


HOSPITAL, SCHOOL & UNIVERSITY
Campus Safety
magazine.com

Mass Notification Survey

April 2009

Prepared by:

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Research Services**

Background & Methodology

Background

Campus Safety magazine conducted their 2nd annual mass notification solutions survey. The survey was sent to subscribers to better understand what they have deployed in the past year, what their campuses currently use and the solutions they are considering.

Additional information on mass notification/emergency alert solutions can be found at www.CampusSafetyMagazine.com/MassNotification.

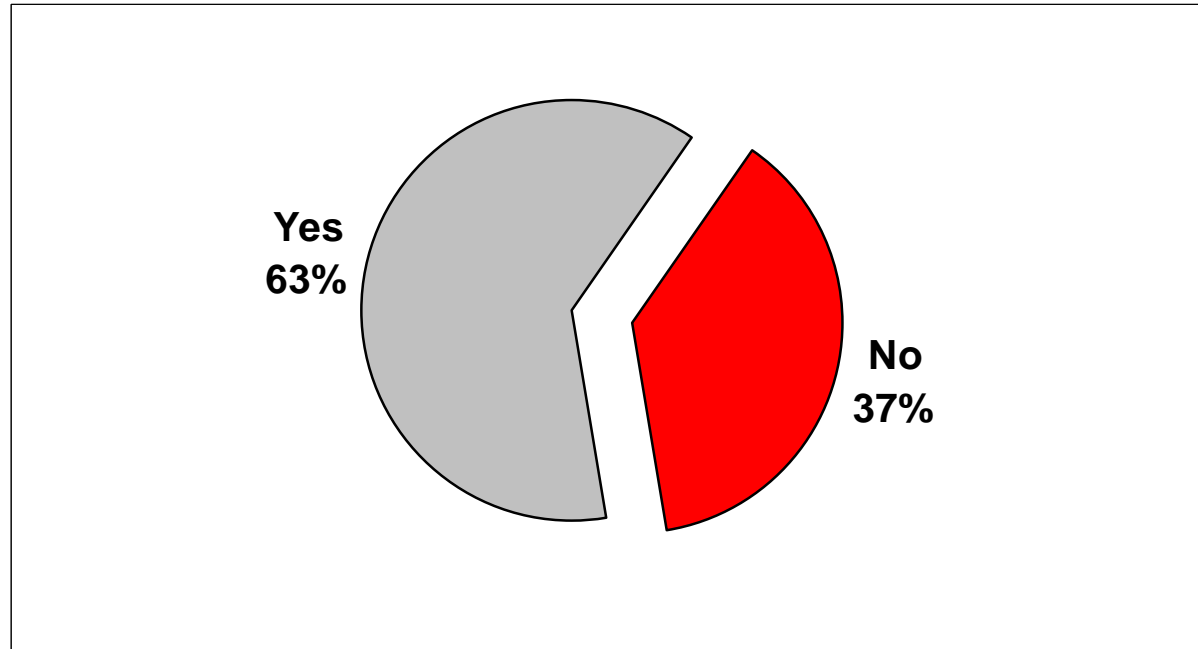
***Campus Safety* magazine thanks all of the campus protection professionals who participated in this study.**

Methodology

- Total surveys sent via email on March 23, 2009: 3,537
- A reminder email was sent on March 31, 2009 to 3,350 E-mail addresses that did not respond the first time.
- An invitation was also sent to all *Campus Safety* magazine's e-newsletter ("*Campus Clique*") subscribers
- 377 responses were used to compile the results ($\pm 4.8\%$ margin of error at a 95% confidence level and 50% comfort level)

