

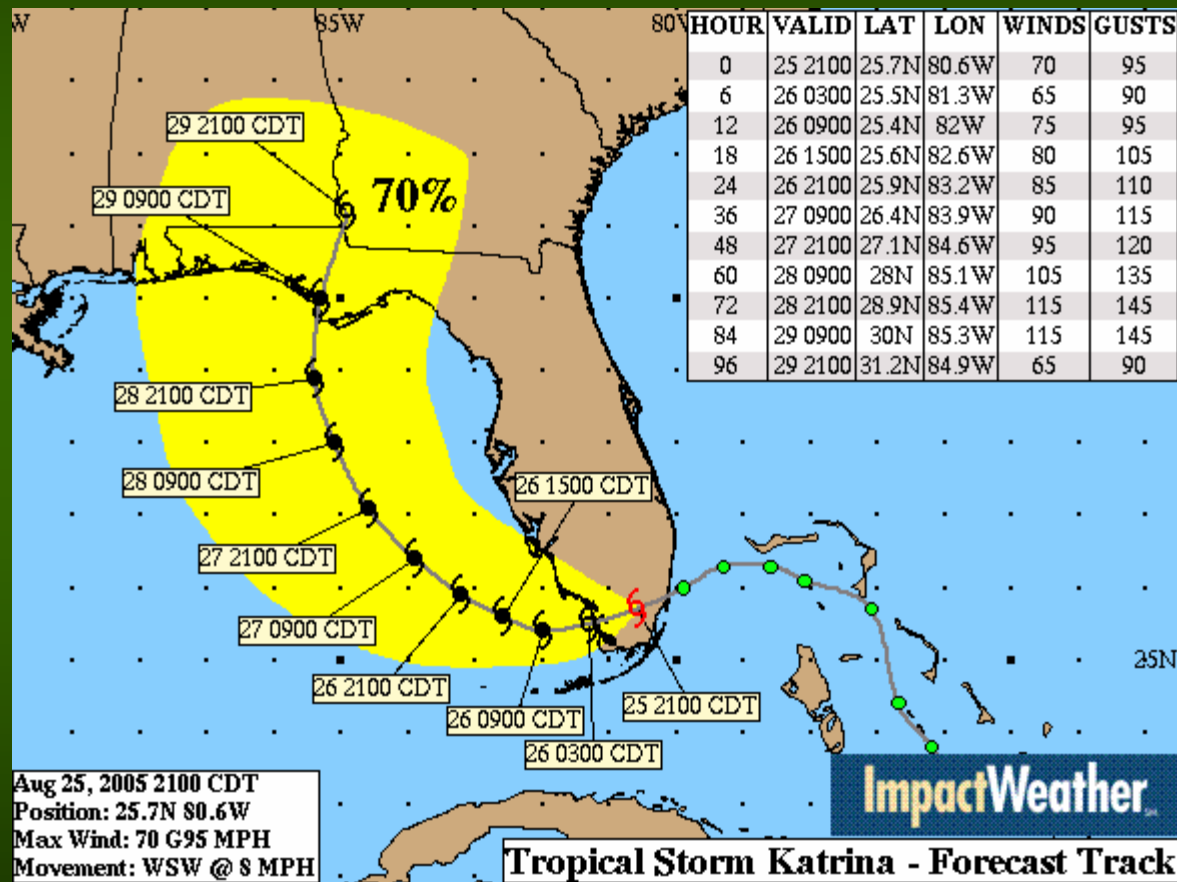
Keeping Your Head...



...Above Water



Thursday, August 25



Emergency Hotline

When a serious weather or other emergency threatens New Orleans, the Tulane community needs information fast. In these emergencies, Tulane will activate the ALERTLINE. Students, faculty and staff from all Tulane campuses, as well as parents, can call ALERTLINE or check our website during emergencies for up-to-the-minute data on university closings or reopenings and other vital information.

