

BLUEFIELD STATE UNIVERSITY

Office of Public Safety

COMPREHENSIVE CAMPUS SAFETY AND CRISIS MANAGEMENT PLAN

Updated: April 2026

FOR OFFICIAL UNIVERSITY USE

Campus Safety | Emergency Preparedness | Crisis Response



219 Rock Street | Bluefield, WV 25015 | www.bluefieldstate.edu
Campus Safety: 276-326-4313 | Emergency: 911

PURPOSE & GUIDING PHILOSOPHY

The purpose of this plan is to protect life, reduce harm, maintain continuity of operations, and ensure timely, accurate, and compassionate communication during emergencies affecting Bluefield State University.

This plan provides a clear framework for preparedness, response, and recovery. It defines authority, roles, and communication protocols so decisions can be made quickly and confidently under pressure.

The plan prioritizes people over property, clarity over complexity, and coordination over control.

Guiding Philosophy

A crisis management plan is not a script. It is a framework that allows trained professionals to act decisively when conditions are uncertain and time is limited.

The plan operates under four core assumptions:

- Emergencies rarely unfold exactly as expected.
- Life safety decisions must be made quickly and locally.
- Clear communication reduces fear, confusion, and harm.
- Recovery begins while response operations are still underway.

Preparedness is a shared responsibility across the entire Bluefield State University community.

Core Crisis Management Principles

Bluefield State University will follow these principles during all crisis situations:

Protect Life First Human safety takes precedence over property, operations, or reputation.	Be Accurate & Transparent Share verified information quickly and correct misinformation immediately.
Defer to Tactical Experts Law enforcement, emergency responders, and health officials lead operational response.	Communicate Early & Often Silence creates rumors and uncertainty.
Act with Empathy Crises affect individuals emotionally as well as physically.	Learn & Improve Every incident strengthens future preparedness.

Chain of Authority

The President holds ultimate institutional authority during a crisis and determines whether the Crisis Management Plan should be activated.

If the President is unavailable, authority follows the established institutional succession structure.

Crisis Management Team — Core Members

Role	Office Phone	Cell Phone
President	304.327.4030	304.320.9974
Chief of Staff	304.327.4249	757.903.9198
Director of Communications	304.327.4247	304.545.0881
Provost	304.327.4334	304.320.2793
Master Controller	304.327.4043	304.888.2468
Campus Police Officer	304.327.4181	304.323.8921
Dean of Students	304.327.4161	972.742.8518
Director of Housing & Residence Life	304.327.4088	334.324.9154
Director of Facilities	304.327.4360	304.952.9763
Information Technology Leadership	304.817.4718	304.922.8294
General Counsel	304.327.4014	304.610.0187

Additional personnel may be added depending on the nature of the incident.

Responsibilities of Key Leaders

Leader	Key Responsibilities
President	Authorizes activation of the Crisis Management Plan; sets institutional priorities and strategy; communicates with trustees, government officials, and key stakeholders; serves as spokesperson when appropriate.
Campus Police Officer	Serves as primary liaison with law enforcement and emergency responders; coordinates scene safety and investigations; provides situational updates to leadership.
Director of Communications	Manages emergency messaging and media relations; issues official alerts and updates; ensures consistency and accuracy across all communications channels.
Provost	Coordinates academic continuity and faculty communication; adjusts academic policies during disruption and recovery.
Dean of Students & Housing	Supports affected students and families; coordinates student services, counseling, and housing adjustments.
Facilities & IT Leadership	Restores utilities, infrastructure, and campus systems; supports operational continuity and disaster recovery.

EMERGENCY COMMUNICATION

Bluefield State University uses a multi-channel emergency communication system to ensure rapid dissemination of critical information.

Primary Communication Channels	Message Standards
• Omnilert / BSUAlert (text and email emergency notifications) • University website (bluefieldstate.edu) • Official university social media accounts • Direct internal communications	• Brief and action-oriented • Avoids speculation • Provides updates as new information becomes available • Directs recipients to trusted sources

Only authorized spokespersons may release official information.