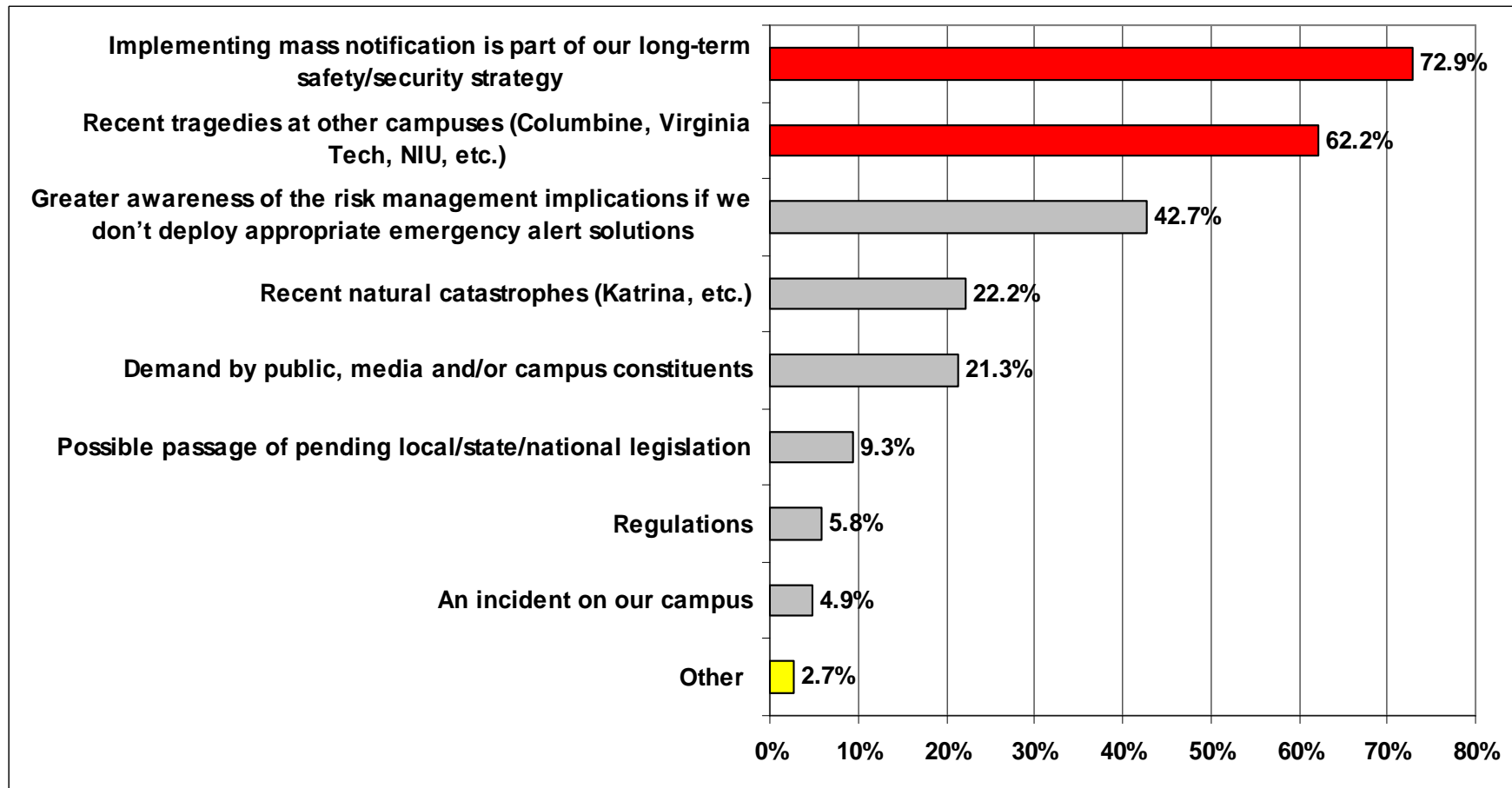
Increase in Mass Notification Solutions (All respondents)...

Have you increased or upgraded the types of mass notification solutions deployed on your campus in the past year?



