

ReadyCampus Development Guide

A Developmental Guide for Institutes of Higher Education to assist in the planning, development, and execution of the ReadyCampus Program.



This document was developed by FEMA Region VII's National Preparedness Division as a "how to" guide to assist university staff in coordinating a ReadyCampus event. The guide is setup in a modular format; sections are independent of each other and can be changed, added to, or taken out to meet the needs of the sponsoring organization. The first section acts as a guide through the multiple modules. Take what will benefit the university and create a unique, effective event for all students, faculty, and staff involved.

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Introduction

Program Overview

Emergency Preparedness is a constant effort for higher education faculty, staff, and administration. This Development Guide was created in order to help universities, colleges, and other campus-based institutes of higher education plan, coordinate, and execute the ReadyCampus program. The guide was created in a **modular format**. Each section can stand alone, or be combined with other sections. Please feel free to use, change, or substitute any part of this program and guide to better suit your individual university's needs and aims. It's your university's program, make it fit the way you would like!

All-hazards planning has brought to the forefront the many possible emergency scenarios facing modern universities. Blizzards, summer storms, hurricanes, tornadoes, and active shooter incidents among many other threats are mitigated and planned against by campus safety and emergency management. Making and maintaining a robust emergency operations plan is an essential part in the battle to keep university faculty, staff, and above all students safe during emergencies and disasters. Campus emergency management and safety personnel have an outstanding track record when it comes to disaster response. Operations at most universities continue in the face of disasters, or require minimal alteration thanks to their efforts. On the rare occasion that university evacuation or shutdown is required students are referred to outside university systems and tracked along the way, making sure that they're solidly placed and taken care of. While university administration has done an outstanding job of caring for students in emergency situations, many students find themselves unaware of the resources available to them in a disaster. Increasing student emergency awareness and preparation is the next step for many universities in increasing overall preparedness. ReadyCampus was created to assist in that mission.

ReadyCampus is a **student focused** emergency preparedness event for higher education institutes. It is hosted in a "preparedness festival" style in a high-visibility area, typically in or near the student union, with information booths, presentations, and hands-on preparedness activities available to the participating student body. ReadyCampus brings presentations, participant and stakeholder booths, student organizations, and action-based drills and challenges together at one event, making it possible for students to bridge the gap between emergency planning and taking action to prepare.

Reason

Many students at universities have been taught basic preparedness from a young age, increasing the risk that preparedness messaging may become old and repetitive. To combat this, messaging has to be quick, concise, and most of all relevant. As a one

day preparedness event, showcasing emergency preparedness resources and information available for students, ReadyCampus will keep the message fresh while offering new venues through which they can volunteer and participate in emergency preparedness. Preparedness partners from the local community are included in the event and participate in ReadyCampus by giving presentations alongside campus staff and student organizations. Many also provide demonstrations and hands-on activities. Having all aspects of whole community emergency preparedness participate shows students the many different organizations' resources available to them. Interaction between students and whole community preparedness partners is a main goal of ReadyCampus.

ReadyCampus also helps universities build stronger relationships with the surrounding community, including emergency management and volunteer organizations. Too often these groups only meet after an emergency has happened. ReadyCampus can act as a catalyst to bring them together, spurring increased planning and cooperation.



Event Setup

ReadyCampus Worksheet and Checklist

As you develop your university's ReadyCampus program, chart your course using the **ReadyCampus Event Worksheet**. The ReadyCampus Event Worksheet is a great tool to help you complete each necessary first-step milestone and setup your ReadyCampus event for success.

As you move along in progress, be sure to use the **ReadyCampus Event Checklist**. This will help you make sure your university has covered each valuable step along the way. It's also a great way to view the event development process as a whole.

Date/Timeline

The first thing to do is decide on a date for your ReadyCampus event. It's usually best to stick to fall and spring months, as these are the most active times for students on campus and correlate to changing natural hazard seasons. In addition, the fall represents the biggest increase of incoming new student populations. It's important to set a firm date and time early on and commit to that day. Be sure to check and reserve the location of the event as soon as possible. This will help mitigate conflicts and help your participants schedule time and items for the event as well.

Participants

Listing

List out the participants for the event in order to get a good handle on who you'd like to have. Participants can vary, but typically include organizations in; emergency management, public safety, university response, university environmental health and safety, student safety, non-governmental organizations (Red Cross, Salvation Army, etc.), media, and private sector preparedness partners.

While not all of these partners may be available in your area, having a robust presence at the event will add to its draw to the students.

RESOURCES

- ReadyCampus Event Worksheet & Checklist
- Partner Contact List
- Partner Invitation Email

Invitation

Reaching out to external partners is as easy as calling them up! Many organizations are interested in participation in the ReadyCampus events because of the exposure it gives their programs to the university crowds. Send an email out to the partners you'd like to see at your event specifically inviting them. Give time, date, location, and what's expected of them. Make sure to be clear, that even if you don't have a set event theme or timeline, that you'd like for them to mark it down on their calendars. Being clear with invitees on what you're asking of them will help the event planning run much smoother. See the attached **Outreach Invitation** in the Resources.

Commitment

It's important to have all participants commit to attend the event and what actions will be expected of them at the event as well. Most participants will be very open to whatever is asked of them, within reason, however it does need to be spelled out. The best way of doing this is early and consistent communication. A primary phone call to participants inviting them to the event, with date, time, and expectation listed, will significantly increase stakeholder participation and anticipation for the event.

Make sure to send out the invitations early, at least 6 weeks ahead of the event, the earlier the better. While it may seem that the participants may forget, an early invite is important. Be sure to email out reminders and updates about the event to participants. Things can change in the weeks before an event so it's important to get commitment early and stay engaged throughout.

An All-Hands conference call should be held the week before the event, with all participants and stakeholders. The call doesn't need to be long and should cover arrival time, event timetable, setup location, directions, parking, etc. An email with site map and directions will go a long way in helping setup your event.

Make sure to send out a thank-you to participants following the event and to garner their support and commitment for the next ReadyCampus event your university will hold.

Event Design

Event Layout

It's important to have good visibility at your event and hold it where the students are. ReadyCampus events should take place at a **centralized location** (main event corridor) such as in the campus' main quad area, or if weather dictates, within the main hall area or campus main student building. Around the perimeter, booth participants will setup their displays. If you will have emergency response vehicles or other large equipment at the event, ensure there is an area that can support their weight. At the upper end of the event space, the presentation stage should be set up; this is where announcements and presentations should be given.

Make sure to have your participant's tables and demonstrations setup on the sides of the traffic corridor in order to engage students but not impede their flow. Keeping information on either side of the stream of students will help them feel at ease in interaction with presenting organizations. Actions and challenges should be held in open areas immediately available alongside or next to the participant tables.

Special Presentations

Throughout the day, different organizations and presenters can be scheduled on the main stage, in order to demonstrate their capabilities, programs, and products to the participants and student body at large. This can include on-campus student organizations, local government organizations, Community Emergency Response Teams (CERT), the Federal Emergency Management Agency (FEMA), American Red Cross (ARC), private sector partners, Campus Public Safety, etc. It's important to give these presentations throughout the day to keep students actively engaged and interested with the participating agencies.

Actions/Challenges

ReadyCampus must incorporate a preparedness action that students can take or participate in. This **action-based** aspect of ReadyCampus is a hallmark of **America's PrepareAthon!** (www.ready.gov/prepare), the nation-wide campaign for action to increase community preparedness and resilience. The goals of *America's*

RESOURCES

- Event Lay-out Map
- Event Day Time Table
- Scavenger Challenge
- Fireman's Relay
- Tornado Drill
- Great ShakeOut Drill
- Mock POD
- Alert System Drill
- Stop Sign Drill

PrepareAthon! are to increase the number of individuals who understand which disasters could happen in their community, know what to do to be safe and mitigate damage, participate in community resilience planning, and **take action to increase their preparedness**. Developing a small drill or action oriented event will result in the students taking actual, physical movement towards being more prepared. This can be as robust as participation in a Scavenger Challenge or as small as taking the necessary drop, cover, and hold on actions of the **Great Shakeout** (www.shakeout.org). However big or small, action leads to memory, which leads to taking the correct steps in an emergency situation.



Outreach

One of the most important aspects of the ReadyCampus program is outreach to both the student body and participating organizations. It's important to remember that your university provides a great opportunity for emergency and disaster support organizations to interact with students. Likewise, during their formative early adult years, students are often motivated to engage and find volunteer opportunities suited to their likes through the partner organizations. Bringing the two together, and having participants interact in **preparedness actions**, will help solidify your university's dedication to preparedness, unique preparedness actions, and volunteer opportunities in the minds of the students. Outreach to the students and participating organizations is the first place to start in setting up a great ReadyCampus event.

