



Louisiana State University Campus Life Crisis Communication Plan



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I. Background: Louisiana State University Campus Life

“Campus Life has transformed my college experience. The student leaders and the professional staff within Campus Life have become a second family to me. Campus Life provides so many special and meaningful experiences that can be found nowhere else on campus. Because of my involvement in Campus Life, I am confident to take on the world one step at a time through leadership, involvement, and service.” –Elaine Giles, Past Student Activities Board President

Louisiana State University and Agricultural & Mechanical College was founded by the Louisiana General Assembly in 1853 under the name Louisiana State Seminary of Learning and Military Academy and was located near Pineville, La., with the first session beginning January 2, 1860. In 1926, the University moved to its present location. Since the 1930’s more than 200 principal buildings have been constructed and others are currently under way. Since it’s founding in 1853, LSU has grown tremendously and boasts over 1,500 faculty and 5,000 staff members. With a graduation rate of more than 60% LSU surpasses the average of its peers in the Southern Regional Education Board (Quickfacts).

The Office of the Dean of Students founded Campus Life in 2008. In 2009 Campus Life acquired Student Activities Board, Leading Streak, Leadership LSU, and implemented Kitchens on the Geaux to add to their service component Volunteer LSU. In 2009, Campus Life coordinated LSU Homecoming (formally coordinated by Finance and Administration/Union Program).

Since its formation, Campus Life has been supported entirely by student fees. Each full-time student pays \$20 per fall and spring semester, and \$3 per summer semester.

Campus Life is a branch of the Office of the Dean of Students, which is a branch of the Division of Student Life and Enrollment. Campus Life has a very large and complex staff structure. The staff consists of one Director, three Associate Directors, three Assistant Directors, one Administrative Coordinator, seven graduate assistants, eight student assistants, three graphic designers, and one computer analyst. Campus Life also boasts over 200 student leaders who are committee members for various Campus Life groups.

The purpose of Campus Life is to enhance student learning through innovative leadership, service, and involvement initiatives that enrich the LSU experience. The values of Campus Life are inclusive community, learning, innovation, joy, and integrity. Campus Life encompasses Student Activities Board, LSU Student Organizations, Leadership, Volunteer LSU, and Homecoming Week. Campus Life is a great way for students to find their niche in college. Students who are active in campus activities are more engaged in the campus community and succeed more academically. Other studies suggest that more engaged students stay at their institution and won't feel the need to transfer (Why You Should...). Overall, Campus Life is servicing the student population within LSU so their safety is our top priority.

II. LSU Campus Life Crisis Communications Plan

A. Introduction

“Crisis Communications demands that one uses the best-crafted message delivered by the most effective method to the precise public.” -Kathleen Fearn-Banks

A crisis is a major occurrence with a potentially negative outcome affecting the organization, company, or industry, as well as its publics, products, services, or good name (Fearn-Banks, 2011). It is the responsibility of the entire Campus Life staff to be prepared for any type of crisis that should arise. A crisis can occur on a minor scale, where relatively few people are affected or on a major scale where many people are affected. Examples of crises include dangerous weather, safety hazards, bomb threats, fire, and illnesses. The Campus Life crisis communications plan breaks down each crisis situation into a minor or major category and addresses the plan in place for both categories.

In a crisis minds are not fully functioning, emotions are on edge, and events are happening so quickly that having a specific, easily identifiable crisis plan is paramount. Each Campus Life staff member must be aware of crisis procedures. This plan includes steps on how to respond to the emergency at hand and what steps to take to notify the public.

B. Acknowledgements:

By signing this document, I verify that I have read this crisis management plan. I also acknowledge that I am prepared to follow and implement all of the procedures in this plan.

Mary Wallace, Associate Dean of Students and Director of Campus Life

(Signature and Date)

Jacob Brumfield, Assistant Dean of Students & Associate Director of Campus Life

(Signature and Date)

Captain Cory Lalonde, Louisiana State University Police Services

(Signature and Date)

C. Purpose and Objectives

The purpose of this crisis plan is to provide all Campus Life students and staff with the necessary information needed to be able to respond to a crisis in a quick, concise, and accurate manner. This plan will also focus on how to effectively communicate with Campus Life's internal and external publics before, during, and after a crisis. The objectives of this plan include:

- To respond to immediate threats to the well being of students, faculty, staff, and visitors.
- To respond to the emotional, as well as physical impacts of a crisis on survivors, family members and the Campus Life community.
- To demonstrate through its management of the crisis that Campus Life is maintaining control of the situation, viewing each crisis as an opportunity to establish trust and build the credibility and reputation of Campus Life.
- To work closely with all LSU emergency officials to resolve the situation as quickly and efficiently as possible.
- To keep our publics informed and up to date on all crisis situations by utilizing our social media outlets, website, and media contacts as soon as a crisis occurs.

D. Campus Life Analysis:

In order to design a specific crisis plan for Campus Life, it is important to review the strengths and weaknesses of Campus Life in order to highlight features already in place while identifying areas that need improvement.

Strengths:

- Strong leadership within staff
- Dedicated student following
- Easy website navigation
- Strong social media presence
- Diverse membership
- Committed staff
- High event attendance numbers
- Strong support from the University
- Funded by the University
- Good safety record
- Well organized

Weaknesses:

- Lack of internal communication resources
- Completely reliant upon the university's PR team to disseminate information on it's behalf to the LSU Community
- Complicated staff structure
- No crisis plan in place
- Reliant upon volunteers to staff events
- No way of knowing important medical information about the students who attend Campus Life events
- Large attendance of students at events with a small number of staff supervising

E. Campus Life Staff Crisis Training Sessions/Workshops

Campus Life hosts up to seventy-five events per semester. Each event is different and poses its own set of possible crises, which is why it is so important for the Campus Life staff and volunteers to be well prepared for any problem that may arise. Two of the main problem areas that Campus Life has had to deal with in the past are outdoor events and Homecoming Week.

Usually all staff members are required to monitor the large outdoor events. These events are very popular among students, and attendance at these events is usually between 300 - 500 students, so a strong staff presence is necessary. In the past, particularly during the hot summer months of August and September, Campus Life has had several incidents where students have passed out due to heat exhaustion. The need for a detailed guide to reference in a situation dealing with heat exhaustion is high.

Campus Life will conduct a workshop during the summer before the fall semester starts.

August 1st – Heat Exhaustion Workshop: This workshop is mandatory for all Campus Life Staff (professional, managerial, student, and graduate students). A health and wellness professional will be brought in to discuss the dangers of heat exhaustion, how to spot the symptoms, and what steps to take if this crisis should occur. We will go over the event calendar to point out which events are outdoors and a heat exhaustion situation could occur. Each staff member will be updated on the Crisis plan and what role each individual is responsible for.

Homecoming week is also a stressful week for the Campus Life staff (particularly the Homecoming Parade). In the past, we have not had any students seriously injured during the Homecoming parade. However, there have been several incidents where students' safety was placed at high risk due to poorly constructed floats, horseplay while on the floats, and poor decision making due to intoxication. Therefore, it is extremely important that everyone involved in the Homecoming Parade attends a Homecoming Parade Meeting to learn the rules and regulations for the parade.

Risk assessment and safety monitoring of the Homecoming Parade is a top priority and Campus Life needs as many as 40 volunteers to assist. Each volunteer is

required to attend one of the training sessions below to learn their duties and responsibilities as parade monitors.

November 5 – November 8 – Parade Monitor Workshop

- Monday, Nov 5 12:00 pm- 1:00 pm LSU Student Union Capital Chamber
- Tuesday, Nov 6 11:00 am-12:00 pm LSU Student Union Capital Chamber
- Tuesday, Nov 6 1:00 pm- 2:00 pm LSU Student Union Capital Chamber
- Wednesday, Nov 7 9:00 am-10:00 am LSU Student Union Capital Chamber
- Wednesday, Nov 7 1:00 pm-2:00 pm LSU Student Union Capital Chamber
- Thursday, Nov 8 12:00 pm – 1:00 pm LSU Student Union Red River Room

Each organization participating in the Homecoming Parade must have one member attend an LSU Homecoming Participant Meeting.

