

Crisis Communications Fact Sheet



Objective

Supplementing the Campus Emergency Operations Plan (EOP), the UC Santa Barbara Crisis Communications Plan facilitates communication between internal and external parties. It also addresses known and unknown hazards and will not limit the adaptability of communication as needed by the proper authority.

Initial Response

Most, if not all, crises happen quickly, often without notice and may require immediate communications with students, faculty, staff, and visitors who are on campus. The UCSB Police Department has the authority under the Emergency Notification Procedures to determine what immediate communication is needed and move forward to deliver that communication to appropriate audiences.

Communication Tools

The communication tools listed below provide the UC Santa Barbara campus community multiple and layered methods of communications in the event of a crisis.

- UCSB Alert
- Campus Wide Email Notifications
- Outdoor notification speakers
- Campus Radio Station 91.9 FM (KCSB)
- UC Santa Barbara Campus Website

Emergency Notification

UCSB Alert is an alert system that allows university officials to quickly distribute critical information to registered UC Santa Barbara account holders wherever they are during an emergency.

UC Santa Barbara typically tests the Emergency Communications Systems **quarterly** on the third Wednesday of January, April, July and the third Thursday of October (Great California Shakeout).



Why UCSB Alerts?

If you have a UCSBNetID you are registered in this system and you must login to add the different devices you would like to be contacted on (like cell phones, email, home phones, work phones, etc). Adding multiple devices improves how we can communicate with you, especially during an emergency.

ReadySBC

This is the County's central alerting tool (previously known as "Aware and Prepare Alerts"). It sends warnings and information to residents through text message, email, cellular phone (voice), and landline. Encourage your loved ones to sign up so that they get timely information before, during, and after emergencies.

ReadySBC Sign Up



Step-by-Step Guide: 2024 February Flood Event

1. Firstly, students should have been on the lookout for an email from UCSB Student Affairs
2. Next, check the UCSB Student Affairs website
3. Check the National Weather Service's website and enter your zip code to track current weather conditions
4. Make sure you are signed up for ReadySBC alerts
5. Look out for the Chancellor's email regarding school operations
6. Regularly check the Santa Barbara County Office of Emergency Management (OEM) website at www.readysbc.org/ for updates

Emergency Numbers

UCSB uses various communications channels to disseminate evacuation and shelter-in-place notifications, including UCSB Alert, campus email distribution lists, outdoor warning speakers, campus radio station 91.9 FM, and the campus emergency information line (888-488-UCSB).

UCSB Police Department:
805-893-3446

Toll-free Emergency Information Line:
888-488-8272

[ReadySBC Sign-Up](#)

[Parent FAQ](#)