RESOURCES

- Sample Event Flyer
- ReadyCampus Student Talking Points
- Professor Engagement Email
- Presenter Invitation Email

Students

Outreach to the student population is a critical piece in readying your ReadyCampus event. Letting the students know when, where, and what will be happening at the event will ensure a more robust attendance. Make sure to use **flyers, posters, and other handouts for advertising**. Also, mass emails to the student populations and social media campaigns can be very successful in reaching out. Use university communication systems already in place and meet with PanHellenic and club organizations to ensure their memberships receive the message.

Professors, specifically those with emergency management classes and ties, should be notified of the events. Giving extra credit to their students for their participation in the ReadyCampus program will go a long way in ensuring a good turn-out.

Participants

Outreach to organizations participating in the ReadyCampus event is an early action to be taken. Please see the Partner Contacts List and Invitation Email sections for an outlay of how to contact and interact with multiple organizations within your university's area. Bringing these organizations together is an easy, quick step, but one that is necessary in establishing a great event.

Media Engagement

Social Media

Outreach for the ReadyCampus event should include an element of **Social Media**. Social Media is quickly becoming the main source for many college students' media consumption. In order to properly engage the social media market at your university or college, look to using multiple sources with a single hashtag or handle.

Social Media is a great way to easily and effectively engage the student body and advertise any campaign. Using an all-hands approach to social media, including presenting ReadyCampus partners, is a great way to attract local and national attention to your ReadyCampus event.

Full Media Campaign

We suggest an **integrated campaign** that involves both traditional and social media. To effectively conduct this outreach, you should have a multi-partner conversation with the university, media, and public entities; which includes a robust social media project.

Engaging the media is a great way to add local attention to your ReadyCampus event. General Media Advisories about the event may assist in garnering actual media attention to the event itself and to your university's special focus and dedication to emergency preparedness.

Advertising the event to local media may also help in getting support at the event from local media personalities, such as meteorologists or newscasters. Their participation can add to the appeal for students, creating a larger participating group.

RESOURCES

- Media Publicity Strategy Worksheet
- Microburst Outreach Email
- Tweet Chat (Twitter Town Hall)
- ReadyCampus Sample Media Advisory and News Release

Event Day Execution

Setup

The setup of your ReadyCampus event is an important element. Presenter tables should be aligned with walkways and concourses, giving ultimate exposure and interaction with students. Demonstrations and activities for students should be placed near the presenter booths. Doing so will increase the amount of students interacting with the tables while they observe others at the demonstrations.

The stage area should be in a centralized area at the head of the main event. It can be difficult for students to tell where exactly the sound of the stage is coming from and where they should divert their attention. Making the stage an obvious location will help connect the students to the messages being broadcast. Signage for your event should also be clearly visible throughout.

Encourage all participating organizations to have engaging and fun items and activities for the students to participate in. The more interactive they are with students, the more the students will reciprocate.

Arrival

An arrival time of one (1) hour before the program is scheduled to start will help presenters setup their displays and activities for the students. It will also give the participants a chance to meet each other and learn about their materials, demonstrations, and activities. While it may seem like more than enough time, an hour will fly by as setup begins. Make sure to be clear to all participating organizations that the ReadyCampus event starts an hour after setup.

Schedule

Be sure to write-out what exactly will be occurring throughout the day. Listing the presenters out, with major presentations, and a round-robin introduction to all presenting tables will help the event move along and increase interaction between all of the participants and students. During the event have individuals dedicated to advertising that the event is occurring to the passing students. Having a group of individuals on the outside of the event handing out flyers will assist in attracting students to different activities and events.

RESOURCES

- ReadyCampus Event Timetable
- Event Lay-out Map
- Partner Update Email

Lessons Learned and Planning for the Next Event

After you've completed your ReadyCampus event, you'll need to thank the partners who were involved and start planning for the next one. We recommend holding an event every spring and fall. With changing weather and seasons come changing hazards. It's important to refresh the students on the most current and likely hazards to affect them in the immediate future. Also, with high turn-over in student populations, universities and colleges receive a new and diverse student population every semester. Introducing students to resources available to them at the university and in their community will serve as a first step for many into emergency preparedness.

Be sure to note what lessons were learned from your event; what did you like? What didn't you like? How can your organization better reach students? What resources would you like to have available next time which weren't available this time? How well did the location serve for student traffic flow throughout the event? Write down all this information as it will be greatly useful on your next ReadyCampus iteration.



Resources

The **Resources Sidebars** listed throughout the ReadyCampus Development Guide can be found as individual appendices under this section. Each resource will be sectioned individually, hyperlinked from the original Development Guide Section under which it is found. Please fill and print the resources which will pertain to your university's ReadyCampus event as you go along the process. The ReadyCampus Event Worksheet and ReadyCampus Event Checklist will help you keep these documents and your planning progress in order.

ReadyCampus Event Worksheet

This worksheet should help you get started in developing your ReadyCampus event. Start off on the right foot and make sure that your event is well-defined before it begins. Brainstorming through each section will help you organize outreach and partner involvement.

Date:	Time:
Location on Campus:	Theme (if any):
Description:	Sponsor Organization:
Budget (if any):	Logistics Organization:

Please fill out the ideal partners whom you'd like to present at the ReadyCampus event. Partners traditionally will staff a table, hand out information to students, and may give a presentation. Make sure to assign an individual for outreach to each of the partners.

Partner	POC	Responsible for Contact

Special presentations or demonstrations can be a great addition to any event. Certain partners may be an asset in developing these presentations which can be invaluable to students. List any special presentations below and assign a person responsible for contact and liaison with the partner on the event.

Partner	Presentation/Demonstration	POC for Engagement

Action is always a part of ReadyCampus events. Describe below what action or drill you'd like to associate with your university's ReadyCampus. Many examples exist in the

ReadyCampus Development Guide of different types of drills and actions which your university can take advantage of.

Action/Drill Component:

Describe below what type of interaction you'd like to see between participants and students. Letting participants know what you're looking for will help them design their tables and presentations.

Student Interaction:

Food and giveaways are a great way to attract students to the event. If possible to have such at your event, listing out these items beforehand and targeting participants with certain giveaways will help students and participants become more involved.

Give-Aways/Food:

Media and Social Media engagement can help bring attention to your university's ReadyCampus event. It's helpful to ask assistance of your University Communications Office, or the like, in order to have an official source of information and interaction with the media and the public. Describe below any social media engagement or media strategy you'd like to undertake to support the university's ReadyCampus event.

Media/Social Media Engagement:

ReadyCampus Event Checklist

This checklist will help you keep everything in order while preparing your university's ReadyCampus event. In this ReadyCampus Development Guide, you'll find the resources to help you accomplish these tasks and more. Follow the guide through and take advantage of these easy resources in order to hold a great event.

	Complete ReadyCampus Event Worksheet
	Design the Event and Reserve the Event Location on Campus
	Contact Partners for Commitment
	Design an Action for your ReadyCampus Event
	Conduct Student Outreach
	Conduct Media Outreach
	Use Social Media to boost Participation
	Design and Setup for the ReadyCampus Event
	Hold the ReadyCampus Event
	Follow-up and Partner Appreciation

Partner Invitation Email

When emailing your stakeholders, partners, and participants, be sure to include a brief description of when and where the event is, and what you would like from them. Defining this clearly in the preliminary emails will help to clear up questions and roadblocks later on. See the below language to help you draft your emails to ReadyCampus partners.

<STAKEHOLDER>-

<UNIVERSITY> will soon be holding a ReadyCampus event; a campus preparedness event for students and faculty to take action and better prepare for emergencies. ReadyCampus works as an outreach event for multiple preparedness and response organizations to interact with **<UNIVERSITY>** students and staff, increasing personal preparedness but also working to encourage collaboration between all organizations involved.

On **<EVENT TIME, DATE, AND LOCATION>**, **<UNIVERSITY>**'s ReadyCampus event will open. I was hoping that **<STAKEHOLDER ORGANIZATION>** would be able to come to the event and demonstrate (informative booth, small presentations for the students, interactive portions, gear/equipment displays, giveaways, etc.) the preparedness and safety abilities and opportunities your organization may have. We're looking for generalized preparedness and response information for the students about your entity, but any emergency support specific demonstrations/information will be appreciated as well. The main thing is to engage the students and grab their interest for emergency preparedness.

