



AUBURN

AUBURN UNIVERSITY EMERGENCY MANAGEMENT GOALS AND OBJECTIVES

JUNE 23, 2024



Ebola by the Numbers*



27,000+
Total number of cases



4
Patients diagnosed with Ebola in the U.S.



11,000+
Total number of deaths



11
Patients with Ebola treated in the U.S.



24,665
Health workers trained by CDC in West Africa



600+
U.S. healthcare workers trained in Anniston



2,471
CDC deployments



150,000
U.S. healthcare workers trained by webinars and calls

59,665,191

Number of views for CDC's Ebola website

* As of June 12, 2013



Roger Laferriere: Gaining the Upper Hand, When Disaster Strikes | TED Talk



Link to the University Strategic Plan

GOALS

- ONE:** EXCEPTIONAL STUDENT EXPERIENCE
- TWO:** IMPACTFUL RESEARCH AND CREATIVE SCHOLARSHIP
- THREE:** COMMITMENT TO EXCELLENCE AND INNOVATION
- FOUR:** CATALYTIC ENGAGEMENT
- FIVE:** DISTINCTIVELY AUBURN



An aerial photograph of the Auburn University campus during the "golden hour" of sunset. The iconic Old Chapel, a large red brick building with a tall clock tower, is the central focus. It is surrounded by lush green trees, some of which are beginning to show yellow autumn foliage. A large green lawn in the foreground has a few people walking on it. In the background, other campus buildings and a distant city skyline are visible under a warm, orange-hued sky.

GOALS

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The National Preparedness Elements:

- Risk Assessment
- Estimating Capabilities/Requirements
- Building and Sustaining Capabilities
- Planning
- Exercising
- After Action /Follow-up



