



**CITY OF
VIRGINIA
BEACH**

2014

—

2015

School

Year

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VIRGINIA BEACH CITY PUBLIC SCHOOLS

A H E A D O F T H E C U R V E

**JOINT
CITY AND SCHOOLS**

**EMERGENCY
COMMUNICATIONS
PLAN**

***Large-Scale/Violent Incidents
Occurring on School Grounds***

**VIRGINIA BEACH
JOINT CITY AND SCHOOLS
EMERGENCY COMMUNICATIONS PLAN**

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**VIRGINIA BEACH
JOINT CITY AND SCHOOLS
EMERGENCY COMMUNICATIONS PLAN**

***LARGE-SCALE/VIOLENT INCIDENTS
OCCURRING ON SCHOOL GROUNDS***

I. INTRODUCTION

When an act of violence takes place in a school or on school grounds, it will often cross into the operational area of several agencies, including police, fire, school administration, emergency medical services, etc. While each of these agencies has its own crisis plan, it is imperative that there be a joint agreement regarding the role each would play and the resources they would be responsible for providing. This plan constitutes that joint agreement.

Since this emergency communications plan addresses school crises, the school system's Media and Communications Department has served as primary author with support from the Police Department, Fire Department, Emergency Medical Services, the Sheriff's Office, the city's Media and Communications Group, the city's Communications and Information Technology Department and the school system's Office of Safe Schools and Risk Management. Other cooperative, operational plans may be maintained by the aforementioned agencies.

II. INCIDENT COMMAND CENTER

Incident command (see attached Incident Command Chart) will be established by the agency having legal jurisdiction. (If a federal agency takes command of the incident, this plan will be in effect only to the extent that agency deems fit.) In most cases, the Police Department most likely will assume command of a violent scene. However, in the event of incidents that involve fire, hazardous materials or explosives, the Fire Department will take the lead as incident commander. Upon arrival on the scene, the incident commander will designate the location of the command center, possibly in the school or on school grounds. Later, depending on the severity of the incident, the command center may be relocated at the commander's discretion. All operations will be supervised from the command center, and the incident commander will be the ranking public safety officer from the responsible agency. As soon as the command center location is determined, the 911 Emergency Communications Center should be notified of that location to aid in dispatch of public safety resources.

The incident commander may choose to operate the command center solely as a public safety function or may supervise the set up of a joint command center involving other agencies (such as schools) that have a stake in control/suppression of the incident. While this will vary depending on the nature of the incident occurring on school grounds, generally the agencies that will be represented in a joint command center are, police, fire and, EMS personnel, city administration (the city manager or his designee) and school administration (the superintendent or his designee and the principal).

II. INCIDENT COMMAND CENTER (continued)

The incident commander will have the authority to call other city and school personnel as necessary into service at the command center. (For example, this could include the director of social services, the director of psychological services, director of transportation, school guidance counselors, psychologists, teachers, etc.) In addition, the Sheriff's Office, which supplies D.A.R.E officers to all elementary schools, may be called upon for transportation and logistical support.

The principal will be responsible for providing:

1. A space for the command center;
2. A current roster of all staff and students, (if possible, on a class-by-class basis), including addresses and home phone numbers;
3. A schematic or sketch of the building;
4. A copy of the school's safe schools and crisis plans, which should include a student evacuation element;
5. A master schedule for the building;
6. A school yearbook, if possible; and
7. Access to the school division's rapid parent notification system *AlertNow*.

III. STAGING AREAS

In the event of a large-scale crisis, the Incident Commander will determine the necessity of setting up any of several staging areas in addition to the command center. These could include SWAT, Hostage Negotiations/Intelligence/Investigative, EMS/Fire/Helicopter, Student, Parent, Logistics and, Media Post (for the purpose of this plan known as the joint information/media center (JIMC) staging areas. At each staging area, a coordinator will be appointed, either by the incident commander or the public safety agency responsible for the function. Coordinators will be responsible for communicating with the command center and the JIMC. Coordinators will also be responsible for scheduling of all personnel, equipment and, supplies needed at the staging center.