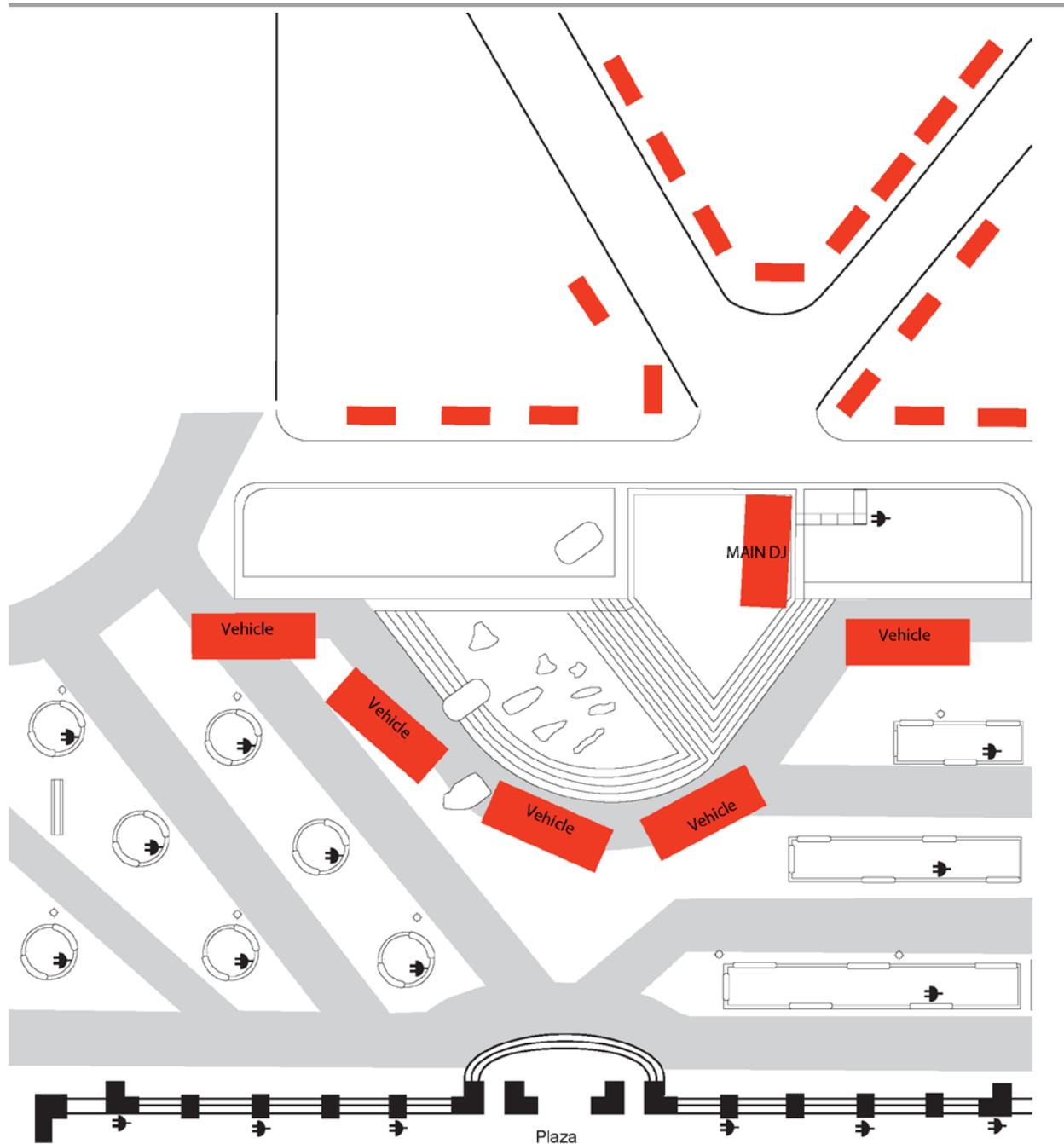
Please let me know if this will be a possibility as I think that **<STAKEHOLDER'S ORGANIZATION>** would make an excellent partner at the ReadyCampus event. You can contact me using the information below. Thanks again for your interest and dedication to preparedness. I look forward to speaking with you soon.

Thank you,

<NAME AND CONTACT BLOC>

Event Layout Map

It is always beneficial to give a Layout Map to participants of the ReadyCampus event space. This will help participants envision how their displays will look and interact with others far ahead of time. The map will also enable a quicker, calmer setup of the event space. The example below is made to give you a feel for how an event should be laid out. Remember, everything is dependent on the space your university decides is the best for ReadyCampus.



Modular Preparedness Actions

A vital part of *America's PrepareAthon!* and the ReadyCampus program is taking action for preparedness. Preparedness messaging is a great way to get across what people should do in an emergency. However, **taking an action** brings it one step further. Individuals who practice an action are much more likely to take that action in an emergency scenario. By having your university's ReadyCampus participants take an action, you'll be increasing their likelihood to do the right thing in an emergency. In this section you'll find examples of action-based activities that have been successfully used at ReadyCampus events. These resources can help you plan and execute a preparedness action with your event. Big or small, it's up to you. Work with what is best for your university and what will give your students, faculty, and staff the advantage they need to be prepared.

In this section, you'll find the following:

- Scavenger Challenge
- Fireman's Relay
- Tornado Drill
- Great ShakeOut Drill
- Mock Point Of Distribution (POD)
- Alert System Drill
- Stop Sign Drill

Scavenger Challenge

Engaging students via social media can help them use this valuable resource in a disaster. The Scavenger Challenge was designed to do just that; combine social media and preparedness action. Uniting the two in a fun, engaging scavenger hunt format, students learn what social media platforms to use and what emergency resources are available to them.

1. Start designing your social media Scavenger Challenge by including your university social communications department or organization.
2. Next, develop a unique hashtag and handle for the students to follow (e.g. #UnivReady, @UnivReady). Make sure that the handle is easy to follow and up and running before the event.
3. Develop the Clue List in order to keep track of score and items (see attached example/sample **Scavenger Challenge Player Sheet**).
4. Two weeks before the event, start using the hashtag in advertisement of the event on social media. Give time, date, and what we'll be looking for in the clues. This can be coordinated with other social media outreach scheduled as well.
5. Let students know (via social media and advertising) that all they need to do is follow the unique handle and report back, with photos of themselves accomplishing the clue via the hashtag, to receive the points. Be sure to say which social media outlets your team will be monitoring.
6. On the day of the event, have a dedicated individual dole out the clues on social media, while simultaneously monitoring social media for responses from individuals. This can easily be accomplished via social media monitoring boards and walls.
7. At the end of the ReadyCampus event, announce the winners via social media. If any prizes have been prescribed, be sure to let the winner know where they can pick them up.

University Communications Contact:	
Hashtag/Handle:	
Team Member for monitoring/posting:	
Prizes for Students:	

Scavenger Challenge Player Sheet

When conducting a Scavenger Challenge as a student-based action for ReadyCampus, build a Player Sheet for participants to refer to during their hunt. The below is an example and starting place given for you to edit, change, or use in creating your university's Scavenger Challenge. Be sure to incorporate booths and information which is unique to your campus into the clues themselves.

Directions

1. Decide which items you'd like to go after.
2. Take a picture with your mobile device of your team completing the task.
3. Tweet the picture with the <HASHTAG> and the Challenge Number.
4. Follow <HANDLE> for even more chances at points!
5. Report back to the <READYCAMPUS LOCATION> at <END TIME> for the final Team Tallies and Prizes!

Challenge Number	Challenge	Points
1	Emergency First Aid Kits can be a great start to developing your preparedness stores. Take a photo of your kit and post it for the points.	10
2	In an earthquake it's important to know what to do. Show that you'll be safe by assuming the position of Drop, Cover, and Hold-on! Snap a photo and post it so that we can see.	20
3	Disasters can prevent emergency services from reaching everyone quickly. Be prepared to last 72 hours without assistance. Post a picture of your 72-hour Kit.	60
4	Emergency phones are your first lifeline to receiving emergency responders' assistance. Whether to report a crime or get medical assistance, these phones are a wonderful resource on campus. Find one and take a photo of your team members by it.	20
5	It's important to plan out a way to contact your loved ones ahead of an emergency. Sometimes communications can be spotty following a disaster. Take a photo of a completed emergency communications plan found at <WEBSITE> and post it.	30
6	Fire extinguishers are your first line of defense for response to a fire. Knowing where they're located can save seconds and lives in an emergency. Take a picture of one and send it in.	50
7	Some disasters like tornadoes appear suddenly, without much warning. Being able to quickly find shelter can mean the difference between life and death. Find a shelter location and take a photo, then post it for everyone.	70
8	Emergencies can happen anywhere. Having an up-to-date car emergency kit, specific for the hazards of the season, will help you if stuck in your vehicle. Take a picture of your kit and post it.	10

Challenge Number	Challenge	Points
9	Public Service Announcements (PSAs) are a great way to help people understand the implications of disaster and encourage preparedness. Write your own and post it.	100
10	FEMA has an emergency app for your smart device! Download the app, take a screenshot or photo with another device, and let everyone know you're prepared by posting it.	120
11	The American Red Cross has an app for that; literally... any emergency. Download one of their fine apps, take a picture or screenshot, and post it.	50
12	Your university's ReadyCampus event is ongoing! Find its location and snap a photo of yourself receiving information at one of the booths.	40
13	Spreading the word on preparedness is an important aspect of any event. Take a picture of you handing a fellow student or professor an emergency preparedness pamphlet, then post it.	70
14	Water can be scarce in an emergency for many reasons; from frozen pipes to contamination. FEMA recommends having a gallon of water per person per day in your 72 hours emergency kit. Gather 3 gallons of water for yourself, take a photo, and post it.	50
15	Be sure to check in with your Emergency Management office today during the ReadyCampus event. Emergency Management will have the plans in place to keep your university and you safe in an incident.	20

Fireman's Relay

The fireman's relay is a great way to get students interested in fire safety while introducing them to first responders. Local fire departments are usually very quick to help in such instances and come on board for university events. Many departments already have a similar program ready to go.