AUBURN
UNIVERSITY



Source: PPD 8, National Preparedness, March 30, 2011

RESPONDERS PRINCIPLE OF KNIFE

Knowledge

Negotiation

Information

Forces

Economics



K.N.I.F.E

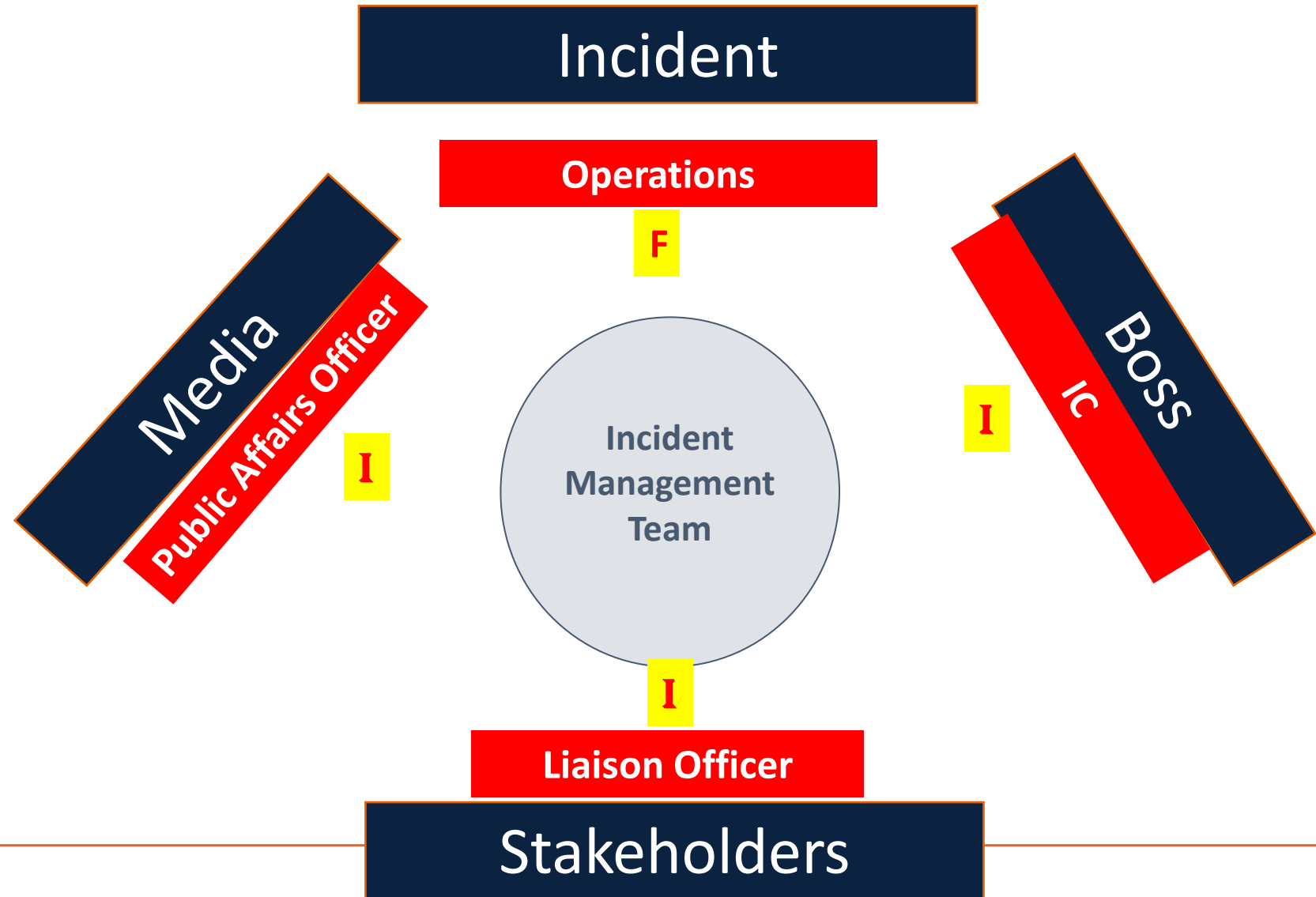
KNOWLEDGE

NEGOTIATION

INFORMATION