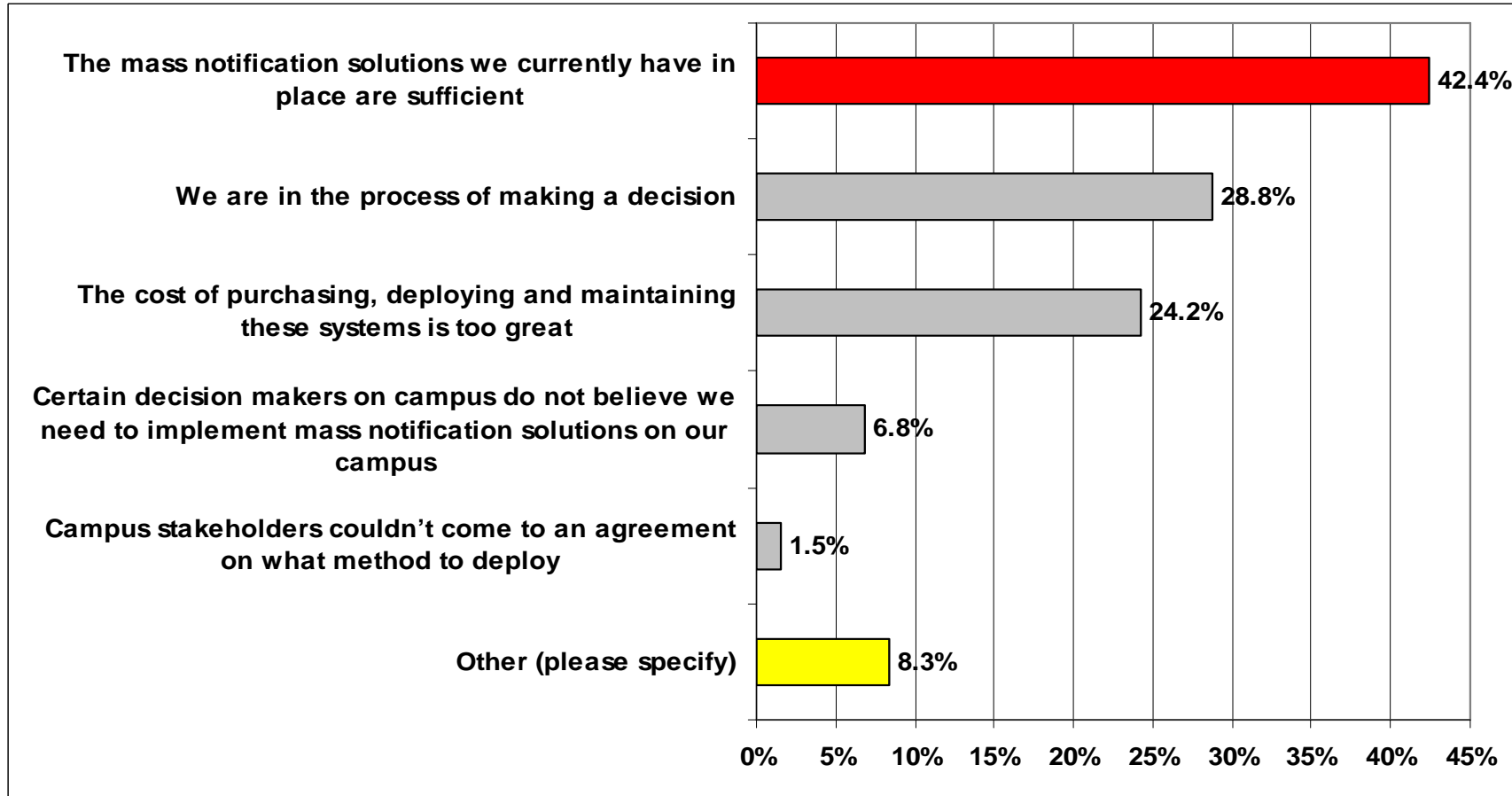
“YES” to Have Increased Mass
Notification Solutions in Past
Year...

What prompted the deployment or upgrade? (check all that apply)



“NO” to Have Increased Mass
Notification Solutions in Past
Year...

