

# Customer Spotlight

Nixle Provides Michigan Department of Corrections with Community Engagement and Emergency Notification Solution



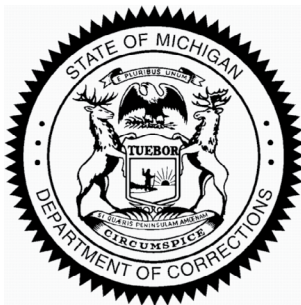
“The Nixle system will allow us to provide important information to the citizens we serve in an instant. It will help us keep Michigan residents safe and informed, and broaden our communication with the public.”

Heidi Washington

Michigan Department of Corrections Director

## PROBLEM

The Michigan Department of Corrections required a system to provide residents with real-time, critical public safety alerts from correctional facilities across the state. Ideally, the system would enable schools, local governments and businesses to sign up to receive the alerts on multiple devices and through different channels.



## SOLUTION

The MDOC selected Nixle, a critical communications and community engagement platform, to serve as their system of record. Nixle allows the MDOC to share alerts regarding emergency situations, training exercises, and other important events with residents around the state. Alerts can be targeted geographically or sent statewide, and can be delivered via text, email, voice messages, the internet, social media and the Nixle mobile app. Residents and local organizations simply need to text their zip code to 888777 from their mobile phone, or go to [www.michigan.gov/corrections](http://www.michigan.gov/corrections), select the page for the correctional facility in their area to immediately opt-in for alerts.

## ONE-CLICK SEND



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