Depending on the incident, school personnel may need to be stationed at a staging area. For example, a staff member knowledgeable of the school building may be assigned to the SWAT staging area, or a school staff member familiar with most students may be asked to serve in the student staging area or at the EMS/fire/helicopter area for the purpose of identifying those who need to be transported to hospitals. The principal will be responsible for designating building personnel to serve in such support roles to the incident commander. The superintendent or designee will be responsible for designating division personnel to serve in support roles to incident command.

IV. JOINT INFORMATION/MEDIA CENTER

A large-scale disaster or act of violence on school grounds is going to attract immediate and intense media coverage as well as public and parental attention. Therefore, one of the first orders of business for the incident commander will be to authorize the setup of a joint information/media center (JIMC) staffed by personnel from the cooperating agencies. The incident commander will determine the location of the JIMC.

The incident commander will designate two lead individuals responsible for the successful operation of the JIMC. One of these individuals will be the Joint Incident Command Center liaison to the JIMC. The other will be the on-site supervisor of the JIMC. The JIC liaison will be responsible for providing timely operational information to the JIMC supervisor, making it clear what information is subject to public release. While in most cases, the JIMC supervisor will be the ranking public safety public information officer, the incident commander may elect to tap the city's or schools' ranking media and communications staff person to lead the center's operations.

The JIMC commander will be responsible for:

1. Determining the staffing level and individual work schedules;
2. Supervising setup of the center site;
3. Ensuring the appropriate equipment and supplies are present;
4. Identifying a media holding and briefing area;
5. In consultation with the incident commander identifying appropriate spokesperson(s);
6. Setting up a media briefing schedule;
7. Approving all media releases; and,
8. Approving message points, information, video, and/or scripts for the school division's rapid parent notification system *AlertNow*, *vbschools.com*, *VBTV*; and print, electronic, social and, broadcast media.

IV. JOINT INFORMATION CENTER (continued)

The release of all information and the scheduling of all interviews will be coordinated through the JIMC supervisor. All public information and communications personnel are responsible for communicating this requirement to their respective agencies. Agency public information officers may provide interviews specific to their agency, following consultation with the JIMC supervisor. (For example, on-the-scene police officers should direct all media inquiries about police operations to the police public information officer who will coordinate the release of all police information with the JIMC commander). The JIMC commander shall approve all interviews about the overall incident, all written media releases, information posted on city/schools websites and social media channels and messages distributed via *AlertNow* or *VBAAlert*.

In some cases, as noted above, the JIMC may be relocated from the crime scene to another location. This may be necessary for several reasons such as the condition of the building/grounds; the intensity of on-site of national/international media; logistical, power or communications problems on site, etc. The incident commander and the supervisor of the JIMC will determine the location of the off-site JIMC. In some cases, the new location may be another school, a business in the neighborhood of the affected school, city offices, or the offices of the schools system's Department of Media and Communications, which will already be operating as off-site support to the JIMC.

V. OFF-SITE SUPPORT TO THE JOINT INFORMATION/MEDIA CENTER

Should a large-scale emergency happen on school grounds, it is inevitable that the school system's Department of Media and Communications will be inundated with telephone calls—from local, national and, international media, as well as citizens. Therefore, to support the on-site JIMC, an off-site information support center will be operated from the school system's Department of Media and Communications. Most likely, the off-site information support center will be located in the School Administration Building (757-263-1000) and be largely staffed by personnel from the Office of Community Engagement. Depending on the duration of the emergency and the volume of phone calls, the schools' Department of Media and Communications may request staffing assistance from various city services such as: the police and fire departments, emergency communications and citizens' services (311), the media and communications group, multimedia services, and/or public information professionals from other jurisdictions.

The school system's director of community engagement will be responsible for supervising this off-site support center and scheduling its staffing support, including activation of extra telephone resources and sending messages to parents via the *AlertNow* parent notification system. News releases issued from the JIMC will generally direct media inquiries and to the off-site support center. The off-site support center, in turn, will be responsible for coordinating the release of information with the JIMC or putting the media representatives in touch with the appropriate JIMC personnel, if necessary. On-scene schools' Media and Communications personnel will be responsible for briefing and updating the director of community engagement or designee in charge; on-scene city personnel will be responsible for briefing and updating the city's media and communications manager. In turn, the schools' director of community engagement or a designee, the designee from the city's emergency communications and citizens' services division (311), and the appropriate designee from the city's media and communications group will be responsible for updating each other's operation.

