Division of Administrative Affairs

**Emergency Management**

**Unit Continuity of Operations Plan (UCOOP)**

DIVISION OF PUBLIC AFFAIRS

ADMINISTRATION BUILDING

Scott Silversten

**03/14/2023**

**Emergency Management (561)297-4587**

[http://www.fau.edu/**emergency**](http://www.fau.edu/emergency)

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# SECTION 1. UNIT DESCRIPTION

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| **DIVISION OF PUBLIC AFFAIRS** |
| **Leadership**:  Peter Hull – Vice President, Public Affairs (561-297-2354; [hullp@fau.edu](mailto:hullp@fau.edu)) |
| **Mission** **Statement**:  The Division of Public Affairs advocates for Florida Atlantic University. The division’s mission is to enhance the University’s public image, increase awareness about FAU’s faculty, staff, students and programs, and to ensure consistency of image and quality in all marketing/public relations communications. |
| **Institutional** **Role**: Marketing, Communications and Media Relations |

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| **Primary Facility** | | | | |
| **Campus** | **Facility Name** | **Bldg. #** | **Room/Suite #** | **Use/Purpose** |
| 1. Boca Raton | Public Affairs suite | 10 | 101 | Offices and video studio |
| 1. Jupiter | Public Affairs suite | MC02 | 223-232 | Offices |
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| **Facility (if possible)** | | | | | |
| **Primary Facility** | **Alternate**  **Facility** | **Campus** | **Room/Suite #** | **Prepositioned Assets and Capabilities** | **Assets and Capabilities Required** |
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| **Order of Succession** | | | |
| **Succession Procedures** |  | | |
| **Notification Procedures** |  | | |
| **Key Unit Position Title** | **Primary Succession** | **Secondary Succession** | **Limitations** |
| 1. Vice President, Public Affairs | Vice President, Administrative Affairs |  |  |
| 1. AVP, Communications and Marketing | Director, Marketing |  |  |
| 1. AVP, Media Relations | Senior Director, University News |  |  |
| *(Add Rows if Needed)* |  |  |  |
| **Power Limitations for Successors:** |  | | |

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| **Delegation of Authority** | | | | |
| **Delegated**  **Positions** | **Position** | **Authority** | | |
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| *(Add Rows if Needed)* |  | | |
| **Delegation Circumstances** |  | | | |
| **Assigned Authority** | **Authority (duties)** | **Primary** | **Secondary** | **Tertiary** |
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| *(Add Rows if Needed)* |  |  |  |
| **Limitations** |  | | | |

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| **Personnel Contact Information**  **(Include full-time, part-time, student-worker or long-term contractors)** | | | | | | |
| **First Name** | **Last Name** | **Title** | **Email** | **Cellular #** | **Home #** | **Essential Personnel**  **(yes/no)** |
| 1. See attachment |  |  |  |  |  |  |
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| *(Add Rows if Needed)* |  |  |  |  |  |  |

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| **Alert and Notification Methods** | | |
| **Method** | **Location/Website (if possible)** |
| 1. Phone |  |
| 1. Text |  |
| 1. Email |  |
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| **Inter-Operable Communications** | | | | |
| **Devise Type/Name** | **Internal**  **Capability** | **External**  **Capability** | **Data, systems or services that can be accessed** | **Primary or redundant** |
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| **Personnel Responsibilities** | | |
| **Activity** | **Title of Personnel Responsible** | |
| **Primary** | **Alternate** |
| 1. Assigning UCOOP Coordinator | Vice President, Public Affairs | Associate Vice President, Communications and Marketing |
| 1. Schedule Unit meeting   Purpose: Discuss updates needed for Unit | Associate Vice President, Communications and Marketing | Associate Vice President, Media Relations |
| 1. Maintain inventory & restock supplies | Senior Office Administrator | TBD |
| 1. Review list of Essential Functions | Associate Vice President, Communications and Marketing | Associate Vice President, Media Relations |
| 1. Identify Essential Employees | Vice President, Public Affairs | Associate Vice President, Communications and Marketing |
| 1. Update Unit personnel responsibility, contact, equipment and supplies list | Associate Vice President, Communications and Marketing | Associate Vice President, Media Relations |
| 1. Maintain assistance / cooperative agreements for special services such as off-site storage or restoration services or alternate site | Senior Office Administrator | Associate Vice President, Communications and Marketing |
| 1. Maintain contracts/agreements with suppliers, vendors, and contractors for specialized recovery and resumption operations | Senior Office Administrator | Associate Vice President, Communications and Marketing |
| 1. Identify computer network interdependencies (such as servers connected to University network) and coordinate with OIT to assure ability to recover or restore files | Senior Office Administrator | Associate Vice President, Communications and Marketing |
| 1. Notify / Follow-up with Department of Facilities Management regarding any building leaks or breaches in building integrity in your work area | Senior Office Administrator | Associate Vice President, Communications and Marketing |
| 1. Distribute copies of the updated Unit Plan to Unit staff and Review changes at Unit meeting | Associate Vice President, Communications and Marketing | Associate Vice President, Media Relations |
| 1. **All Units:** Forward a copy of the updated plan to the Emergency Management Coordinator | Associate Vice President, Communications and Marketing | Associate Vice President, Media Relations |