BSUAlert Emergency Notification System

Through BSUAlert, trained and authorized Bluefield State University administrators are able to warn the campus community of an impending emergency and provide timely information to minimize disruption and potentially prevent harm or protect lives.

In the case of an emergency, BSUAlert subscribers will receive a text and/or email message with details of the crisis and any necessary action plan.

All Bluefield State University faculty, staff, and students are automatically enrolled in the system. To subscribe or manage your alerts, visit: <https://bluefieldstate.edu/alerts>

Crisis Communication Spokespersons

Audience	Primary Contact
Media	Director of Communications: official source for all media relations. Faculty and staff contacted by media should notify Director of Communications immediately.
General Public	Director of Communications: official contact for public inquiries.
Faculty	Provost & Vice President for Academic Affairs: via email, memo, or faculty meetings.
Staff	Director of Communications: via email, memo, or staff meetings.
Police/Emergency Personnel	Campus Police Officer: official institutional liaison.
Students & Parents	Provost & Vice President for Academic Affairs: via Student Activities announcements and BSUAlert.
Alumni	Director of Alumni Affairs: via newsletter, media, and direct contact.
Prospective Students	Director of Enrollment Management: via Admissions Office.
Board of Governors	President: direct communication from Office of the President.
Donors	President: direct communication from Office of the President.

GENERAL EMERGENCY RESPONSE FRAMEWORK

In any emergency, the university follows this six-step sequence:

1	Ensure Immediate Safety Call 911 if there is an imminent threat. Secure the affected area.
2	Notify Campus Safety Campus Safety coordinates the initial response and contacts emergency agencies.
3	Activate Leadership The President and Crisis Management Team are notified and shall establish a Campus Command Center.
4	Communicate Initial alerts and protective instructions are issued via all available channels.
5	Stabilize Support responders and affected individuals. Maintain situational awareness.
6	Recover Restore operations, provide support services, and return to normal activities.

Leadership Priorities During Crisis

Leadership Priorities	Communications Priorities
• Protect life • Stabilize the situation • Communicate clearly • Support affected individuals • Restore operations	• Issue initial alert quickly • Provide regular updates • Avoid speculation • Use one official voice • Channels: BSUAlert, Website, social media, Internal Communications

MAJOR CRISIS SCENARIOS AND CRISIS RESPONSE PROTOCOLS

Active Shooter / Workplace Violence

Bluefield State University follows nationally recognized guidance.

Community members should follow Run, Hide, Fight principles.

OMNILERT ALERT MESSAGE:

ACTIVE SHOOTER REPORTED. If you can safely leave the area, evacuate immediately and move away from campus. If you cannot evacuate, secure your location, lock and barricade doors, turn off lights, silence phones, remain quiet. Await police instructions.

RUN	HIDE	FIGHT
Evacuate if it is safe to do so. Move away from the threat and do not return.	Lock and barricade doors. Turn off lights. Silence phones. Stay out of sight. Remain quiet.	As an absolute last resort only if your life is in immediate danger.

Shelter-in-Place Instructions

- Lock the door(s) if possible.
- Block the door using available furniture (desks, file cabinets, etc.).
- Turn off all lights.
- Close all windows and blinds.
- Silence all mobile devices.
- Position people out of sight behind items offering additional protection.
- Stay calm and reassure others.
- Treat the injured (basic first aid, apply pressure for bleeding).
- Do not attempt to rescue others if it poses a risk to those inside.
- Place signs in exterior windows to identify injured persons or number of people sheltering.
- Cooperate fully with law enforcement personnel at all times.

Shelter in Place

- Remain indoors if instructed.
- Close all windows and doors.
- Turn off ventilation systems if advised.
- Await official updates via BSUAlert and university website.

