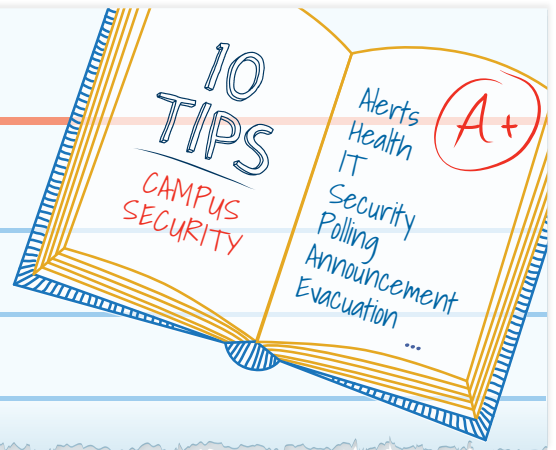


Get smart about using notification on campus



Ten tips on getting the most out of your campus notification system.


Colleges and universities nationwide have embraced notification to quickly communicate to campus populations in times of crisis. It's clear that mass notification is the fastest and most efficient way to deliver an important message when danger threatens, but it can also be used in many other ways. Many schools and districts rely on mass notification for streamlined, day-to-day communications with students, faculty, staff and visitors, and as institutions face shrinking budgets, it makes sense to incorporate cost-effective notification for a variety of uses.

Following are ten tips on using your notification system effectively on campus:

- 1 Class or building closings** – When storms hit, use notification to alert of canceled classes or building closures caused by unsafe conditions, flooded parking lots or power outages. Deliver alerts to students, staff and faculty, no matter where they are, and direct them to alternative sites.
- 2 On-campus and off-campus alerts** – When students become the target of thieves and cons, or are at risk of assault, use notification to direct security teams to unsafe areas of campus. Whether on campus or off, alert students to travel in pairs through certain parts of town after dark, and if there is a suspicious character on the loose, notify everyone on campus to be on the lookout.
- 3 Unplanned staffing changes** – Use notification to put out the call for qualified alternates to step in when teachers are unable to make it to class. Using your database, target a message to just those with the proper credentials. Once a teacher responds, he or she can be connected with you quickly using the call bridge to discuss details.
- 4 Faculty and student updates** – When you need to get an important message to faculty quickly, but find them difficult to track down on a busy campus, use notification to alert them no matter where they are. Direct teachers to use notification to reach students as well, alerting them if a class venue has changed, reminding them of approaching or shifting deadlines, special events or a change in office hours.
- 5 Security team management** – Use notification to alert your security team of potential incidents, requesting a quick location response from each guard to help you better manage a situation. Use notification when you want to avoid your message being broadcast over a loud radio that most security guards carry.



- 6 **Health warnings** – Notify students and faculty when there is an epidemic on campus, alerting them to risk, directing them to resources, describing warning signs and explaining which symptoms need immediate attention.
- 7 **IT uptime** – Use notification to streamline internal IT operations by quickly alerting the appropriate IT team members when systems lag or fail, keeping access to electronic school records and online education available at all times.
- 8 **Polling** – Deliver quick one- or two-question surveys, with an immediate response requested, to give students and faculty a voice on issues. Use your notification system to gain invaluable information to help with prompt decision-making.
- 9 **Event announcements** – From commencement details to registration deadlines, use notification to remind students and parents of special events. This not only helps increase attendance, but also eliminates miscommunication about scheduled times and locations.
- 10 **Campus evacuations** – Use notification to alert students, staff and faculty of dangerous situations like bomb threats or chemical spills. Direct them to avoid the area of impact while notifying police and emergency responders. In the immediate aftermath of a crisis, use an alert with a response required to determine if students are safe or need help.



Use notification intelligently and you'll keep students, staff, faculty and visitors safe and informed. Learn more great ways to use automated notification at www.mir3.com.



www.mir3.com/upenn

Watch this video to see how the University of Pennsylvania uses notification technology.

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