

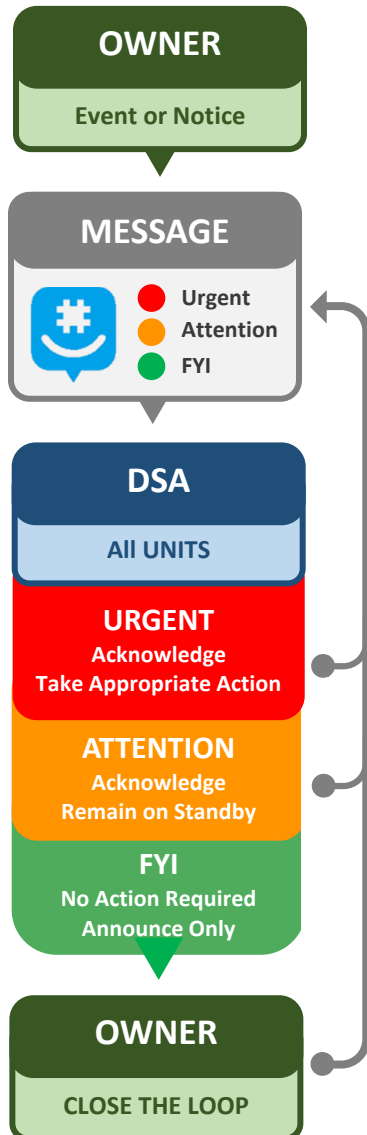


Communication Plan Message Center

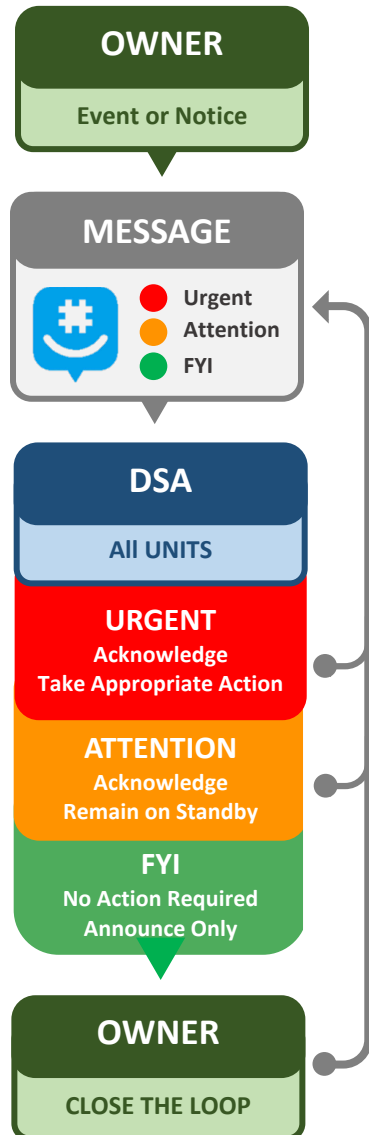
The Division of Student Affairs **Message Center** provides departments with a tool to distribute electronic messages to all units within Student Affairs and other subscribed divisions or units at the University of New Mexico.

MESSAGE CENTER PARTNERS

- **Division of Student Affairs**
- **Dean of Students Office**
- **Student Activities Center**
- **Student Health & Counseling**
- **Children's Campus**
- **Residence Life**