October 26-October 28 –Parade Participant Meeting

- Wednesday, Oct 26 3:00 pm - 4:30 pm LSU Student Union Capital Chamber
- Thursday, Oct 27 5:00 pm – 6:30 pm LSU Student Union Capital Chamber
- Friday, Oct 28 12:00 pm – 1:30 pm LSU Student Union Capital Chamber

It is extremely important that everyone involved in the Homecoming Parade follow the guidelines provided in the LSU Homecoming Parade Guidelines. Major safety precautions include: no liquids allowed on the float (water will be provided by Campus Life parade monitors), all riders must remain on the float at all times, floats must be able to move at parade speed (about 5 mph) and be able to move faster in case of emergency, standing riders must have a hand rail, etc..

A full list of the LSU Homecoming Parade Guidelines can be found on page 39 of the Appendix.

F. Possible Crises Facing Campus Life:

The main audience for Campus Life is LSU students so most major crises will involve students. These crises are some of the most likely crises that Campus Life could possibly face:

1. Student passes out from heat exhaustion
2. Student is injured in the Homecoming Parade
3. Student showing up intoxicated at a Campus Life event
4. A cyber attack causes Campus Life website/social media to be compromised
5. Hurricane

The following pages lay out a detailed crisis plan for two specific crises. The first crisis scenario is a student passing out due to heat exhaustion at an outdoor Campus Life event. The second crisis scenario is a student riding in the Homecoming Parade falls off of a float and gets seriously injured. Each plan includes detailed directions, contact information, useful tips and helpful information, and messages to be sent out. It is extremely important to remember that a crisis plan must be detailed, specific, brief, and easy to navigate. This plan provides a functioning collective brain for all persons involved in a crisis, persons who may not operate at normal capacity due to the shock or emotions of the crisis.

G. Crisis Communication Team

Campus Life Spokesperson

Mission: Serves as spokesperson and director of the crisis management team. The spokesperson is responsible for:

- Being the face of Campus Life in all media appearances
- Receiving initial notification of emergency
- Makes all final decisions
- Designates roles not specified in the crisis plan

Contact information: Mary Wallace Director, LSU Campus Life
Office: (225) 578-5036
Email: mwallace@lsu.edu

Backup Spokesperson: Jacob Brumfield, Associate Director of LSU Campus Life
Office: (225) 578-5036
Email: mwallace@lsu.edu

Public Relations Manager:

Mission: Keeps the LSU community updated and informed during a crisis situation.
He/She is responsible for:

- Updating webpage
- Updating social media (Facebook, Twitter, etc.)
- Sending out pre drafted press releases to media

Contact Information: Josh Dean, Assistant Director, LSU Campus Life
Office: (225) 578-5964
Email: jdean15@lsu.edu

Backup Manager Leslie Wells, Marketing & Communications GA, Campus Life
Office: (225) 578-5430
Email: lwel11@lsu.edu

Human Resources Officer:

Mission: Keeps the Campus Life staff and student leaders updated on all crises related instances and crisis plan changes. He/She is responsible for:

- Sending out internal emails to staff
- Updates crisis plan & directory
- Keeps up with internal crisis relations

Contact Information: Michelle Lowery, Assistant Director, LSU Campus Life
Office: (225) 578-5163
Email: mlowery@lsu.edu

Backup Manager Rachel Spencer, Assistant Director, LSU Campus Life
Office: (225) 405-9800
Email: rspencer@lsu.edu

Emergency Response & Law Enforcement Liaison:

Mission: Serves as the liaison between the Campus Life Crisis Communications team and LSU PD and Emergency officials.

- Steps in when law enforcement is needed
- Updates the Crisis team on any illegal activity surrounding a Campus Life Crisis

Contact Information: Captain Cory Lalonde
Office: (225) 578-2088
Email: jlalon1@lsu.edu

Notification of Key Publics

Methods Of Communication

**P
U
B
L
I
C
S**

	Phone	Email	Text	Social Media	Meeting	Signage	News Release	Website
INTERNAL PUBLICS								
LSU Students		*Dean		*Dean				*Dean
Campus Life Employees		*Lowery	*Lowery		*Lowery			
Campus Life Student Leaders		*Dean	*Dean	*Dean				
EXTRENAL PUBLICS								
LSU Administration	*Wallace	*Wallace			*Wallace			
Local Media	*Wallace	*Wallace					*Wallace	
Emergency/ First Responders	*Wallace				*Wallace			
LA Government Officials	*Wallace	*Wallace			*Wallace			
LSU Faculty/ Staff		*Wallace	*Wallace					

NOTE: All publics may refer to LSU Campus Life's social media and website for information. The publics identified in this chart are merely the most likely to visit those channels.

Campus Life

Crisis Plan:

Student Fainting Due to

Heat Exhaustion

Objective

Prepare Campus Life staff to successfully identify, prevent, and respond to a student fainting due to heat exhaustion at a Campus Life event. A minor crisis that Campus Life will be prepared for is if a student were to pass out from heat exhaustion at a Campus Life event. Signs of heat exhaustion are often difficult to identify if the student doesn't openly say how he/she is feeling. Mentioned below will be immediate steps that Campus Life staff will take when faced with a crisis of a student fainting at a Campus Life event.

Communication Plan for Minor Crisis

- Description: Campus Life has experienced numerous students who have fainted due to heat exhaustion during a Campus Life event.
- Please note: these steps for this crisis can go hand in hand with similar situations such as; a student passing out from being intoxicated.

Communications Team

In the event of a student fainting due to heat exhaustion at a Campus Life event, the following individuals will be the initial first contact:

Internal

Mary Wallace

Office: (225)-578-5036

Cell: (225)-505-2200

Email: mwallace@lsu.edu

External

Emergency: 911

LSU Police: (225) 578-323

Designated Spokesperson

"Identify one primary spokesperson for Campus Life. Designating one primary spokesperson reduces the possibility of conflicting statements, organization values, or explanations being released to the media. Speaking with one voice is more crucial in a crisis than during more operations" (Fearn-Banks 2011). If the primary spokesperson is unavailable, a secondary spokesperson will represent Campus Life.

Primary: Mary Wallace, Director

Secondary: Jacob Brumfield, Associate Director

10 Do's for Media Interviews (Fearn-Banks, 2011)

1. Do listen to the whole question before answering.
2. Do use everyday language, not the jargon of your business or profession.
3. Do maintain an attitude showing you are calm, courteous, responsive, direct, positive, truthful, concerned, and, if necessary, repentant and apologetic.
4. Do understand the reporter's job. Respect deadlines and return phone calls promptly.
5. Do be accessible and pleasant.
6. Do try to treat the reporter as a partner, an ally in maintain or restoring Campus Life's good image.
7. Do tell the truth, the whole truth. Misleading or omitted facts are also forms of lying.
8. Do look the reporter in the eye. In your response, address each reporter by name if possible.
9. Do use your crisis communications plan.
10. Do keep employees informed of the crisis. They may be volunteer spokespersons.

10 Do Not's for Media Interviews (Fearn-Banks, 2011)

1. Do not be a wimp! Being concerned and empathetic does not mean that you must shake in your boots.
2. Do not guess or speculate. Either you know or you don't.
3. Do not get overly upset about being quoted out of context.
4. Do not play favorites in the media.
5. Do not pull advertising from a newspaper because reporters are not cooperative. The purpose of advertising is not to help the newspaper anyway.
6. Do not consider your release "golden."
7. Do not stick to a story if it has changed, just to be consistent. The media realize that things change.
8. Do not be trapped into predicting the future.
9. Do not wear sunglasses or chew gum.
10. Do not smoke.

PRE-CRISIS PREPARATION

The following tips are extremely beneficial for Campus Life staff to take into consideration when planning and implementing outdoor events. (Not in order)

- Email sent out the beginning of every month to make sure Campus Life staff is up-to-date with their training if a student were to faint at a Campus Life event due to heat exhaustion.
- Send out Facebook and Twitter posts to remind the students and public to stay hydrated because it does get extremely hot during the Summer/Fall months.
- During training, reiterate the symptoms and sign of heat exhaustion to the Campus Life staff so they are able to spot it out quickly.
- Identify a crisis team and keep an updated list of all of the duties.
- Have pre-drafted messages ready for students, staff, parents and university relations to disseminate to the public.
- Have safety kit ready for all Campus Life outdoor events.
- Make sure there are enough water and ice chests to last throughout the whole event.