For a fireman's relay, follow these steps:

1. Create an area where students are free to run back and forth without obstruction.
2. Set four cones in two lanes, with one on either end of each lane.
3. Layout two sets of fireman's gear (boots, coat, pants, helmet, SCBA [Self Contained Breathing Apparatus], etc.) at one end of the course.
4. Lay a fire dummy and wound fire hose at one end of the course (*Optional*).
5. Have a timer start the students off by having them dress in gear, run to the opposite end of the course, pick-up the dummy, run a lap back to the beginning, then to the end while holding the dummy, place the dummy on the ground in its original location, unravel the fire hose along the course of the length, re-wind the hose to its original location, run to the start location, and disrobe from the fire gear.
6. Timing the students and placing their names on a scoreboard by the event will also inspire competition.

This is an easy, fun activity to incorporate into any ReadyCampus event. Placing it in a location along with a burn-barrel or fire extinguisher demonstration/practice area is a good way to "spark" students' interest in fire safety.

Tornado Drill

Holding a tornado drill on your campus the day of a ReadyCampus event is a good way to incorporate the entire university in the special preparedness focus of the day. Your campus may already have a scenario and guidelines to follow to activate a tornado drill. Siren activation and messages across student alert systems would be ideal in developing such a drill.

Here are a few considerations when planning a tornado drill:

- Too often, drills have focused only on the sirens' functionality. Be sure to include students in the drill by asking professors, deans, and administrators to follow through with the drill with physical movement to a sheltering location.
- Have your **Emergency Alert System** send out an exercise message stating that a drill is ongoing and that individuals should participate by immediately seeking shelter if safe. Be sure to send out another message thanking everyone for their participation and stating that the drill has ended.
- Promote interaction between the students and campus emergency management through social media or the Emergency Alert System - another great module activity included in this section. This may include a statement in the exercise message directing students who to contact for more information, or what web sites/social media venues will provide updates. You could even incorporate a mini-challenge into the drill – ask the students where they are right now and where they would go to shelter, and have them reply. This may be a great way to enhance your emergency plans and resources!
- Post temporary signs (extra signs for pointing the way) to tornado sheltering locations across campus prior to the drill. Post instructions inside these locations to make sure that individuals sheltering in them will know what to expect in a real-world incident.
- Announce over the PA systems in buildings throughout the drill what individuals should be doing. Describe what sounds, noises, and occurrences would be occurring in a real-world tornado incident. This will help everyone involved visualize what would be really occurring and react appropriately. The **Great ShakeOut** (www.shakeout.org) earthquake drill program has had great success with this model.
- Develop a best practices sheet/email and send it out to the student population. Make sure it has mapped on the document what locations are tornado shelters or locations which students should shelter in. Post the document to your emergency management website for future viewing.

Great ShakeOut Drill

The Great ShakeOut (www.shakeout.org) is a world-wide campaign to help people properly prepare for, respond to, and recover from an earthquake. The program was founded in 2008 and has since grown to over 24 million participants each year. FEMA has been a partner of the Great ShakeOut since the beginning and lauds its many resources and sector-specific quality.

The Great ShakeOut is divided up by region and sector. Institutes of Higher Education are given their own category and a plethora of planning resources. You'll find resources here that will help you plan the event and reach out to your student population. Please take a look at the below information:

- Main Link for Higher Education Institutions: www.shakeout.org/colleges/
- Great ShakeOut Downloadable Materials: www.shakeout.org/resources/

Mock Point Of Distribution (POD)

A Point of Distribution (POD) is a location which individuals can go to after a disaster in order to receive resources and information. Municipalities will set these up in predetermined locations across a city after a disaster and according to the needs of the population. Your university may have predetermined locations on your campus as well; check with your Emergency Manager and Emergency Operations Plans for information on where these may be. Holding a drill with students in a Mock POD ahead of an actual disaster will not only help show students your dedication to them, but also demonstrate how these functions operate after a disaster.

Follow these steps when developing a Mock POD for your ReadyCampus event:

1. Contact your university's Emergency Manager for help in contacting partners for inclusion in the Mock POD; you'll want to be as close to real-world scenarios as possible in order to get the full effect. Contact any partners for participation in the POD as possible. Let them know that they'll be welcome to present at the ReadyCampus event as well.
2. Set an area within the high-traffic ReadyCampus arena for the POD to be located. Make sure that there's enough room for support and staging of materials as well.
3. Solicit your partners for informative preparedness information to hand out through the POD, as well as free emergency preparedness materials and food.
4. Gather the materials necessary for setting up a POD: a registration table with seats, food and water for handing-out, a canopy overhead, cones for boundary areas, and police tape for cordoning-off the area.
5. Tape-off the area for the POD in order to delineate it from the rest of the event. Make sure that you have a well-defined entrance and exit point for the POD as well. This will help student traffic flow through the location.
6. Have staff available at the POD to hand out materials and information to the students who participate. Let students know that this is a POD and what one would look like in an actual disaster.
7. Hand out information, food, and supplies to students as they come by. Be sure to push students toward the location as some may be wary of whether or not they can enter at first.

Setting up a Mock POD at your event can help students visualize what may occur in a disaster. Be sure to spell out for them that the location you're at may not be the actual POD location in a disaster, but that there will be ample resources and information for them at such locations. Work with your university's Emergency Manager in developing plans for how to transport students to and from a real-world POD following a disaster.

Alert System Drill

A great way to both test your university's own capabilities and better prepare your students is to hold an alert system drill. Many universities maintain an instant alert system for their students, faculty, and staff. Activating this system with a broadcast emergency test notification can familiarize students to the system while testing its range and effectiveness. In order to test an alert system, however, it's necessary to take the right steps in order to not raise unnecessary alarm. Please see the steps below for suggestions on implementing an alert system drill at your university or college:

1. Coordinate with your university's Emergency Manager to setup the technical aspects of the test. Your EAS may require dedicated staff to monitor the system throughout the day if a test is activated.
2. Make sure that all Public Safety Department officials know that the test will be going on and dedicate individuals to answering students' questions.
3. Setup informative booths at your ReadyCampus event to help students by answering questions and giving details on how to receive EAS warnings.
4. Broadcast on the university's social media platforms and EAS at the same time. In a real world incident, both systems would be used and their cross-over is an effective tool. Be sure to tell students using the social media alert portion to sign-up for EAS alerts on their phones as well.
5. Include the Resident Advisors (RAs) in your drill. Have them talk to their dorms about the EAS and encourage them to sign-up. Meet with the RAs to discuss how the drill was received and review emergency response plans and activities.
6. Follow-up with your Public Safety department as to the reactions and questions from students, faculty, and staff. Hold a Hot Wash (a brief meeting after the drill to discuss what went well and what could be improved) with these departments to determine how the EAS can be better coordinated and improved.

EAS Message Suggestions

- This is a test of <UNIVERSITY>'s Emergency Alert System. We'd like for all students to remind their friends to sign-up for the Emergency Alert System. During an emergency, important information would be available via the EAS. This is a test.
- This is a test of <UNIVERSITY>'s Emergency Alert System. As part of this test we'd like for you to consider if this had been a real emergency, who would you have contacted and where would you have gone? Text or call someone on your Communications Plan as in an actual emergency and tell them about the drill. This is a test.
- This is a test of <UNIVERSITY>'s Emergency Alert System. Carry on as you normally would but please take a moment to review the university's emergency preparedness information at <WEBSITE>. This is a test.

Stop Sign Drill

Sometimes activating the entire alert system for your school is not the best or most effective way to get across to individual students. It's important to have a method by which students can be activated for an emergency drill while still keeping pace with their busy schedules. A Stop Sign Drill is an effective way to reach students and create a general feeling of preparedness without interrupting day-to-day operations.

In order to conduct a Stop Sign Drill, use the following steps:

1. Print out the attached Stop Sign Flyer and make copies to hand out to students. The flyer demonstrates the thought and action process which a student will need to go through in an emergency.
2. Staff different locations at the entrances/exits. These could be one or more buildings on your campus, individual classrooms, or even local walkways. Have each of these locations hand out the flyer.
3. Have a reporting method for students to report back listed on the flyer. This will allow you to take a short stock as to how effective the drill was as well as gauge student knowledge and activity.
4. Follow-up by cycling through different locations on campus with the same drill. Holding multiple drills will help gauge preparedness between different colleges and reach a wider breadth of the student body. Not everyone passes through the same buildings on the same day.

