



Touro College

Emergency Preparedness * Information Security * Campus Security
EP*I*C*S AWARENESS Quarterly

EXTRA! EXTRA!

This issue of EP*I*CS is all about “effective” communication; from emergency preparedness alert tools to social networking. We have lots for you to page through on physical security, emergency preparedness and information security. Enjoy! And, as always, don’t forget to let us know how helpful you found this issue by emailing enews@touro.edu.

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June 1, 2010

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Effective Communications Month

June is Effective Communications Month and in our last EPICS issue I spoke a little about the systems the College currently has in place to reach you. I am very pleased to announce that the College has purchased the Rave Alert notification system to supplement our current communication modes. Thanks to your wonderful response we have emergency contact information on almost all employees; we have had a similarly enthusiastic response from our students. This will allow us to use the Rave system effectively.

Nothing is more important than being able to communicate quickly and reliably during an emergency. Today nearly every student or employee carries a cell phone, and text messaging has become hands-down the most effective way to send emergency alerts.

Rave Alert is the highest performing, easiest to use, and most reliable broadcast alerting system on the market. The system has won several awards, including the Clery Safety Award. It allows us to quickly send emergency notifications and important announcements via text messages, email or recorded voice messages. The system also allows us to send alerts via digital signage, Facebook, public address system, instant messages, Twitter or any other RSS feed. At this time the College will only be using the text messaging and email components of the product, however we hope to gradually expand our use to include most of the other components.

The system has the capability to send up to 24,000 text messages per minute and 8,000 voice messages per minute using multiple aggregators, ensuring we are able to reach all users. No other vendor in the marketplace matches their delivery speeds. The best way to ensure you are included in the system is to complete an Emergency Contact Form, if you have not already done so, and email it to me at shoshana.yehudah@touro.edu. You can download it from the OIT website at www.it.touro.edu. Just click on the Downloadable Forms tab.

While we are talking about communication I would like to thank all of you for your patience as we start using our various systems. There have been many glitches, but each time we use a communication mode we are improving the way we contact you, so if there is an emergency we can communicate with you instantly and efficiently. This is a learning process for all of us and I appreciate your forbearance. Rest assured your contact information will only be used to inform you of urgent or emergency information related to the College and your role within it.

- S. Yehudah

TOURO EMERGENCY HOTLINE 24 HOURS A DAY 7 DAYS A WEEK 1-88-TOURO911



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Campus Security: Emergency Communication Protocols

In the wake of the recent increase in violence at colleges and universities nationwide we have received inquiries asking how Touro College would respond to an **incident** involving violence or use of a weapon. We have protocols that address the response, and we have best practices that we encourage our college community to follow should they encounter a situation with the potential for shooting violence on campus.

First, please take the time to familiarize yourself and your family with the communications options available to you that Touro may employ during an incident. Touro has several means of communicating with our community and they are as follows:

1. **Rave Alert System**- The Rave Alert System will allow our Emergency Preparedness Department to send emergency notifications by means of text, email, or cell phone. To ensure you are included in the system please complete an Emergency Contact Form and email it to shoshana.yehudah@touro.edu. (Please see the EPICS section on the Rave Alert System written by Shoshana Yehudah.)
2. **E-mail Blast**-Staff and Faculty with Touro e-mail accounts will receive notification through their Touro email. Students who have completed Student Information Forms will receive email notification at the email address indicated on their form.
3. **Auto-Dialer System**-Staff and Faculty will receive voice mail notifications to their cell phone or home phone.
4. **Touro Website**-You can also view any emergency notifications via the Touro website (www.touro.edu).
5. **Security Website**- This website will also contain information on how to handle emergencies.

Should an **incident** occur on or near the campus, individuals should remain where they are until they are provided with additional information from the college.

As you know these **incidents** are unpredictable, and your **immediate** response depends on the situation you face. The following guidelines have been developed for “active shooter” situations in accordance with best practices established by law enforcement. First and foremost, **never permit** anyone you do not know to follow you or tailgate you into the college. If you observe any suspicious activity on campus, **immediately** contact Campus Security at your site or **1-88-Touro-911**.