VI. CABLECAST INFORMATION

In some cases, the JIMC supervisor may determine that the establishments of community information cablecasts and/or webcasts are necessary to alleviate parental and public anxiety. In the event that cable/webcasting is needed the JIMC will contact ComIT/Multimedia Services to coordinate the service. ComIT staff in conjunction with the JIMC will determine which methods of information delivery are most effective in each instance. Information may be displayed in text format via the televised message systems, videotaped (prerecorded) or live updates and/or media briefings could be aired on television and online. If live communication is needed these cablecasts and/or webcasts could originate from the multimedia services studio, the School Board chamber or the City Council chamber. The JIMC supervisor will designate appropriate spokespersons, and approve all content for dissemination. The JIMC will also approve any release of crisis or file footage to any interested local or national media outlets.

VII. EMERGENCY CONDITIONS POSTING ON WEBSITE

During a large-scale school emergency an Emergency Conditions Page will be activated on the school division's website, **vbschools.com**, and appropriate information will be disseminated through school social media channels. This *Emergency Conditions* page will include all information that is being released to local media. The school system's director of community engagement (or designee), who will be supervising off-site support to the JIMC, will be responsible for ensuring that all appropriate information is being posted in a timely manner. The director of community engagement will work with the on-site school representative(s) serving in the JIMC to obtain the appropriate information. The community engagement director will be responsible for issuing a media release and launching an *AlertNow* message announcing the activation of the vbschools.com Emergency Conditions Page. The city may also choose to activate an Emergency Conditions Page. If that occurs, the city's media and communications manager (or designee) will be responsible for determining what information will be posted on the city site, and will communicate that to ComIT. The community engagement director will be responsible for sharing information about school operations with ComIT for continued maintenance of the posted information.

VIII. PARENT/STAFF HOTLINE

In some cases, the JIMC supervisor may determine that the establishment of a parent/staff hotline is necessary to alleviate parental and public anxiety and to ensure command center personnel can concentrate on dealing with the disaster at hand. In the event a hotline is needed, the JIMC supervisor will appoint a coordinator of the parent/staff hotline. This hotline will most likely be staffed by the off-site support center (at 263-1000) and as such would fall under the supervision of the community engagement director. However, depending on the logistics of the situation, there may be times when staffing assistance will be sought from the school personnel (such as the assistant principal(s), guidance counselors, school secretaries and teachers) since they are most familiar with the student body and school operations. It will be the responsibility of the principal to identify the appropriate personnel to serve in this capacity. This may or may not include himself/herself, depending on if the principal's presence is needed in the larger command center.

The parent/staff hotline coordinator will be responsible for:

1. Prior to activation of the Parent/Staff Hotline (263-1000), provide any relevant Parent/Staff information to the 911 Emergency Communications Center. Upon activation of the hotline, notify the 911 Emergency Communications Center.
2. Deploying (with approval from JIMC supervisor) messages via *AlertNow* with updates on the emergency and directions for parents to follow.
3. Securing a hotline site, either in the building, in the offices of a neighboring school or business, or in the school administration building;
4. Identifying phone numbers for media use and public use and releasing that information through the JIMC;
5. Providing callers with appropriate information obtained specifically for release from public safety personnel (including, but not limited to information regarding the evacuation and/or relocation of students and the protocol to follow when picking up students);
6. Obtaining information for release regarding the emergency transport of students to area hospitals and emergency facilities and providing this information to the 911 Emergency Communications Center; and
7. Logging in calls. This may require the setup of communications with personnel in the EMS/fire/helicopter area.

VIII. PARENT/STAFF HOTLINE (continued)

The parent hotline will most likely stay in operation only as long as it takes to confirm the whereabouts of all students and staff.

*In the event, the school administration building is chosen as a site, the hotline supervisor should work with the director of community engagement in the setup as that individual is charged with the set-up and supervision of off-site support to the JIMC.