DURING THE CRISIS

1. Gather your crisis communication team to inform your staff about the incident that has occurred.
2. Call 911 and provide specific details about the location of the incident and the current state of the victim.
3. Locate fainted victim.
4. Clear the area surrounding the victim.
5. While waiting for emergency personnel to arrive, maintain a calm atmosphere to make the victim feel safe and secure.
6. Provide the victim with fluids (water, no caffeine).
7. Update the public about the incident through emails and social media sites.

Causes

There are many factors which can cause heat stress and heat-related illness, including (Heat Exhaustion):

- **Dehydration** – to keep healthy, our body temperature needs to stay around 37°C. The body cools itself by sweating, which normally accounts for 70 to 80 per cent of the body's heat loss. If a person becomes dehydrated, they don't sweat as much and their body temperature keeps rising.
- **Lack of airflow** – working in hot, poorly ventilated or confined areas.
- **Sun exposure** – especially on hot days, between 11am and 3pm.
- **Hot and crowded conditions** – people attending large events (concerts, dance parties or sporting events) in hot or crowded conditions may also experience heat stress that can result in illness.

Symptoms of Heat Exhaustion

Heat exhaustion is a very serious condition that can develop into heat stroke. It occurs when excessive sweating in a hot environment reduces the blood volume. The most common signs and symptoms of heat exhaustion include:

- Confusion
- Dark-colored urine (a sign of dehydration)
- Dizziness
- Fainting
- Fatigue
- Headache
- Muscle cramps
- Nausea
- Pale skin
- Profuse sweating
- Rapid heartbeat

Treatment for Heat Exhaustion

If you, or anyone else, have symptoms of heat exhaustion, it's essential to immediately get out of the heat and rest, preferably in an air-conditioned room. If you can't get inside, try to find the nearest cool and shady place. Apply first aid and seek medical assistance

Other recommended strategies include:

- Drink plenty of fluid (avoid caffeine and alcohol).
- Remove any tight or unnecessary clothing.
- Take a cool shower, bath, or sponge bath.
- Apply other cooling measures such as fans or ice towels.

If such measures fail to provide relief within 30 minutes, contact a doctor because untreated heat exhaustion can progress to heat stroke

Other heat-related illness and common symptoms include (Heat Stress):

- **Deterioration in existing medical conditions** – this is the most common health problem of heat stress.
- **Heat rash** – sometimes called ‘prickly heat’, this is a skin irritation caused by excessive sweating. It can occur at any age, but is most common in young children. It looks like a red cluster of pimples or small blisters. It is most likely to occur on the neck and upper chest, in the groin, under the breasts and in the elbow creases.
- **Heat cramps** – these include muscle pains or spasms, usually in the abdomen, arms or legs. They may occur after strenuous activity in a hot environment, when the body gets depleted of salt and water. They may also be a symptom of heat exhaustion.
- **Dizziness and fainting** – heat-related dizziness and fainting results from reduced blood flow to the brain. Heat causes an increase in blood flow to the skin and pooling of blood in the legs, which can lead to a sudden drop in blood pressure. There can be a feeling of light-headedness before fainting occurs.
- **Heat stroke** – **this is a medical emergency and requires urgent attention.** Heat stroke occurs when the core body temperature rises above 40.5C and the body’s internal systems start to shut down. Many organs in the body suffer damage and the body temperature must be reduced quickly. Most people will have profound central nervous system changes such as delirium, coma and seizures. The person may stagger, appear confused, and have a fit or collapse and become unconscious. As well as effects on the nervous system, there can be liver, kidney, muscle and heart damage.

After you've recovered from heat exhaustion, you'll probably be more sensitive to high temperatures during the following week. So it's best to avoid hot weather and heavy exercise until your doctor tells you that it's safe to resume your normal activities.

POST-CRISIS

The following tips are extremely beneficial for Campus Life staff to take into consideration post crisis of a student fainting due to heat exhaustion. (Not in order)

- Address to the public that an incident has occurred on campus.
- Send emails to local media officials, students, and parents: addressing what has happened and when necessary, thank you letters for their help.
- Post on Twitter and Facebook accounts ensuring that Campus Life is going to prevent another incident like this from happening.

Student Suffers Heat Exhaustion Sample Media Messages

Facebook:

Before:

- Remember to stay hydrated while you're out there in the sun today! Be responsible and be smart! Geaux Tigers!

During/Morning of Outdoor Event:

- Don't forget about _____ today at _____. We are expecting a high heat index today so don't forget to drink plenty of fluids and stay hydrated!!!! Can't wait to see you all there!!!!

Post incident (Within 24 hours of incident):

- A student suffered from heat exhaustion today at our _____ event. He/She is in _____ condition. Here at Campus Life we want to ensure safety to our students. We are doing our best to make sure this won't ever happen again. Remember to stay hydrated during these hot summer days. For more information please visit the Campus Life website at [http: www.lsu.edu/campuslife/](http://www.lsu.edu/campuslife/) or send questions to mwallace@lsu.edu.

Tweets:

Before and during: "Remember to stay hydrated while you're out there in the sun today! Be responsible and be smart! Geaux Tigers!"

Post incident: "A student suffered from heat exhaustion today at _____ event. He/She is in _____ condition. Stay tuned for more updates."

The following email will be sent to the LSU Community post incident:

To: LSU Community (students, parents, faculty, administration)

From: Campus Life Spokesperson (Mary Wallace, Director, Campus Life)

Subject: Student Suffers From Heat Exhaustion at Campus Life Event

Email:

Dear LSU Community,

A student suffered from heat exhaustion today at the Campus Life _____ event. He/She is in _____ condition and is being looked after at name hospital, home, or at the university.

This incident is taken very serious to us as we always strive to help and protect our students. We will continue to provide you with any upcoming information regarding this situation. Please, feel free to email me if you have any questions. I would be more than happy to assist you in any way possible.

The Campus Life staff ensures our students as a top priority to us and he/she will always be in taken care of at any Campus Life event. We are devoted to making sure an incident like this doesn't happen again. It does get extremely hot during these outdoor events, so as a reminder please continue to stay hydrated throughout the day.

Sincerely,
Mary Wallace
Director, Campus Life

The following email will be sent to the Campus Life staff post incident:

To: Campus Life Staff
From: Campus Life Spokesperson (Mary Wallace, Director, Campus Life)
Subject: Student Suffers From Heat Exhaustion at Campus Life Event
Email:

Dear Campus Life Staff,

A student suffered from heat exhaustion today at the Campus Life _____ event. He/She is in _____ condition and is being looked after at name hospital, home, or at the university.

This incident is taken very serious to us as we always strive to help and protect our students. Please take time to look over our crisis communication plan to remember your duties incase this were to happen again. Please, feel free to email me if you have any questions. I would be more than happy to assist you in any way possible.

The Campus Life staff ensures our students as a top priority to us and he/she will always be in taken care of at any Campus Life event. We are devoted to making sure an incident like this doesn't happen again. It does get extremely hot during these outdoor events, so as a reminder please continue to stay hydrated throughout the day.

Sincerely,
Mary Wallace
Director, Campus Life

Sample Website:

The screenshot shows a web browser window displaying the LSU Campus Life website. The address bar shows the file path: `file:///Users/meatball/Desktop/All%20websites/Campus%20Life%202011/indexemergency2.html`. The browser's toolbar includes links to WordPress, Social Media, HootSuite, LSU Campus Life, SAB, TigerMail, stuff, paws, photoshop, illustrator, and css.

The website header features the LSU logo and the text "Student Life & Enrollment". A prominent red banner across the top reads: **EMERGENCY: A STUDENT HAS BEEN SENT TO THE HOSPITAL DUE TO HEAT EXHAUSTION. PLEASE STAY HYDRATED!!!!**

Below the banner is a navigation menu with links: Home, About, Student Activities Board, Homecoming, Student Organizations, Leadership Development, Volunteer LSU / Service, and Contact.

The main content area has a purple header with the text **Involvement. Leadership. Service.** and a small image of three people in a boat. Below this is a search bar with the text "INFORMATION FOR: 1st year students, 2nd-3rd year students, 4th year+ students".