Fire or Building Emergency

- Determine the location. If evidence of fire (smoke, flames, burning smell, or sprinkler activation), call 911.
- Activate fire alarm.
- Notify the Campus Police Officer.
- Evacuate immediately — assist in evacuating before the fire department arrives.
- Move to designated assembly area.
- Do not reenter until cleared by officials.
- Fire chief is in charge of the building until fire is extinguished.
- Coordinate relocation for displaced persons and provide counseling resources as needed.

Severe Weather

- Move to the lowest interior space available.
- Avoid windows and exterior walls.

- Await official all-clear from university communications.

Bomb Threat / Building Explosion

- Immediately contact 911 and notify the Campus Police Officer.
- Gather all available threat information (time of call, detonation time, location, caller description, background noise).
- The President determines whether to convene the Crisis Management Team.
- Evacuate the building and any adjacent structures within potential blast radius.
- Establish a secure perimeter of 500 feet from the building.
- Emergency personnel remain in control of the scene — do not reenter until cleared.
- Following an explosion: exit quickly, get under sturdy furniture if debris is falling, stay low to avoid smoke, feel doors with back of hand before opening — do not open hot doors.

Death of a Student, Employee, or Community Member

- Call 911 immediately and notify Campus Police Officer.
- Campus Police Officer verifies identity and gathers information about circumstances.
- Secure the scene for investigation.
- Campus Police Officer notifies the President and Director of Communications.
- President determines whether to convene the Crisis Management Team.
- Police or medical authorities notify the family; university offers appropriate support.
- Coordinate counseling and pastoral support for family, roommates, and close friends.
- Director of Communications manages all media inquiries and official statements.
- Complete and file all incident documentation.

Missing Student

- Contact family, friends, resident advisors, and roommates to gather information on whereabouts.
- Campus Police Officer contacts Bluefield PD to check hospital admissions and municipal records.
- Investigate with class list and professors to determine when student was last seen.
- Notify parents if student not satisfactorily located within 24 hours.
- File missing person report with proper authorities if not located within 24 hours — immediately if suspicious circumstances.
- Coordinate support network for family, roommates, and close friends.
- Continue follow-up with Bluefield Police Department on investigation progress.

Sexual Assault

Title IX Protocol

For full Title IX Grievance Procedures, visit: www.bluefield.edu/title-ix

- Campus Safety Officer determines immediate threat to life and safety, then notifies the Title IX Coordinator.
- Title IX Coordinator speaks with complainant to determine if a Title IX offense occurred and offers support measures.

- Arrange transportation to local hospital emergency room and advise on evidence preservation procedures.
- Encourage victim to report to local law enforcement as soon as possible.
- If credible threat, Title IX Threat Assessment Team meets to determine campus safety measures.
- If formal complaint filed, follow formal Title IX Grievance Procedures including investigation, live hearing, and documentation.
- Director of Communications prepares statement and addresses media inquiries if knowledge of the alleged crime becomes widespread.
- Title IX Coordinator files all documentation and reports.

Public Health Emergency

- Notify the Campus Police Officer.
- Verify areas of campus involved and identify affected individuals.
- Notify President and Director of Communications.
- Conduct on-scene assessment with input from local health department, state health department, or sanitation department.
- Coordinate with local/state health departments — may involve specimen collection, laboratory testing, immunization, or treatment.
- Notify affected student families if warranted; coordinate academic schedule adjustments.
- Implement IST Disaster Recovery protocols if needed to maintain operations.

Hazardous Materials Emergency

- If evacuation is required, immediately seek a safe location.
- Contact the Campus Police Officer or call 911.
- Campus Police Officer notifies the Director of Maintenance and Chemical Hygiene Officer.
- Determine location, description, and severity of the spill or hazardous substance.
- Isolate the immediate area and evacuate the building — seal off the perimeter.
- If spill cannot be safely managed by campus personnel or poses contamination risk, contact outside contractor or local public safety.
- Ensure medical attention for any injured or exposed persons — beware of secondary contamination.
- Conduct internal investigation and file reports with institution offices and local health/public safety agencies.
- See also: Bluefield State University Chemical Hygiene Plan (Appendix B).