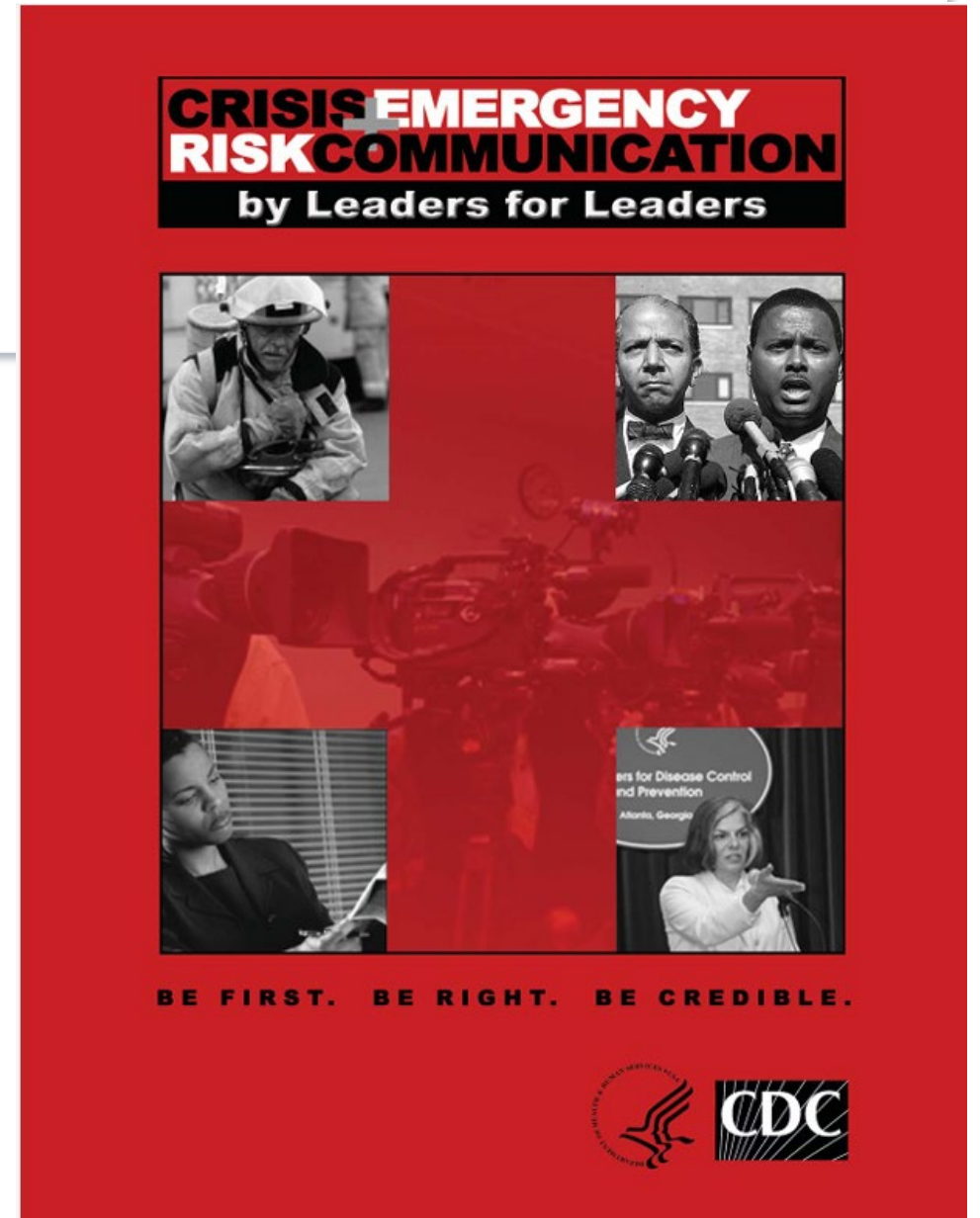
FORCES

ECONOMICS \$\$\$\$



CRISIS COMMUNICATION PLAN

- Identify responsibilities
- Identify processes
- Identify the right people
- Identify consumers
 - Students
 - Parents
 - Faculty
 - Staff
 - Political Leaders
 - Public

