SUBJECT: Blinn Alert Notification
EFFECTIVE DATE: January 4, 2011; amended September 2, 2014
BOARD POLICY REFERENCE: CGC

PURPOSE
There are several circumstances where Blinn College will need to communicate important and time-sensitive information to the College District’s students, faculty, or staff. The Blinn Alert Notification system will allow notification through a variety of means including email, voice and/or text messages. All students are enrolled in the system with cell phone number and Blinn Buc email address when they register for classes. In order to ensure that contact information is up-to-date or to opt-out of the alert system, go to the Blinn Alert webpage. The contact information you supply for use in the Blinn Alert notification system is considered confidential and will not be shared with any external entity or used for any purposes other than college district announcements.

SCOPE OF AUTHORITY
The following Blinn personnel will have the authority to approve a Blinn Alert:
- District President
- Executive Council members:
  - Associate Vice President - Government & Public Affairs
  - Vice President - Student Services
  - Vice President - Finance and Administrative Services
  - President - Brazos County Campuses
- Emergency Management/Safety Manager or designee:
  - Director - Budgets & Insurance
- Chief of Police or designee:
  - Police Captains
  - Police Administrative Assistants

The following Blinn personnel will have the authority to send a Blinn Alert:
- Emergency Management/Safety Manager or designee:
  - Director - Budgets & Insurance
- Marketing & Communications:
  - Director Marketing & Communications
  - Associate Director Marketing & Communications

COMMUNICATIONS
All communications regarding notifications will be directed through the following Blinn personnel:
- Emergency Management/Safety Manager
- Police Department
- Marketing & Communications
• Approved Blinn Alert Notification System users

PROCEDURES
There are four types of notifications that can be initiated:

1. Emergency - Immediate threats to Life, Health, or Property
   The following events are generally considered immediate threats constituting an emergency:
   • Immediate severe weather
   • Immediate severe acts of violence
   • Statements of action from government agencies such as: the National Weather Service; Homeland Security; State, County, or Local Law Enforcement; and Emergency Management.
   o In the event of an immediate emergency, the following Blinn personnel may implement a direct notification:
     ▪ Emergency Management/Safety Manager
     ▪ Chief of Police or Police Captains
   o A brief statement will be issued on:
     ▪ Nature of emergency
     ▪ Actions to be taken
     ▪ An all clear statement will be issued when the immediate condition has passed with any applicable instructions

2. Legal Compliance - such as: the Clery Act and other governmental requirements. In some cases, an incident may require reporting. Most of these will be notifications that meet regulatory compliance, such as: the Clery Act, Homeland Security, and other information deemed necessary by the District President, College Executive Council, or other legal entities. The following procedures will be carried out by Blinn personnel:
   • District President or designee will be notified of the announcement and give approval.
   • Once approval/notification has been made, the following Blinn personnel will:
     o Marketing & Communications will format the message.
     o Blinn Alert Notification by Emergency Management/Safety Manager or designee or approved Marketing & Communications personnel

3. General Closure - such as: Weather or College Executive Council approved. General Closure, typically, will be weather related events, such as: winter storm, flooding, or hurricane. Closings may also occur for other approved events, such as, utility outages and special events. The following procedures will be carried out by Blinn personnel:
   • Each campus will consult with the District President or authorized members of College Executive Council
   • The Emergency Management/Safety Manager consults with the District President and/or authorized College Executive Council members and develops strategy.
   • Marketing & Communications will be notified by authorized members of College Executive Council or Emergency Management/Safety Manager.
   • Announcement will be written.
   • Announcement will broadcast.
   • Broadcast via Blinn Alert Notification System.

4. System Test:
   • The notification system will be tested monthly.
   • The test will consist of email and phone notification formats.
• The test will be sent to all authorized Blinn Alert Notification System users.