If it is possible to do so safely, exit the building immediately when you become aware of a perpetrator (s) moving away from the immediate path of danger, and take the following steps:

- Notify anyone you may encounter to exit the building **immediately**.
- **Evacuate** to a safe indoor area away from the danger and take protective cover. If possible go to another campus building. Stay there until assistance arrives.
- Call 911 and Campus Security at **1-88-TOURO911** providing each dispatcher with the following information:
 1. Your name
 2. Location of the incident (be as specific as possible)



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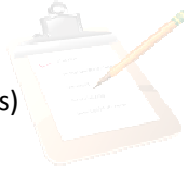
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Campus Security: Emergency Communication Protocols continued

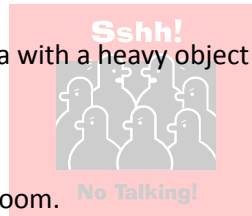
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3. Number of perpetrators (if known)
4. Description or identification of perpetrator (s)
5. Your exact location
6. Injuries to anyone (if known)
 - Individuals who are immediately impacted by the situation are to take protective cover within their shelter-in place location, trying to stay away from windows and doors until otherwise notified.



If you are involved directly in an incident and exiting the building is not an option:

1. Go to the nearest room or office.
2. Close and lock the door.
3. If you can't lock the door, secure the area with a heavy object (s) near the door to prevent easy entry for the perpetrator (s).
4. Turn off the lights.
5. Seek protective cover.
6. Keep quiet and act as if no one is in the room.
7. Silence your cell phone or any other electronic device that may draw the perpetrator's attention to you.
8. Do not answer the door.
9. Notify 911 and Campus Security and provide the information listed above under calling 911.
10. Wait for Local Law Enforcement Officers or Campus Security to assist you out of the building.



NYPD is trained and equipped to respond to an incident of this nature. Note that upon arrival of Local Law Enforcement Teams the best course of action for the safety of all concerned will be determined by the responding units.

The College's Crisis Communication Plan, which includes use of the Rave Alert system, will send out messages to the Touro community with updates on the situation. - L. Perez

Public-Private Preparedness Initiatives

As a result of the number of businesses that suffered after the attacks of September 11, 2001, the City of New York recognized that businesses and financial markets must recover quickly to secure the City's economic stability. As a result, the City has many programs designed to increase the preparedness level of businesses. The Public-Private Initiatives, a division of the Office of Emergency Management (OEM), helps companies develop business continuity plans, engages businesses in citywide exercises and conducts basic emergency management training. The OEM is also responsible for planning efforts for natural and man-made disasters, and ensures that information gathering, decision making by the various City agencies and resource allocations are carried out effectively.

Touro College, as a member of the Consortium of Private Colleges and Universities, works together with the OEM to ensure that the students, faculty and staff at the various college locations are safe. Some of the City's key programs include:

- **CorpNet** – an OEM managed email service that provides timely, accurate information about emergencies in the New York area. We have received notifications on crane collapses, water main breaks, blown manholes, fires, transit disruptions and street closures, just to name a few.

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Public-Private Preparedness Initiatives continued

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using CorpNet for several months, I conclude that the men and women of our police and fire departments do not get paid enough. They are truly our unsung heroes.

Emergency Operation Center (EOC) Program – this program allows the interests of the College to be directly represented in the City’s EOC during citywide emergencies. Past activations of the EOC include September 11, 2001, the blackout of 2003, the transit strike of 2005, the Queens power emergencies in the summer of 2006, and the 2007 Nor’easter. Members of the Consortium of Private Colleges and Universities sat in the City’s EOC during these emergencies. The Consortium was able to provide first hand, corroborated knowledge of the nature and severity of each emergency so that colleges in the affected areas could activate their emergency plans effectively. I have visited the City’s EOC and it is amazing. Our tax dollars are definitely being put to good use in that area.