# SECTION 2. ESSENTIAL FUNCTIONS

|  |  |  |  |  |  |  |
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| **#1 (*Essential Function*)**  ***(In Order of Priority/Time Sensitive and copy and paste table for additional essential functions)*** | | | | | | |
| **Description** | *Distribute pertinent information to the FAU community and/or media outlets.* | | | | | |
| **Responsible Personnel** | *Associate Vice President, Communications and Marketing; Associate Vice President, Media Relations* | | | | | |
| **Regulatory or Legal Requirements** | N/A | | | | | |
| **Cooperative arrangements and/or memoranda of understandings** | **Title** | | **Location** | **Purpose** | | |
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| *To Add Rows (Right click select “Insert” then “Insert Rows Above”)* | |  |  | | |
| **Number and Type of Personnel Required** | **Full-time** | | **Part-time** | **Student** | | |
| **10** | |  |  | | |
| **Critical Resources Required** (Unique/highly modified equipment, tools, special personnel, specific databases or computer applications needed) | **Resource** | | **Location** | **Use** | | |
| Email | |  |  | | |
| Websites | |  |  | | |
| Social Media | |  |  | | |
| Press Releases/media distribution | |  |  | | |
| *Add Rows if Needed* | |  |  | | |
| **Vital, Files, Records and Databases Required** | **Name** | **Type** | **Media** | **Location** | **Off-Site Storage** | |
| N/A |  |  |  |  | |
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| *Add Rows if Needed* |  |  |  |  | |
| **External Contacts**  (Vendors and/or Contractors Required) | **Provider** | **Name of Contact Person** | **Email** | **Phone #** | **Description of Service/Frequency:** | |
| N/A |  |  |  |  | |
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| *Add Rows if Needed* |  |  |  |  | |
| **Internal Contacts (Vendors and/or Contractors Required)** | **Provider** | **Name of Contact Person** | **Email** | **Phone #** | **Description of Service/Frequency:** | |
| N/A |  |  |  |  | |
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| *Add Rows if Needed* |  |  |  |  | |
| **Alternate vendor agreements and/or contracts executed that define vendor’s service during disaster events** | **Name of Vendor** | | **Description** | | | **Location of Document** |
| N/A | |  | | |  |
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| *Add Rows if Needed* | |  | | |  |
| **Manual process to continue function during a computer or network outage**  **(if possible)** | (**Enter name of directives, name & location of pre-printed forms required, and description of process**)  N/A | | | | | |

**Please Note: The Essential Functions table MUST be copied & pasted to create additional Essential Functions.**

# SECTION 3. RECONSTRUCTION

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| --- | --- |
| **Responsibilities** | |
| **Duties** | **Personnel Responsible** |
| 1. Perform damage assessments | ALL Unit Personnel |
| 1. Supervise personnel on how to demobilize resources and resume normal operations | Associate Vice President, Communications and Marketing  Associate Vice President, Media Relations |
| 1. Verify that all systems, communications, and other required capabilities are available to allow operations of essential services at the new or restored facility | Associate Vice President, Communications and Marketing; Associate Vice President, Media Relations |
| 1. Conducting an after-action review of the effectiveness of the UCOOP:  * Identifying areas of improvement * Documenting identified areas of improvement in a corrective action plan * Developing a remedial action plan as soon as possible after reconstitution. | UCOOP Team Members with feedback from ALL unit personnel |

