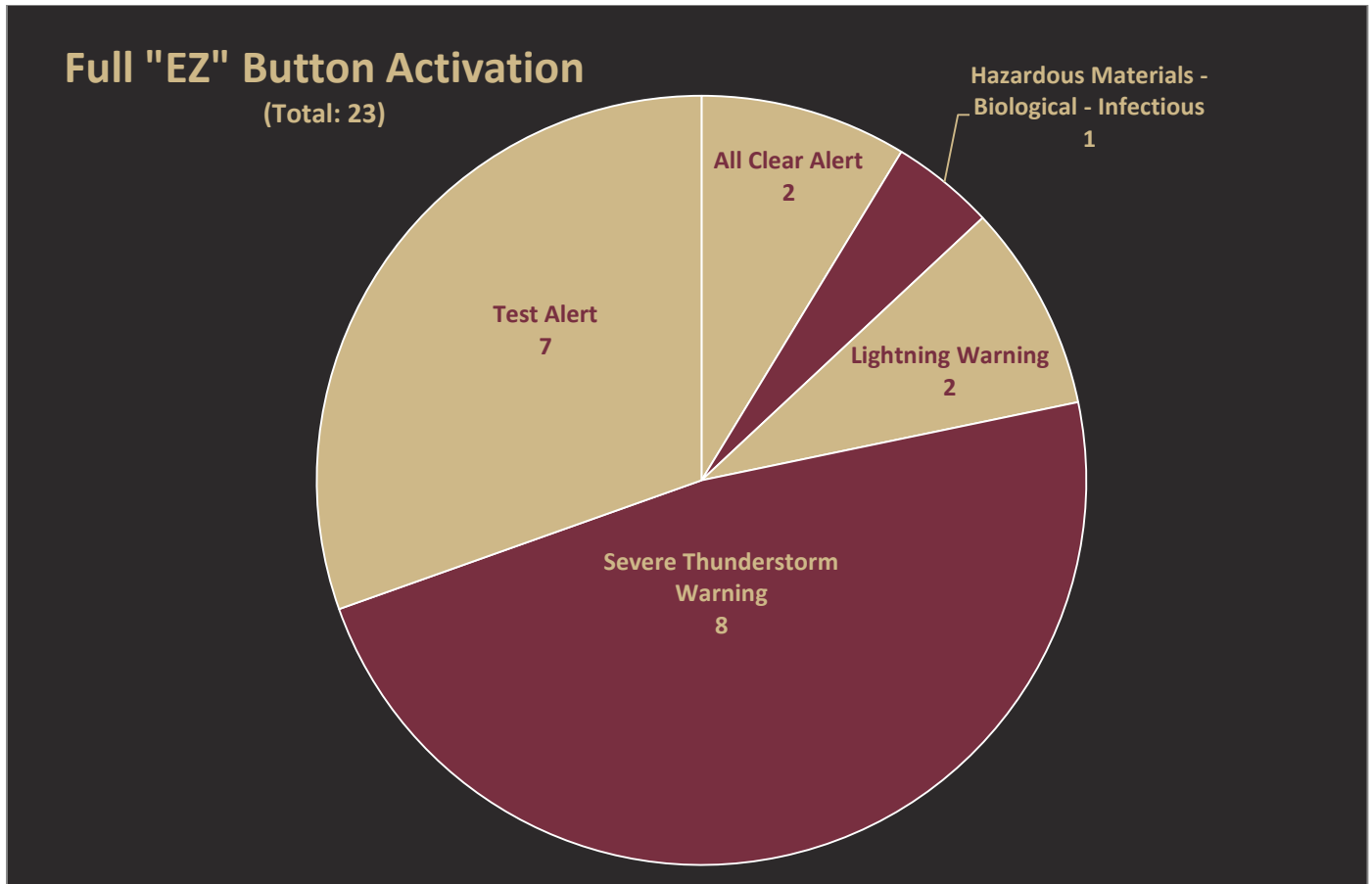
During calendar year 2015, an *FSU ALERT* was triggered by 18 individual incident types. The three informational incident types ("Info Only – Weather", "Crime Bulletin", and "Public Announcement") accounted 43 % of all activations. The informational incidents were delivered strictly through the "Info Only" methods, with the exceptions of the Crime. This is in line with statutes regarding the Clergy Act.

"Info Only" delivery methods are those which do not directly interfere with the normal course of business and require a recipient to seek out the information (e.g. Alerts Page, social media). When weather is not severe enough to necessitate a full Warning, or if the weather alert does not include the campus, a lower level "Passive" post is made to the *FSU ALERTS* webpage and social media.