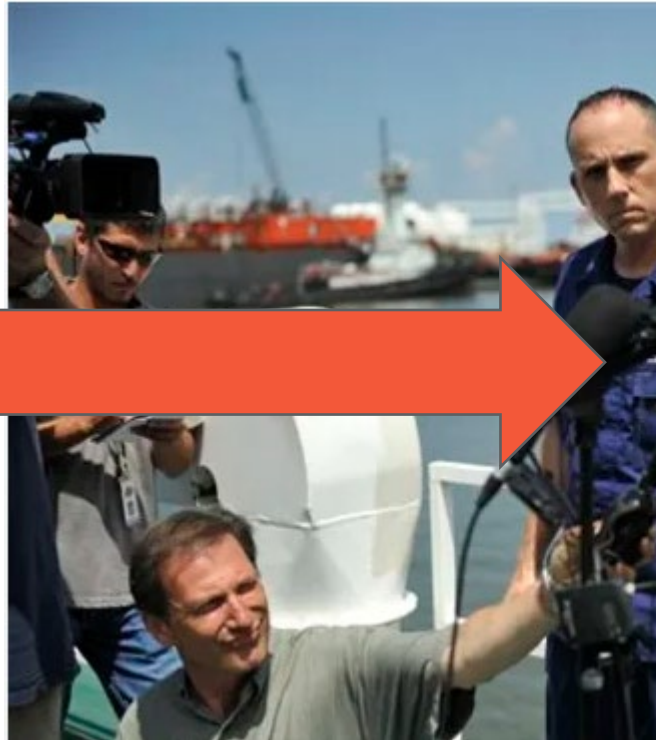


MEDIA EVOLUTION

NEWSPAPER

RADIO

TELEVISION



Newspaper

Magazines

Tabloids

Radio

Television

Phone Call

Email

Text

Phone and Computer

Applications

University Website

Social Media

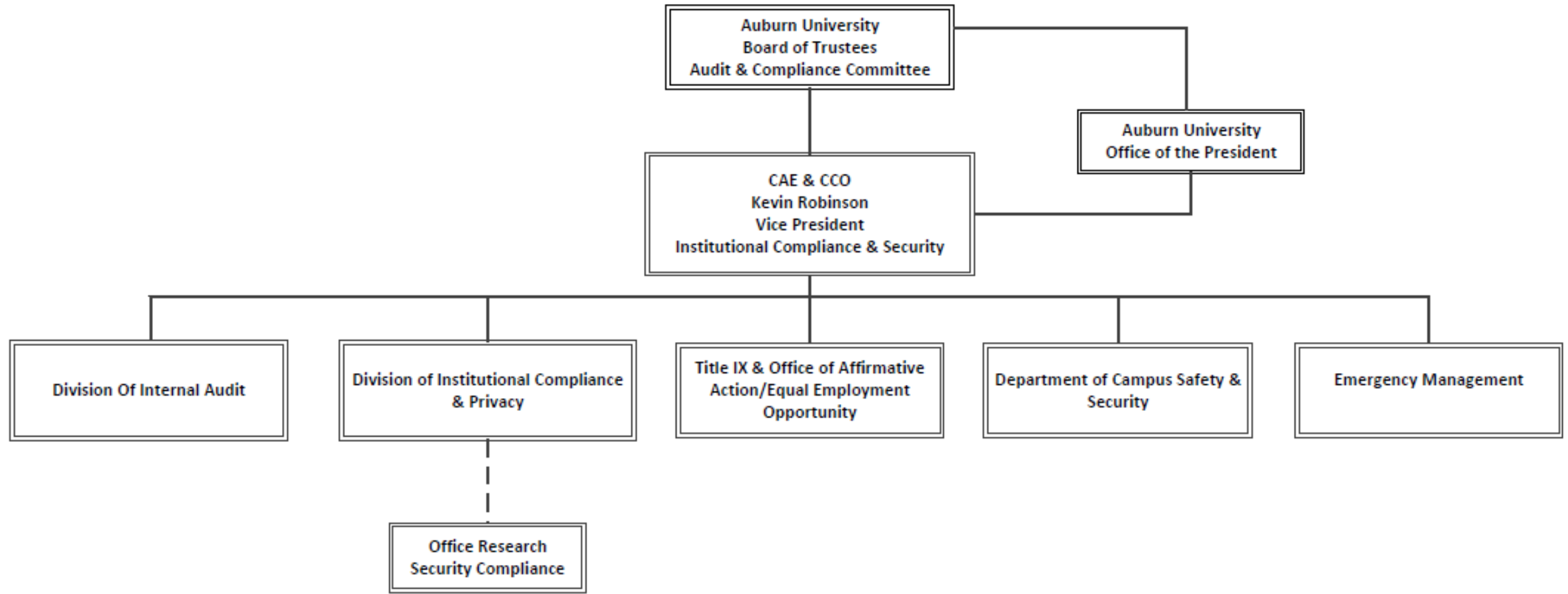
1. Facebook
2. Visual Based Platforms
(Tic Toc etc.)
3. Discord, On-Line Video
Games
4. Teams, Zoom
5. Facetime
6. On-line Journalism