Stop Sign Drill Flyer

THIS IS AN EXERCISE



This is an exercise, or drill, to help students think about what may occur in a disaster or emergency. Please read the instructions below and think about what you would do in the following situation:

If a **<HAZARD>** had occurred at the school...

- Where would you go to find shelter, food, and/or information?
- Where would you get updated information about the incident?
- How would you contact your loved ones and friends?
- Do you have enough supplies on-hand to deal with a **<HAZARD>**?
- How ready do you feel to deal with a **<HAZARD>**?
- Report back to your Resident Advisor your answers and help us make this school a safer place.

For more information visit **<EMERGENCY MANAGEMENT WEBSITE>**.

We'd love to know your answers! Be sure to log-on to **<SURVEY ADDRESS>** and let us know the answers to the above.

Sample Event Flyer

Having a hand-out describing your university's ReadyCampus event will help in your outreach to the student population and can help promote the event across the campus. The following flyer was designed to assist in outreach for your event. Be sure to customize it according to the facts and different participants of your event. If your university's ReadyCampus event will feature giveaways or prizes, this is a great place to list them.

INDIVIDUAL PREPAREDNESS

COME JOIN US!

<UNIVERSITY>
ReadyCampus



WHAT SHOULD BE IN YOUR PREPAREDNESS KIT?!

- Water (1 gallon/day/person)
- Food (72 hours non-perishable)
- Battery or Hand-crank NOAA Radio
- Flashlight & Extra Batteries
- First Aid Kit
- Local Map
- Cell Phone & Chargers
- Sanitation Toiletries

<DATE>
< LOCATION >
<TIME>



LOGO

<DATE>
<LOCATION>

AMERICA'S
PrepareAthon!

BUILD A KIT

MAKE A PLAN

BE INFORMED



SEE WHAT YOUR UNIVERSITY IS DOING

Come find out what plans and resources your university has in place for emergency situations. Sign up for warnings and alerts and find out how you fit in to these plans.



ACTIVITY

Include a brief description of your activity or drill here. Be sure to let students know if you'll be handing out materials or prizes and how they can participate.



MEET THE HEROES

Meet the people that work to keep you safe and help you out in a disaster. Learn what exactly they'll do and how you can help in an emergency.



BE A HERO

Find out about the great opportunities awaiting you with preparedness and emergency response organizations. Sign-up for their exciting programs.



ReadyCampus Student Talking Points

The below Talking Points are for your benefit when addressing groups about your university's ReadyCampus event. They're made to help engagement with students and other organizations on campus. Feel free to edit and change the wording as you like - they're intended as a help and starting place for your very unique university situation.

Current University Public Safety Operations/Plans

Campus preparedness is a serious issue. Universities and colleges face many possible emergencies. This makes Campus Public Safety's emergency management extremely complex, as they need to plan for both campus security and student preparedness.

Campus Public Safety has been doing a great job of taking care of safety threats and hazards. Planning is in place and safeguards have been setup. Officials are properly trained and active in outreach to the community. However, student involvement can always increase. We're looking for a way to incorporate students into emergency preparedness by showing them their strengths and possible areas for improvement.

What can Students Do?

During emergency situations, students have options available. Under the most extreme circumstances, a campus-wide evacuation could be ordered by Campus Public Safety. In many other emergencies, a Shelter-in-Place option might be used; meaning stay in your dorm rooms or lodging until it's safe to leave once again (for example, a severe storm). Another option is available only to those who are already prepared to take care of themselves; volunteerism. When you've made proper plans and preparations, you can help your fellow students and university get back on their feet.

Event Overview

ReadyCampus is a single day preparedness event for colleges and universities. The event will be held on <DATE> from <TIME> at <LOCATION>. ReadyCampus' goal is to increase student awareness of emergency programs and organizations that can help students help themselves and others. Throughout the day, emergency management partners will be on hand to present their organizations' abilities and answer any questions about volunteerism you may have.

Presentations

ReadyCampus was designed with the students in mind. Many student organizations and clubs already have preparedness as a mindset. We'd love to hear from you! This will give your club/organization the opportunity to demonstrate your abilities to the student body at large. It also gives you a format through which to express your interest in preparedness. We've been working hard with some of these partners and look forward to hearing from more of you who may have an interest in presenting.

Presentations will be short (5 minutes or less) but booths will be available to a limited number of presenters as well. The idea behind the presentations is to allow preparedness organizations already in existence a chance to show the student body what they have to offer them. Campus organizations and clubs have great venues through which students can learn and volunteer. Student leadership is also welcome onstage for presentations related to preparedness.

We're inviting all student organizations that have an interest or role in emergency preparedness to speak. Spaces are limited at the event, but we will try to accommodate all those interested. Even if you don't receive a slot, it will be beneficial for planning organizations to know how much time to make available for presentations during future events. Please contact **<RESPONSIBLE PARTY>** for further information.

Farewell/Send-off

ReadyCampus is shaping-up to be a great event and will be even better with everyone's participation. Sign your teams up for the Scavenger Challenge and make sure that you're ready to show off just how prepared you are. We look forward to seeing everyone there on **<DATE>** from **<TIME>**.

Professor Engagement Email

Professors have a large influence not only on what their students learn, but what their students become interested in. Encouraging your university's professors to participate in the ReadyCampus event can be a great opportunity to engage students along with faculty and staff. Not all emergencies will happen while the students are home or in-between classes; faculty should be knowledgeable of emergency operations and options for the student body as well. Please see the below language for an example email of professor engagement, encouraging them to engage with their students about ReadyCampus.

<PROFESSOR>-

<UNIVERSITY> is currently in the process of developing a preparedness event on campus called ReadyCampus. The program has seen great success at universities throughout the country and we're hoping that the next iteration at <UNIVERSITY> will be equally successful. ReadyCampus includes first response agencies and emergency partners from the local, state, federal, volunteer, and private sectors, to introduce to students the need for emergency preparedness throughout our campus.

On that note, we'd like to invite you and your classes to the ReadyCampus event on <EVENT DATE> to participate. We know as a professor and mentor to <UNIVERSITY> students, that your example and participation in emergency preparedness can have a profound effect. We're hoping that with your classes' involvement, we'll be able to bring emergency preparedness as a discussion topic throughout campus. Please consider our invitation and help us advocate ReadyCampus and personal preparedness to <UNIVERSITY> students.

The event will be held:

<EVENT DATE>

<EVENT TIME>

<EVENT LOCATION>

If you have any questions, please feel free to contact me at your convenience. Thank you once again for your support and we look forward to seeing you there!

<SIGNATURE BLOC>

Presenter Invitation Email

Your university's ReadyCampus event will benefit greatly from partners and participants willing to go the extra mile and develop a presentation or live interaction with the students. These presentations should be engaging, feature spectacles or displays outside of an ordinary table display, and spark interest in a very specific practice or item. Please see the below sample language for drafting an email to these presenters. Be sure to add in any extra information on the exact nature of the presentation you'd like them to focus on.

<PRESENTER>

Thank you for your work and continued dedication to emergency preparedness. <UNIVERSITY> will soon be holding a ReadyCampus event; a preparedness event aimed at <UNIVERSITY> students. As part of the event, multiple preparedness partners from the local, state, federal, volunteer, and private sectors will be on-campus and interacting with students. Big draws for students participating in ReadyCampus are the special presentations which partners give throughout the day. These presentations range from a speaking platform on preparedness, to raffles for prizes, to Search and Rescue demonstrations.

We'd like to invite you and your organization to present to our student population attending the event. Doing so will help introduce our students to your organization's abilities while helping to showcase to students in what ways you help them and their community. <UNIVERSITY>'s ReadyCampus event will be held:

<EVENT DATE>

<EVENT TIME>

<EVENT LOCATION>

We're looking forward to working with you and your organization. Please don't hesitate to contact me with any questions. I will be in contact with you soon and thank you once again for your dedication to emergency preparedness.

Thanks,

<SIGNATURE BLOC>

Microburst Outreach Email

A Social Media Microburst is akin to a Thunderclap (www.thunderclap.it), but to a smaller, more targeted audience. Your university's ReadyCampus involves multiple partners from across the community. Having all these partners post/tweet/message using their social media accounts at the same time can bring some much needed attention to your ReadyCampus event. Please see the below language for the invitation email to ReadyCampus partners for a Social Media Microburst. When sending this email, be sure all recipients are on the "to" line so everyone can see who else is participating. This helps unify the team and show the breadth and scope of the types of representing agencies, for those who may not have been included in any previous emails to all participants.

