everbridge™ + **DePaul University**

Ensuring Campus Safety at DePaul University

DePaul University is an urban institution located in Chicago, Illinois, with two campuses, both offering undergraduate and graduate programs. Their student body is approximately 21,000.

DePaul is a large institution with a big commuter population, with some students living on campus. Faculty and staff are spread out over a wide area that includes the city and surrounding suburbs. Due to the need to reach people who are spread out over such a large area, one of the key features that DePaul was looking for was the ability to immediately and collectively notify all students, staff, and faculty of an incident.

DePaul had been using a different vendor for eight years and felt it was time to reevaluate, but they postponed the evaluation until after Covid-19. They had heard great things about Everbridge, and they chose to purchase solutions from Everbridge because they felt the Everbridge user experience was much better compared to their former provider and other options they reviewed. Cheryl Hover, the Associate Director of Emergency Management, and her colleagues also felt that the Everbridge sales team spent time listening to them and focusing on their needs throughout the sales process.

Once the DePaul team started with Everbridge, they found it to be a quick and painless transition to the Everbridge system, and they made the changes over the summer. They appreciated the ability to practice using the platform in simulation mode as they learned the new system.

Cheryl Hover, the Associate Director of Emergency Management at DePaul, was in charge of leading the transition to using Everbridge. She has over ten years of emergency management experience and has seen the shift in focus at universities from digital safety to physical safety, and how technology has evolved to help people communicate when there is an emergency.

DePaul has experienced several instances where Everbridge Mass Notification has saved time and mitigated crises before they occur. By using the tool, the team can quickly and easily send out messages to alert the campus community about potential dangers and provide updates during emergency situations. Several key features of Mass Notification proved valuable from the moment they began dealing with real-life incidents.

The ability to keep people informed in real time

Cheryl shared with Everbridge about an incident that occurred during the fall term, shortly after DePaul began using Everbridge. Due to an incident at one of DePaul's buildings, there was a large police and fire response. Everyone was safe and the campus was safe, but due to the large police presence, there was concern that people may believe there was an active threat on campus.

DePaul's team used Everbridge to send messages confirming that there was no danger to anyone and it was fine to attend class and be on campus, but that a specific area should be avoided for the time being. They noticed that there were still rumors circulating on social media about a possible threat on campus, which was not the case,

Highlights

- DePaul uses Everbridge when they need users to take immediate action, such as when a fire happens on campus and people should leave the area.

- Mass Notification allows the team to use and modify templates for alerts such as notices, special emergencies, weather-related closures, building closures, and more.

- As a higher education institution, DePaul is required by the Clery Act to notify all staff, faculty, and students when specific crimes happen on campus, and they use Mass Notification for this.

so DePaul used Everbridge to send mass notifications to dispel these rumors. They also sent a follow up message with further clarification that there was no danger on campus. By using Everbridge, DePaul was able to prevent potential hysteria and worry by proactively notifying students, staff, and faculty.

Flexibility with Everbridge's platform allows for customization

Cheryl and her team at DePaul have been really happy with the flexibility of Mass Notification, specifically with the incident template. They found that with other providers, the information in the template had to be updated manually, but with Everbridge, there is a simple and error-proof dropdown menu of options that allows them to update the information. This capability allows them to provide more consistent communication, even if different people are sending out different notifications about the same incident. Cheryl and her team also appreciate that they're able to add different types of users with different capabilities, so specific security teams can send out the type of alerts they need.

Another feature of the Everbridge system that the DePaul team took advantage of was the ability to customize the sender's email when sending notifications, so the sender had a @depaul.edu email address. This meant that more people opened the email because they trusted the sender and did not suspect it was spam.

Overall, DePaul University has found that Everbridge allows them to easily and quickly send texts, voice calls, and emails, making it a seamless process to reach their audience. Cheryl's advice to other universities is: "If you don't currently have a system in place like Everbridge, you definitely need it; it is an expectation nowadays. When you do look for a system, leverage one like Everbridge that has templates that make notifications easy and error-proof because time is of the essence when there is an incident that puts people lives at risk."

"Everbridge's text messaging feature is critical for managing emergencies on our campus. It helps us reach off-campus community members with necessary updates to keep everyone safe. With Everbridge's capabilities, we are prepared to provide flexible and timely updates in case of a major incident."

Cheryl Hover
Associate Director of Emergency Management at DePaul University

About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™.

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