The page is divided into two columns. The left column contains a "Calendar" section with two events:

- Geaux Lead Retreat**: The Geaux Lead January 2013 Retreat is open to all LSU students, with a particular emphasis on students who are in leadership positions around the university. Core to the experience of Geaux Lead is that leadership is about the desire to make a difference, and the courage to act. Geaux Lead January 2013 is for all those students who are ready to make a difference in their current organizations, and the desire to continue making a difference beyond LSU.
Deadline to sign up: Friday, Nov 30, 2012
Retreat Dates: Sun, Jan 6, 2013- Wed, Jan 9, 2013
Retreat Site: Tell Timbers Baptist Conference Center in Forest Hill, LA
*Transportation provided to and from retreat site.
[SIGN UP HERE](#)
- CHANGE Break: Tennessee 2013**: Did you know that the Appalachian Tennessee area has some of the highest poverty rates in America? During CHANGE Break: Tennessee 2013, 10 students will volunteer in the Appalachian region of Tennessee from April 1-6 to help address issues of poverty.
Applications due January 2013
[Application \(PDF\)](#)
[Application \(Word\)](#)

The right column contains a "News" section with a headline **EMERGENCY** and a paragraph: "A student was taken to _____ Hospital today after passing out due to heat exhaustion at one of Campus Life's outdoor events. For privacy reasons the student's name will not be released. We would like to remind our students that it is very important to stay hydrated. Drink plenty of water throughout the day. Louisiana is known for high temperatures so please be mindful. Our students safety is Campus Life's main concern. We regret the occurrence of this incident and we are working to keep this from happening at future events." The text is signed "Thanks, Mary Wallace, Director Of Campus Life".

At the bottom of the page, there is a small section for **Geaux BIG Baton Rouge** with the text: "Geaux BIG Baton Rouge is now accepting Job Requests for work to be completed during the Inaugural Geaux BIG Baton Rouge program".

A footer note at the bottom left states: "2 errors occurred in opening the page. For more information, choose Window > Activity."

Campus Life

Crisis Plan:

Student Injury During

Homecoming Parade

Objective

Prepare Campus Life staff to successfully identify, prevent, and respond to a student injury during the Campus Life Homecoming Parade. A major crisis that Campus Life will be prepared for is if a student were to seriously injure him/herself while riding a float in the Campus Life Homecoming Parade. Serious safety violations could possibly take place during the parade causing students to become critically injured. Mentioned below will be immediate steps that Campus Life staff will take when faced with a crisis of a student injury during the Campus Life Homecoming Parade.

Communication Plan for Major Crisis

- Description: Campus Life has experienced numerous scares throughout the past years that warrant a need for a strong Crisis plan for parade safety.

Communications Team

In the event of a student is injured while riding one of the floats in the Homecoming Parade, the following individuals will be the initial first contact:

Internal

Mary Wallace

Office: (225)-578-5036

Cell: (225)-505-2200

Email: mwallace@lsu.edu

External

Emergency: 911

LSU Police: (225) 578-323

Designated Spokesperson

“Identify one primary spokesperson for Campus Life. Designating one primary spokesperson reduces the possibility of conflicting statements, organization values, or explanations being released to the media. Speaking with one voice is more crucial in a crisis than during more operations” (Fearn-Banks 2011). If the primary spokesperson is unavailable, a secondary spokesperson will represent Campus Life.

Primary: Mary Wallace, Director of Campus Life

Secondary: Jacob Brumfield, Associate Director of Campus Life

10 Do's for Media Interviews (Fearn-Banks, 2011)

1. Do listen to the whole question before answering.
1. Do use everyday language, not the jargon of your business or profession.
2. Do maintain an attitude showing you are calm, courteous, responsive, direct, positive, truthful, concerned, and, if necessary, repentant and apologetic.
3. Do understand the reporter's job. Respect deadlines and return phone calls promptly.
4. Do be accessible and pleasant.
5. Do try to treat the reporter as a partner, an ally in maintain or restoring Campus Life's good image.
6. Do tell the truth, the whole truth. Misleading or omitted facts are also forms of lying.
7. Do look the reporter in the eye. In your response, address each reporter by name if possible.
8. Do use your crisis communications plan.
9. Do keep employees informed of the crisis. They may be volunteer spokespersons.

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1. Do not be a wimp! Being concerned and empathetic does not mean that you must shake in your boots.
2. Do not guess or speculate. Either you know or you don't.
3. Do not get overly upset about being quoted out of context.
4. Do not play favorites in the media.
5. Do not pull advertising from a newspaper because reporters are not cooperative. The purpose of advertising is not to help the newspaper anyway.
6. Do not consider your release "golden."
7. Do not stick to a story if it has changed, just to be consistent. The media realize that things change.
8. Do not be trapped into predicting the future.
9. Do not wear sunglasses or chew gum.
10. Do not smoke.

PRE-CRISIS PREPARATION

The following tips are extremely beneficial for Campus Life staff to take into consideration when planning and implementing the Homecoming Parade. (Not in order)

- Designate parade spokespersons for each organization/group participating in the parade
- Brief all staff members and parade volunteers on parade routes, policies, procedures, and guidelines
- Host a mandatory parade safety meeting for parade participants to learn the parade safety guidelines.
- Provide a detailed contact sheet for each parade monitor to refer to in case of emergency
- Make each parade monitor easy to identify by providing him or her with a bright orange safety vest
- Provide the safety rules and regulations to each parade monitor in a safety packet. This packet should include: a parade route, parade schedule, emergency contact sheet, etc.
- Have pre-drafted messages ready for students, parents, staff, and university relations to disseminate to the public.

DURING THE CRISIS

1. Identify the location of the injured student.
2. If the injured student is still on one of the floats, have the designated parade monitor for that area stop that particular float and direct them to pull over to the emergency lane.
3. Call 911 and provide specific details about the location of the incident and the current state of the victim.
4. Parade monitor should contact Crisis team by radio. (Emergency contact sheet is on the back of monitor tag).
5. Gather your crisis communication team to inform your staff about the incident that has occurred

6. While waiting for emergency personnel to arrive, clear the area and maintain a calm atmosphere to make the victim feel safe and secure.
7. Once medical officials have arrived, allow them to do their job.
8. Update the public about the incident through emails and social media sites.
9. Follow up with the student after the incident to check on their progress and show that you care about their recovery

OR

2. If the injured student has fallen off of the float, have the designated monitor for the area clear the area to assess the situation.
3. Have the nearest police officer halt the parade.
4. Call 911 and provide specific details about the location of the incident and the current state of the victim.
5. Parade monitor should contact Crisis team by radio. (Emergency contact sheet is on the back of the monitor tag).
6. Gather your crisis communication team to inform your staff about the incident that has occurred.
7. While waiting for emergency personnel to arrive, clear the area. Do not move the student from the area he/she is. He/she may have injuries beyond visibility that could worsen if moved without the proper medical professionals.
8. Maintain a calm atmosphere to make the victim feel safe and secure.
9. Once medical officials have arrived, allow them to do their job.
10. Update the public about the incident through emails and social media sites.
11. Follow up with the student after the incident to check on their progress and show that you care about their recovery.

Causes

There are many factors that can cause a parade related injury:

- **Unsafe float-** Standing riders on floats or vehicles must have a handhold. Sitting riders must be seated inside the float. Riders and any portion of their bodies must not hang over the sides of any vehicle or be standing on trailer hitches. If floats are unsafe, students could possibly fall off and seriously injure themselves.
- **Fire-** Units are not allowed to incorporate or use gas-fired, charcoal or other grill on their parade units. Also, all units must carry a fire extinguisher. Units with fire hazards could possibly catch on fire and endanger the float riders itself and the parade goers.
- **Too many riders-** Vehicle units may not have an unsafe number of riders. Too many riders on one float causes overcrowding and the possibility of someone falling off of the float is very high.
- **Alcohol-** No alcohol is allowed on the float. Each rider will receive an armband and will be checked for liquids. Once on the float, the rider will receive bottled water. Alcohol impairs judgment and alters behavior. If riders get out of control due to intoxication, someone could get seriously hurt.

POST-CRISIS

The following tips are extremely beneficial for Campus Life staff to take into consideration post crisis of a student fainting due to heat exhaustion. (Not in order)

- Address to the public that an incident has occurred on campus.
- Send emails to local media officials, students, and parents: addressing what has happened and when necessary, thank you letters for their help.
- Post on Twitter and Facebook accounts ensuring that Campus Life is going to prevent another incident like this from happening.