Watch Command – operating 24 hours a day, seven days a week, OEM’s Watch Command monitors emergency activity throughout the City. Watch Command works hand in hand with field responders and serves as the central notification point for federal, state and local agencies during emergencies. Additionally, Watch Command maintains direct communications with the New York State Emergency Management Office in Albany, New York. Watch Command also tracks New York City weather conditions through the National Weather Service, and sends related hazard information to all agencies operating within New York City. It is thanks to this service that I am able to advise you about severe storms in the Tri-State area. Many of you have sent me emails thanking me for storm information and updates. Now you know what I use as a crystal ball. 😊

These are just a few of the things the Department of Emergency Preparedness is involved in to keep the Touro community safe. Stay tuned for future emails from me about additional programs and events.

- S. Yehudah

POWER CONSUMPTION TIPS

During periods of intense electrical usage, such as on hot, humid days, it is important to conserve as much as possible to avoid brownouts and other electrical disruptions.

- Set your air conditioner thermostat to no lower than a 78-degree setting. A 75-degree setting uses 18 percent more electricity and a 72-degree setting uses 39 percent more electricity. The 78-degree setting allows for sufficient cooling while still conserving electric power.
- Only use an air conditioner when you are home. If you want to cool your room down before you arrive home, set a timer to have it switch on no more than a half hour before you arrive.
- Turn off all non-essential appliances.
- Turn off lights in unoccupied rooms.
- Use appliances that have heavy electrical loads, (such as dishwashers, washers, dryers) early in the morning or very late at night.

While diminishing your power usage may seem like an inconvenience, your cooperation will help to ensure that utilities can continue to provide uninterrupted electrical service.

- S. Yehudah



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Online Safety Tips

Communication is the theme of this edition of EPICS. Emails, wikis, blogs, “Facebook”, “Twitter”, and the list is expanding daily, are all vehicles to facilitate communication that can be used and also abused.

Remember that “Phishing” is defined as an attempt to gain information from you by enticing you to respond to an email; “Send me your account information and I will put \$1.2 million in the account for us to split”; or “Send me your account so I can make sure your email continues to work; don’t forget to include your password.” The criminals that send the “phishing” emails use a variety of different methods to try to “hook” you; examples include sending links in emails that direct the reader to a fake site, pretending to be someone they are not to solicit your sensitive data, using pop up messages that encourage you to input sensitive data, enticing you to download software that contains malware which is then used to capture your keystrokes, and the list gets longer each passing day. “Phishing” has also found a new home in social networking sites like Facebook.

How do we combat attempts to steal information? Following are nine tips:

1. Remember what your mom said to you when you were growing up? “Never talk to strangers.” This same rule applies to email and all social media forums. Do not open emails that are from people you do not know and do not accept “befriend” messages from people you don’t know.
2. “Don’t touch it - you don’t know where it came from”. Sound familiar? This is another gem from my childhood years. If you get an email with a link from someone you don’t know, don’t click on the link. Remember that “curiosity killed the cat”. Same for those “applications” that show up as recommendations on your Facebook account.
3. Why do they need it? Protect your privacy at all times. I grew up with my mom saying that I should “not give out my private information” (in an Italian dialect it went something like this: “non dire i fatti tuoi” or translated to “don’t tell your business to any stranger”). This same advice holds true today regardless of whether the request comes from an email, you write it on a blog, post it on a “wall” or you write it on a form. **Don’t**. Ask whether the information being requested is really necessary to provide and absolutely **don’t ever** post private information about your students or colleagues, ever, for any reason!
4. Use an alternate means of validation. What happens if the request looks legitimate? Pick up the phone and call, ask...“use your brain” (mom, again).
5. Doubt the urgency. If I wanted you to do something immediately, would I send an email? Question any email that you receive that tells you to do something immediately or else....Don’t respond to these types of threats, just delete the email. Also be very wary of these requests received in social media sites like Facebook.
6. “There is no such thing as a free lunch”. Never be taken in by offers of money. If you get an email that indicates that there is 11 million dollars that was left in a bank account and only needs you to help get it out, it is not legitimate, do not respond.
7. Clean up after yourself (I cannot be the only one who had a mom that constantly reminded me of this; don’t you need to remind your kids?). Whether you are “surfing” or using an application, always exit the application the way the application expects you to especially if you are at a “public” workstation such as in a computer lab. Cleanly exiting will ensure that the application does not save information for the next user to use when they log in.

