**PHONE TREE 2011**

**Chukchi Campus**

**November 8, 2011**

**What is a Call Down Procedure and Why Is It Useful?**

A call down is a series of telephone calls from one person to the next used to relay specific information. An established and exercised call down protocol can be used during emergency situations, such as a flu pandemic, to deliver urgent information to and for communication among employees. This sample call-down procedure is intended to be adapted for use by individual businesses based on their own organizational structure.

* Using the phone tree system can spread a message quickly and efficiently to a large number of people
* You can assign several people calling their branches. Alternatively, one person can be making calls to each teach member.
* Hold message drills regularly to test your phone tree for effectiveness and identify areas for improvement. The drill also helps to update phone numbers.

**When Calling:**

* The person at the top will start the tree and it may be helpful to have a brief script complete with the specific action
* Ask the person to get paper and pencil to write specifics
* Give facts about the event
* Please be sure that you have alternative phone numbers, so you can reach a person, if he/she is out of office.
* If nobody is answering, leave a message and call the next person. This should ensure that everyone gets the information in a timely fashion.
* Confirm they will be making the next call on the list.
* Prearrange with staff at the end of the list to contact the person at the top once they receive the message. The *LAST* person on the phone tree should *CALL THE FIRST* person to ensure that the tree is completed and that the message was accurate.

**Message Drill**

Phone numbers listed on the call-down protocol should be updated regularly. Call-downs should also be exercised regularly. The following table is a sample of documentation of call down drills.

**Sample Call-Down Drill**

|  |  |
| --- | --- |
| Testing date |  |
| Person initiating call down procedure |  |
| Time call down initiated |  |
| Time notification of staff completed |  |
| Percentage of staff contacted |  |
| Time in minutes for response |  |
| Notes |  |