IX. CHECKLIST OF SUPPLIES/EQUIPMENT FOR JOINT INFORMATION/MEDIA CENTER

The Police Department's media relations personnel will be responsible for ensuring the following is provided to the JIMC:

1. A copy of the department's media relations policy
2. A roster of home, cell, pager numbers for all police command staff assigned to the incident
3. Public safety radios
4. Fax machines and/or laptops with fax modem programmed with the fax numbers of local media
5. A local media contact list
6. Adequate supplies such as paper, writing materials, notebooks, fax paper, etc.
7. Stanchions and tape for roped off areas
8. Televisions and radios for the purpose of monitoring news broadcasts

The Fire Department, if part of the JIMC, will ensure the following is provided:

1. A copy of the department's media relations policy/plan.
2. A roster of the home, cell and, pager numbers of all fire command staff assigned to the incident.
3. Supporting equipment and supplies such as additional cell phones and batteries, laptops, public safety radios.
4. Generator and lights.
5. Access to Mobile Emergency Operations Center, if possible.

The City's Media and Communications Group, if part of the JIMC, will ensure the following is provided:

1. A copy of the emergency media operations plan.
2. A roster of City Council, department, bureau, division and, agency head personnel including home, cell and, pager numbers.
3. Supporting equipment and supplies such as additional cell phones and batteries, and laptops, fax machines programmed with local media fax numbers.
4. Access to citizen notification system *VBA*Alert.

The Department of Emergency Medical Services (EMS), if part of the JIMC, will ensure the following is provided as requested:

1. A copy of the EMS Department's media relations policy (#105.03.02).
2. A designated EMS JIMC liaison or liaisons
3. The home and cell phone numbers, text message address (if available), email address, officer code and radio identification of all volunteer and career EMS Command Staff assigned to the incident.

IX. CHECKLIST OF SUPPLIES/EQUIPMENT FOR JOINT INFORMATION/MEDIA CENTER (continued)

The Department of Emergency Medical Services (EMS), if part of the JIMC will ensure the following is provided as requested (continued):

4. The home and cell phone numbers, text message address (if available), email address (if available), officer code, radio identification (if applicable), and unit number (if applicable) of all volunteer and career EMS providers assigned to the incident.
5. Supporting equipment and supplies (as available) such as: additional cell phones and batteries, laptops, MDCs (with air cards), public safety radios with power supplies and chargers for each (as available) and office supplies.

The City's Communications and Information Technology Department will use its best effort, utilizing existing resources and business partners, to provide support to VBCPS activities in the following areas:

1. Provide technical and engineering assistance to the VBCPS Telecommunication Division in establishing telephony services. (Telecommunications).
2. Provide technical and engineering assistance to the VBCPS Office of Technology in establishing computer/network services. (Systems Support/Telecommunications).
3. If deemed appropriate by the City, ComIT will implement emergency notification procedures via the City's website, vbgov.com. (Multimedia Services).
4. If deemed appropriate by the City, Emergency Communications and Citizens Services, (311) will provide personnel and operator assistance to the VBCPS Media and Communications Development Department in a Joint Information Center scenario.
5. Provide cablecast and/or webcast services to the JIMC in a Joint Information Center scenario. (Multimedia Services).
6. ComIT ECCS will provide portable radios, chargers and spare batteries to assist school personnel with their communications needs (Telecommunications).

The City's Emergency Communications and Citizens Service Department, if requested and available will provide support in the following area:

1. Provide cellular telephones with special wireless priority access to be used by command and control personnel should the regular cellular telephone services be interrupted.

IX. CHECKLIST OF SUPPLIES/EQUIPMENT FOR JOINT INFORMATION/MEDIA CENTER (continued)

The Sheriff's Office, if part of the JIMC, will ensure the following is provided:

1. A copy of the department's emergency crisis communications plan.
2. A roster of the home, cell and, pager numbers of all Sheriff's Office personnel assigned to the incident.
3. Vehicles necessary for transportation purposes.

The Schools public information office, if part of the JIMC, will ensure the following is provided:

1. A copy of the division's Emergency Response Plan and Joint Emergency Communications Plan.
2. A roster of School Board, leadership staff, directors and principals, including home and, cell phone numbers.
3. Access to parent notification system *AlertNow*.
4. Supporting equipment and supplies such as additional cell phones and chargers, batteries, laptops, public safety radios, paper, writing materials, etc.