Homecoming Parade Injury Sample Media Messages

Sample Facebook/Twitter posts:

Before:

- Don't forget about our Homecoming Parade Monitor Meeting today at am/pm!!!!!!
- If your organization would like to participate in the LSU Homecoming Parade make sure to stop by one of our Homecoming Parade Participant Meetings. Each

organization must have one representative attend a meeting in order to be eligible to participate!!!

- When building your float, please remember the parade unit safety, dimensions, and construction guidelines found on page 5 of the Homecoming Parade Guidelines!!!!

During/Morning of Parade:

- Make sure to have your floats in their designated areas by to have your float inspected and approved!!!!
- Remember, NO ALCOHOL or liquids of any kind, there's plenty of time for that later. Campus Life will provide every rider with at least 2 bottles of water.
- We want everyone to enjoy the parade SAFETLY, so remember no jumping on the floats!!!!!!

Post Incident (within 24 hours of incident):

- A student was injured today during the Homecoming Parade while riding on a Parade float. We will keep you updated on his/her condition. The safety of our students is our number one concern and we are doing everything possible to ensure that this does not happen again. For more information please visit the Campus Life website at <http://www.lsu.edu/campuslife/> or email questions to mwallace@lsu.edu.

Sample Email to Key Publics

The following email will be sent to the LSU Community post incident:

To: LSU Community (students, parents, faculty, administration)
From: Campus Life Spokesperson (Mary Wallace, Director, Campus Life)
Subject: Student Suffers Injuries while riding in the Homecoming Parade
Email:

Dear LSU Community,

A student was seriously injured this Saturday, November____, while riding in one of the Homecoming floats in the LSU Homecoming Parade.

He/She is in _____ condition, and is being looked after at name hospital, home, or at the university.

This incident is taken very serious to us as we always strive to help and protect our students. We will continue to provide you with any upcoming information regarding this situation. Please, feel free to email me if you have any questions. I would be more than happy to assist you in any way possible.

The Campus Life staff ensures our students as a top priority to us and he/she will always be in taken care of at any Campus Life event. We are devoted to making sure an incident

like this doesn't happen again. It does get extremely hot during these outdoor events, so as a reminder please continue to stay hydrated throughout the day.

Sincerely,
Mary Wallace
Director, Campus Life

The following email will be sent to the Campus Life staff post incident:

TO: Campus Life Staff/Employees
FROM: Campus Life Director Mary Wallace
SUBJECT: Student Injured During Homecoming Parade
EMAIL BODY:

Dear Faculty, Staff and Students,

A student was seriously injured this Saturday, November____, while riding in one of the Homecoming floats in the LSU Homecoming Parade.

He/She is in _____ condition, and is being looked after at name hospital, home, or at the university.

With this recent incident please review LSU Campus Life's crisis plan. We hope to avoid any more crises, especially crises where students are injured. As a member of the Campus Life team it is your responsibility to know your role in a crisis situation. You must be ready at any moment to respond to a crisis.

If you have any questions or suggestions regarding the crisis plan please feel free to stop by my office or email me.

Sincerely,
Mary Wallace
Director, LSU Campus Life

Sample Website:



III. Appendix

A. Crisis Directory (Emergency Preparedness, 2012)

i Crisis Communication Team

Campus Life Spokesperson Mary Wallace Director, Campus Life Backup Jacob Brumfield Associate Director, Campus Life	Office: (225) 578-5036 Cell: (225) 505-2200 Email: mwallace@lsu.edu Office: (225) 578-5965 Cell: (225) 615-5229 Email: jbrum@lsu.edu
Public Information Manager Josh Dean Assistant Director, Campus Life Backup Leslie Wells Marketing & Communications GA, Campus Life	Office: (225) 578-5964 Cell: (225) 333-7465 Email: jdean15@lsu.edu Office: (225) 578-5430 Cell: (337) 515-6732 Email: lwell11@lsu.edu
Human Resources Officer Michelle Lowery Assistant Director, Campus Life Backup Rachel Spencer Assistant Director, Campus Life	Office: (225) 578-5163 Cell: (225) 229-7596 Email: mlowery@lsu.edu Office: (225) 578-5966 Cell: (225) 405-9800 Email: rspencer@lsu.edu
Emergency Response & Law Enforcement Liaison Captain Cory Lalonde	Office: (225) 578-2088 Email: jlalon1@lsu.edu

ii. LSU Key Publics

LSU System President William L. Jenkins Interim President & Chancellor	Office: (225) 578-2111 Email:
LSU Board of Supervisors Robert Rasmussen Assistant Vice President of System Relations	Office: (225) 578-2154 Email: Rasmussen@lsu.edu
LSU Chancellor William L. Jenkins Interim President & Chancellor	Office: (225) 578-2111 Email:
LSU Division of Student Life and Enrollment Kurt Keppler Vice Chancellor of Student Life and Enrollment	Office: (225) 578-8607 Email: kkeppler@lsu.edu

iii Key Media

-Newspapers/Magazines

The Daily Reveille Baton Rouge, LA Andrea Gallo Editor-in-Chief	Office: (225) 578-4811 Email: agallo4@tigers.lsu.edu
The Advocate Baton Rouge, LA Naomi Martin News Charles Lussier News/Education Writer	Office: (225) 388-0317 Email: nmartin@theadvocate.com Office: (225) 388-0331 Email: clussier@theadvocate.com
Associated Press Brian Schwaner News Editor for Louisiana	Office: (504) 523-2931 Email: bschwaner@ap.org
Business Report Baton Rouge, LA	

JR Ball Executive Editor	Office: (225) 928-1700 Email: jrball@businessreport.com
225 Magazine/225BatonRouge.com Baton Rouge, LA Jeff Roedel Editor	Office: (225) 214-5225 Email: jeff@225batonrouge.com

-Television Stations

WAFB TV, CBS Baton Rouge, LA Robb Hays News Director	Office: (225) 215-4800 Email: rhays@wafb.com
WBRZ TV, ABC Baton Rouge, LA	Office: (225) 387-2222 Email: news@wbrz.com
NBC33 News, NBC Baton Rouge, LA	Office: (225) 766-3233 Email: news@nbc33tv.com
WGMB TV, FOX Baton Rouge, LA	Office: (225) 766-3233 Email: info@tvbatonrouge.com

-Radio

WJBO AM 1150 Baton Rouge, LA Bruce Collins Program Director	Office: (225) 231-1860 Email: brucecollins@clearchannel.com
WRKF FM 89.3 Baton Rouge, LA Amy Jeffries News Director	Office: (225) 926-3050 Email: amy@wrkf.org
KLSU FM 91.1 Baton Rouge, LA Jeff Martinez Program Director	Office: (225) 388-5578 Email: programdirector@tigers.lsu.edu

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iv. Emergency Contacts

-Campus Police, Public Safety, & Campus Emergencies

Emergency	911
LSU Police	(225) 578-3231
Campus Crisis Information	(225) 578-4636 1-800-516-6444
Campus Transit	(225) 578-5555
Risk Management	(225) 578-3297
Environmental Health & Safety	(225) 578-5640
Facility Services' Fire Safety Program	(225) 578-4357
Facility Action Safety Team	(225) 578-3186

-Local and State Law Enforcement

Baton Rouge Police Department	(225) 389-2000
East Baton Rouge Parish Sherriff's Office	(225) 389-5000
Louisiana State Police, Troop A	(225) 754-8500

-Campus Resources

Student Health Center	(225) 578-6271
Residential Life	(225) 578-8663
Communications & University Relations	(225) 578-8654

Facility Services- Facility Emergencies	(225) 578-3186

-Medical Centers

Baton Rouge General Medical Center – Bluebonnet	(225) 763-4000
Baton Rouge General Medical Center – Mid City	(225) 387-7000
Oschsner Medical Center (O’Neal)	(225) 754-3278
Our Lady of the Lake Medical Center	(225) 765-8826
Earl K. Long Charity Hospital	(225) 358-1162
Woman’s Hospital	(225) 927-1300

-Other Resources

Centers for Disease Control and Prevention	(800) 323-4636
Louisiana Department of Health and Hospitals	(225) 342-9500

B. Telephone Log Sheet

Priority: _____ Date: _____ Time: _____

Call Received From:

