



University studies up on how to rapidly alert a mobile population



Customer Profile:

The University of California is one of the finest research universities in the world, with academic offerings spanning 150 disciplines.

Problem:

UC Emergency Services wanted a way to provide emergency alerts to faculty and students across five regional campuses.

Solution:

Using Intelligent Notification, officials can alert students and staff no matter where they are on a wide variety of communication devices.

Benefit:

In the event of an emergency, campus residents can be directed to safety, lives can be protected, and emergency services can be quickly mobilized.

Because a university community is always on the move, with faculty and students regularly transiting between library, classrooms, offices and dormitories, it has unique communication needs.

Communication is crucial when protecting students

The University of California is one of the finest research universities in the world. Its academic offerings span 150 disciplines, with more departments ranked in the top 10 nationally than any other public or private university. Streamlined communications are an important part of the university's success at keeping campus activities moving smoothly through the day. With highly publicized threats to campus security and student and faculty safety, the University of California was looking for a way to communicate across regional campuses quickly and efficiently.

The Problem: How to reach students and faculty in case of emergency

University of California Emergency Services wanted a way to provide emergency alerts to faculty and students, not just at one school but also across five campuses in the region. With students and staff constantly on the move, UC officials knew that to effectively contact each individual, they had to deliver notifications to as many different devices the individuals might have access to at any given time, whether that be an office phone, cell phone, email, or via SMS. To effectively

manage a potential crisis, the university would also need to be able to gather responses from recipients in order to direct security and disaster relief efforts to where they were needed most. At the same time, UC officials needed to have a way to ensure the privacy of the individuals they were alerting.

The Solution: Intelligent Notification

The university chose Intelligent Notification because they were confident that with it in place, they could contact the campus population across a wide variety of devices and receive a confirmed response from each recipient. They needed the option of sending voice, text and email messages to the entire registered student body and faculty across all five campuses, but they also wanted the ability to notify a subset of that population, based on location or level, for more targeted threats. The UC Emergency Services team chose to deploy Intelligent Notification as a hosted solution and were pleased to find the system was up and running quickly. It took MIR3SM engineers just two hours to create a custom Web interface, allowing students and staff to self-register and opt-in to notifications, thus complying with the Emergency Services privacy mandate.

In 1900, UC total enrollment stood at 2,906 students, with a mere 219 enrolled in graduate programs. Today the University of California is home to more than 222,000 students.

Having a notification system in place provides peace of mind

University officials are confident that should a threat arise, they can notify student and faculty at all five campuses in moments by simply sending an email, logging into the Intelligent Notification interface or by simply making a phone call.

How the university benefits from Intelligent Notification:

- **Thousands of students and staff can be reached at once** – Administrators can notify students and staff no matter where they are on a wide variety of communication devices.
- **Time is saved by quickly launching mass notifications** – Communications can be delivered to all five campuses or just one, and to students or faculty or both by simply logging into the Web interface, sending an email or making a phone call.
- **Two-way communication helps responders** – Since recipients can respond by voice or by written message, with responses displayed in real-time as well as archived, responders are better able to target the source of emergency and deliver aid.

The bottom line

With a flexible, reliable, efficient notification solution, university officials know that in the event of threat or disruption, campus residents can be directed to safety, lives can be protected, and emergency services can be quickly mobilized.

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