X. SIGNATURE SHEET

Agreed to:

Police Department Date
City of Virginia Beach
James A. Cervera/Designee

Fire Department Date
City of Virginia Beach
Steven R. Cover/Designee

Emergency Medical Services Date
City of Virginia Beach
Bruce W. Edwards/Designee

Sheriff's Office Date
City of Virginia Beach
Ken Stolle/Designee

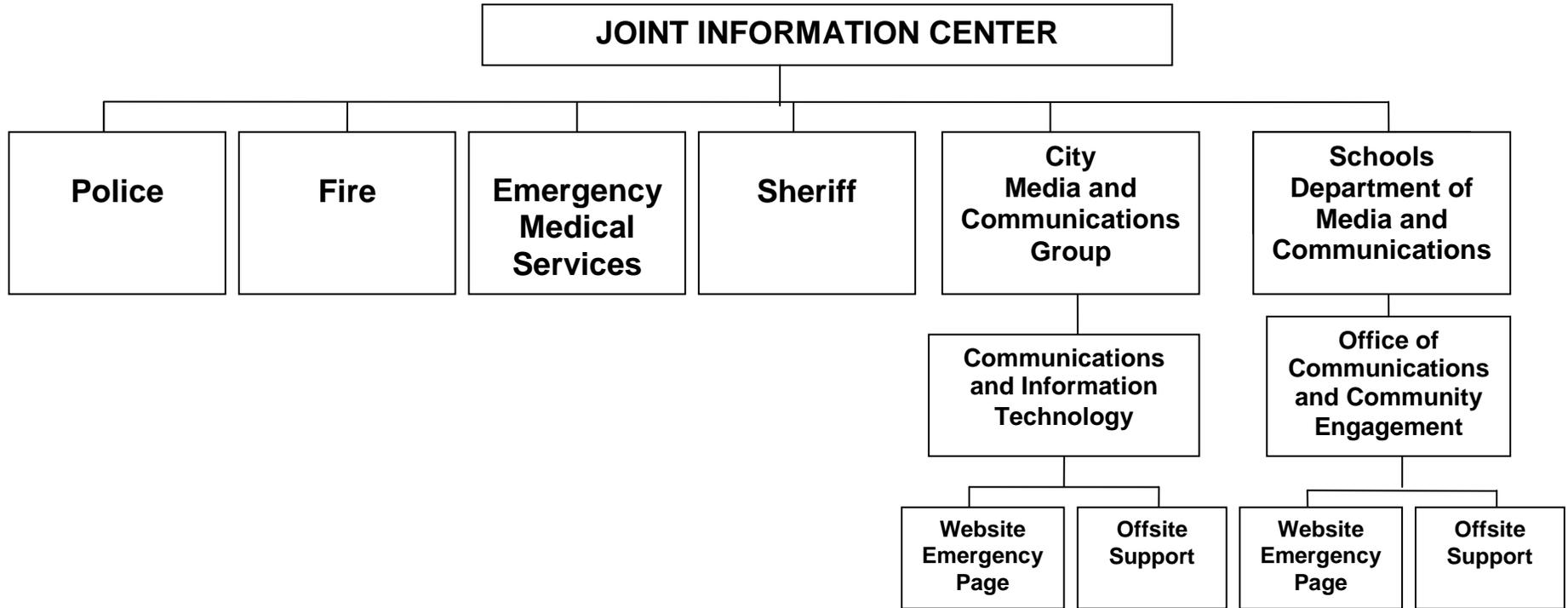
Media and Communications Group Date
City of Virginia Beach
Mary Hancock/Designee

Communications and Information Technology Date
City of Virginia Beach
Matthew Arvay/Designee