Name: _____

Organization: _____

Location: _____

Message: _____

Call Back By:

Date: _____ Time: _____

Notes: _____

C. Incident Information Sheet

Complete using ink pen only

Date: _____ Time: _____ Initial Report: _____ Update: _____

Describe the incident (i.e., hazardous material spill, equipment malfunction, serious injury, bomb threat, fire, etc.):

Indicate when the incident occurred and when crisis personnel first responded:

Describe which crisis groups are responding:

Indicate where the incident occurred (building number, column number, east or west side of building, etc.):

Describe the work performed in the building(s) where incident occurred (i.e., machining, office functions, mix of factory and office functions):

Estimate the number of employees evacuated:

Estimate the number of employees injured, nature of their injuries (to clarify misleading reports), and where they are being examined/treated (i.e., on-site medical, local hospital):

Describe what is being done to mitigate the emergency:

D. Crisis Evaluation Form

To be filled out by each Campus Life member who responded to the crisis

Date: _____ Time: _____ Initial Report: _____

1. What is your designated role in the crisis plan?
2. Please describe the crisis in detail:
3. On a scale of 1 to 5 how well did Campus Life respond to the crisis? (Please go into detail)
4. How was Campus Life's response to the crisis seen by the rest of the campus/community (speedy, efficient, organized, chaotic, etc.)?
5. What changes/additions would you make to the crisis plan to better help the staff respond to similar crises in the future?

E. Thank you letters to public officials, law enforcement, and emergency responders:

Dear _____,

Thank you so much for your help at the Campus Life _____ event! It is greatly appreciate and your help doesn't go unnoticed. Without your quick response, the outcome of the situation could have been turned for the worse.

From the entire Campus Life staff, we acknowledge and thank you for everything that you have done in the past and continue to do in the future! Due to this incident, Campus Life will provide higher safety measures at future events. If you have any suggestions, we would greatly welcome them! Please contact Mary Wallace for any concerns at mwallace@lsu.edu. Thanks again!

Sincerely,
Mary Wallace
Director, Campus Life



F. LSU Homecoming Parade Guidelines

Saturday, November _____
Parade Begins: 11:00am

First priority for Parade participation is given to **LSU Registered Student Organizations**. Each organization must be in good standing with the University. Consult Campus Life to check your student organization's status.

Registration Applications Due: _____ at _____ p.m.
in LSU Student Union Room 350 (Campus Life Office)
or as an attachment sent to homecoming@lsu.edu

General Timeline and Parade Route

The Homecoming Parade is a great opportunity for groups and individuals to show their Tiger Pride!!! The parade will kick off _____, **November _____, 20_____ at 11:00 a.m.** It will last approximately 45 minutes and the route is 2.2 miles in length.

The City of Baton Rouge and the Parish of East Baton Rouge guidelines allow a maximum of 75 units in the parade. For the purpose of the parade, a "unit" is defined as a float, vehicle, marching group, walking squad, etc. Groups and individuals are welcome to apply to participate, and the Homecoming Parade Committee will make the final decision which units are approved.

The parade route is included on page 5 and will be online at:
www.lsu.edu/homecoming

Parade Line-Up: Groups will be contacted with specific report time no later than Friday, November 2. The parade will start and end at the LSU System Office Building parking lots on West Lakeshore Drive.

Should the LSU v. _____ game be held earlier than 6:00pm or 7:00pm on Saturday, November _____, the Homecoming Parade may be cancelled as we cannot accommodate the parade at many alternate times. The Homecoming Student Committee will work quickly to inform all groups of any time change or cancellation.

Rules for Homecoming Parade:

General Rules

- This is a family-oriented, community-based event. All persons participating in the parade are subject to the Louisiana State University regulations regarding behavior. Students are expected to exhibit behavior in line with the values of the University's Commitment to Community (included in this packet) and the LSU Code of Student Conduct (<http://saa.lsu.edu/Code%20of%20Student%20Conduct%20August%2009.pdf>).
- The contact person for each unit must attend one of the parade participant meetings. If more than one organization is teaming up to provide a Parade Unit, each organization must have their individual contact person attend the Parade Participant meeting:

€ Wednesday, Oct. 26 from 3-4:30pm, LSU Student Union Capitol Chamber (3rd Floor)

€ Thursday, Oct. 27 from 5-6:30pm, LSU Student Union Capitol Chamber (3rd Floor)

€ Friday, Oct. 28 from 12-1:30pm, LSU Student Union Capitol Chamber (3rd Floor)

Failure to attend one of these meetings will result in a rejection of parade participant application.

- The Homecoming Committee may deny application and registration by any organization based on LSU or LSU Athletics business contracts. If you have specific questions or have a business sponsor, please contact the Homecoming Student Committee.

Parade Behavior

- The contact person **MUST** be with their unit at all times during the parade and must also have their cell phone on (listed on the Parade application). If a registered LSU student organization participates, the President (or designee), Parade Unit Contact person and Parade Unit Marshals must check in with Homecoming Parade staff during Saturday line-up. See Rule #6 for description/role of Parade Unit Marshals. The President (or designee) and Parade Unit Contact person and must ride on the float during the parade.

Parade Behavior, continued

- The unit's contact person and the organization's president are responsible for the behavior of those on your unit at all times. Irresponsible and/or dangerous parade behavior includes, but is not limited to:
 1. Use of alcohol by any parade unit drivers, riders or walkers.
 2. Riding, sitting, standing, climbing, or dancing on trailer rails, parade float walls, truck bed sidewalls, vehicle hoods, etc.
 3. Riding, sitting, standing, or dancing on any other parts of a vehicles not intended to accommodate rides (for instance, on the hitch area of a gooseneck trailer).
- 4. All float riders must remain on the float at all times.
- Each parade unit must have **at least 4 Parade Unit Marshals** (1 on each side of the unit and 2 following the unit) to monitor safety and behavior before and during the parade.
 - Homecoming parade staff will communicate with the Parade Unit Marshals to address safety and behavior concerns. It is the Homecoming Parade Staff's expectations that the Parade Unit Marshals help ensure riders' safety and appropriate behavior by being familiar with Parade guidelines and confronting issues as they arise or when directed by Homecoming Parade staff or other University officials.
- Alcoholic beverages are prohibited, before and during the parade. If alcohol is present, it will result in dismissal from the Homecoming Parade for the individual and/or organization.
- Individual LSU students and riders on LSU Student Organization Floats are not allowed to bring any liquids or drinks of any type on the floats.

The LSU Homecoming Student Committee will provide bottled water for LSU riders on the student organization floats.

Any liquids not provided by the LSU Homecoming Student Committee will be poured out and riders may be asked to leave.
- Each non-LSU student organization should bring water or other non-alcoholic liquids.

Parade Unit Safety, Dimensions and Construction

- Each unit must provide its own means of transportation to the parade, during the parade and away from the LSU System building following the parade's end.
- Parade units or other materials may not be left in the line-up lots or along the route at any time before, during or after the parade.
- To fit through LSU street gates, all units must be **no wider than 96 inches (8 feet across)**. This includes decorations and position of riders. If the unit is too wide, it will not be allowed to participate.
- To reduce the risk of potential collision damage between LSU oak trees, parade units and riders, all units must be **no taller than 144 inches (12 feet)**. Riders should not stand or sit on a unit anywhere that would expose their bodies to heights of **more than 144 inches (12 feet)**. If the unit is too tall, it will not be allowed to participate.
- **No semi-tractor/trailer trucks or semi-tractor trailer trucks with trailers will be allowed.**
- Floats must be able to move at parade speed (about 5 mph) and be able to move faster in case of emergency.
- Vehicle units (floats, flatbeds, decorated vehicles, etc.) may not have an unsafe number of riders. Groups must provide the number of riders with their registration (if exact number is not known, include the maximum your float will be able to hold). The number of riders on each vehicle is subject to approval by the Homecoming Committee.
- Standing riders on floats or vehicles must have a handhold. Sitting riders must be seated inside the float, in the bed of a truck, or on the back of a convertible. Riders and any portion of their bodies must not hang over the sides of any vehicle or be standing on trailer hitches.
- Unit decorations cannot block or obstruct vehicle doors, exhaust pipes, wheels or windows.
- Units are not allowed to incorporate or use gas-fired, charcoal or other grills on their parade units.
- All units with a trailer must carry a fire extinguisher. This does not include personal vehicles used as parade units. If the personal vehicle is used to pull a trailer, the trailer must have a fire extinguisher.