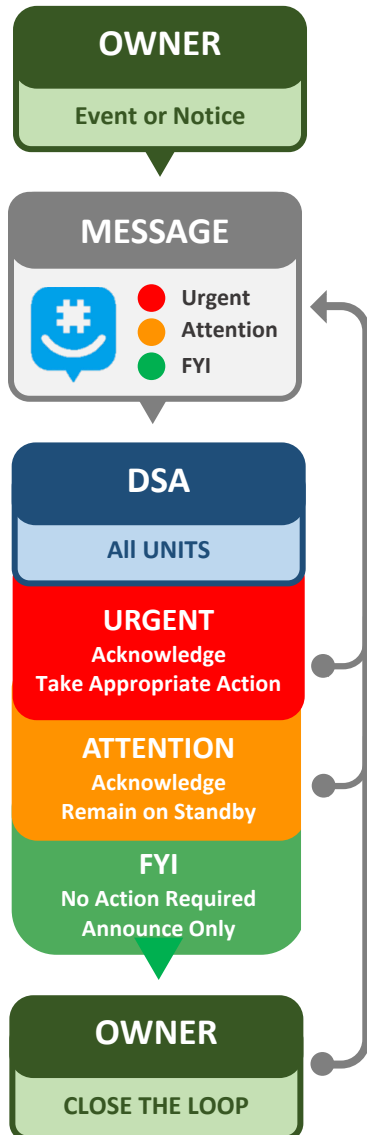


DEFINITION OF TERMS	
DSA	Division of Student Affairs
APP - APPLICATION	GroupMe™ application used to electronically communicate with all UNITS.
OWNER	Department or UNIT that originates the message. Owns the MESSAGE.
UNIT	Department or program that has subscribed to the Message Center.
HEIRARCHY	Ranking of SUBSCRIBERS (staff) in each UNIT that will receive and act on the original MESSAGE.
SUBSCRIBER	Staff within each UNIT 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 OWNER when situation has normalized.



OWNER

The UNIT that has information that needs to be distributed to other UNITS within Student Affairs, Student Health and Counseling, Dean of Student Office and Student Activities.

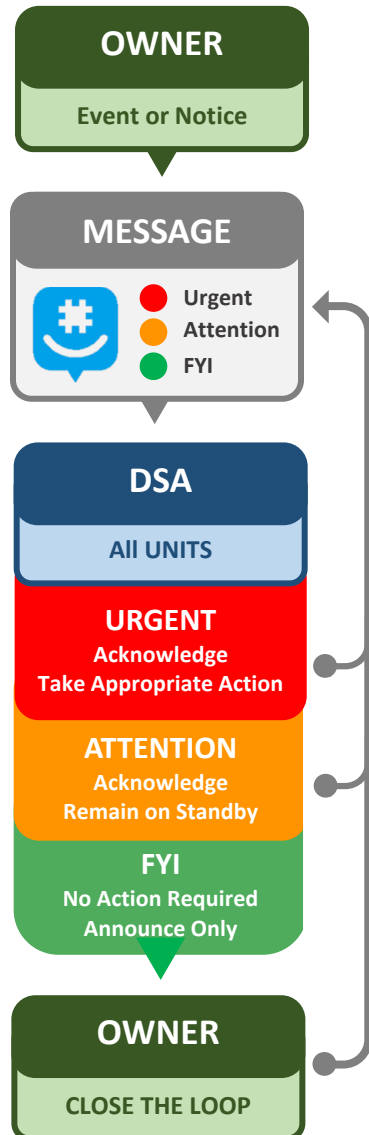


MESSAGE

Sent via GroupMe to Message Center with an assigned Level of Urgency: **URGENT**, **ATTENTION** or **FYI**.

GroupMe

Messaging App for mobile phones.
Download GroupMe from your mobile phone's application store.

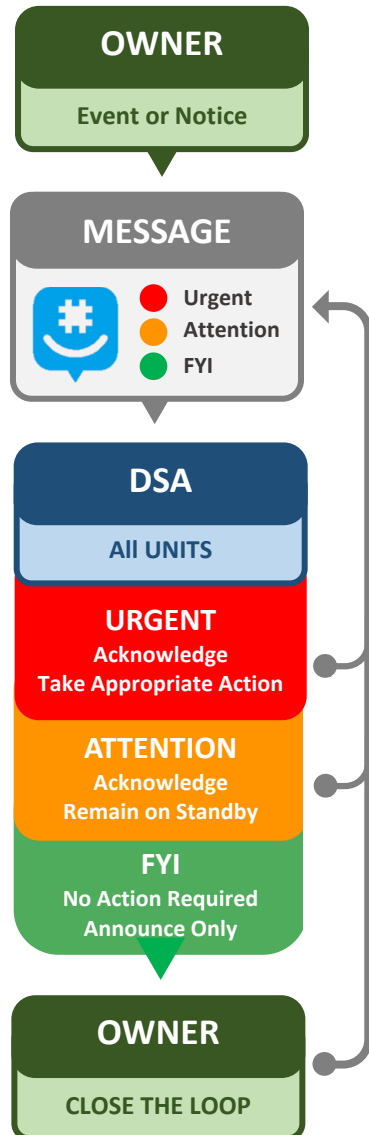


LEVEL of URGENCY

URGENT – A situation that may require immediate response or action by one or more UNITS in the GROUP.

