Campus Alerts: A Gap Analysis

Challenge

Colleges and Universities across the country are looking for a comprehensive, unified emergency mass notification system that can be used to alert its campus community both quickly and easily. Most have segmented programs already in place, it is essential to allow for integration across the board.

Identifying the Emergency Notification Gaps

Most campuses have a product that handles text, email, or voice call. The more common products are Blackboard Connect and Rave. These systems are great secondary notification systems. Unfortunately, these systems are misused as primary notification and typically only reach about 75% of the database.

Some campuses have outdoor warning sirens, which can be set off with voice or siren tone. These work well, but administrators get feedback (every time we did a test or had an activation) from faculty, staff, and students that they didn't get the alert—I was in the basement, or I was inside the building.

Segmented Programs vs. One Unified System

The main challenge is that all these programs are segmented, so you have to go into each system, log in with your credentials, go through a protocol to send an alert - sometimes it can take up to 30 minutes. And that is a BIG problem. Disparate systems create delays and obstacles. Relying on just one method in an emergency could result in a relatively large portion of the targeted population not receiving the message.

The answer is to adopt one unified system. By providing the ability to integrate systems, increases its effectiveness and extends the useable span. One unified system provides multiple communications channels for sending and receiving alerts as quickly and as easily possible.

Our Solution

We are ready to help address the complex issues involved with a variety of tools to inform administration, faculty, students and visitors of emergency situations in real time. Our solution is designed to integrate with and tie together existing systems and technology platforms.

Global CTI's Comprehensive Notification Solution: Real-time Alerting Capability Campus-wide

- Immediate and intrusive alerting - no throughput capacity delays
- Single point of activation
- Multi-modal communications channels
- Reliable – not dependent on cellular towers or internet
- Code compliance