

Memo

IT Crisis communications sometimes are faced with quite a conundrum, especially in a secure closed system environment. That very environment acts as the usual communication medium, but if it is down, how do you communicate?

Currently, this government agency is planning for an Emergency Notification System which acts independently and outside of the government's own internal systems. As part of the implementation of this ENS, it is recommended that a portion be dedicated to the notification of IT systems outages. This will enable the organization to communicate important information about the IT system to all employees and contractors, even if the entire system is down for some reason.

This will serve as a Crisis Communications risk mitigation process and will be an integral part to the overall proposed crisis communication plan. Training, drills, and other portions of the ENS implementation can be expanded slightly to cover this addition to the project.

Please see attached PowerPoint presentation to be presented to senior management in a Crisis Communication meeting.



Communications IT Management and Crisis

MAKING CERTAIN CUSTOMERS ARE INFORMED

Emergency Notification System

- ▶ Currently a planned project for notification to employees on emergencies, site closings, and weather emergencies impacting facilities and employees
- ▶ This system is already slated for implementation by June 2015
- ▶ Notifications will occur in the form of automated telephone calls, texts, and/or personal email addresses
- ▶ Currently, the **only** notification to employees are on the government home portal page

Addition to The Emergency Notification System Project: IT Emergency Notification

- ▶ When IT Systems are completely down, there is no Internet or Intranet Services
- ▶ Would be similar to mailing letters to people to tell them there is a US Postal strike – no IT services, how are customers notified?
- ▶ Currently a few key people are called and notified, but in general, over 1,500 individuals on the site / off site need to be communicated to

How would it work?

- ▶ First, create a secure public website for communications



A screenshot of a web application window titled "User Login". The window has a blue background and a white border. At the top left, there is a small icon of a computer monitor. The title "User Login" is centered at the top. Below the title, there are two input fields: "Username" and "Password". The "Username" field is a white rectangle with a light blue border. The "Password" field is a white rectangle with a light blue border. Below the "Password" field, there is a dark blue button with a white user icon. In the top right corner of the window, there is a small "X" icon for closing the window.

Website would be utilized for posting messages on system status

Date	Time	System Status	Outage Estimate	Estimated Recovery
11/23/2014	17:45	Email system is currently down	At least 2 hours	19:45
11/23/2014	18:30	Partial recovery	1.5 hours	19:45
11/23/2014	18:45	Most email services are back online	1 hour	19:45
11/23/2014	19:20	Email services have returned	0	19:20

How does this work with Emergency Notification System

- ▶ Notification and progress website are completely outside of the internal Intranet and Internets
- ▶ The IT systems could be completely down, but notification could still be performed
- ▶ The information website would be pre-loaded with staff user IDs (Encrypted and protected)
- ▶ The Emergency Notification System (ENS) would send out a message and password for the event
- ▶ Message (again via text, personal email or telephone call – customer's choice) would include website URL, Brief Text, Password

Sample Message

ENS Notification 11/24/2014 @ 07:23:

The xyz government system is completely down. All IT services are currently unavailable. Please go to the message website at:

<https://www.ensxyz.com>

Password for this event (active until event is concluded) is:

6fr54s{

Enter your user name and password for updates on system status

Benefits to ITD Staff and Management

- ▶ All customers can be immediately notified through text, voice, or personal email.
- ▶ Communications on status of recovery are updated and managed at a single *public* website location
- ▶ No dependency on internal systems *which may not be available*.
- ▶ No later complaints that customers were not notified and had no idea of the situation
- ▶ Shows customers immediate response and status from one location outside of the internal systems