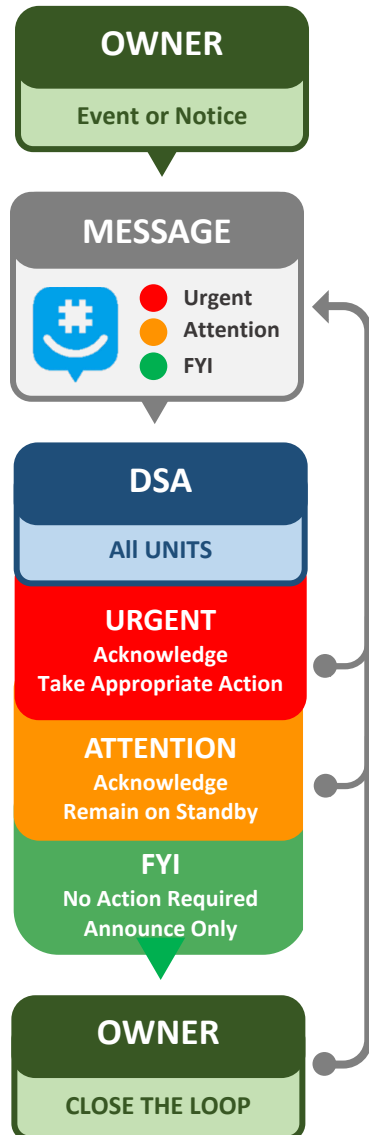
ATTENTION – High level of importance but immediate response or action not required. Remain on standby for more information.

FYI – Information only. Response or action not required.



DSA

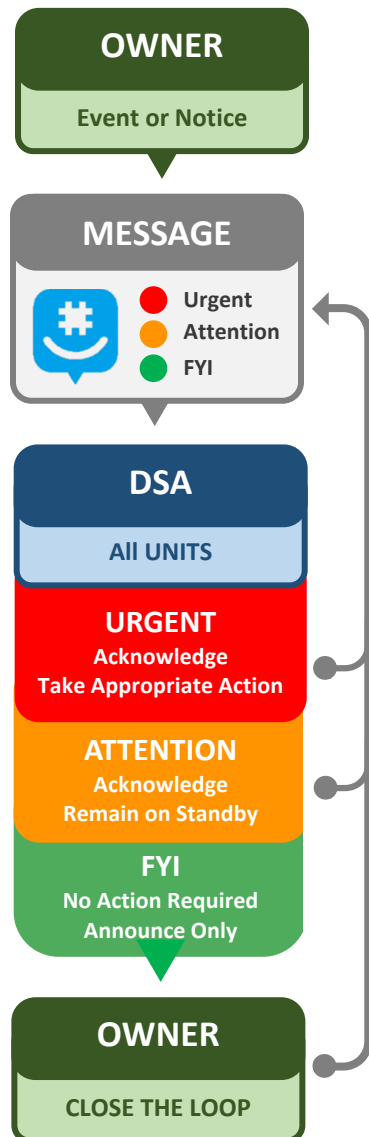
All SUBSCRIBERS receive the MESSAGE. UNITS responds accordingly. Each UNIT implements their own RESPONSE PLAN based on their HIERARCHY.