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Online Safety Tips continued

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- Keep your eyes open (ok, this came from dad, but it relates to the information highway). Phishing emails generally contain grammatical errors. Spot them. And, when you are accessing an application on the internet that asks for your personal information (e.g., a banking application), make sure you see a lock on the bottom right hand corner of the toolbar and an “https” as the web address. If you are still not sure, check the site’s certificate; if the name on the address bar and the certificate match, you are ok. If they don’t match, get out quick. And when you are using an application that asks for account information, be aware of who is around you as you are entering your sign on credentials—guard against “shoulder surfers” (someone looking over your shoulder to watch you as you sign in).
- Two steps to safety.** Whenever you walk away from your workstation, lock your computer by depressing the windows key and “L” key simultaneously.

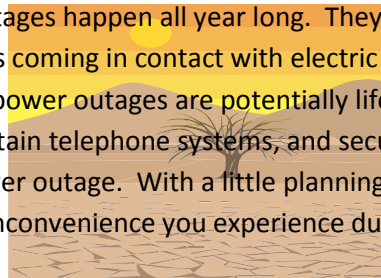


- P. Ciuffo

Hot Weather Tips to prevent and deal with Outages

The summer season is almost upon us, so here are a few reminders to help you enjoy the summer weather comfortably.

One of the most common emergencies is a power outage. We tend to think of them as happening only in the summer, but power outages happen all year long. They can be caused by any number of things including bad weather, trees coming in contact with electric lines or equipment, equipment failure and vandalism. Prolonged power outages are potentially life-threatening and can cause major economic loss. Computers, certain telephone systems, and security systems all rely on electricity and may not work during a power outage. With a little planning and using the tips below, you can minimize the discomfort and inconvenience you experience during a power outage.



- During a power outage keep windows in your residence OPEN for proper ventilation.
- Drink plenty of water. Fill plastic containers with water, leaving an inch of space inside each one for the frozen water to expand. Place the containers in the refrigerator or freezer. This chilled or frozen water will keep food cold for several hours if the power goes out.
- If you use medication that requires refrigeration, most can be kept in a closed refrigerator for several hours without a problem. If unsure, check with your physician or pharmacist.
- Back up computer files and operating systems. Consider buying extra batteries and a power converter if you use a laptop computer.
- Turn off all computers, monitors and other electronic devices when they are not being used.
- Get a high quality surge protector for your electronic equipment.
- If you have an electric garage opener, find out where the manual release lever is located and learn how to operate it.
- If you have a cordless phone, plan for alternate communication such as a standard telephone handset. They are inexpensive (\$10-\$20) and don’t require electricity to work.
- Keep your car fuel tank at least half full because gas stations rely on electricity to power the pumps.

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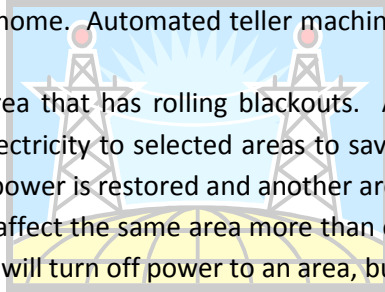
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Hot Weather Tips to prevent and deal with Outages continued

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- Keep extra cash on hand at home. Automated teller machines (ATMs) may not work during a power outage.
- Find out if you live in an area that has rolling blackouts. A rolling blackout occurs when a power company turns off electricity to selected areas to save power. The blackouts are typically for one hour, then the power is restored and another area is turned off. They can happen at any time of day and may affect the same area more than once a day. Power companies try to give a warning when they will turn off power to an area, but they cannot always do that.



People Helping People

On April 14, 2010 we had an unfortunate incident which involved one of our staff members becoming ill and needing medical attention. We normally remember all the wrong things that people do, but seldom remember when they go out of their way to do good. During this incident we had several of our Touro co-workers that went above the call of duty. We would like to take this opportunity to thank them for a job well done. In addition, we would also like to remind the Touro Community that the Emergency Preparedness Department has put a lot of emphasize on the CPR program. There are many staff members trained in providing CPR and responding to these types of situations. To better service our community the list and contact information of these employees have been provided to all Security Personnel located at Headquarters where this project is being piloted. A special prayer goes out for a speedy recovery to our staff member. Once again, a special thank you goes out to the following people:



above
thank
remind
Depart-
There are
sponding
To better
list and
employ-
Security



