MASS NOTIFICATION FOR CAMPUS ALERTS

OVERVIEW

Everbridge Mass Notification for Campus Alerts enables you to communicate with your entire campus community in minutes via all contact methods, including those most popular with students, such as text messaging, cell phones, smartphones, email, instant messaging, and social media.

Over 100 colleges and universities use Everbridge Mass Notification to guide, advise, and protect more than two million students in emergencies.

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MASS NOTIFICATION FOR CAMPUS ALERTS

KEY FUNCTIONALITY

STUDENT PROTECTION AND LIFE SAFETY

+ **Campus safety alerts** – Rapidly notify students, faculty, and staff of incidents on campus and in the surrounding areas, such as severe weather, fires, power outages, gas leaks, chemical spills, vandalism, theft, and acts of violence.
+ **Public health emergencies** – Sustain communications throughout public health emergencies, such as H1N1. Provide safety and prevention tips, symptom information, vaccine logistics (locations, times, and follow-up shot reminders), and more.
+ **Campus evacuations** – Manage evacuations, provide shelter-in-place guidance, and issue status updates and re-entry instructions. Include maps and other important documentation as attachments to the message.
+ **Class cancellations** – Alert students, faculty, and staff of facility closures and class cancellations and resumption.

EMERGENCY RESPONSE AND MANAGEMENT

+ **Crisis team activation** – Assemble emergency response teams and alert campus and public law enforcement agencies to situation.
+ **First-responder dispatch** – Dispatch campus police to respond to incidents.
+ **Response team management** – Notify and assemble incident response teams. Use polling to determine people resource availability and reporting times. Leverage conference calls to brief the team and determine next steps.
+ **Campus briefings** – Coordinate briefings with campus security and university officials using on-the-fly conference calling.

CONTINUITY OF OPERATIONS AND COMPLIANCE

+ **Situation updates** – Provide ongoing status updates as an incident progresses.
+ **Rumor control** – Prevent the spread of misinformation and rumors through proactive, ongoing communications.
+ **Policy changes** – Alert students, faculty, and staff to changes in campus policies and procedures.
+ **Compliance** – Comply with the Clery Act and U.S. Department of Education's Higher Education Opportunity Act of 2008 (HEOA) notification and reporting requirements.

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ONLY EVERBRIDGE OFFERS TECHNOLOGY + EXPERTISE

TECHNOLOGY

+ Anytime, anywhere access - Access the system from anywhere and reach students, faculty, and others on campus and off campus. Everbridge Mass Notification is so easy to use that even a non-technical person can send a message effortlessly.

+ Multi-campus messaging - Communicate across a single campus or an entire campus system. Each campus can personalize the Everbridge system, manage student information, and send messages independently while the university retains the ability to manage a single application across all campuses.

+ Communications integration - Everbridge Mass Notification integrates with technologies such as sirens, loudspeakers, digital signs, and social media for a layered communication approach.

+ Easy data management - Synchronize student information automatically with Everbridge Mass Notification or have students subscribe and manage their own information within your internal systems through our opt-in portal. Flexibility and ease of use ensure you always have the most up-to-date information when you need it.

+ Intelligent reporting - Everbridge Mass Notification compiles results in seconds via a communications dashboard for quick, informed decision-making. Detailed reports and ad-hoc reporting provide the flexibility you need for analysis and trending while serving as an audit trail for compliance requirements.

+ Fast implementation - Everbridge is fast and easy to implement. We work off your go-live date. There are no IT headaches.

+ Continuous innovation - Everbridge focuses exclusively on incident notification and works hand-in-hand with clients and industry veterans to continually refine our solutions to meet your evolving challenges.

EXPERTISE

+ Program strategy - Everbridge provides a holistic solution to your emergency communication challenges. Leveraging Everbridge Mass Notification as your communication platform, we map out your emergency notification initiative, establish policies and procedures, review crisis communication methodologies and notification best practices, and train your team. Everbridge also offers customizable content and marketing materials to aid clients in creating awareness programs.

+ Best practices - Everbridge has developed proven processes and best practices based on thousands of hours of expertise helping organizations like yours implement incident notification systems.

+ Expert access - Everbridge's Client Services team is made up of highly experienced, credentialed professionals with years of boots- on-the-ground disaster and incident communications experience.

+ Dedicated account management - Your account manager works with colleges and universities every day. With a strong foundation in understanding the needs and challenges of higher education institutions, we act as informed guides to help you make the most effective use of the Everbridge system.

+ Post-incident analysis - Following an incident, Everbridge will work closely with you to perform a deep-dive analysis of broadcast results.

+ Service reviews - Everbridge conducts regular checks to analyze and review your usage of the system and provide recommendations.

+ Online knowledgebase - Clients use Everbridge's selfservice portal to access our knowledgebase and add, update, and review service cases and enhancement requests online, anytime.

+ 24/7/365 support - Everbridge provides clients with 24/7/365 client care and live operator service for help sending broadcasts in any situation, day or night.

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CASE STUDIES

When campus security received a call from a female student who had been attacked on campus, Fred Miller, California Lutheran University's director of public safety, sprang into action, sending out a notification to the campus community via text messaging, mobile phones, office phones, and email. Getting the word out quickly alerted students and others to be extra cautious and gave the police an added advantage—far more eyes and ears out looking for the perpetrator.

According to Miller, "We couldn't have alerted the campus so quickly to the attack without the Everbridge system. It would have taken much too long to be practical."

"After conducting extensive tests and using the Everbridge system during actual emergencies, we are confident that the system performs as designed … Everbridge is an effective component of our overall emergency notification strategy."

Carl Harris
Chief Technology Architect, Virginia Tech

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