HERIARCHY

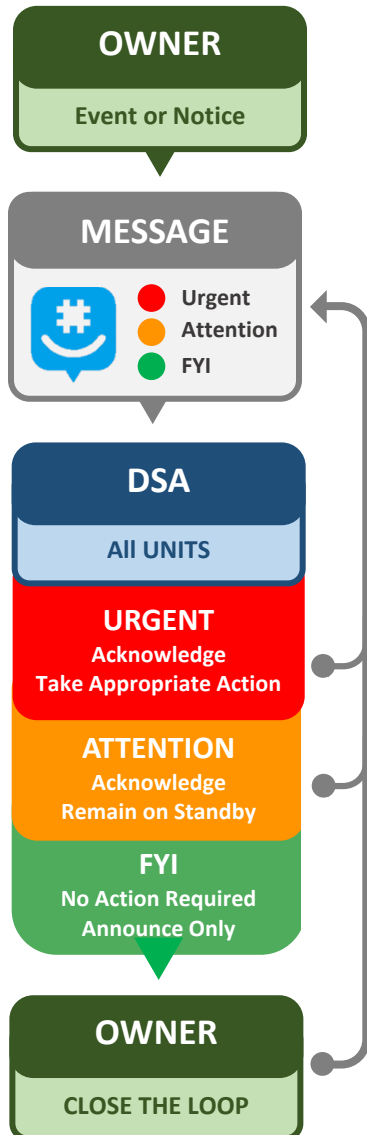
Ranking of SUBSCRIBERS in each UNIT that will receive and act on the original MESSAGE.

- #1 should be the Director or equivalent.
- #2 and #3 are at your discretion but choose someone who can act on your behalf if you are unavailable.
- We recommend only 3 subscribers from your UNIT but you may subscribe more if you believe it necessary. However, please do not use this as your own personal listserv to communicate with your staff.



UNIT RESPONSE PLAN

When the event is identified by the OWNER as **Urgent** or **Attention**, a response from your UNIT is expected. We don't want to flood the system with a response from all subscribers, so determine who is first to respond from your UNIT. If the first responder is not available or has not yet responded, who is next? You need to determine the mechanism and/or process your UNIT will use to send only one reply.



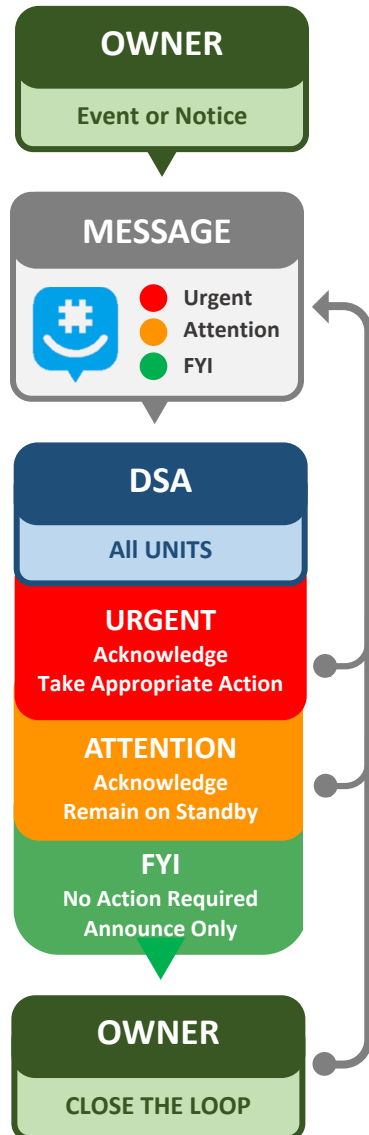
UNIT RESPONSE PLAN

Step 2 - SUBSCRIBERS in your DEPARTMENT

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

3 preferred. Subscribe more if you need.

Establish HIERARCHY when registering and determine who will reply and in what order.



CLOSE THE LOOP

OWNER sends a MESSAGE to the Message Center informing the group that the situation has been resolved and no further communication is necessary. Individual UNITS who were directly involved should also reply. No other replies are expected.

HOW TO JOIN

1. Download and install the GroupMe™ application from your mobile phone's APP store. Install on other devices per your need. www.groupme.com
2. Go recservices.unm.edu
3. Click on **About Us**
4. Click on **DSA Communication Plan**
5. To submit electronically click on Online Sign Up

For assistance: jtodd@unm.edu or 505-277-0178