

University of Baltimore

IV- 6.5 Policy on Emergency Communication

Approved by President Schmoke on: 10-30-2025

Note: If you have located this policy while looking for emergency contact information for the University of Baltimore (UBalt), please refer to the [Emergency Contact page](#). In an emergency (police, fire, medical), **dial 911 immediately**.
For non-emergency assistance, call **410.837.4444** to reach UBalt Safety and Security.

I. Purpose

The University of Baltimore (UBalt) is committed to the safety and well-being of its community members. This policy establishes a comprehensive approach for disseminating urgent and time-sensitive information through various communication channels during campus emergencies.

II. Definitions

- A. Emergency Communication System: Authorized platform(s) used to send critical information via multiple channels, including text messages, emails, and social media posting.
- B. Enrolled User: Any individual whose contact information is registered with the University for emergency notifications, including Students, faculty, and staff who are automatically enrolled under this Policy and any other individuals who enroll through the Self Enrollment process.
- C. Emergency Communication: Messages issued to Enrolled Users in response to Emergency Events. Emergency Communications may also include periodic tests of the Emergency Communication System.
- D. Emergency Events: events which may pose immediate threat to the campus community, including severe weather, public safety threats, or which may pose significant operational disruptions.
- E. Students: For purposes of this policy, shall mean an individual currently enrolled as a student at UBalt and excludes prospective students and alumni.

III. Scope

- A. This policy applies to all Emergency Events occurring on UBalt’s campus or which may otherwise affect Students, faculty, and staff of the University of Baltimore. The Emergency Communication System does not cover events occurring on rented or leased portions of the UBalt campus that do not otherwise affect UBalt Students, faculty, or staff. Communications to and from lessees regarding Emergency Events are subject to the terms of the applicable lease.
- B. This policy is aligned with [USM Policy VI--13.00](#)—Policy on Campus Emergency Planning, Preparedness, and Response, Section 7.2.
- C. This policy does not replace or supersede the University System of Maryland, State of Maryland, or University of Baltimore policies and procedures.

IV. Policy Statements

A. Automatic Enrollment

All Students, faculty, and staff (“Automatically Enrolled Users”) will be automatically enrolled in UBalt’s Emergency Communication System(s) using the contact information provided during admission or employee onboarding, and their UBalt-issued email address. Lessees of UBalt premises and their employees, invitees, and other visitors are not Automatically Enrolled in the Emergency Communication System under this Policy.

B. Self-Enrollment

Parents, alumni, prospective students, lessees, or any other individuals wishing to enroll in UBalt’s Emergency Communication System can request an account by emailing campussafety@ubalt.edu with your name, email address and mobile phone number.

C. Opt-Out Provision

Individuals who have been automatically enrolled in the Emergency Communication System may opt out of receiving certain types of emergency alerts by following the official process outlined on the UBalt Campus Safety and Security website. Opting out does not exempt Automatically Enrolled Users from all forms of emergency communication. Users who have enrolled through the self-enrollment process may opt-out at any time by visiting <https://ubaltimore.omnilert.net>

D. Information Maintenance

Enrolled Users are responsible for ensuring their contact information is current. Contact information may be updated at any time by following the instructions at these links:

[Faculty and staff contact information updates \(TBD\)](#)

Student contact information updates (TBD)

The Office of Facilities Management and Capital Projects, in coordination with Campus Safety and Security, will also periodically prompt users to verify and update their contact information.

E. **Authorized Use**

Only designated personnel, such as Campus Safety and Security and the Office of Facilities Management and Capital Projects, are authorized to send Emergency Communications through the Emergency Communication System. Communications from other personnel or for other purposes will not be sent through the Emergency Communication System.

F. **Communication Channels**

The Emergency Communication System may utilize multiple channels to disseminate information, including, but not limited to:

- i. Text messages
- ii. Emails
- iii. Social media platforms
- iv. University website alerts

G. **Message Content and Frequency**

Alerts will be concise and provide clear instructions. Follow-up messages will be sent as necessary to update the community on evolving situations.