



External Affairs

ESF #15

GRAYSON COLLEGE EMERGENCY

MANAGEMENT

Table of Contents

Table of contents	1
Approval and implementation	2
Recorded of change	3
Emergency Support Function 15 – External Affairs	4
Authority	5
Introduction	5
Purpose.....	5
Scope.....	5
Situation.....	6
Assumption.....	6
Concept of Operations	6
General.....	6
Organization.....	6
Activation.....	7
Direction and control.....	7
Emergency Support Function operations.....	7
Responsibilities	8
ESF Coordinator.....	8
ESF Primary Agency.....	8
ESF Support and External Agencies.....	18
Term and references	9
Acronyms.....	9
Definitions.....	9
Distribution List	10

APPROVAL & IMPLEMENTATION

Annex

Emergency Support Function #15- External Affairs

Grayson College

Vice President for Business Services

Mr. Giles Brown

Date

Emergency Manager

Mr. Andrew MacPherson

Date

NOTE: The signature(s) will be based upon district administrative practices. Typically, the individual having primary responsibility for this emergency function signs the annex in the first block and the second signature block is used by the Emergency Management Coordinator. Alternatively, each department head assigned tasks within the annex may sign the annex.

RECORD OF CHANGES

Annex

ESF External Affairs #15

Page and Section # of Change	Date of Change	Entered By	Date Entered

Emergency Support Function 15- External Affairs

ESF Coordinator	Support and External Agencies
Grayson College Marketing and Public Information 6101 Grayson Dr. Denison, TX 75020 Phone: 903-463-8628	

Authority:

See emergency operations plan, Authority.

Introduction:

The Emergency Support Function (ESF) annexes to the Emergency Operations Plan organize the applicable college District positions, departments, and outside support agencies into groups according to their roles in strategic response to a campus emergency or disaster. Outside agencies may include: governmental, non-governmental, private sector, and other volunteer resources. The ESF annex provides basic information on available internal and external departments and agencies that might be needed for an incident that affects Grayson College. Each ESF has at least one lead position or department within the District that will lead the specific response, one or more supporting departments within the District that will provide response support, and one or more external supporting departments from the surrounding communities of Sherman, Denison, and Van Alstyne.

ESFs will normally be activated at the direction of the Emergency Operations Center (EOC) Manager in response to activation level 3 or greater emergencies as outlined in the EOP. Designated department and agency resources may be requested to respond or recover from emergency incidents that affect the District. Normally, the response and recovery actions will be coordinated from the EOC as Incident or Unified Command will use the resources at the incident scene.

The primary position/department/office(s) will normally be responsible for coordinating specific requirements associated with the emergency support function. Support position/department/office(s) may be contacted to provide expertise and assistance, as needed. Finally, external departments/agencies may be needed if internal resources are overwhelmed or where District capabilities do not exist (such as emergency medical or fire services.) In all cases, prior memorandums of understanding, mutual aid agreements, or funding issues would need to be addressed prior to requesting assistance.

Purpose:

The purpose of ESF 15 is to identify the internal and external departments responsible for Long-Term Community Recovery that may take place following an emergency. This ESF provides and coordinate resources (personnel, equipment, facilities, materials and supplies) to support Long-Term Community Recovery after an emergency or disaster.

Scope:

Emergency Support Function 15:

- Coordinates external communications and public relations with media partners.
- Provides emergency public information and maintains local community relations.
- May be activated to respond to incidents that overwhelm normal Incident Command response actions.

Situation:

Grayson College is exposed to many hazards, all of which have the potential for disrupting the community, causing casualties, and damaging or destroying public or private property. Potential emergencies and disasters include both natural and human-caused incidents.

Assumptions:

The district makes the following planning assumptions:

- District resources will be quickly overwhelmed.
- Communication systems may fail during a major incident.
- Backup systems will be available, but may take time to activate.
- Shortfalls can be expected in both support personnel and equipment.
- Local, state, and federal assistance may not be immediately available.