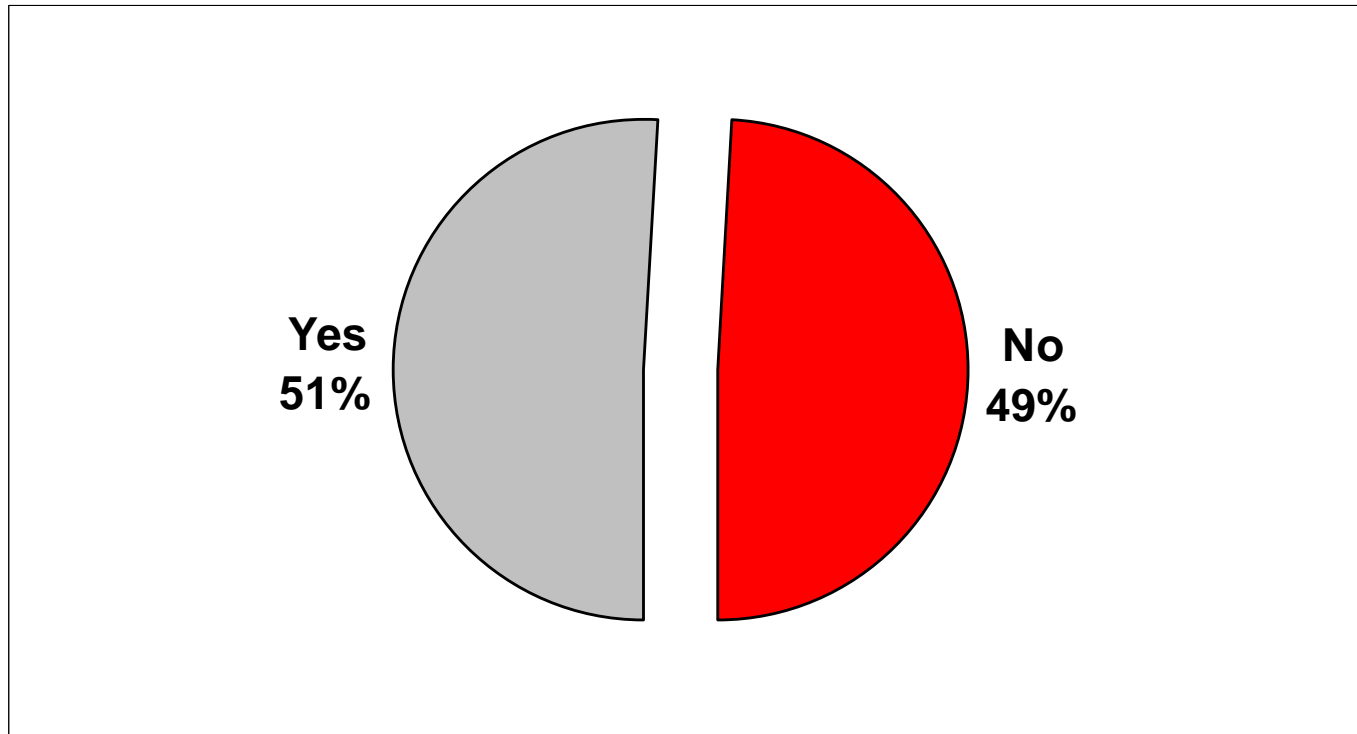
Reasons why mass notification solutions were not added or upgraded:



Note: Respondents could check all of the answers that apply.