Tulane University

ALERTLINE

ALERTLINE

IN NEW ORLEANS: **504.862.8080**

TOLL-FREE: **1.877.862.8080**

<http://emergency.tulane.edu>

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Tulane University

PEEL AND STICK THESE ON OR NEAR YOUR PHONES TODAY

Emergency Website

Thursday, August 25



 Tulane
University

[About Tulane](#) [Academics](#) [Admission](#) [Administration](#)
[Athletics](#) [Student Life](#) [Health Sciences Center](#)
[Libraries & Technology](#) [Teaching & Research](#) [Home](#)

[Site](#)

[Help](#) | [Index](#) | [W](#)

Emergency Procedures: Keeping Tulane Secure

Current Status

Tulane University is currently operating under normal conditions.

Please call the Tulane Alert Line at (504) 862-8080 (toll-free: 1-877-862-8080) or consult this web page for any updated information on University operations.

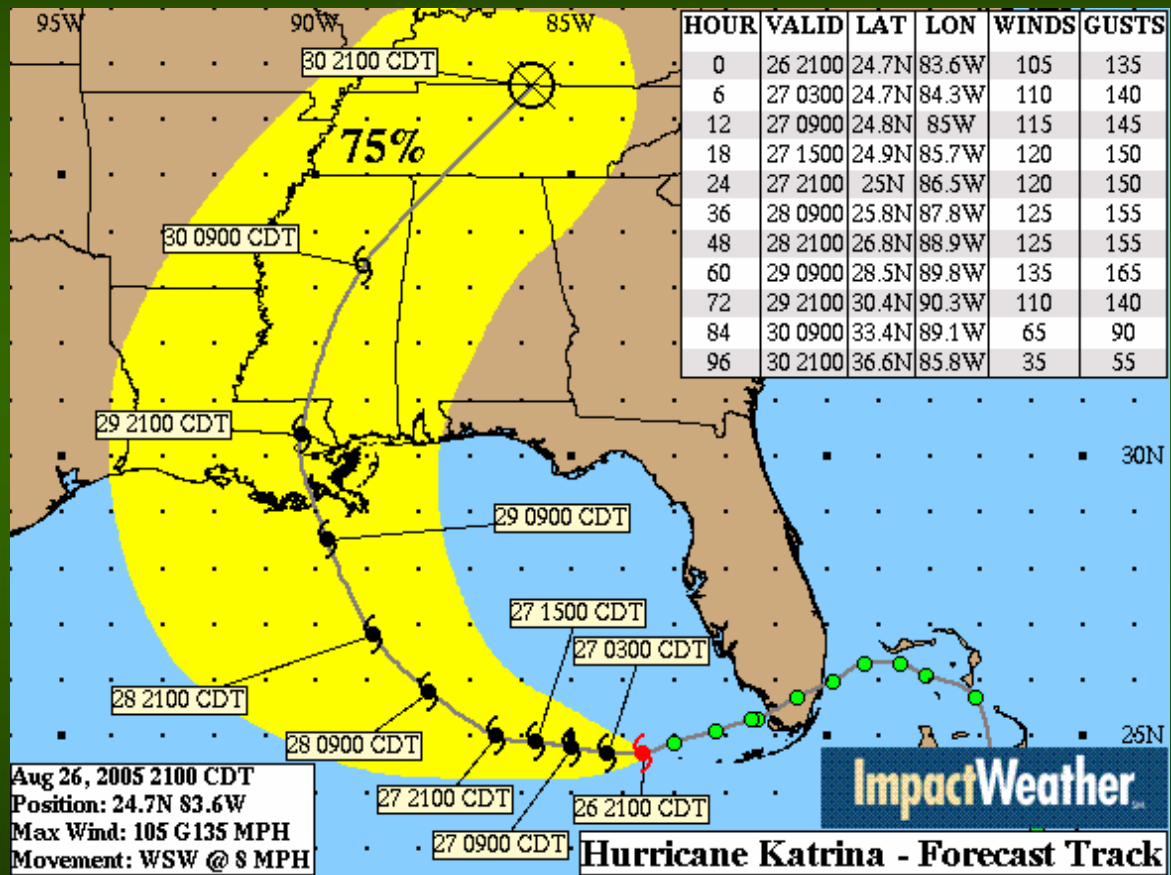
Additionally, circumstances permitting, the university will communicate with faculty, staff and students via email. Messages will be sent to official Tulane University email addresses.