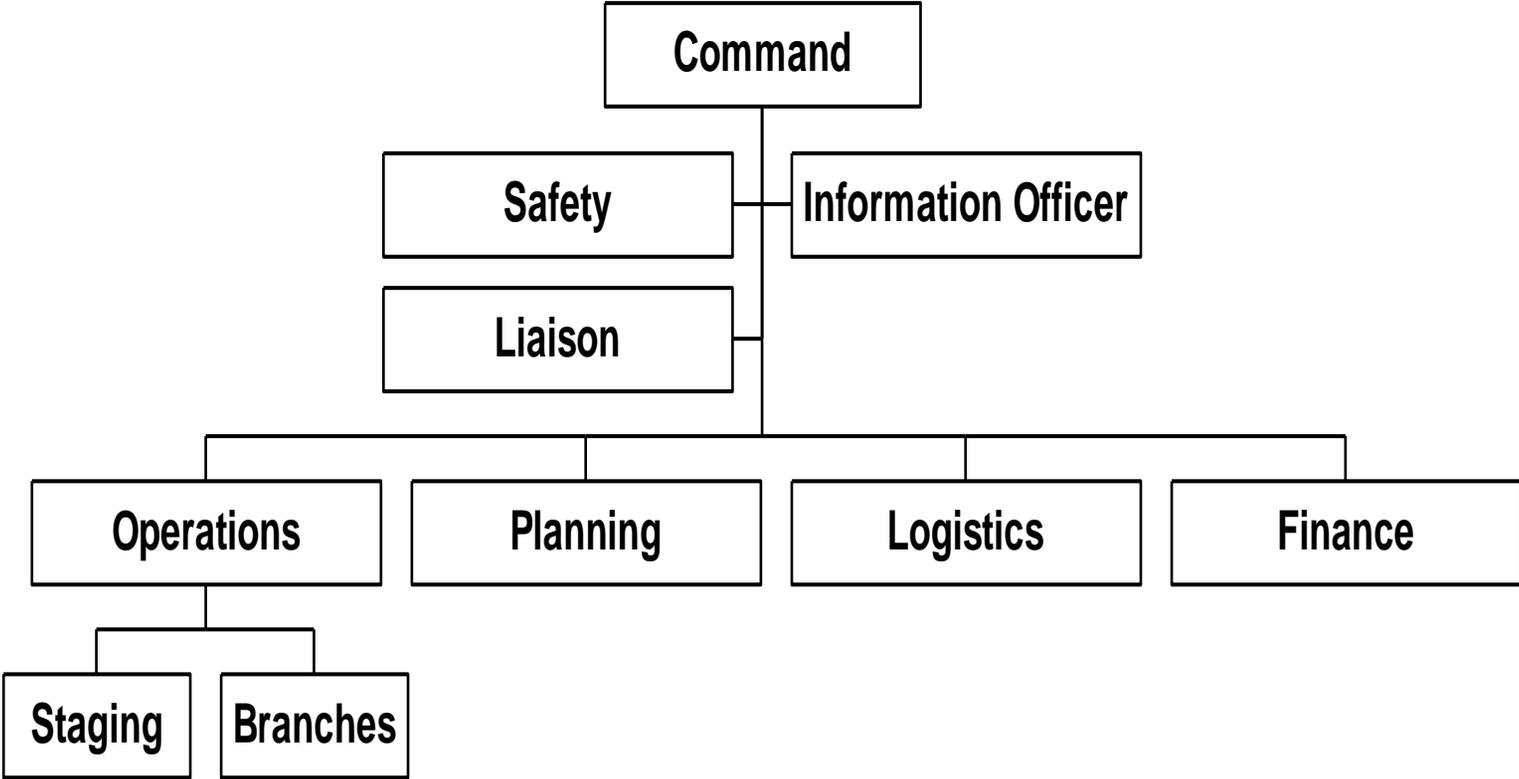
Media and Communications Development Department Date
Virginia Beach City Public Schools
Kathleen E. O'Hara/Designee

Emergency Communications & Citizen Services Date
City of Virginia Beach
Athena Plummer/Designee

XI. EMERGENCY COMMUNICATIONS COMMAND STRUCTURE



XII. INCIDENT COMMAND STRUCTURE



XIII. EMERGENCY CALL LIST**JOINT CITY AND SCHOOLS INFORMATION/MEDIA CENTER****POLICE**

NAME	WORK PHONE	E-MAIL	CELLULAR	HOME PHONE
Tonya Borman	385-4097	tborman@vbgov.com	630-3493	N/A
James Cason Jr.	385-4097 Private Line: 385-4008	JCCason@vbgov.com	355-1564	N/A