Loss of Utilities

- Director of Maintenance and Campus Safety determine location, description, and extent of the problem.
- If campus personnel cannot correct the problem, contact the local utility company.
- If electrical outage, check elevators for stranded individuals.
- If outage is prolonged or building becomes unsafe, coordinate temporary relocation to unaffected buildings.
- Arrange emergency electricity generation for lighting and heating if needed.
- Keep all occupants informed of status and estimated restoration time.
- Once utility is restored, ensure all mechanical devices are restarted and functioning properly.

Campus Disturbance

- Monitor developing situations — intervention may not be needed if classes are not disturbed, rights of others are not violated, and noise/time are reasonable.
- If the individual or group becomes disruptive, Campus Police Officer and/or the VP for Student Development attempt to bring matters under control.
- If initial efforts fail, notify Bluefield Police Department and convene Crisis Management Team.
- If any threat is perceived, activate lockdown protocols.
- If criminal activity occurs, activate applicable Crisis Management Plan section.
- Take appropriate institutional disciplinary action if misconduct is confirmed.

Suspicious Parcels and Letters

Leave the room and close the door if a suspicious parcel is discovered. Notify Campus Police Officer or call 911. Warning signs include:

- No return address
- Restrictive endorsements such as 'confidential' or 'do not x-ray'
- Protruding wires, strange odors, or unusual stains
- Postmark city/state does not match return address
- Threatening language
- Excessive postage or packaging material (excessive tape or string)

Anyone who has come into contact with the suspicious package should wash hands and any exposed area with soap and water immediately.

Campus Police Officer makes a list of all exposed persons and provides it to local public health authorities and law enforcement.

TECHNOLOGY DISASTER RECOVERY

Information Services and Technology will prioritize restoration in the following sequence:

1	Network Infrastructure
2	Authentication Systems
3	Enterprise Resource Systems
4	Card Access and Operational Systems
5	Secondary Services and Applications

Backup facilities may be used if the primary data center is unavailable.

SUPPORT AND RECOVERY

Following a crisis, the University will:

- Provide counseling and support services for all affected individuals.
- Offer academic flexibility when necessary.
- Communicate recovery plans clearly and consistently.

- Support the long-term well-being of the campus community.
- Conduct an After-Action Review to evaluate response effectiveness, identify areas for improvement, and update training and procedures.

TRAINING AND PREPAREDNESS

Preparedness efforts at Bluefield State University include:

- Regular crisis response training for faculty, staff, and administrators.
- Testing of emergency notification systems (BSUAlert and Omnilert).
- Disaster recovery exercises and tabletop simulations.
- Community education on emergency procedures.

EMERGENCY SERVICE CONTACTS

Emergency Service	Phone Number
Abel Pregnancy Resource Center	304-325-2000
American Red Cross	304-327-5017
PCH Bluefield Emergency Department	304-327-1254
Princeton Community Hospital	304-487-7000
Construction (Swope Construction)	304-325-8146
Electric Company (Appalachian Electric Power)	800-956-4237
Electric Repairs (Hylton's)	304-325-3101
Elevator Service (Otis)	276-326-3227
Emergency Services Center	304-425-8911
Fire Department, Bluefield, WV	911
Cardinal Gas	304-327-7161
Glass Replacement	304-327-3484
Pipeline Emergency Repairs	276-326-1360
Poison Control Center	800-222-1222
Police Department, Bluefield, WV	911
Rescue Squad, Bluefield, VA	911
Rescue Squad, Bluefield, WV	911
Rescue Squad, Beckley, WV	911
Sanitary Board of Bluefield (Sewage)	304-325-3681
West Virginia American Water	304-353-6300
Security Office, Bluefield State University	276-326-4313
Security Office, Beckley Campus	304-256-0282
Mercer County Board of Health	304-324-8367
Toxic Spills — National Response Center	800-424-8802

Transportation Department

800-367-7623

Remember

Stay calm • Follow official instructions • Help others if safe to do so

Your safety is the University's highest priority.