Parents who are interested in receiving periodic updates about the university should sign up for the [Parents Listserv](#).

Friday, August 26, 3:30 p.m.

“We are currently monitoring Hurricane Katrina. At this time Tulane University is operating under normal conditions. Please continue to check this website and the Tulane Alert Line 504-862-8080 or, toll-free, 1-877-862-8080 for continued updates. The next update will be posted at 10 a.m. on August 27.”

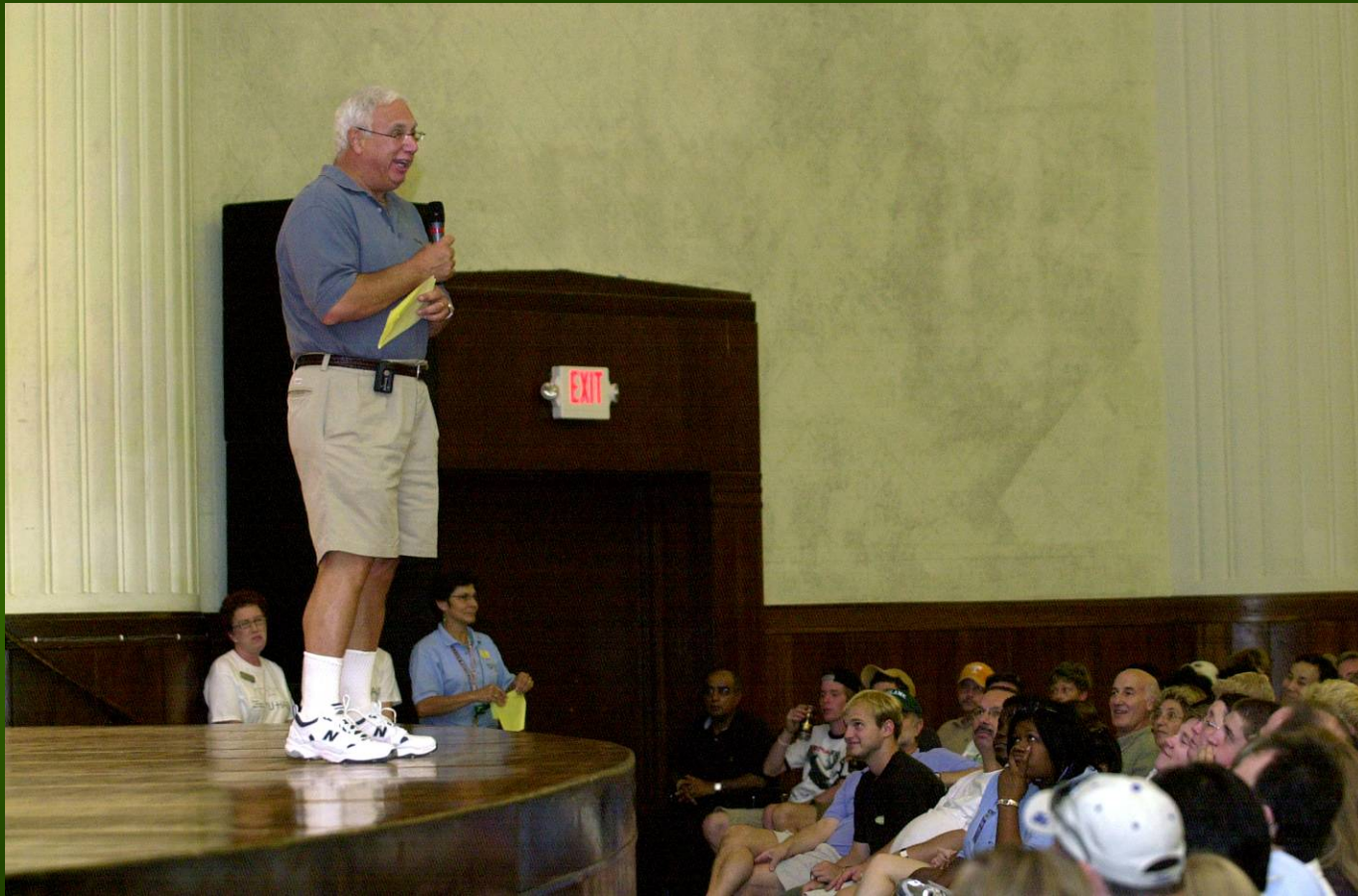
Friday, August 26, 9 p.m.