Parade Unit Safety, Dimensions and Construction, continued

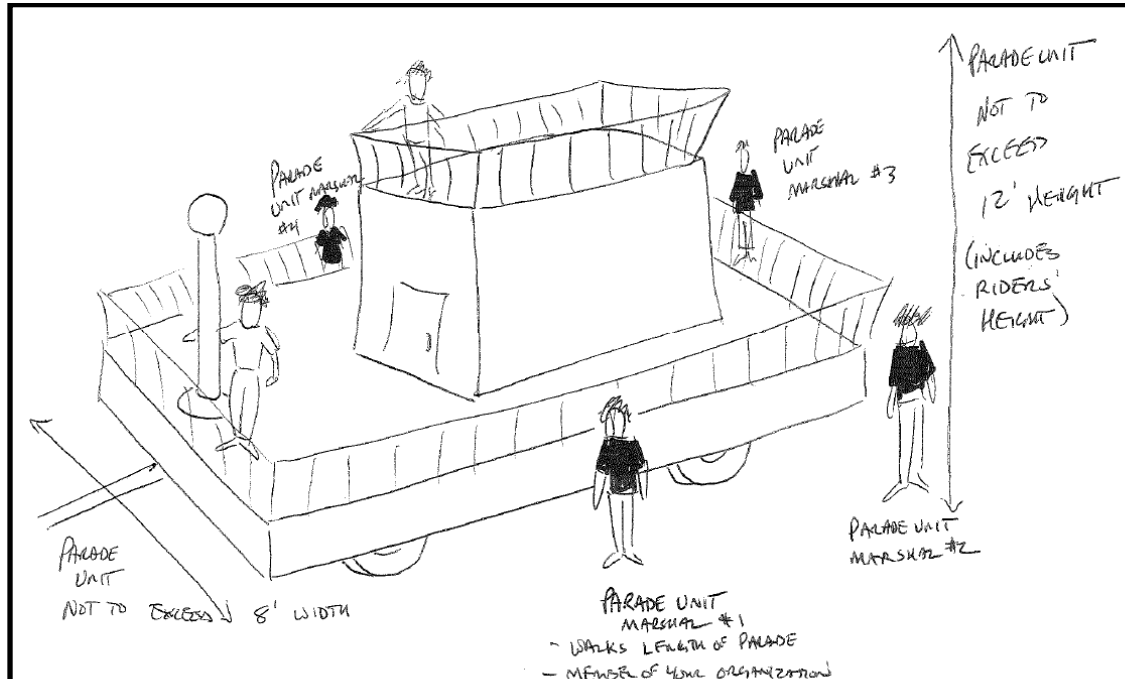


Illustration showing:

1. Placement of the minimum 4 Parade Unit Marshals (Rule #6). Parade Unit Marshals are in the dark shirts in the illustration.
2. Horizontal and Vertical height restrictions (Rules #12 and 13)
3. Required Handholds (Rule #17)

- Driver(s) and vehicle(s) information

Drivers of all vehicles must provide the following information with their registration. Registration deadline is Monday, October 22, 2012 by 4:00 p.m.

Driver's name(s)

Photocopy of Driver's License

Photocopy of vehicle and driver proof of insurance

License Plate Number(s) – be sure to include trailer license plate numbers

Description of vehicle(s) and any trailers including length, width and height dimensions, type of vehicle, description of trailers (single axle, tandem axle, gooseneck trailer, etc.)

Maximum number of riders the participating group wishes to have ride on their vehicle. The final number allowed will be determined by the Homecoming Parade Committee.

Parade Unit Entertainment

- All parade entries are encouraged to have appropriate throws. No objects may be thrown that could cause injury.
- Music, visual displays, or other decorative aspects must be in line with the values of the University's Commitment to Community and the LSU Code of Student Conduct. If you have questions, please ask during a required parade participant meetings.

Please provide a sketch or description of your parade unit's decorative aspects on the final page of the registration packet.

Organizations are encouraged to associate decorations with the "Home Sweet Home: Calling LSU" theme.

Music should be family-friendly and radio edit versions. Any parade unit not compliant with this rule will be removed from the parade.

- Judging of floats

Only parade entries from LSU registered student organizations will be judged. Prizes will be awarded in the categories of: Creativity, LSU Spirit, Use of Theme, Quality of Presentation, Adherence to all Rules, and Overall Presentation.

Failure to adhere to these rules will result in consequences, including not limited to being asked to leave the parade line-up (before or during the parade), loss of the privilege to ride in the parade next year and/or University sanctions for the individual participants or group.

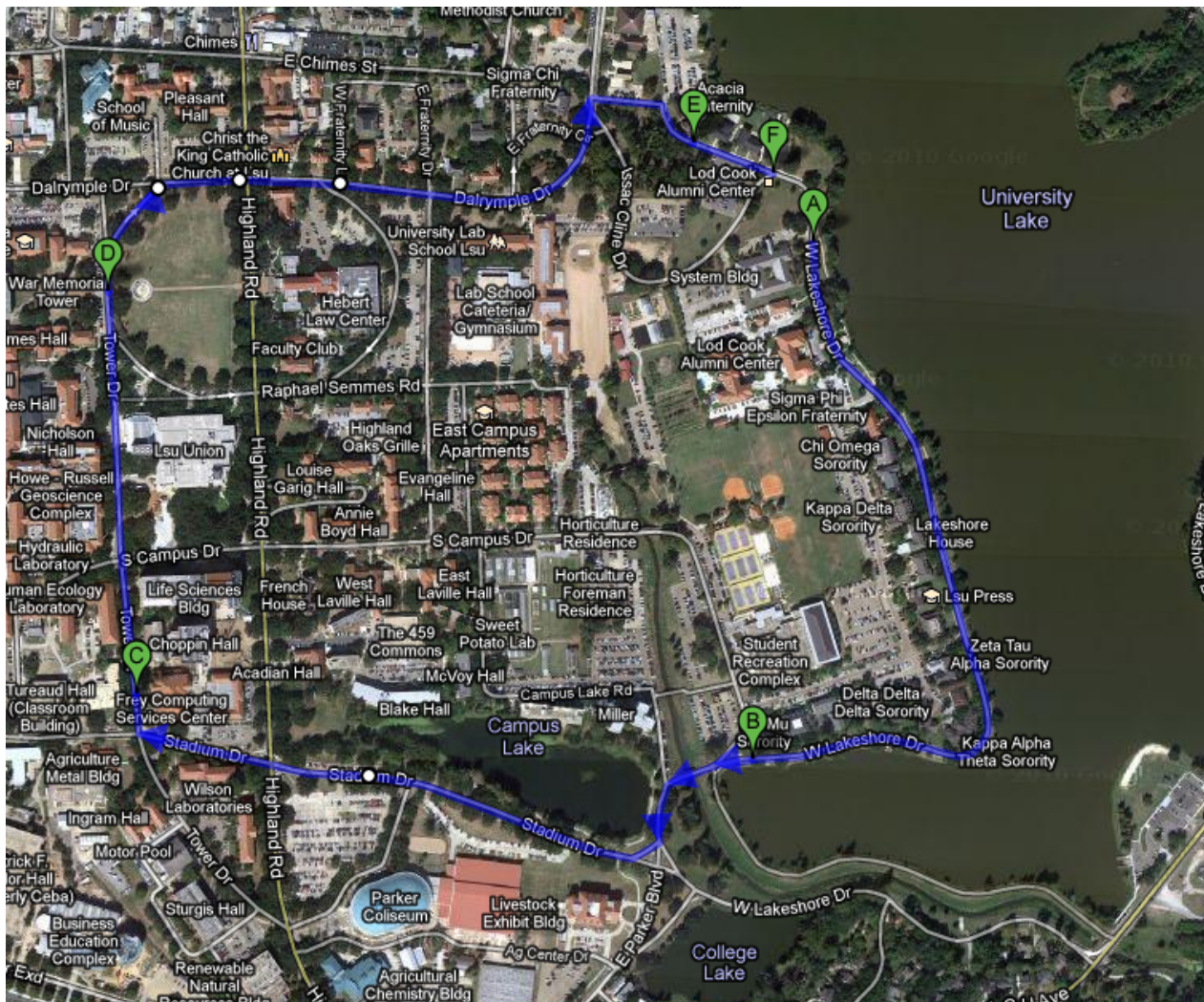
At any time, the LSU Student Homecoming Committee may update the Parade guidelines, and will work to inform participants and applicants in a timely manner.