# SECTION 4. PLAN MAINTENANCE, TESTING, TRAINING AND EXERCISES

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| **UCOOP Coordinator - Unit Personnel Responsible for UCOOP Maintenance** |
| **Name**: Scott Silversten – Associate Vice President, Communications and Marketing |
| **Telephone**: (W) 561-221-7636 |
| **Email**: ssilversten@fau.edu |
| **Campus** **Mailing** **Address**: 777 Glades Road, Building #10, Boca Raton, FL 33431 |
| **UCOOP Team Members** |
| 1. **Peter Hull – Vice President, Public Affairs** |
| 1. **Scott Silversten – Associate Vice President, Communications and Marketing** |
| 1. **Joshua Glanzer – Associate Vice President, Media Relations** |
| 1. **Marlene Gardner – Executive Assistant to the Vice President, Public Affairs** 2. **Reinier Potts – Director, Web Development** |

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| **Testing, Training, and Exercises** | | | |  |
| **Activity** | **Personnel Responsible** | | **Frequency** | **Completion Date** |
| **Primary** | **Alternate** |
| 1. Review and update plan and any supporting documents | Associate Vice President, Communications and Marketing | Associate Vice President, Media Relations | Semi-annually | TBD |
| 1. Maintain and update orders of succession | Associate Vice President, Communications and Marketing | Associate Vice President, Media Relations | As needed | TBD |
| 1. Maintain and update orders of succession | Same as above |  | As needed |  |
| 1. Maintain and update all checklists | Chief Administrative Officer | Associate Vice President, Communications and Marketing | Annually | TBD |
| 1. Appoint new members of the UCOOP team | Vice President, Public Affairs | Associate Vice President, Communications and Marketing | As needed | TBD |
| 1. Maintain alternate work site readiness (if possible) | Associate Vice President, Communications and Marketing | Associate Vice President, Media Relations | Quarterly | TBD |
| 1. Review and update supporting memoranda of understanding/ agreements | Associate Vice President, Communications and Marketing | Associate Vice President, Media Relations | Annually | TBD |
| 1. Monitor and maintain equipment at alternate sites (if possible) | Chief Administrative Officer | Associate Vice President, Communications and Marketing | On going | TBD |
| 1. Orientation of training of both existing and newly hired/appointed personnel | Associate Vice President, Communications and Marketing | Associate Vice President, Media Relations | Within 30 days of appointment | TBD |
| 1. Orient new policy officials and senior management | Associate Vice President, Communications and Marketing | Associate Vice President, Media Relations | Within 30 days of appointment | TBD |
| 1. Plan and conduct exercises | Associate Vice President, Communications and Marketing | Associate Vice President, Media Relations | Unit exercises (Semi-annually) | TBD |
| Exercises with the Dept. of EM Mgmt. (Annually) | TBD |
| Support and participate in campus exercises (Annually or as needed) | TBD |
| 1. Maintain security clearances | Chief Administrative Officer | Associate Vice President, Communications and Marketing | On going | TBD |

# SECTION 5. ANNEXES

***Insert Documents (located within the Unit UERP and should be attached to the UCOOP)***

* Unit Phone Tree
* Unit Go Kit
* Unit Personnel Go Kit

# SECTION 6. REFERENCE

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| --- | --- |
| **Name** | **Location** |
| **Florida Statue Title XVII, Chapter 252.365** | [**Florida Statute-252.365**](http://www.leg.state.fl.us/statutes/index.cfm?App_mode=Display_Statute&Search_String=&URL=0200-0299/0252/Sections/0252.365.html) |
| **Higher Education Opportunity Act (Public Law 110-315) (HEOA)** | [**Higher Education Opportunity Act**](https://www2.ed.gov/policy/highered/leg/hea08/index.html) |
| **Florida Board of Governors (BOG) Regulation 3.001** | [**BOG 3.001**](https://www.flbog.edu/wp-content/uploads/3_001_Campus_Emergency_Management05_06_10.pdf) |
| **University Policy on Emergency Management** | [**Emergency Management Policy 4.1.1**](https://www.fau.edu/policies/files/1.14%20Emergency%20Management.pdf) |
| **Florida Atlantic University Comprehensive Emergency Operations Plan** | [**FAU-CEMP**](https://www.fau.edu/emergency/pdfemergency/FAU%20CEMP%20-%20Basic%20Plan%20-%20signed%202018.pdf) |
| **Federal Emergency Management Agency (FEMA) Continuity of Operations Program** | [**FEMA-Continuity of Operations Program**](https://www.fema.gov/policy-plans-evaluations) |
| **FEMA Continuity of Operations Assessment Tool** | [**FEMA-Continuity of Operations Assessment Tool**](https://www.fema.gov/media-library/assets/documents/158679) |