Saturday, August 27, 10 a.m.

“In response to Hurricane Katrina's shift to the west, Tulane University will close as of 5 p.m. today, August 27. Classes will resume on Thursday, September 1. Tulane employees should report to work on Wednesday, August 31.....”

Saturday, August 27, 1 p.m.



New Student Convocation

Saturday, August 27, 6 p.m.

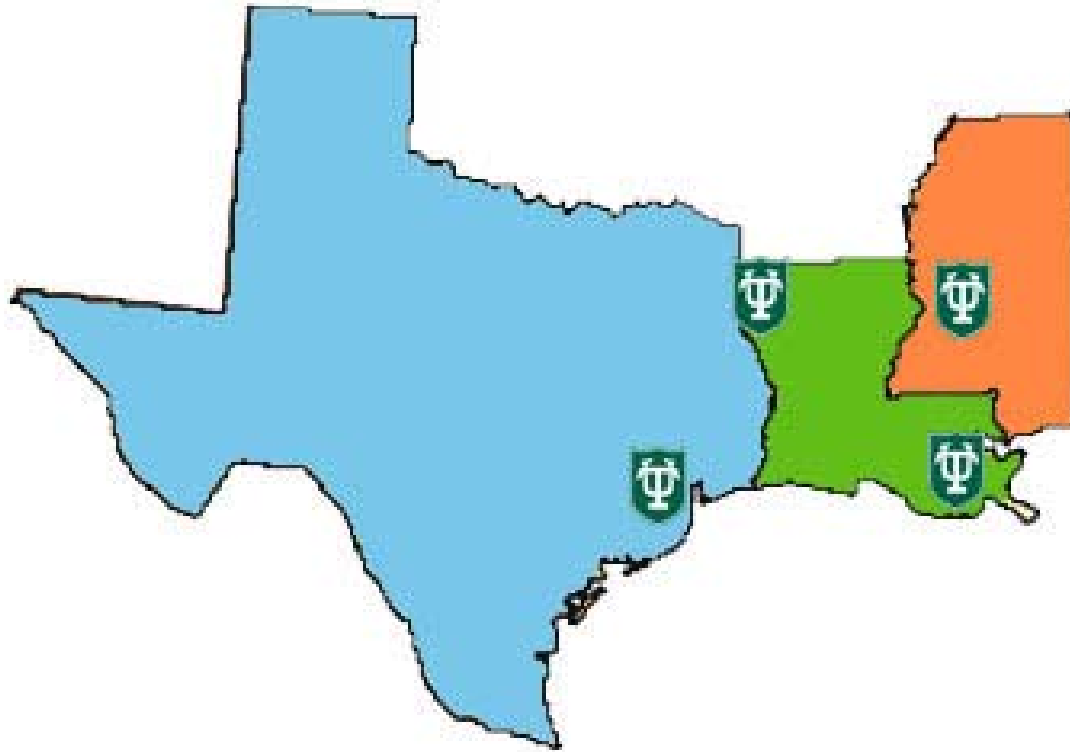


Sunday, August 27, 2 a.m.



Tulane Evacuees at Jackson State

Location of PR Staff



Monday, August 29, 2 p.m.



Tuesday, August 30







Tulane University Health Sciences Center

Wednesday, August 31



KATRINA: THE STORM WE'VE ALWAYS FEARED

The Times-Picayune



THURSDAY, SEPTEMBER 8, 2005

CLEAR OUT OR ELSE



At least three helicopters rescued people on the 17th Street Canal levee breach in the aftermath of the storm. Helicopters were used to deliver aid and medical supplies across the city, including blankets and water to survivors, and others supported the evacuation from afar. "We don't have a paper anymore in Louisiana outside of the Times," said Representative Clay Higgins. "But they'll still call. Because it's important" for Louisiana residents everywhere.