LSU Homecoming Parade Route: Approx. 2.2 miles

Follow A to F below

A to B follows West Lakeshore Drive along the lakes and crosses Highland Road onto South Stadium Road before turning right onto Tower Drive.

All points continue alphabet sequence.





COMMITMENT to COMMUNITY

Louisiana State University is an interactive community in which students, faculty, and staff together strive to pursue truth, advance learning, and uphold the highest standards of performance in an academic and social environment.

It is a community that fosters individual development
and the creation of bonds
that transcend the time spent within its gates.

To demonstrate my pride in LSU, as a member of its community, I will:

- accept responsibility for my actions;
- hold myself and others to the highest standards of academic, personal, and social integrity;
 - practice justice, equality, and compassion in human relations;
 - respect the dignity of all persons and accept individual differences;
- respect the environment and the rights and property of others and the University;
- contribute positively to the life of the campus and surrounding community;
- and use my LSU experience to be an active citizen in an international and interdependent world.

The continued success of LSU depends on the faithful commitment by each community member to these, our basic principles.

*Adopted as a "Statement of University Position" on behalf of the
Louisiana State University and Agricultural & Mechanical College community
on the fifth of May in the year 1995.*



LSU HOMECOMING 2012

LSU Homecoming Parade Registration

First priority for Parade participation is given to **LSU Registered Student Organizations**. Each organization must be in good standing with the University. Consult Campus Life to check your student organization's status.

Registration Applications Due: Monday, October at
in LSU Student Union Room 350 (Campus Life Office)
or as an attachment sent to homecoming@lsu.edu

Group(s) Name: _____

Group type: € LSU Registered Student Organization
€ Other LSU organization
€ Off-campus organization or business

My group / Our groups would like to enter a:

- € Marching / Walking unit
- € Decorated car/truck unit
- € Decorated car/truck unit with trailer
- € Other (describe): _____

LSU 20 Homecoming Parade Registration, page 2 of 5

Copy and complete this page to give contact information for each organization represented if a Parade unit has more than one organization participating.

Unit Contact Information

The contact person **MUST** be with their unit at all times during the parade and must also have their cell phone on (listed on the Parade application).

If a registered LSU student organization participates, the President must check in with parade officials during line-up and must ride on the float during the parade.

Contact Person's Name _____

Cell phone(s) _____

E-mail _____

Organization President's Name (must ride the float) _____

Cell phone(s) _____

E-mail _____

I am not able to ride the float but I designate the following student leader to be responsible for my organization.

Designee's Name (must ride on the float) _____

Title or Role Within the Student Organization _____

Cell phones (s) _____

E-mail _____

Signatures: _____
(Organization President) (Designee)

LSU 20 Homecoming Parade Registration, page 3 of 5

Copy and complete this page to give information about each driver and vehicle used for your parade unit.

Driver's Name(s):

Include photocopies of driver's licenses & vehicle/driver proof of insurance with registration.

Vehicle Information (No semi-tractor / trailer trucks are allowed):

- Length: _____ inches
- Width: _____ inches
- Height: _____ inches
- Vertical height of standing or sitting surface from the ground: _____ inches
- License Plate number and state: _____
- Additional description: _____

(convertible car, truck, motorcycle, etc.)

What is the total passenger and cargo weight capacity for each of the vehicles in the parade unit? (Gross Vehicle Weight Rating MINUS Curb Weight) _____ lbs.

- Number of riders desired on this vehicle* _____
**Subject to approval by Homecoming Parade Committee*

Trailer (No semi-tractor / trailer trucks are allowed.):

- Length: _____ inches
- Width: _____ inches
- Height: _____ inches
- Vertical height of standing or sitting surface from the ground: _____ inches
- License Plate number and state: _____
- Additional description: _____

(single axle, tandem axle, gooseneck trailer, etc.)

What is the total passenger and cargo weight capacity for each of the vehicles in the parade unit? (Gross Vehicle Weight Rating MINUS Curb Weight) _____ lbs.

- Number of riders desired on this vehicle* _____
**Subject to approval by Homecoming Parade Committee*

€ Our group has checked to make sure our unit dimensions fit the requirements of the parade route. In addition, we are submitting these specific dimensions to be evaluated by the Homecoming Parade Committee during the application process and on the day of the Homecoming Parade.

LSU 20 Homecoming Parade Registration, page 4 of 5

Copy and complete this page to give contact information for each organization represented if a Parade unit has more than one organization participating.

Review and check all items:

- € Our group agrees to abide by the rules as set forth in the 2012 LSU Homecoming Packet and from Homecoming Parade officials.
- € We understand that if our unit does not report to the parade line-up at its scheduled time, we may lose our spot in the parade.
- € We agree to have four Parade Unit Marshalls walking the length of the parade for each vehicle in our Parade Unit.

The contact person from my organization will attend the REQUIRED participant meeting on:

- € Wednesday, October 26 from 3-4:30pm in the LSU Student Union Capitol Chamber (3rd Floor)
- € Thursday, October 27 from 5-6:30pm in the LSU Student Union Capitol Chamber (3rd Floor)
- € Friday, October 28 from 12-1:30pm in the LSU Student Union Capitol Chamber (3rd Floor)
- € We understand that failure to attend a REQUIRED participant meeting will result in a rejection of parade participant application.

Agreed to by:

_____ Unit Contact person's signature	_____ Printed name
Cell phone _____	E-mail _____
_____ Organization President's signature	_____ Printed name
Cell phone _____	E-mail _____

Any questions regarding the 2012 Homecoming Parade Guidelines and Registration should be directed to the Homecoming Parade Committee via:

Campus Life Office
LSU Student Union Room 350

(225) 578-5160
homecoming@lsu.edu

Deadline for entry form: Monday, October 22, 4:00pm in 350 LSU Student Union or as email attachment to homecoming@lsu.edu.

LSU 20 Homecoming Parade Registration, page 5 of 5

Please provide a sketch or description of your parade unit's decorative aspects.

Remember that the Homecoming Parade is family-oriented, community-based event and that all aspects of your float unit must not conflict with LSU or LSU Athletics business contracts.

If you have questions, please contact the Homecoming Student Committee.

G. Monitor What-2-Watch-4

Imperative:

- Only riders with wristbands are allowed on float
- Organizations with two floats will have different color wristbands
- NO** outside beverages
- Only provided Dasani bottles of water are ok
- Float must have railings/hand-holds for all riders
- Contact Person is on site
- Radio Friendly Music is being played (if music is being played)
- Each group has provided 4 Marshals for their float who will be walking next to float (cannot get on and off float)
- Only 4 riders allowed in bed of truck (none if gooseneck trailer) and riders **MUST** sit in the bed (Not on the railings)
- Riders are to remain on float once it begins moving
- Riders should not be hanging over sides of floats
- Report initial issues to groups' marshal. If they continue to disobey rules report it to your contact person.**
- Groups should not be jumping up and down on float
- Floats should only stop if unit in front of them is stopped

Other things to consider

- Ensure float is not taller than 12 feet (eyesight check): Ask students to get down if above height limit
- Make sure on-lookers are staying clear of floats
- LSU PD is on site if assistance is needed
- Throwing of objects- should not be intentionally trying to hit or injure anyone

H. Parade Monitor Badge



Contact List

(Listed in order on route)

Sara Keimig Lead LSUPD Car	413-768-9514
Rachel Spencer 1 st on Route	225-405-9800
Josh Dean 2 nd on Route	225-333-7465
Michelle Lowery 3 rd on Route	225-266-8458
Dr. Matt Gregory 4 th on Route	812-629-5397
Jacob Brumfield 5 th on Route	225-615-5529
Craig Marcus Rear LSUPD Car	225-235-6942
Josh Englund Line-Up Area	352-400-5301
Mary Wallace	225-505-2200



Homecoming PARADE MONITOR for Campus Life

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MCOM 7040

Michelle Kopecky

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Final Project