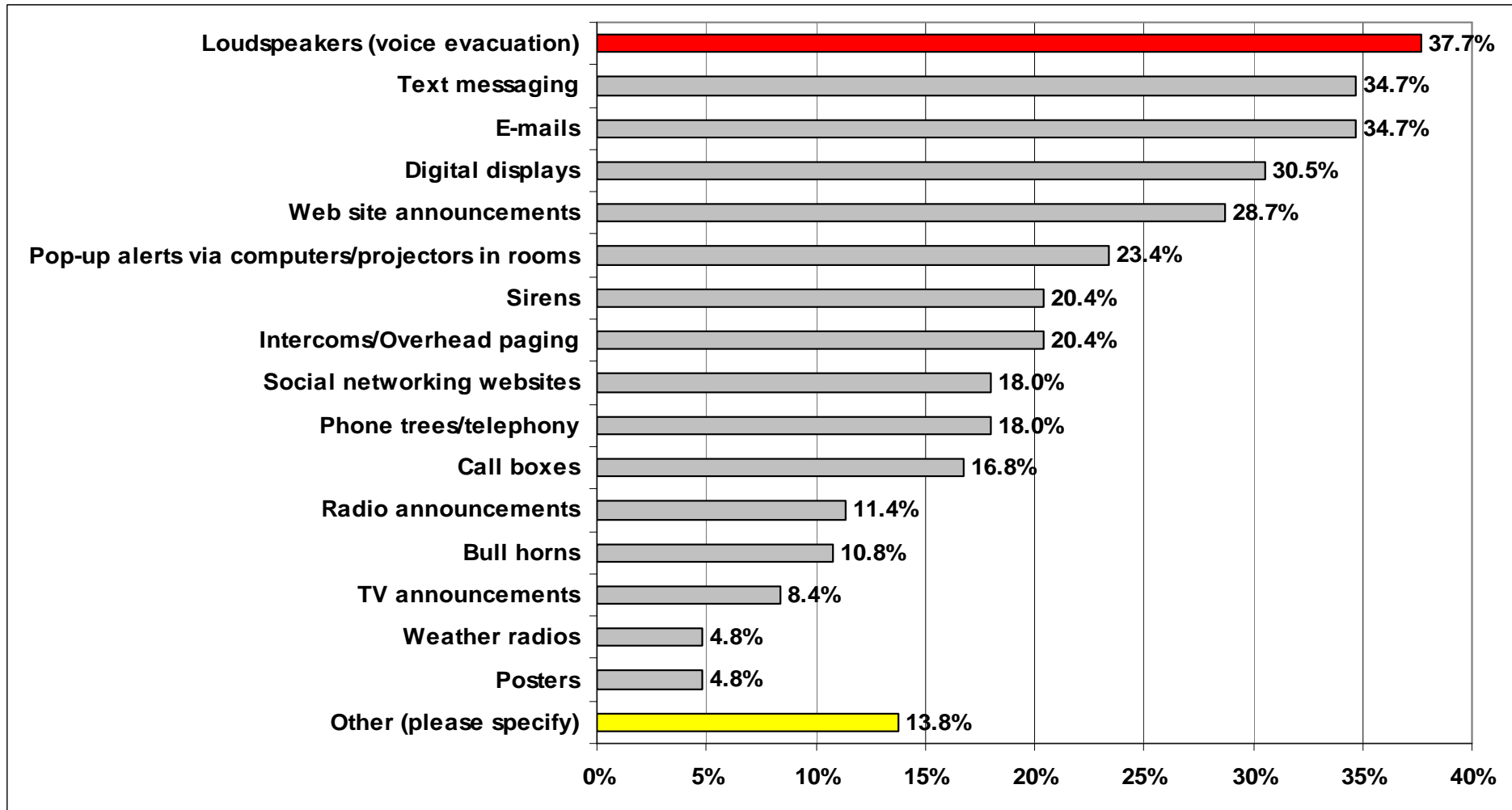
Plan on Deploying/Upgrading
New Mass Notification Solutions
Next Year (All respondents)...

Do you plan on deploying new/upgraded mass notification solutions in the next year?



“Yes” to Plan on
Deploying/Upgrading New Mass
Notification Solutions Next Year (All
respondents)...

Which new/upgraded mass notification solutions do you plan on deploying in the next year? (check all that apply)



Which new/upgraded mass notification solutions do you plan on deploying in the next year? (check all that apply)

