WAYNE STATE
UNIVERSITY

Crisis Management Update

Board of Governors

January 28, 2022

From the WSU Crisis Manual:

"Wayne State is committed to providing a safe and secure environment for students, faculty, staff and all employees to create an environment to realize the university's mission."

Crisis: Any major event within or involving the university which:

- Threatens people, property or the public standing of the institution.
- Diverts the attention of administration, staff, faculty and students from normal activities.
- Requires immediate attention of fast and effective communication with important audiences, including media.

WSU Crisis Management Team

The team is co-chaired by the Chief of Staff and Chief of Police, and includes representatives from:

- Academic Affairs
- Academic Student Affairs/ Global Engagement
- Diversity and Inclusion
- General Counsel
- Finance and Business Operations
- Board of Governors
- Dean of Students Office
- Computing and Information Technology
- Campus Health Center/ Campus Health and Wellness
- Student and Auxiliary Services and Housing
- Facilities Planning and Management
- Environmental Health and Safety
- Counseling and Psychological Services
- Marketing and Communication
- Risk Management
- President’s Office

Crisis Management Team priorities

1. Safety
2. Property
3. Reputation

Crisis Management Team activities

- Meet regularly to prepare for potential crises
- Conduct crisis simulations
- Develop and update crisis materials/plans
- Provide leadership during a crisis, drawing expertise from campus subject matter experts
- Determine/execute communications during emergency

Examples of actual crises:

- Pandemic
- Murder of a police officer
- Legionnaires' disease
- Lead in the water
- Missing students
- Power outages
- Gas leak/evacuation
- Weather event
- Protests/demonstrations
- Public criticism/attacks

Wayne State University Police Department

- Established in 1966
- 24/7 full-service police agency
- 72 sworn and commissioned officers
- 70-80% hold master’s degrees
- All are fully licensed through MCOLES and commissioned as Detroit Police Officers

WSUPD

- Works closely with other local and federal law enforcement agencies, businesses, property owners, and residents.
- Collaborates with the Michigan State Police, Wayne County Sheriff, Detroit Police Department, FBI and Department of Homeland Security.
- Units include immediate action response team, canine explosive and building response team, and regional crisis response team.

Responding to a crisis:

1. Police response (when appropriate) to mitigate danger or remove the threat.
2. Decision making and communication to provide information or support police efforts.

Example of communication protocol in a crisis

First wave

1. WSUPD notifies the Crisis Management Team
2. Additional campus leadership notified as appropriate
3. Broadcast text message to WSU community
4. Notification immediately posted on **wayne.edu**
5. Content posted on **updates.wayne.edu** and maintained throughout the crisis
6. Email sent

Second wave

7. Social media staff responds to questions when information is available
8. Public relations responds to the press

Proactive ongoing communications/reminders

- Fall, winter communications from president, dean of students
- Crisis communications tests
- Presidential email responses to events – WSU and non-WSU
- WSUPD responses to campus incidents
- Annual Security and Fire Safety Report
- WSUPD communications on training opportunities, materials

ACTIVE SHOOTER

#1 goal is to neutralize the shooter

Notification comes in to one of these three and they all must communicate immediately

WSUPD	Chief of Staff	MAC (PR/ Web)
– Broadcast text to campus	– GroupMe text: **"Active shooter live"** to CMT – Notify president	– Social media – wayne.edu – Media

"Police are responding to an active shooter at LOCATION. Take shelter in a safe place until further notice."

BARRICADED GUNMAN

WSUPD evacuates the area and turns process over to hostage negotiators

Notification comes in to one of these three and they all must communicate immediately

WSUPD	Chief of Staff	MAC (PR/ Web)
– Broadcast text to campus	– GroupMe text: **"Barricaded gunman live"** to CMT – Notify president	– Social media – wayne.edu – Media

"Police are responding to a barricaded gunman at LOCATION. Take shelter in a safe place until further notice."

Immediate:

Deputy Chief of Staff/President's Office notifies all cabinet members

Board of Governors Office contacts the Board of Governors

Web flips to updates.wayne.edu

Web flips the digital signage

Dean of Students Office activates the phone bank

Business Operations notifies residence hall staff

FPM remains on call for WSUPD needs

CAPS notifies staff

COS GroupMe text: *"Assemble in LOCATION."*

Cancel classes/close university (triggers evacuation)

Possible secondary messages:

"Police are on the scene, but the situation remains critical."

"Updates will be posted to wayne.edu as they become available."

"Please remain where you are and stay calm."

"We are getting all your messages, stay tuned for updates."

RUN HIDE FIGHT

Participation

- Sign up for broadcast messaging at **wayne.edu/safety.**
- Visit **police.wayne.edu/active-attacker** to be better prepared in an active shooter situation.
- Speak confidently about safety at Wayne State.
- Pay attention to relevant communications.
- Communicate through your organization:
  - Importance of “See something, say something”
  - Call WSUPD at 313-577-2222