- **Atabek Balyan** **Ali Yusef** **Fabiola Undina**
- **Michael Thomas** **Donald Pidgeon** **Valerie Hall** **Emery Malloy**

RING RING Did you know RING RING RING RING Did you know RING RING

Did you know that enabling the options to create a password (one that is unique to your smart phone) and set up automatic timeouts (after a period of inactivity) is the keys to consistent security of data. Without a password, if your smart phone is lost or stolen, someone could easily view the files on your mobile device and browse through your email folders, including unread incoming email.



It is relatively simple to set the password and the automatic timeout (recommended to 30 minutes), so please take the time to do this as soon as possible. If you would like help, call the OIT Support Services Help Desk at 212-463-0400 x 5444 or your local campus IT support services team.

password and the automatic timeout so please take the time to do this as soon as possible. If you would like help, call the OIT Support Services Help Desk at 212-463-0400 x 5444 or your local campus IT support services team.

Note: You will still be able to answer the phone without entering the password.

-M. Kupfer/P. Ciuffo



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Do I need to a social media policy (commentary from an HR perspective)?

The simple answer is “Yes”. Every business should have a Social Media Policy - It is important to understand this on several levels.

First, we need to protect our business from the risk associated with information, whether it is accurate and truthful information or not, having a negative impact on Touro. This is essential as the wrong type of information may have adverse, and even possible legal ramifications. For example, the Health Insurance Portability and Accountability Act (HIPAA) applies to social media, as do other laws and regulations; and, while employees may be HIPAA savvy by now, a social media policy should remind staff that HIPAA and privacy rules apply to the Internet as well.

Secondly, employees need to know what is permissible. At the most basic level, the social media policy should define permissions, prohibitions and repercussions should the rules be broken. From a Human Resources (HR) perspective, as with all other policies, you need to do more than just write the policy; you need to talk about it, remind your staff about it through multiple channels, - including through social media, and most important, make it one of the threads of your organization’s culture.

Be mindful not to limit the social media definition to the names of current popular outlets. While today we speak about Facebook, LinkedIn and Twitter, next month and next year there will be other more popular social media outlets and some we use today will have become extinct. The name of the outlet is not important - the concept and our employees’ understanding of social media are paramount.

Through my business associations, I have asked both management and employees from various businesses outside of Touro for their viewpoints on the need for social media policies. There was little argument against a policy being necessary although there are some differences of opinion in the reasons why it is necessary and what a social media policy should contain. Commonality was met as follows:

- All agree that it is important that we are cognizant of how our words and photos can swiftly reach hundreds of thousands and therefore – and most importantly – we need to be cognizant of the impact those thoughts and images have when placed on any social media vehicle.
- It is critical that a social media policy stipulate that employees represent themselves, not their employer. Social media policy must therefore remind employees that they are not to speak on behalf of their employer and that they may not post photos of any images and/or words that may indicate they represent their business officially.
- Remember that there is nothing private on the Internet, so it is essential that policy prohibit indications of a personal nature about any other employee, student or service provider.

The full value of social media is yet undetermined as are the problems that can arise as a result of inappropriate social media communications. However, it is clear that we should have a social media policy that acknowledges and respects our first amendment rights and at the same time puts structure to its use.

Thankfully, Information Security has brought the need for a policy to the forefront; it is something we all have a stake in and should embrace.

- Roberta Jackson, SPHR, GPHR



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Social Media: Managing Your Reputation

[Note to Readers: Touro is currently formulating a policy that encompasses social networking. That policy and not these guidelines will be Touro's official stance on this topic. This article is to be used as a guideline until that policy is formally adopted.]

Today's media landscape positions us as readers and writers at the same time. Gone are the days of simply "reading the paper" over your cup of morning coffee. In addition to getting our information in a variety of different ways we now have the option of leaving comments on Web pages of different news sources. We can also create and disseminate information ourselves through our own blogs - "social networking tools" like Facebook and Twitter and a variety of other new networking platforms that seem to be springing up daily.