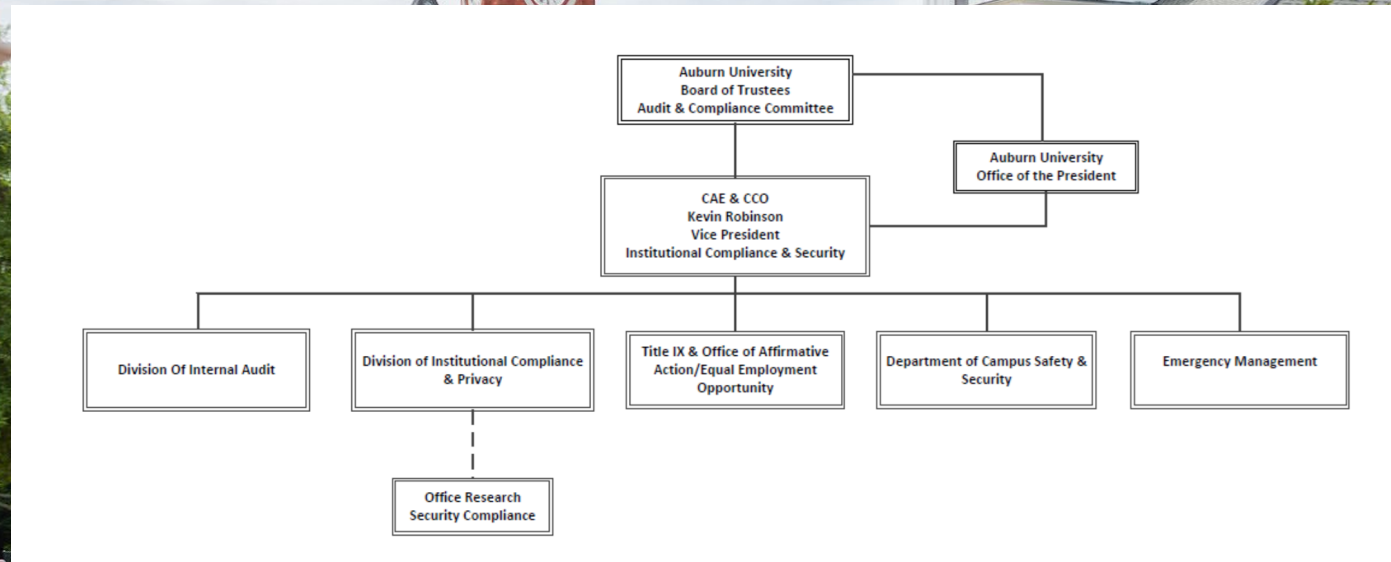


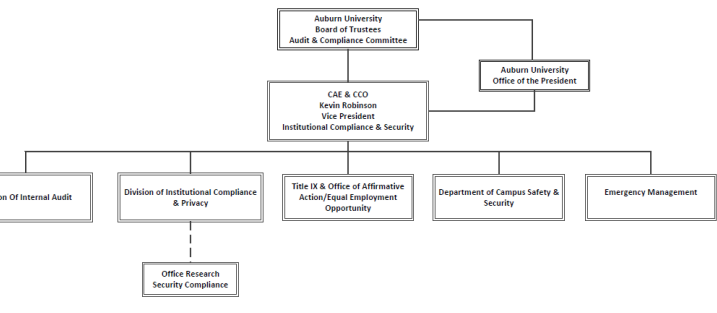
**CRISIS EMERGENCY
RISK COMMUNICATION**
by Leaders for Leaders



Organizational Structures in Emergencies

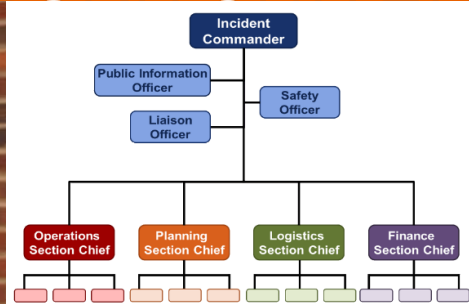






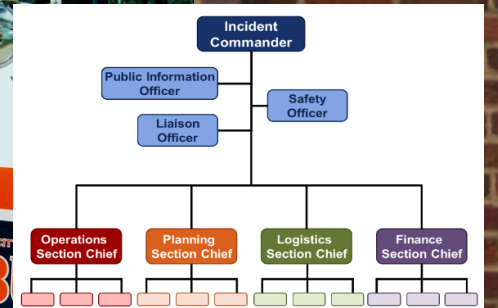
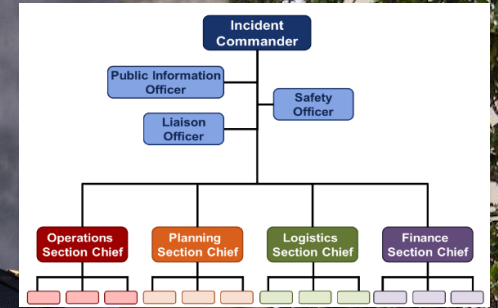
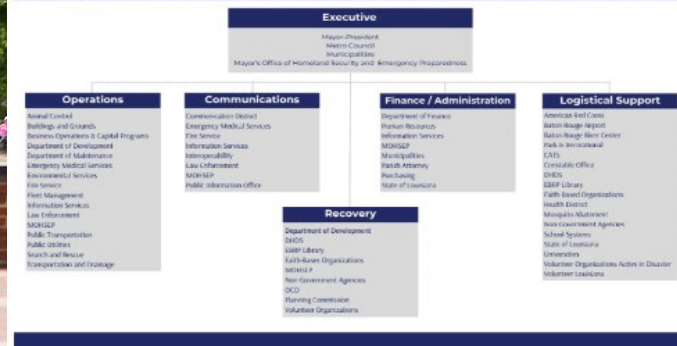


