

Alert or Notice

- OWNER sends an electronic MESSAGE using the GroupMe™ APPLICATION to the DSA.
- Use the GroupMe™ APPLICATION for all communication to the DSA.
- The MESSAGE is assigned a LEVEL OF URGENCY by the OWNER.
 - **URGENT** – A situation that may require immediate response or action by one or more UNITS in the GROUP.
 - **ATTENTION** – High level of importance but immediate response or action not required. Remain on standby for more information.
 - **FYI** – Information only. Response or action not required.
- Send updates to DSA as appropriate.
- **CLOSE THE LOOP** – Send notice to DSA when the situation has normalized and all UNITS can stand down.



All Communication Plan subscribers must install the GroupMe APP on their smart phone. The Plan Coordinator will send all subscribers an invitation to join the DSA Communication Plan Messaging Alert system. The app is available for both iOS and Android. For more information about GroupMe and to download the APP please visit www.groupme.com.

DEFINITION OF TERMS

DSA	Division of Student Affairs
APP - APPLICATION	GroupMe™ application used to electronically communicate with all UNITS.
OWNER	Department that originates the message.
UNIT	Department or Program that has subscribed to the MESSAGING CENTER.
HEIRARCHY	Ranking of SUBSCRIBERS (staff) in each UNIT that will receive and act on the original MESSAGE.
SUBSCRIBER	Staff within each department that will be subscribed to GroupMe™.
MESSAGE	Sent via the APPLICATION to DSA with assigned LEVEL OF URGENCY.
LEVEL OF URGENCY	Expected response from each UNIT: URGENT, ATTENTION & FYI.
CLOSE THE LOOP	Announcement sent out to DSA from all UNITS when situation has normalized.

The Division of Student Affairs Communication Plan – Message Center is provided in partnership with the UNM Dean of Students Office, Student Health and Counseling and Student Activities Center.

PROCESS

OWNER

Event or Notice

MESSAGE



- Urgent
- Attention
- FYI

DSA

All UNITS

URGENT
Acknowledge
Take Appropriate Action

ATTENTION
Acknowledge
Remain on Standby

FYI
No Action Required
Announce Only

OWNER

CLOSE THE LOOP



COMMUNICATION PLAN MESSAGING CENTER - UNIT INFORMATION

1. Provide department or program name and the division that the department is housed in, if other than Student Affairs.
2. Provide names and contact information for all UNIT SUBSCRIBERS. Please subscribe 3 staff, with #1 being the Director or Program Manager. It is at the UNIT's discretion if they want more than 3 subscribers. Establish a HEIRARCHY ranking within your UNIT. 1 = Highest → 7 = Lowest
3. Submit UNIT information to the Division of Student Affairs Message Center at jtodd@unm.edu, Johnson Center Room 1102, MSC04 2600 or through the online portal.

Step 1 - UNIT

DEPARTMENT

DIVISION

Step 2 - SUBSCRIBERS in your DEPARTMENT

SUBSCRIBER HEIRARCHY	NAME	TITLE	MOBILE NUMBER	EMAIL
1				
2				
3				
4				
5				
6				
7				

Step 3 - To subscribe online, go to recservices.unm.edu > About Us > DSA Communication Plan