This sample email seeks to accomplish several specific goals:

- 1. Orchestrate a unified promotional outreach tactic i.e. a microburst, or mini Thunderclap.*
 - 2. Determine who's willing to help with this specific promotion.*
 - 3. Inform participants about other planned promotional tactics/activities.*
 - 4. Add all participating organizations to one social media list so each of the organizations, as well as the public, can know who's involved and view any messages they post, i.e. Twitter list.*
 - 5. Encourage use, before and after the microburst, of the chosen hashtag for the event.*
 - 6. Find out if the email distribution list includes all participants.*
-

ReadyCampus partners,

We'd like to get your help promoting <UNIVERSITY>'s ReadyCampus on Social Media via a Microburst. A Microburst is a miniature version of a Thunderclap, where all participants of ReadyCampus will use the same identifying hashtag on multiple social media accounts and platforms, creating an impact on the immediate social media environment.

We're planning on holding the Microburst on <DATE> at <TIME>. Would you please tweet/post (or have someone in your organization tweet/post) a message using the hashtag <HASHTAG> at <TIME> using your organization's official Social Media accounts? This will give ReadyCampus the social media presence it needs and the attention you all deserve.

Using <HASTAG> as a search, you'll be able to find others tweeting/posting similar messages. If everyone retweets/reposts each other's' messages, the Microburst's affects will grow even larger. The idea is to generate a conversation between all of our participating organizations for a few minutes at the same time on <DATE> at <TIME>.

Feel free to use the hashtag **<HASHTAG>** in other tweets before and after **<DATE>** as well. However, make sure that you tweet/post on **<DATE>** at **<TIME>** in order to make the biggest bang in local social media.

Thank you all so much for your hard work and dedication. Your efforts are profoundly noticed and appreciated,

<SIGNATURE BLOC>

Social Media Example Posts

It's always an intelligent idea to engage **Social Media Resources** when creating your **Media Plan** for your university's ReadyCampus event. You'll find that the more social media venues which your university can engage, the wider breadth of reach your outreach will achieve. Below you'll find some example social media posts and messages which can be customized for your outreach. Be sure to add your own hashtag and change the hazards and emergency information to accurately reflect your university's emergency management plans.

General Preparedness

1. What will you need on hand during a #disaster? Here's what to include in your #emergency kits: <http://1.usa.gov/XP9bFB> <HASHTAG>
2. So you have an #emergency kit ready. Just as important is maintaining it. Find out how. <http://1.usa.gov/15cRqC1> <HASHTAG>
3. Make a difference. Become a #Community #Preparedness hero. Get started by going here. <http://1.usa.gov/13bbTHs> <HASHTAG>
4. Teach others to be #prepared. Serve as an advocate in your #community. Join the effort. <http://1.usa.gov/17iLX9s> <HASHTAG>
5. Join the National #Preparedness Coalition. Register here: <http://1.usa.gov/Z04do1> <HASHTAG>
6. #FEMA #Citizen_Corps program offers information on how to get involved in your community. www.ready.gov/citizen-corps <HASHTAG>
7. #FEMA Emergency Management Institute offers online courses on emergency preparedness <http://www.training.fema.gov/IS> <HASHTAG>
8. #Citizen_Corps offers a guide for local officials on whole community involvement. Download here: <http://1.usa.gov/11nETYB> <HASHTAG>
9. #Prepare now in the event of an #evacuation. Download Family Plan here. <http://1.usa.gov/1106wp6> <HASHTAG>

Severe Weather

10. Spring is here! So is the threat of #severe weather. Get prepared by starting here: <http://1.usa.gov/137IFuh> <HASHTAG>

11. If you see approaching #storms, take #shelter immediately. Look for these warning signs: ready.gov/tornadoes <HASHTAG>
12. Stay informed during a disaster through emergency broadcasts. Find out about warning systems: <http://1.usa.gov/14MVx9d> <HASHTAG>

Floods

13. Remember: Never drive through a flooded roadway. Be prepared. Go to Ready.gov/floods #TurnAroundDon'tDrown <HASHTAG>
14. Never drive into flooded areas. Move to higher ground. Ready.gov/floods #TurnAroundDon'tDrown #flooding <HASHTAG>
15. Avoid living in a floodplain. Find out the #flood risk for your community. <http://1.usa.gov/17OvYjZ> <HASHTAG>
16. Never walk through moving #flood water. Find out what to do before, during, and after a #flood. Ready.gov/floods <HASHTAG>

Tornadoes

17. If you see approaching #storms, take #shelter immediately. Look for these warning signs: ready.gov/tornadoes <HASHTAG>
18. If under a #tornado warning, seek #shelter immediately! Find out what to do before, during and after. ready.gov/tornadoes <HASHTAG>
19. #Tornadoes are nature's most violent storms. Protect your home or business from high winds. Here's how: <http://1.usa.gov/12FUJPV> <HASHTAG>

Earthquakes

20. Find out how to avoid #earthquake damage by downloading these safety tips for homeowners. <http://1.usa.gov/ZKHoRT> <HASHTAG>
21. Hold #earthquake drills with your family members: Drop, cover and hold on. Here's how: <http://bit.ly/14N0qPi> <HASHTAG>
22. Here are Seven Steps to #Earthquake Safety, a publication adapted for people with #disabilities: <http://bit.ly/12c77G5> <HASHTAG>

Youth and Schools

23. #Preparedness planning with kids is easy. Talk it out by downloading activities here. <http://1.usa.gov/119jBhy> <HASHTAG>
24. Is your child's school #prepared for #disasters? Know what to ask them in advance. Get info at <http://rems.ed.gov/> <HASHTAG>
25. #FEMA has materials to help schools prepare for #disasters. For information and materials: <http://1.usa.gov/15d7RhJ> <HASHTAG>

Americans with Disabilities

26. #FEMA offers information for Americans with disabilities on #emergency #preparedness. Get it here: <http://1.usa.gov/13cygwq> <HASHTAG>
27. Here are Seven Steps to #Earthquake Safety, a publication adapted for people with #disabilities: <http://bit.ly/12c77G5> <HASHTAG>
28. If you or someone you know has a disability or functional need, take steps to prepare for disasters. <http://1.usa.gov/15UBNzR> <HASHTAG>

Tribal

29. Comprehensive brochure for Tribal Leaders on #emergency# preparedness for tribal communities. <http://1.usa.gov/Z0OkO7> <HASHTAG>
30. With Ready Indian Country FEMA and tribal officials help communities #prepare for disaster strikes. <http://1.usa.gov/14l5vlm> <HASHTAG>
31. FEMA and EMI offer training for tribal representatives. Find out how to register. <http://1.usa.gov/17tjMqr> <HASHTAG>

Pets

32. #Prepare for your pet's safety. Know what to do in #emergencies. <http://1.usa.gov/15bhY6E> <HASHTAG>
33. Pets are part of the family, planning for pet issues before disasters will prevent delays in evacuations. <http://1.usa.gov/11QGiaz> <HASHTAG>
34. Preparing your pets for emergencies makes sense. Get Ready Now. Find out how: <http://1.usa.gov/16cWrv0> <HASHTAG>

Business Preparedness

35. How will your business survive a #hurricane? Do your employees know what to do? #Prepare <http://1.usa.gov/15cTLgj> <HASHTAG>
36. Businesses: Download software from #FEMA to maintain normal operations during #disasters. <http://1.usa.gov/11a9xC8> <HASHTAG>
37. #Tornadoes are nature's most violent storms. Protect your home or business from high winds. Here's how: <http://1.usa.gov/12FUJPV> <HASHTAG>

Tweet Chat (Twitter Town Hall)

A Tweet Chat may be a good option if either the university or a partner organization is willing to host; there are quite a few ReadyCampus-participating organizations willing to participate; and there are at least a couple weeks available for planning. Tweet Chats reach a wide audience via social media and resonate well with the public. They also play an important role in outreach for the event, creating positive publicity from all participating organizations in an easily accessible medium.

To begin planning your Tweet Chat, you'll need the following found in this section: a Tweet Chat Agenda, Tweet-Creation Worksheet, and the Kick-Off Email.

Following the below steps will help you setup your university's Tweet Chat:

STEP 1: Organize the participants, date and time, and Twitter Handle/Hashtag:

Obtain a list of all organizations partnering for the event.

- The list should include points of contact and their information, including: phone numbers, email addresses, organization URL info and agency social media presence info (e.g. Twitter handle, Facebook page, et al.).

Set a date and time for the Tweet Chat.

- Suggestion: approximately 2-4 weekdays before the ReadyCampus event.
- Length: Recommended length is one hour
- Time: Statistics indicate more people will participate during their lunch hour.

Determine the hashtag to use for the Tweet Chat. If your university has already established a Hashtag for the ReadyCampus event, use the same hashtag for the Tweet Chat.

STEP 2: Create a public Twitter List

The Twitter List should contain the handles of all known participating organizations that have a presence on Twitter. The URL will be shared with expected Tweet Chat participants.

- If you have not yet created any lists and are unaware of how to use this function, please see <https://support.twitter.com/articles/76460-using-twitter-lists#>.

Remember to send the list URL to expected participants.