In some ways the ability to post online empowers us, since we can move from the role of a more passive reader of a story to an active poster of comments and opinions. We can even make a personal statement about what we find important through the mere re-dissemination of information on a Website via "re-tweets" and through the use of "status" updates on Facebook. In fact, a viral effect can take over, and our posts or comments can be distributed virtually by other users on social networks. As commentators and posters we must therefore protect our own reputations and manage our own images. Said another way, we have our own personal public relations campaigns to manage.

Posting online, commenting on news and re-disseminating information can usually be done quickly. Still, there can be drawbacks when we act hastily or rashly. For example, a comment that is intended to be sarcastic or funny can be misinterpreted and deemed offensive.

Here a few "best practices" that can serve as a useful guide in using social networking sites:

- **Be aware of privacy policies and remain vigilant.** You may not want information about where you live, your age, or even your posts to be available to everyone or sold to anyone. Usually these sites have a page devoted to "settings," which allows you to have some control over the availability of information about yourself. Yet, social networking sites such as Facebook are becoming known for changing their privacy policies without notice, and adjusting your settings can be confusing. Also, the security of these sites is not invulnerable to hackers, who attempt to penetrate the network looking to steal information.
- **Identify yourself and be honest.** Do not present yourself as someone who you are not. Even if you wish to protect your privacy, do not misrepresent yourself.
- **Remember it all comes back to you.** There is no such thing as a completely "private" social media site. Your actions are documented, so don't say anything you might regret later. Recall different types of audiences (e.g. work, friends, and family) may be viewing your posts. Your computer may be able to be identified and comments that you make on a site may remain there forever. Also, search engines and archival systems can dredge up deleted postings.
- **Don't post when you are hot-headed.** If you feel strongly about something your emotions may cause you to act rashly. Consider waiting some time before posting or taking online action so that you do so when you are able to exercise your best judgment.

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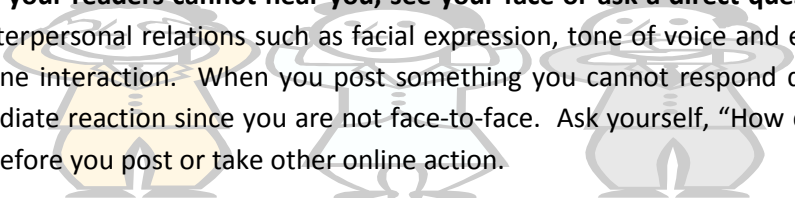
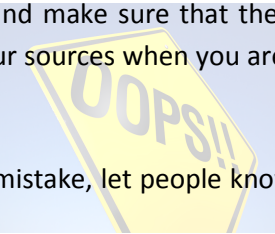
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Social Media: Managing Your Reputation continued

- **Write in the first person.** Use “I” or “We” when you write. Let your audience know that you are voicing your own opinion. Remember to be mindful of employer policies when posting opinions, if in doubt, disclaim...disclaim...disclaim....
 - **Be accurate.** Do your homework and make sure that the information you are presenting is correct. It’s a good idea to verify your sources when you are relaying information to your audience.
 - **Admit mistakes.** If you do make a mistake, let people know as soon as possible and offer the correct information.
 - **Be respectful and use good judgment.** Treat everyone online as you would in person. As a general rule, do not post anything that you would not present publicly, in person. Recognize that insults are generally inappropriate and will only give you a bad name.
- Remember that your readers cannot hear you, see your face or ask a direct question.** Much of the nuance of interpersonal relations such as facial expression, tone of voice and eye contact are absent from online interaction. When you post something you cannot respond directly to your audience’s immediate reaction since you are not face-to-face. Ask yourself, “How could someone else take this?” before you post or take other online action.



The important thing is to remember to abide by your principles when you post online so that you are effectively managing your own online reputation. Add to this list any other key point that you would like to guide your online activities, and post it by your computer.

- Submitted by the Department of Communications for Touro College

Security shout OUT!



Over the last several months our IT Support Service Desks have been busy configuring user workstations to use secure sockets layer (SSL). SSL is the protocol that encrypts communications over networks. This was done to prevent passwords from being entered in clear text over the network and has made access more secure. Kudos to all Touro IT Support Service teams involved in this effort!

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