AUBURN UNIVERSITY



EMERGENCY OPERATIONS CENTER

EMERGENCY OPERATIONS CENTER ORGANIZATIONAL CHART



UNIFIED COMMAND



Fire & Rescue
Incident
Commander



Law
Enforcement
Incident
Commander



School
Incident
Commander

Support

EMERGENCY
OPERATIONS CENTER





CRISIS MANAGEMENT TEAM

UNIFIED COMMAND

Support



Fire & Rescue
Incident
Commander



Law
Enforcement
Incident
Commander



School
Incident
Commander

EMERGENCY
OPERATIONS CENTER





AUBURN

AUBURN PUBLIC SAFETY AND UNIVERSITY ACTIVE SHOOTER EXERCISE.

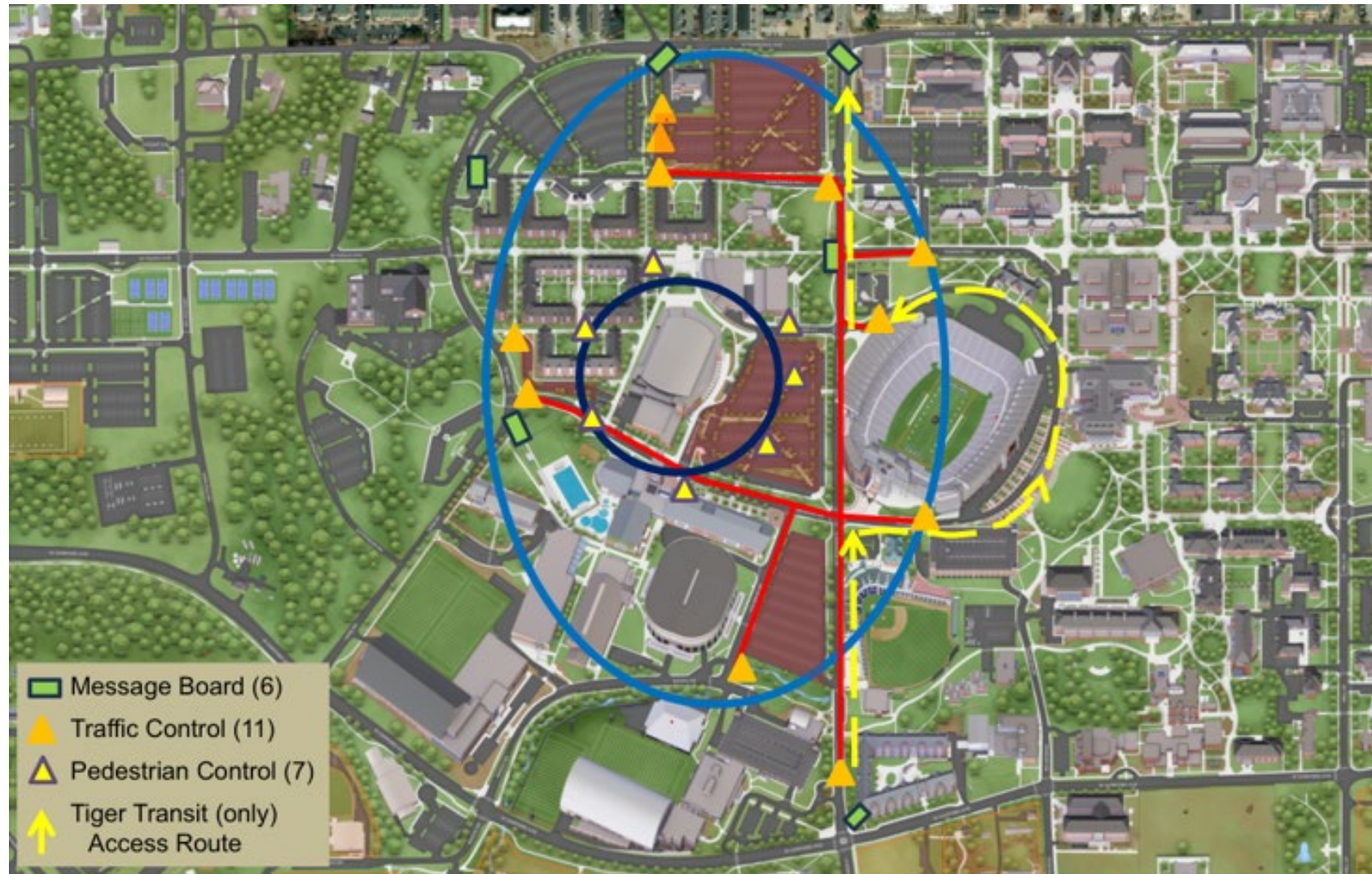
JUNE 17, 2025

EXERCISE OBJECTIVES (TEST AND ASSESS)

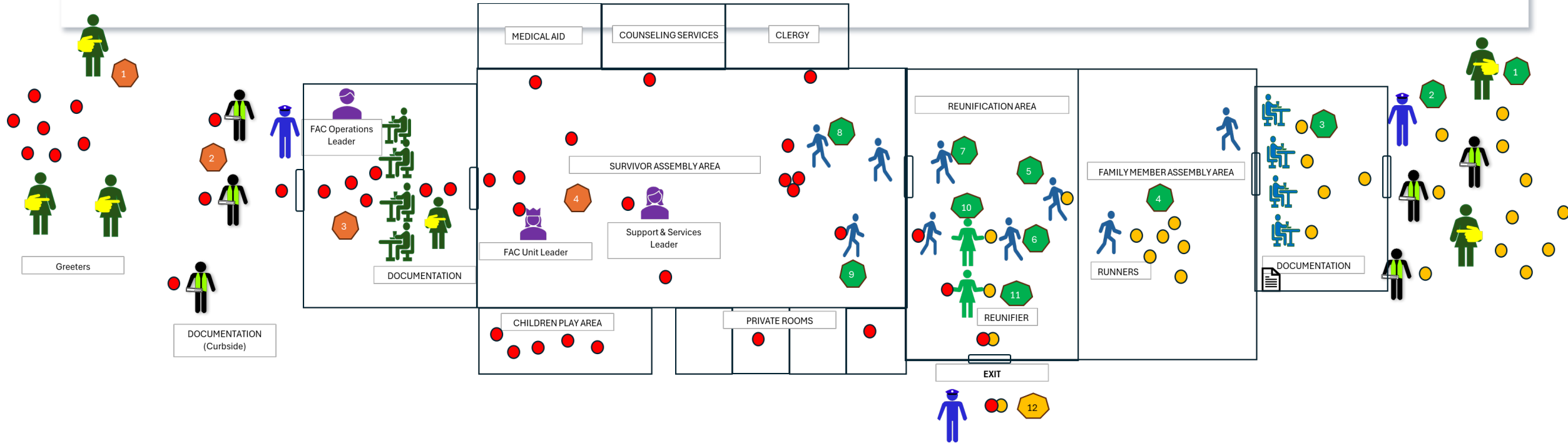
- **Operational Coordination:**
 - Integrate campus and local emergency response
 - **On-Scene Security, Protection, and Law Enforcement:**
 - Secure the scene, neutralize the threat, and
 - Safeguard faculty, staff, students, and first responders
 - **Mass Care Services:**
 - Public Information and Warning
 - Medical Response
 - **Health and Social Services:**
 - Family Reunification/Student Assistance Center
 - Behavioral health support
 - Recovery services to promote long-term well-being and resiliency
- *Limit interference with normal University operations.**



PROPOSED EXERCISE ROAD CLOSURES



FAMILY ASSISTANCE CENTER



“I believe in Human Touch, which cultivates sympathy with my fellow men and mutual helpfulness and brings happiness for all.”



AP



WORLD

U.S.

ELECTION 2024

POLITICS

SPORTS

ENTERTAINMENT

BUSINESS

SCIENCE

FACT CHECK

ODI



Mike Tyson-Jake Paul: How to watch the fight

Election 2024

Conan O'Brien

Laken Riley

Tropical Storm Sara

Teacher disarmed school shooter, hugged her until help came