STEP 3: Start a dialogue with partnering organizations

The Kick-Off Email Template below can be customized and geared toward your specific event. It's important that the email cover what a Tweet Chat is, why it's being held, and how to promote it. Along with the date/time and how to participate, the

Kick-Off Email is a great resource. Explain that participants should feel free to retweet each other's tweets and post to other social media formats as well.

STEP 4: Promotion to traditional media (i.e. television stations, newspapers)

When creating the ReadyCampus promotional news release and or media advisory remember to mention the Tweet Chat and list the ReadyCampus participants; provide hashtag; and provide time, date and length.

STEP 5: Hold the Tweet Chat with participants

Have a participant conference call beforehand

- We recommend having a participants call about an hour before the Tweet Chat begins. During the call go through introductions with everyone and remember to go over the agenda for the meeting.
- Ask participants to wait 15-20 seconds after seeing a tweet pop up before they tweet. It may be necessary to remind participants to write down all questions that may get posted before the scheduled Q&A at the end, so they can remember to answer them at that time. Ask if participants have any questions and answer them.

Maintain a consistent format with Questions and Answers

- Questions and answers should be labeled, at the start of the tweet, so the questions and answers are easily linked to one another. For example, you could use "Q1," "Q2," "Q3," etc. for numbering and ordering your questions. Then for answers, you could ask participants to use "A1," "A2," "A3," etc. This links questions with answers directly and helps everyone stay together.
- Remind the audience there will be a Q&A at the end and ask them to hold questions until that time. Also let them know that if their question isn't answered during the hour, it will be addressed as soon as possible. Be sure all questions get addressed and continue monitoring the Hashtag after the Tweet Chat as well.

Tweet Chat Participant Kick-Off Email

Tweet Chat participants should be clear on how, when, and in what order the Tweet Chat will occur. The below email is a template to follow when emailing your university's Tweet Chat participants. Please attach the Tweet-creation Worksheet to this email, as it may assist them in creating the tweets for their organization.

ReadyCampus Event Partners-

As part of our effort to outreach about the upcoming ReadyCampus event on **<DATE>** at **<UNIVERSITY>**, we are hosting a Tweet Chat! For those who are not familiar with social media, a Tweet Chat is a live, virtual discussion that takes place on Twitter.

We're looking for our ReadyCampus partners to share their preparedness messaging with the world via the Tweet Chat.

The Tweet Chat will be an hour long, from **<TIME>**, on **<DATE>**.

If you're interested in participating in the Tweet Chat, please do the following:

- RSVP by email to let us know that you'd like to participate. Send the name of your Twitter handle so we can add it to the list we've created for participants of this event; **<TWEET CHAT URL>**.
- Create 6-8 preparedness messages to be used as tweets for the event.
- Send us the tweets you've created.
- Begin promoting the Tweet Chat beforehand and retweeting one another's promotional tweets.
- Use **<HASHTAG>** on all your tweets about the Tweet Chat and ReadyCampus event.
- Join us for a pre-Tweet Chat conference call to make sure we're all on the same page. Then, starting at **<TIME>** on **<DATE>** share your messages!

I realize some of you may not be familiar with Tweet Chats, so the attached resources will help walk you through the topics that will be discussed and guide your tweet-creation process.

I look forward to your participation and please let me know if you have any questions.

Best regards,

<SIGNATURE BLOC>

Tweet-creation Worksheet

The Tweet Chat Worksheet should be sent to all participants who would like to participate. The Worksheet is an easy way for participants to get set for the Tweet Chat and understand their function better. Participants should email the completed worksheet to the moderator of the Tweet Chat before the actual online event.

<HASHTAG> Tweetchat: **<DATE>**, **<TIME>**

Please complete this worksheet and send it to **<READYCAMPUS POC>** by **<DATE>**.

Things to consider:

- A good way to think of the tweet chat is to consider it a venue to say what you're going to say at ReadyCampus before the actual event.
- Always remember to use **<HASHTAG>** in every tweet during the tweet chat. The ReadyCampus event is part of a national campaign called *America's PrepareAthon!*, so we'll also be using the hashtag #PrepareAthon.
- Those who don't sign into Twitter can send questions to **<READYCAMPUS POC>** and they'll be answered during the last 15 minutes of the discussion.
- Please don't answer questions during the discussion. However, be sure to write them down if it's something you feel you want to answer during the Q & A in the last 15 minutes.
- Throughout the discussion, as needed, **<HANDLE>** will remind the audience to hold their questions until the last 15 minutes, at which time they will be answered by the appropriate organization/agency.

After introductions by **<HANDLE>**:

12:05 to 12:15 p.m.: Introductions and some basic information

Create 2 tweets answering **<HANDLE>**, which will pose the first question using "Q1" in the tweet. Your tweets should both include "A1" in them. The first question is "Q1: *What does your org/agency do in terms of emergency management before, during & after crises <HASHTAG>?*"

The second tweet can provide some supplementary information to your first tweet. Feel free to link to websites, post pictures and videos. Visuals are great!

Tweet 1: _____

Tweet 2: _____

12:15-12:30 p.m.: Let's get more specific about what our organizations/agencies do in terms of emergency management to support campus life.

Create 2 tweets answering <HANDLE>'s second question. Please include "A2" in your response(s). This is another opportunity to tweet messages with photos and video links, websites, etc. Answer the question "What should students, faculty & parents know about what your org/agency does to support safety & disaster preparedness <HASHTAG>?"

Tweet 1: _____

Tweet 2: _____

12:30 to 12:45 p.m.: Myths versus facts about disaster preparedness segment.

Create some tweets sharing common myths that your organization hears about emergency management, or even myths about what your organization does to support emergency management. Please tweet about the myth and then debunk it.

Tweet 1: _____

Tweet 2: _____

12:45 to 12:58 p.m.: Q & A segment

As appropriate for your organization's mission, please answer questions posed by the public, students, faculty, etc. All responses should include their handle/user name and "<HASHTAG>".

12:58 to 1:00 p.m.: Closing remarks

After <HANDLE> thanks participants and closes the chat, feel free to also post a tweet or two closing out the discussion from your organization's point of view.

ReadyCampus Tweet Chat Agenda Email

Prior to the initiation of the Tweet Chat, and after having sent out the Tweet Chat Worksheet and Participant Email, another email with the Tweet Chat Agenda should be sent out to participants and interested parties. The below language will help you form the message for participants and better define the Tweet Chat for them.

<UNIVERSITY> ReadyCampus Tweet Chat

<HASHTAG> and #PrepareAthon

We're looking forward to the upcoming Tweet Chat with our ReadyCampus partners. We've compiled an agenda/timeline to help everyone plan their tweets for the event:

- 12:00-12:05** Tweet chat introductions by <HANDLE>
- 12:05-12:15** What does your organization do in emergency management?
- 12:15-12:30** How does your organization support student life and higher education?
- 12:30-12:45** Emergency and disaster myths/misnomers about your organization.
- 12:45-12:58** Q&A
- 1:00** Thanks and end Tweet Chat

Use the **Tweet Creation Worksheet** to create 2+ tweets for each topic. <HANDLE> will help by leading the discussion. When the time comes for each segment, <HANDLE> will open things up. Please wait 10-15 seconds after the previous tweet before tweeting the next message. Please hold off from answering any questions until the last 15 minutes- it'll make getting everyone's message across that much easier.

Remember to always **include <HASHTAG> in each of your tweets** to ensure anyone following the conversation will be able to see your message. Also, **please retweet one another** and <HANDLE> throughout chat.

Thank you so much for your participation and we're looking forward to everyone's great interactions,

<SIGNATURE BLOC>

ReadyCampus Sample Media Advisory and News Release

The below are examples of a Media Advisory and News Release sent out for the University of Nebraska- Lincoln's and Kansas State University's ReadyCampus events in 2014. The document serves as a good example of how to write a Media Advisory/News Release for any ReadyCampus event. Be sure to craft your Media Advisory to spark interest and draw media to your event.

Media Advisory

FEMA, UNIVERSITY OF NEBRASKA—LINCOLN AND OTHER ORGANIZATIONS PARTNERING TO TEACH STUDENTS ABOUT DISASTER PREPAREDNESS

Kansas City, Mo. –On Tuesday, Oct. 14, 2014, representatives from the U.S. Department of Homeland Security's Federal Emergency Management Agency (FEMA), along with other partners, will be at the University of Nebraska—Lincoln (UNL) teaching students, staff, faculty and others how to prepare for emergencies during the school's second ReadyCampus event.

A live DJ will interact with spectators to bring the event to life and participating organizations will inspire preparedness using displays, discussions, contests, presentations and more. The theme for this event is pet and animal preparedness and attendees will be able to interact with and watch a search and rescue demonstration using specially trained dogs. The Capital Humane Society will also be available to demonstrate pet planning and preparedness to students.