SEP 2 2005

Where to Begin?

- No communication; no office
- Core senior team scattered
- 8000 displaced faculty and staff and 13,000 students
- Preserving the workforce
- Payroll
- Campuses not entirely evacuated
- Fall semester?
- Tuition; finances
- Restoring campus
- Parents, media, rating agencies
- Athletics
- U.S. mail
- Student records
- Student property
- No coordination between government agencies/local/state/federal

Resources

- The power of the web

Resources

- The power of the web
- Communications team on site

Resources

- The power of the web
- Text messaging
- Communications team on site
- Information void

The Office



Putting the Website to Work

- Emergency website moved from BellSouth to Yahoo!
- Employees--93% registered online within two weeks
- Bulletin board information

PAY STATUS FOR TULANE EMPLOYEES AS A RESULT OF HURRICANE KATRINA (9/6/05)

The following employees will continue to receive pay checks from Tulane University:

- Full-time faculty, including visiting faculty, will receive their base salary;
- Full-time staff;
- Part-time faculty and staff who are benefits-eligible;
- Graduate students and Post-doctoral Fellows who are on stipends.

Those who will be paid for September and whose future pay status will be continually evaluated:

- Clinical Full-Time Faculty in the School of Medicine, with the understanding that individuals must accept clinical duties as assigned, that the obligation to turn over all clinical revenues to the university remains in effect, and that if the clinical faculty member leaves the university, the institution will seek repayment for any money paid to the faculty member above and beyond base pay;
- VA professors who are on 3/8 time at Tulane University but without benefits;
- Medical Residents;
- Research faculty.

All faculty, staff and graduate students who remain on the University payroll may be called upon by the University to perform regular or special duties as needed. Refusal to perform these duties will result in termination of pay or recoupment of payments actually made. The University assumes that all faculty, staff and graduate students will be resuming work as soon as possible. Therefore, all conflict of interest and commitment policies remain in effect.

Those who will be paid for September only:

- Part-time employees who are not benefits-eligible.

Those who will no longer be paid as a result of Hurricane Katrina:

- Adjunct faculty who are not benefits-eligible;
- All-but-dissertation students (ABD) graduate students who teach courses on an adjunct basis;
- Temporary employees (will be paid for services performed prior to August 29, 2005);
- Student employees (will be paid for services performed prior to August 29, 2005);
- All special pays.

The Presidential Voice

- The cornerstone of the website
- Presidential messages
 - 42 written
 - 3 audio
- Diminishing frequency

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The Power of the Web

- asktu@tulane.edu
- 7,500 emails between Sept. 5 – Dec. 31
- All triaged
- Broad array of topics and issues

Our First Interactive Connection



8 Live Chats

Next Best Thing to Being There-- Home Movies



Next Best Thing to Being There-- Home Movies



The Power of the Media

Obstacle Course **After Hurricane, Tulane University Struggles to Survive**

**School Plays Hardball to Keep
Students and Tuition Fees;
Sabbaticals Get Postponed**

'Looters' Go After Professors

By **JUNE KRONHOLZ** and **STEFAN FATSI**
Staff Reporters of THE WALL STREET JOURNAL
September 28, 2005; Page A1

HOUSTON -- A week after escaping his flooded New Orleans campus in a dump truck, Tulane University President Scott Cowen stood in shorts and days-old stubble before his team of deans and administrators in a Houston hotel. Holding a red marker up to an easel board, he asked them to list problems facing the school.

There are plenty. Students are scattered around the country with some withholding tuition checks. The medical school's 325 doctors have no billing system to collect their fees. Some of the university's most prestigious research -- including the world's longest-running study of heart disease in children -- is in shambles.



Scott Cowen

Tulane's intercollegiate sports teams, which Dr. Cowen hopes will "carry the torch, be the face" of Tulane, are spread among four colleges in Texas and Louisiana. The school is still paying its 6,000 employees, but recruiters already are after Tulane's professors like "looters," complains Alan Miller, a vice president for health sciences.