Concept of operations

General:

A common operating procedure within the district and across local jurisdictions provides the framework for External Affairs and Public Relations. Interoperable systems make this framework possible. Resources are in existence throughout the college district and the cities in which district properties lie to provide coordinated capabilities for the most effective and efficient warning, response, and recovery activities. When these capabilities are properly coordinated, response activities become more effective and efficient.

- The Emergency Operations Plan provides overall guidance for emergency planning.
- ESF annexes are designed to provide general guidance and basic information to include points of contact in case additional resources or expertise is needed at the EOC or incident scene.

Organization:

- National Incident Management System concepts will be used for all incidents.
- Incident or Unified Command will be used by responding departments and agencies.
- When requested, ESF personnel will report to the EOC and utilize the EOP, its annexes, and other SOPs to activate and operate during an incident or event.

Activation:

- If ESF 15 requires activation, the EOC manager or his/her staff will contact the departments or agencies listed in this annex to report to the EOC.
- The district emergency notification system may be utilized for the notification and recall of groups needed for the function of the ESF.

Direction and Control:

- The Incident Command System (ICS) is used by District personnel to respond to emergencies and disasters. During the emergency response phase, all responders will report to the designated Incident Commander (IC) at the Incident Command Post (ICP).
- **The ESF shall not self-deploy to the incident scene.** Wait to be contacted or try to contact the Emergency Operations Center for guidance and direction.
- Do not call any emergency dispatch or public safety answering point unless you have an emergency or critical information to report.

Emergency support function operations:

The Emergency Support Function will primarily take action in the following phases:

- **Preparedness**
 - Review and update this annex.
 - Participate in any exercises, as appropriate.
 - Develop and maintain a list of possible resources that could be requested in an emergency.
 - Maintain a list of personnel (at least one primary and one back up individual) that can be called to the EOC, as needed.
 - Develop procedures to document costs for any potential reimbursement.
- **Response**
 - When requested by the EOC Manager, immediately respond to EOC.
 - Coordinate, if necessary, a Joint Information Center (JIC) with partner agencies in emergency response.
 - Coordinate emergency information for public release through EOC Manager.
 -
- **Recovery**
 - Coordinate assistance as needed by the IC, EOC Manager, or EOC Policy Group, as appropriate.
 - Ensure that ESF 15 team members or their agencies maintain appropriate records of costs incurred during the event.

Responsibilities:

ESF Coordinator:

- Develop, maintain, and coordinate the planning and operational functions of the ESF Annex through the ESF primary agency.
- Maintain working memorandums of understanding (MOUs), mutual aid agreements (MAAs), or other functional contracts to bolster the ESF capability.

ESF Primary Agency:

- Serves as the lead agency for ESF 12, supporting the response and recovery operations after activation of the EOC.
- Develop, maintain, and update plans and standard operating procedures (SOPs) for use during an emergency.
- Identify, train, and assign personnel to staff ESF 12 when District EOC is activated.
- At a minimum, the National Incident Management System ICS-100 and IS-700 on line classes should be completed by assigned personnel. Additional training requirements may found in the Training, Testing, and Exercise support annex, published under a separate cover.

ESF Support and External Agencies:

- Support the primary agency as needed.
- Support the district with memorandums of understanding (MOUs), mutual aid agreements (MAAs), or other functional contracts.

Terms and References:

Acronyms

GC	Grayson College
EOC	Emergency Operation Center
ICS	Incident Command System
ICP	Incident Command Post
IP	Internet Protocol
IC	Incident Command

Definition:

Emergency Operations Center	Specially equipped facilities from which government officials exercise direction and control and coordinate necessary resources in an emergency situation.
Standard Operating Procedures	Approved methods for accomplishing a task or set of tasks. SOPs are typically prepared at the department or agency level. May also be referred to as Standard Operating Guidelines (SOGs).

Distribution list:

This Emergency Support Function annex is distributed to the positions or locations indicated in the table below.

Distribution Area/ Position	Copies
President	1
Emergency management coordinator	1
Public Information Office	1
GC Information Technology Services	1
GC Police Department	1
Campus Dean- Van Alstyne	1
Vice President for Business Services	1