The UNL Police Department will provide resource information and be available to discuss specific actions faculty, staff and students can take to prepare for and respond to campus emergencies. Attendees will also learn how to sign up for the UNL emergency alert system as well as where to view newly developed short videos on a variety of situations about preparedness. The Center for Civic Engagement will participate and promote their Alternative Service Break events and other volunteer opportunities.

At the FEMA table participants will learn how to use social media to get information they can trust to help themselves and those they care about during emergencies. Students will learn how to make a #PrepList (a list one can create on Twitter or Facebook) so they can gain access to key information rapidly, as emergencies unfold.

“We know Twitter and other social media sites are the fastest way on the planet to get information during an emergency and students are already using these sites every day. We'd like to help them monitor social media more efficiently,” said Regional Administrator Beth Freeman, FEMA Region VII. “When students learn to monitor social media quickly they will get accurate,

timely information to help them stay safe. We hope they'll see the benefits of using lists and teach their friends, parents, even grandparents, how to make a #PrepList too.”

WHO: Participating organizations include: FEMA Region VII; Nebraska Emergency Management Agency; UNL Student Involvement; UNL Police Department; American Red Cross; Be Ready Nebraska; Capital Humane Society; Center for Civic Engagement; Furbaby Rescue; Lancaster Co. Emergency Management; Lincoln Fire and Rescue; Nebraska National Guard; Nebraska State Citizen Corps Program; Nebraska Task Force One (NE-TF1); NOAH's Canine Crisis Response; 1011 Now, KOLN-TV; The Salvation Army of Lincoln; Southeast Nebraska Medical Reserve Corps; Union College and Volunteer Partners.

EVENT CONTACTS: See xxx, External Affairs Specialist, FEMA Region VII and xxx, Director, Student Involvement, University of Nebraska-Lincoln.

WHAT: ReadyCampus event to promote disaster preparedness for university students. The event is being promoted on Twitter using the hashtag #ReadyUNL.

WHEN: Tuesday, Oct. 14, 2014, 10 a.m. - 2 p.m. CDT

WHERE: Student Union Plaza, University of Nebraska—Lincoln. The City of Lincoln parking garage is located at the corner of 14th and Q St. It's a three block walk to the Plaza.

Discussions about this event are taking place using the hashtag #ReadyUNL in advance of the event.

The events are held in support of *America's PrepareAthon!* www.ready.gov/prepare. *America's PrepareAthon!* is an opportunity for individuals, organizations, and communities to prepare for specific hazards through drills, group discussions, and exercises. During September, National Preparedness Month, FEMA Region VII participated in and helped coordinate ReadyCampus events at the University of Missouri (Columbia), University of Missouri—Kansas City and Kansas State University.

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News Release

Media Contacts:

News Desk <UNIVERSITY COMMUNICATIONS OFFICE> <PHONE>
<POC READYCAMPUS> <COORDINATING OFFICE> <PHONE>

FEMA, <UNIVERSITY> AND OTHER ORGANIZATIONS PARTNERING FOR TWO DISASTER PREPAREDNESS EVENTS TO EMPOWER STUDENTS

Kansas City, Mo. –The U.S. Department of Homeland Security’s Federal Emergency Management Agency’s (FEMA) Region VII office will partner with Kansas State University (K-State), the American Red Cross, Kansas Division of Emergency Management (KDEM) and other community agencies and organizations for two upcoming events to raise awareness and inspire emergency preparedness on and off campus.

The first event will be a LIVE, one hour virtual Twitter discussion about disaster preparedness. During the second one, ReadyCampus, K-State students will participate in an exercise to familiarize themselves with some things they might expect from emergency management organizations during and after a disaster and learn how to best use social media for emergencies. The American Red Cross will also be there hosting a blood drive. Both events support the national campaign *America’s PrepareAthon!* (@PrepareAthon), which is designed to increase emergency preparedness and resilience, www.ready.gov/prepare.

“ReadyCampus is a great program and HandsOn K-State is thrilled to host such an important event. We encourage students to take advantage of this unique opportunity to both help their communities--through the blood drive and donating time to build care kits for the Salvation Army-- and to prepare for disasters.” said Lynda Bachelor, project coordinator, K-State School of Leadership Studies.

“Both events should be a lot of fun for the students, but more than that—they’ll learn some important skills to take care of themselves and their friends and family when an emergency happens, and we know it will; it’s just a matter of when,” said Beth Freeman, FEMA Administrator, Region VII. “It’s our hope participating young adults will walk away from both events feeling a bit more confident they can handle whatever emergencies come their way.”

ReadyCampus Event

ReadyCampus is a disaster preparedness event geared towards student involvement and will be held at the K-State Bosco Plaza on April 15, 2014, from 10:00 a.m. to 2:00 p.m. CDT. During the event students will learn about local, state and federal programs and resources available to them for emergency preparedness and discover opportunities for student involvement. There will be a walk-through of a mock POD (Point of Distribution) that, in the event of a disaster, would deliver food, medicine and other critical supplies to survivors. At ReadyCampus the POD will distribute materials and information from participating organizations and students will have an

opportunity to donate their time to create emergency supply/care kits for people served by the Salvation Army.

Social media is becoming increasingly important for emergency management and the number of people using it during times of crisis is skyrocketing! During this event FEMA representatives will be on-hand teaching attendees the fastest and best ways to use sites like Twitter and Facebook to find critical disaster-related updates and connect with friends and loved ones during emergencies. For those less familiar with social media, they'll provide tips to make it easy to immediately begin using it to prepare for any future emergencies.

“Done right, social media is the fastest way to get and give information on the planet and it’s free that’s why it’s a game changer. We want our students to know how to best use it to manage emergencies. They’re going to get some great tips at ReadyCampus, even if they already use social media,” stated Bachelor.

Twitter Chat

On April 9, 2014, join @HandsOn_KState, @FEMARegion7, @KansasTweet and other participants during a LIVE disaster preparedness and awareness discussion on Twitter from 12:00 to 1:00 p.m. CDT. tweet chat participants will learn how local, state and federal partners support communities before, during and after emergencies and which organizations and agencies do what, when. Everyone is encouraged to participate, using hashtag #ReadyKState. For those who don’t sign into Twitter, you may follow the conversation at <URL> and email questions to <ReadyCampus POC> during the tweet chat.

ReadyCampus and tweet chat participants (not all organizations participating ReadyCampus will participate in the tweet chat):

American Red Cross, @kscapredcross
 Campus Student Security, KSU Emergency Management, Public Safety, @KState
 HandsOn Kansas State, @HandsOn_KState
 KS Citizen Corps, @KansasEmergency
 K-State Collegian, @kstatecollegian
 K-State News, @KStateNews
 K-State Ready Campus, @K-StateReady
 Manhattan Fire Department, @ManhattanFD
 Riley County Emergency Management, @RileyCountyCoEMS
 Riley County Police Department, @RileyCountyPD
 Salvation Army, @SalArmyMoKan

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Partner Update Email

Updating partners prior to the event will give them a glance of how exactly the event will run. Hold a Conference Call with all available partners approximately a week in advance of the ReadyCampus event and incorporate a final layout. The below email is a good example of a Partner Update Email. Customize it to align with your university's ReadyCampus information.

ReadyCampus Partners-

Thank you all for your involvement in <UNIVERSITY>'s ReadyCampus event! We'll be meeting on the <LOCATION> at <TIME> on <DATE>. Please park nearby, or if your vehicles will be included in the display, please follow the organizers onsite for reference on where to setup.

Tables will be setup and ready to go! We will be emailing out a map to everyone shortly with where you will be located. For partners with vehicles, equipment, trailers, etc., we will need to park these on the cement areas. Please follow the staff on hand for parking as this will make arrangement and placement much easier the day of the event.

Engagement with the students is open throughout the event's duration. Be interactive with the students, bring displays that peak their interest, and above all have fun! We're asking that everyone put engagement with the students as a first priority for the event. Giveaways for the students are always a great idea.

We've asked some partners to give presentations on their programs and organizations to the students. We will also have a round-robin period where all organizations will get a chance to briefly share what they're about. If you would like to give a special presentation and you're not already doing so, please contact me and we will make sure that you're put on the agenda.

Once again, thank you all for your involvement. Any requests, questions, comments, or concerns, please feel free to contact me.

<SIGNATURE BLOC>

America's PrepareAthon! Resources

America's PrepareAthon! is a nationwide effort to get people to take action towards preparedness. Preparedness messaging has been constant over the past few years and has had good results. However, taking preparedness to the next level requires people to literally **take an action** to get more prepared. Studies show that taking one small step towards being more prepared leads to a greater interest and continuance into preparedness actions. In other words, one action can get the preparedness motions rolling. ***America's PrepareAthon!*** has developed resources in order to help any individual, organization, or agency get that ball rolling. Visit www.ready.gov/prepare in order to find all the details and resources which can help your university and ReadyCampus partners become better prepared.