As the largest private employer in a city with few other economic engines, Tulane's reopening would provide a vital development spark to battered New Orleans. "Symbolically, what determine how people think of New Orleans," says management professor now in his eighth year as Tulane's president.



First Trip Back to Campus, Sept. 29



Outside President's Office



Our Own Newspaper

the
newwave



Tulane Town Talk
At SMU

Mike Strecker
mstreck@tulane.edu

Tulane University President Scott Cowen told more than 100 Tulane parents and students gathered Friday for a Town Hall meeting at Southern Methodist University in Dallas that he is "extremely optimistic about Tulane's future" and fully expects the university will hold classes in New Orleans beginning on Jan. 17.

"As of three days ago applications to Tulane were up 50 percent. Many people across the the United States are watching the re-emergence of Tulane and we are re-emerging faster than anyone in Orleans Parish," Cowen said.

The students Cowen addressed are completing the fall semester at SMU after being displaced by Hurricane Katrina. Cowen himself had just evacuated to Dallas as Hurricane Rita bore down on Houston where Cowen had relocated his staff after Hurricane Katrina struck New Orleans.

"It seems like wherever I go a hurricane is not far behind," Cowen said. "With my track record we will report next from Lincoln, Nebraska."



President Scott Cowen with Tulane freshmen Nicolle Perez and Amanda Phi

Town Hall Meetings



15 Locations Coast to Coast

Call Center

- Facility donated by Coca Cola in Houston
- Staffed by Tulane employees who evacuated to Houston
- The call center logged 12,600 calls from September 14, 2005 through January 13, 2006.

Media and Blog Analysis

"Tulane Takes a Deep Breath"

50 Comments - [Show Original Post](#)

[Collapse comments](#)

[greenwave](#) said...

I'm a bit confused, Angelo DeNisi says on the Freeman site that the second semester will begin on January 9th, while Scott Cowen has said on the Tulane site that the semester will start on the 17th. Does that mean that the Freeman school is going to start a week earlier than all of the other schools?

4:33 PM

[tulane sophomore](#) said...

I felt more happy today than i have since Katrina hit - the news of the reopening, and the opportunity to spend an extra 7 weeks at Tulane this summer simply made my day. I will be counting down to January 17th!

5:54 PM

TulaneRealityCheck

TUESDAY, NOVEMBER 15, 2005

The 9th Ward, Chalmette, Gentilly and the West End (Lakeside)

First, I probably shouldn't have gone into these areas. I really had no business there and to some extent I felt guilty taking pictures of the destruction of people's personal lives. OTOH, I work across the street from the WTC and its now New York's main tourist attraction, and has been since 9/11. I had personal losses there, but not to the extent of most New Yorkers (I lost some friends and some memories), nor to the extent of losses the people of New Orleans had.

I left this entry in the blog until after everyone had the opportunity to go down there. I could describe more of what I saw, but the pictures tell much of the story. Of course, the pictures don't even begin to do the situation justice. Being there, and seeing house after house with 6-10 ft waterlines and rescue markings is depressing. Thinking about the families that lost everything is worse. Sitting in the car, or getting

Students Retrieve Their Stuff



Campus Information Sessions



Communications Tools

- Comprehensive website
- Presidential messages-audio and written
- Email address
- Live chats
- Open door media policy
- Daily online newspaper
- Campus videos

Communications Tools

- Direct mail
- Town hall meetings
- Call center
- Regional newspaper ads
- Employee surveys

Encouraging Returns

- 10,000+ students back for Spring '06
- 93% full-time undergraduates
- 85% first-year students
- 4,000 faculty and staff back at work



One Year Later

- 1,050 new undergraduate students
- 500 new professional/grad students
- Shifting work force, including senior admin.
- New Orleans' image presents challenges



Lessons Learned

- Be at the right hand of the president
- Communicate relentlessly
- Take care of your staff
- Write it down--right now
- Forget fancy
- Avoid burnout of essential personnel

