



**Rave Mobile Safety Alert Analytics – Threat Alert Stats from March 1, 2021**



NOC RAVE ALERT  
EMERGENCY MESSA

**First Alert - 12:10 PM**

Went out in 2 seconds via text message and 1 minute to email, at a 96% success rate.

**Second Alert - 12:13 PM**

Went out in 2 seconds via text message and 1 minute to email, at a 96% success rate.

**3-minute difference.**

**Canceled monthly test alert scheduled to go out at 1 p.m.**

**Third Alert - 4:33 PM**

Went out in 1 second via text message and 1 minute 40 seconds to email, at a 96% success rate.

**The impact of social media – 45k people reached, just by our social media post, instantly.**

**Northern Oklahoma College**  
Published by Shannon Lorg · 20h ·

SAFETY ALERT: Monday, March 1, 2021. There is an emergency situation at Northern Oklahoma College. All NOC campuses are closed and employees and students need to evacuate immediately, and leave campus grounds. No one will be allowed to enter.

UPDATE: Northern Oklahoma College has been alerted to an emergency situation. Faculty, staff, students and visitors are being evacuated because of a potential threat.

Law enforcement, emergency responders, fire and rescue officers are ... See More

**45,068**  
People Reached

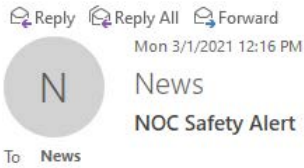
18,450  
Engagements

Boost Post

93  
99 Comments 413 Shares

## NOC News – Emails sent to all students and employees

### Safety Alert #1 – 12:16 p.m.

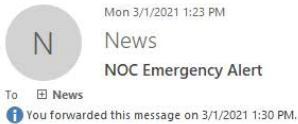


SAFETY ALERT: All NOC campuses are closed and employees and students need to evacuate immediately, and leave campus grounds. No one will be allowed to enter.



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### Emergency Alert PR – 1:23 p.m.



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**FOR IMMEDIATE RELEASE:**  
March 1, 2021

Northern Oklahoma College has been alerted to an emergency situation. Faculty, staff, students and visitors are being evacuated because of a potential threat. Law enforcement, emergency responders, fire and rescue officers are on campus. NOC will provide more information as it becomes available via Rave Alert, website, e-mail, or phone message. Updates will be available at [www.noc.edu/emergency](http://www.noc.edu/emergency) or by calling [580.628.6677](tel:580.628.6677).

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## Safety Alert #2 – 4:34 p.m.

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Mon 3/1/2021 4:34 PM

**N** News  
NOC SAFETY ALERT

To News

NOC confirmed that a few employees received an email of a potential threat shortly before noon today. The email was not campus specific, so the emergency response team decided to enact their emergency protocols at all sites and evacuate all the locations and notify law enforcement officials.

Tonkawa Police Department and other law enforcement officials from Kay County Sheriff's Office, Oklahoma Highway Patrol, FBI and the OSBI have completed the search of all the buildings on the Tonkawa campus and no explosives or weapons were found. Northern Oklahoma College with locations in Tonkawa, Enid and Stillwater was cleared to open at 5 p.m. for students, employees and visitors, and evening classes will be held. Athletic events have been postponed this evening.

NOC President Evans stated, "We want to thank all the law enforcement agencies, led by the Tonkawa Police Department, for responding to the incident today. We live in a time where threats like these must be taken seriously. NOC is committed to protecting the lives and safety of our students, employees, and campus communities."



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## NOC News – Press Releases for Media



NOC Emergency  
Press Release Temp

NOC Emergency Alert PR – 1:23 p.m.

Joint PR between NOC and Tonkawa PD – 2:05 p.m.

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Mon 3/1/2021 2:03 PM

**NP** Nicholas Payne <n.payne@tonkawapolice.com>  
NOC PRESS RELEASE

To Sheri Snyder

You replied to this message on 3/1/2021 2:05 PM.

Shortly after 11:00 a.m., this morning, Northern Oklahoma College was alerted to an emergency situation. Faculty, staff, students and visitors were evacuated because of a potential threat to life & safety. Today's classes were suspended until further notice and the threat(s) can be investigated.

The Tonkawa Police Department and other Law enforcement officials from Kay County Sheriff Office, Oklahoma Highway Patrol, and the OSBI were dispatched to assist with the incident. Emergency responders, fire personnel, and rescue officers are on campus investigating, as well.

Claims of "bombs on campus" were investigated. Thorough searches of Campus buildings yielded no devices, this far. The Oklahoma Highway Patrol Bomb Tech Squad has been requested.

NOC and the Tonkawa Police Department will provide more information as it becomes available.

## Post Incident Actions

- NOC Emergency Response Communication Team Meeting March 2, 2021
- NOC Emergency Response Team Debrief Meeting March 10, 2021

## March 1 Terror Threat Talking Points

- NOC's Emergency Plan was effective because the plan is designed to be a framework for emergency communication. No two emergencies are alike so there is built in flexibility to accommodate different scenarios.
- Messaging is key because once law enforcement is on campus, they control the emergency situation (with support from NOC admin/staff). NOC controls the message to faculty/staff/students, media, and social media.
- Within minutes of receiving the threat, law enforcement was engaged and soon after the decision was made to evacuate all three locations using the school's RAVE Alert and followed by email to faculty/staff/students.
- Law enforcement then began to search campus for potential threats.
- An update was sent to faculty/staff/students, media, and social media at 2 p.m.
- An all-clear message was sent to faculty/staff/students, media, and social media at 4:30 p.m.

## Issues Addressed

- The **RAVE Alert** is limited on characters so the original message was not complete, another message was sent on the evacuation - **Update notification templates**



Sample Alert  
Templates - Educatio



Sample Alert  
Templates - General

- The college is reviewing the **RAVE Guardian** proposal as an additional component in the annual RAVE Alert renewal (July 2021).
- In Classrooms that do not allow phones, the alert was not seen by those students or faculty so a new program is being installed summer 2021 that places the RAVE message as a scrolling banner on all campus computers – **Alertus Console Software**
- Additionally, a message board software upgrade to be installed in summer 2021 will also allow RAVE messages on all 3 campuses – **Carousel Digital Signage (cloud based)**
- On campus resident housing students were not notified of a place for them to evacuate. The First Baptist Church agreed to host those students. This will be added to the Emergency Communication Plan going forward.
- All Non-NOC residents living in campus property rentals were not notified of RAVE Alert or potential evacuation. This will be updated in summer 2021 with new rental contracts and adding them to RAVE Alert System.
- Need to address mobile incident command station and/or emergency operations center at location off campus in case there is a need to completely evacuate grounds.
- Faculty/Staff/Students were concerned about the frequency of updates. There is no real solution for this issue, administrators have to make that decision based on the information at hand. Per our communications protocol, all faculty/staff/students are notified first before the information is released externally to media and social media.
- Need to assemble an emergency kit for each campus to store in board rooms (Emergency Operations Center). Kits should include: Campus maps, contacts list, copy codes, bottled water, lined paper and notepads, pens, pencils, campus master keys, shut off valves, building floor plans, etc.) for each campus.
- Surveyed campus property for potential risk/threats, i.e., boiling room in basement securely locked.
- Need to provide additional prevention, training exercises, and awareness programs for all students and employees on an annual basis.