FIRE

NAME	WORK PHONE	E-MAIL	CELLULAR	HOME PHONE
Amy Valdez	385-1075	avaldez@vbgov.com	757-377-0134	757-285-4211

EMERGENCY MEDICAL SERVICES

NAME	WORK PHONE	E-MAIL	CELLULAR	HOME PHONE
Ed Brazle	385-5005	ebrazle@vbgov.com	635-7702	499-4426
Bill Kiley	385-5052	wkiley@vbgov.com	635-7703	635-7703

SHERIFF

NAME	WORK PHONE	E-MAIL	CELLULAR	HOME PHONE
Ashley Lanteigne	385-8446	alanteigne@vbso.net	615-3817	
Erin Crean	385-2346	ecrean@vbso.net	419-0195	757-395-4225

XIII. EMERGENCY CALL LISTS

NAVY PAO (Public Affairs Officer)

NAME	WORK PHONE	E-MAIL	CELLULAR	HOME PHONE
Terri Davis NAVAL STATION NORFOLK	322-2576	Terri.k.davis@navy.mil	438-4245	
Kelley Stirling NAVAL AIR STATION-OCEANA	433-3155 General Public Affairs 433-3131	Kelley.stirling@navy.mil	581-1030	
Scott Mohr Public Affairs Officer Joint Expeditionary Base Little Creek- Fort Story 2600 Tarawa Ct, Ste. 100 Va Beach, VA 23459	462-8425	Scott.mohr@navy.mil	438-3913	

CITY CITY MANAGER'S OFFICE/MEDIA COMMUNICATIONS GROUP

NAME	WORK PHONE	E-MAIL @vb.gov.com	CELLULAR	HOME PHONE
Mary Hancock	385-4436	mhancock@vb.gov.com	404-7920	404-7920

COMMUNICATIONS & INFORMATION TECHNOLOGY/MULTIMEDIA SERVICES

NAME	WORK PHONE	E-MAIL @vb.gov.com	CELLULAR	HOME PHONE
Barbara Morrison	385-4075	bmorrison@vb.gov.com	572-2053	464-2053

**CITY
COMMUNICATIONS and INFORMATION TECHNOLOGY**

NAME	WORK PHONE	E-MAIL	CELLULAR	HOME PHONE
Kevin Fairley (Primary Contact)	385-1847	kfairley@vbgov.com	359-9722	359-9722
Matt Arvay	385-2463	marvay@vbgov.com	812-453-1052	812-453-1052

**SCHOOLS
DEPARTMENT OF MEDIA AND COMMUNICATIONS**

NAME	WORK PHONE	E-MAIL vbschools.com	CELLULAR	HOME PHONE
Kathy O'Hara	263-1113	kathleen.ohara@vbschools.com	620-3304	461-5252
Eileen M. Cox	263-1313	eileen.cox@vbschools.com	739-0399	309-4884
Jennifer McCarrel	263-1229	Jennifer.mccarrel@vbschools.com	647-5773	404-3048
Lauren A. Wicks	263-1234	Lauren.wicks@vbschools.com	803-3193	650-1670
R. Jeffrey (Jeff) Barba	263-1017	Jeff.barba@vbschools.com	621-8940	681-2562
Heather Allen	263-1797	Heather.Allen@vbschools.com		

**SCHOOLS
DEPARTMENT OF TECHNOLOGY**

NAME	WORK PHONE	E-MAIL @vbschools.com	CELLULAR	HOME PHONE
Ramesh Kapoor	263-1646	ramesh.kapoor@vbschools.com	651-7846	855-4637 SECONDARY# 548-2584
Michael Nicolaides	263-1651	michael.nicolaides@vbschools.com	621-7155	301-1181
Paul Gebhardt	263-6802	Paul.Gebhardt@vbschools.com	757-777-7666	757-777-7666
Joan Burt	263-2970	joan.burt@vbschools.com	630-0494	428-0282
Chris Bruno	263-1641	chris.bruno@vbschools.com	439-3118	721-4352
Michael Combs	263-6802	Michael.combs@vbschools.com	757-525-1222	757-525-1222