A Brief Recap

- We currently have the ability to send messages to computers logged into Kirkwood network
- Needed to expand to include emergency text and cell phone messaging
Products Evaluated

- Connect Ed - http://ntigroup.com
- At Hoc - http://athoc.com
Roam Secure

- Large client base (many major cities, county, state, federal, many colleges & universities)
- Originally designed for emergency crisis communication
- Excellent web demo, product knowledge, and product demonstration
- Interfaces with current E/pop system
- Can be either premises or hosted
- Strong relationship with cell phone providers
- Positive feedback from other campus security directors
- Recently added to Cooper Industries, adds to capabilities in future applications
- Cost:
  - Annual Fee - $15,000 (after first year)
  - Total $51,000
How You Sign Up

- Page on Kirkwood website that links to Alert sign up page.
- User signs up
- User can add multiple devices (email, cell phone, etc)
- Select which group they belong to (student, faculty, staff, etc)
Demo – Current Draft

How The Alert Works

- A Kirkwood “alert administrator” will send emergency alerts, notifications and updates to cell phones, Blackberry, PDA, and/or email accounts
- Additional instructions on the emergency may follow
- Alerts may go out to everyone or to select group of individuals
- Types of alerts may be:
  - Life safety, fire, severe weather, disaster notification, lockdown, evacuation
  - Precautionary warning, special team activation, school closing
Marketing

- Determine name. Suggest “Eagle Alert”
- What logo? Kirkwood seal vs. Eagle?
- Roll out plan:
  - A “here’s what’s coming” type of message?
  - Information blitz
    - email, tempo, website, mailing to public safety, news release
    - link to sign up page in student, faculty, staff information, include in annual campus safety report, other appropriate publications, and links
Timeline

- Sooner rather than later
- Marketing
- To finalize:
  - Categories and groups
  - Configure quick alerts and alert categories
  - Training for owner
  - Testing
  - Review
  - Deployment