Today’s Agenda

• **Featured Event:** A Conversation with President Schlissel

• **Updates:** Congratulations to…

• **Special Guests:** Assistant VP for Public Affairs, Rick Fitzgerald and DPSS Executive Director, Eddie Washington
WELCOME
Communicators’ Forum — April 24, 2019
A CONVERSATION WITH PRESIDENT MARK SCHLISSEL
AND KALLIE BILA MICHELS, VICE PRESIDENT FOR COMMUNICATIONS
UPDATES: Congratulations to...

Victoria Alden  
Project Manager  
Women in Science and Engineering

Kristi Kattapong  
Communications Specialist  
Detroit Urban Research Center (Detroit URC)  
School of Public Health

Robin Witte  
Marketing Communications Project Manager  
Office of Enrollment Management

Hayley Hanway  
Communications Coordinator  
Electrical and Computer Engineering

Theresa Schmid  
Events & Publicity Coordinator  
Department of Philosophy; Center for Social Solutions

Anna Shelton  
Membership Experience Manager  
ICPSR (part of ISR)
UPDATES: Congratulations to...

Elisabeth Kulmer
Communications and Technology Specialist
Ross Global Initiatives

Jennifer DeBord
Writer
School of Social Work

Rose Glenn, APR
Chief Communications and Marketing Officer
Michigan Medicine
Department of Communication
A CONVERSATION WITH DPSS EXECUTIVE DIRECTOR
EDDIE WASHINGTON
AND RICK FITZGERALD, ASSISTANT VICE PRESIDENT FOR PUBLIC AFFAIRS
A Conversation with Executive Director Eddie Washington, DPSS
EMERGENCY PREPAREDNESS

EMERGENCY ALERTS

UM Emergency Alert is an urgent, mass notification system that keeps students, faculty and staff informed about major active emergencies on campus. This system will be activated without undue delay by the Division of Public Safety and Security (DPSS).

U-M STUDENTS, FACULTY AND STAFF CAN SIGN UP FOR VOICE AND TEXT EMERGENCY ALERTS HERE.

Additionally, alerts can received via the Michigan App or the U-M Public Safety App even if you are not an active student, faculty or staff member.

ALERTS WILL BE DELIVERED VIA:

- Text message (SMS)
- Voice message
- Email
- University of Michigan's digital displays
- University of Michigan or DPSS homepage
- Michigan App
- DPSS App
- Twitter
SAFETY TIPS
ACTIVE ATTACKER

Chances are you’ll never face an active attacker situation. However if you do, you need to be prepared.

An active attacker situation can cause panic and disbelief. Knowing what to do in advance increases your chances of surviving. Your reaction matters.

Remember these three words—RUN, HIDE, FIGHT—these actions may save your life or the lives of others.
HOW TO RESPOND

RUN

HIDE

FIGHT®

CALL 911 WHEN IT IS SAFE TO DO SO

FOR MORE INFORMATION VISIT DPSS.UMICH.EDU

PREPARE

LOCATE doors and windows

KNOW HOW TO lock and/or barricade the door

IDENTIFY items to use to fight

WHEN POLICE ARRIVE

FOLLOW OFFICER INSTRUCTIONS

KEEP HANDS VISIBLE

TELL SHOOTER'S LOCATION

LOCATION WHERE IS THE THREAT?

DESCRIPTION & NUMBER OF SHOOTERS?

WEAPONS GUNS? KNIVES? PACKAGES?
CONTROLLED BURN

In October, U-M researchers and firefighters established the sixth "burn plot" in a long-running experiment at the Biological Station that seeks to approximate, on a tiny scale, the epic lumbering and wildfire disturbances that transformed the forests of the Upper Great Lakes region more than a century ago.

Learn how a century of forest history is recreated at the U-M Biological Station.
How can we automatically display emergency alerts on our website?

- DPSS maintains the UM EAlert system
- Within one minute of creation, the alert appears on the U-M Gateway and Twitter accounts that have authorized our alert feed app
- High profile OVPC sites now also display this alert
- Wordpress sites can install our new plugin
- Sites built with other technologies can include a line of JavaScript
U-M EAlert: WordPress plugin

University of Michigan: Alerts

Emergency Alerts are maintained by DPSS and are pulled from feeds they provide.

Emergency Alert Mode:  
- Development
- Production

*Development cycles a test message every minute or two.*

Alert HTML Location:  
- Top
- Bottom

*Where to insert the alert HTML into the element. Default is top as its the most accessible.*

http://myumi.ch/alert-banner
<script type="text/javascript"
src="https://umich.edu/apis/umalerts/umalerts.js"></script>

<script type="text/javascript">
var $0
</script>

http://myumi.ch/alert-banner
Contact umdigital@umich.edu with any questions

http://myumi.ch/alert-banner
SAVE THE DATE
July 25
THANK YOU