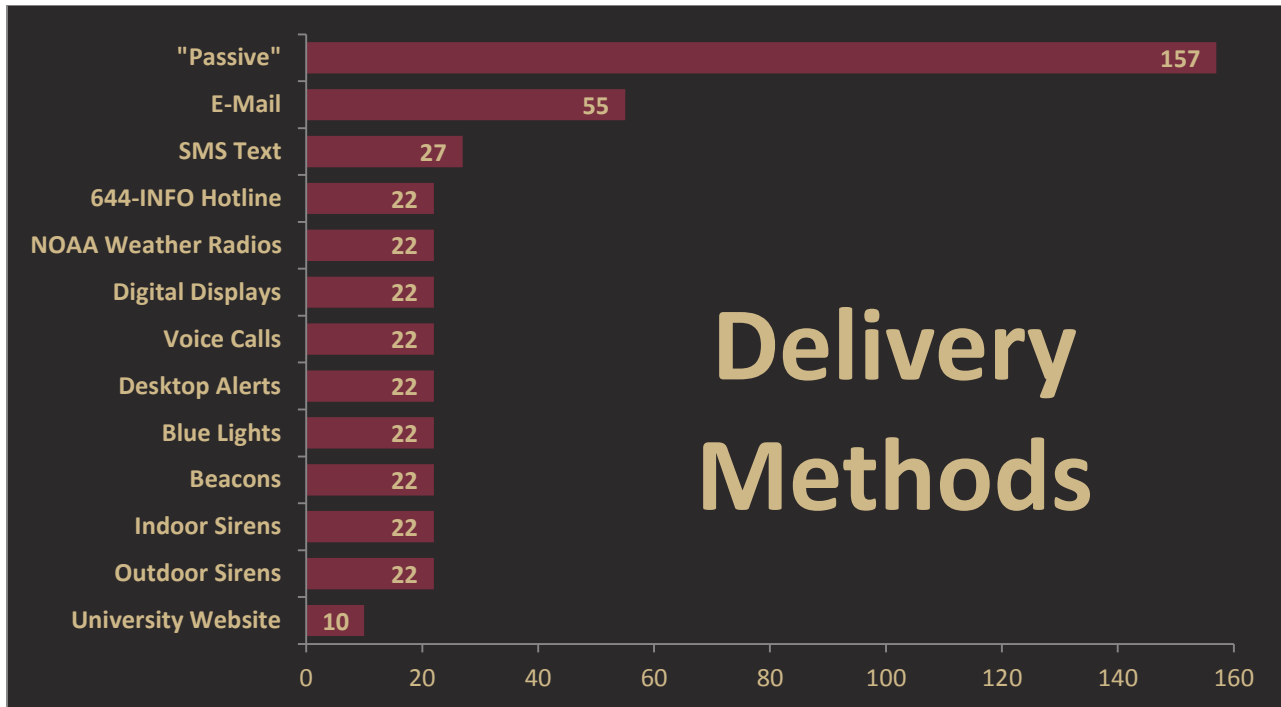
In the past, the *FSU ALERT* brand was utilized to share Public Safety Announcements, messages designed to educate and generate safety awareness. This type of content has since been moved to the *Keep FSU Safe* brand and is no longer included in this report.

One hundred fifty seven (157) FSU Alerts were issued in 2015. Of those, only 23 (15%) were full “EZ” button activations. A full “EZ” button activation consists of all “Info Only” methods (primarily social media platforms along with the official *FSU ALERT* Webpage), all additional “Partial” delivery methods, outdoor sirens, indoor sirens, beacons, blue lights, desktop alerts, voice calls, and digital displays. As the name suggests, the “EZ” Button activation occurs at the press of a single button. There are two physical locations on campus where the “EZ” Button can be pressed.



Additional "Partial" delivery methods include E-Mail, SMS Text, and the 644-INFO Hotline. Of these methods, E-Mail was the most utilized (35%), followed by SMS Text and the Hotline both at 15%. Regarding delivery methods outside the University's control, only the NOAA Weather Radios were used (14%).

In total, there are 37 delivery methods at the disposal of the FSU ALERT system. The figure below represents the 13 delivery methods used in 2015.



There are 10 dates in 2015 where 4 or more individual FSU Alerts were issued in a single day. In just these 10 days, 41% of all 2015 FSU ALERTS were issued:

Date	# of FSU ALERTS	Purpose
February 25	11	Crime Bulletin, Emergency Services Activity, Info-Only Weather, Severe Thunderstorm Warning, Tornado Watch and All Clear
March 2	4	Crime Bulletin and Traffic Advisory
April 19	5	Info-Only Weather for Severe Storms and Tornado Watch
April 20	12	All Clear Alert, Info-Only Weather for Severe Storms and Power Outages, Public Announcement, Severe Thunderstorm Warnings, and Traffic Advisory.
April 25	6	Info-Only Weather for Severe Storms, Severe Thunderstorm Watch, and Tornado Watch
June 30	9	Info-Only Weather for Severe Storms, Public Announcement, Severe Thunderstorm Warnings (3), and Severe Thunderstorm Watch
July 23	4	Heat Advisory, Info-Only Weather for Severe Storms, Public Announcement, and Severe Thunderstorm Watch
September 4	4	Test Alerts
September 5	5	Info-Only Weather for Severe Storms and Lightning Warnings (3)
November 18	4	Flash Flood Watch, Info-Only Weather, Significant Weather Advisory, and Tornado Watch

In almost every situation, the large numbers of alerts were related to inclement weather. For example, on April 20, all twelve Alerts focused upon severe thunderstorms affecting FSU Main

Campus and the impacts from these storms. The day with the most FSU Alerts was April 20, when 12 Alerts were issued, including three Full “EZ” Button activations. Some of the Alerts included three Severe Thunderstorm Warnings, an All Clear Alert, along with five Info Only – Weather Alerts regarding power outages and updating the timelines of the various watches and warnings affecting the main FSU campus.

The two dates when Alerts did not focus on weather were March 2 and September 4. The Alerts on March 2 were all related to the Crime Bulletins issued for an attempted abduction off campus and a traffic advisory off campus. The Alerts issued on September 4 were all issued as a part of the Fall FSU Alert testing.