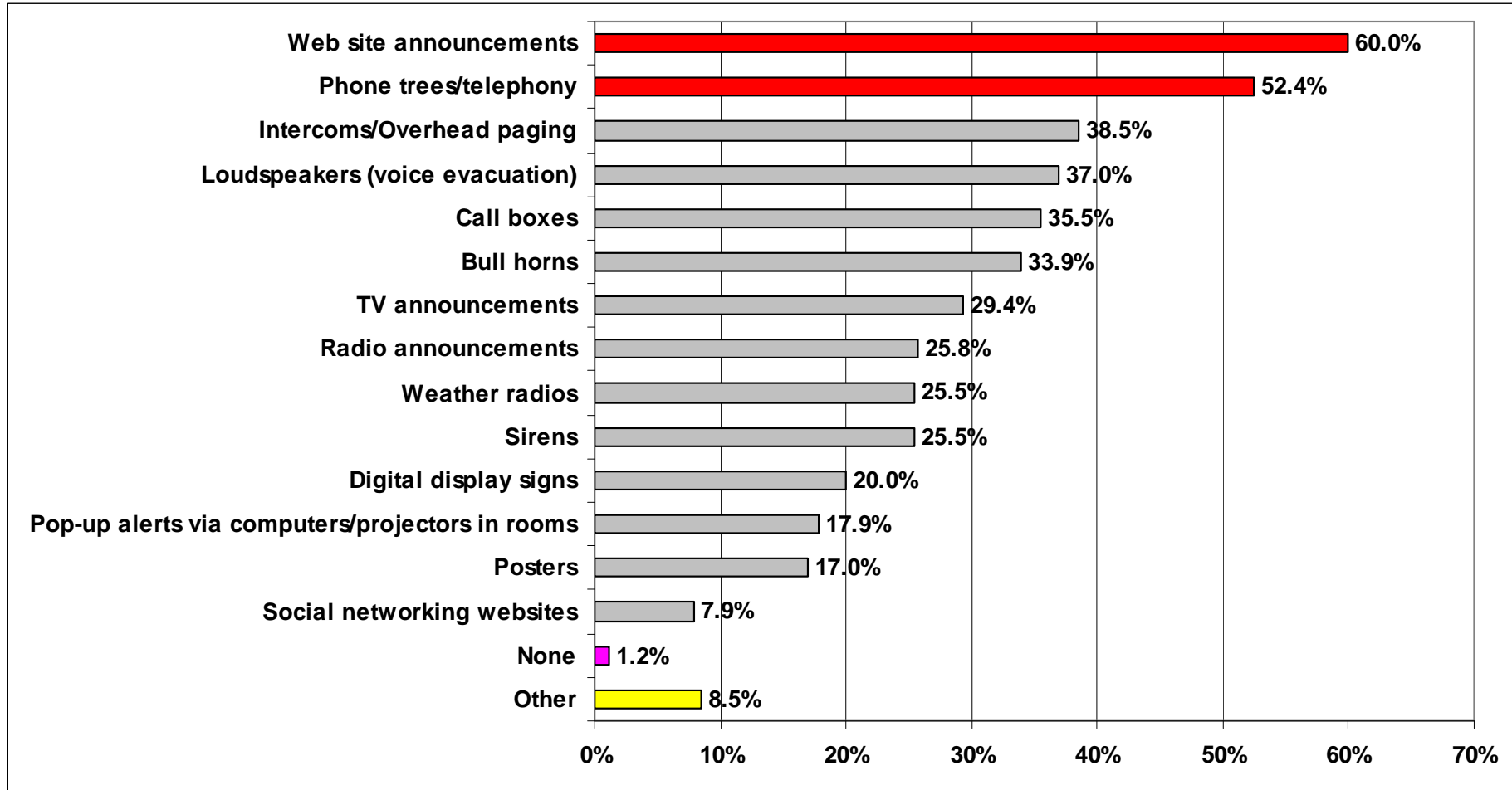
“Other” Responses

Voice over IP - 2 respondents
3n
An addressable fire alarm system with voice
Announcing over our digital phone system
Beacons
Campus radio system
Cell phone panic and location system (Rave)
Computerized upgrades to notification system across all locations
Emergency activation stations in parking lot.
Enhance current building notification system adding centralized digital to live voice capability
External speakers

In-room two way notification systems
Large scale messaging system
Lease a mass notification system
Migrating from home grown to 3rd party multi model system
More interior/exterior cameras on campus
NY Alert
Outdoor warning system and telephones inside classrooms
Possible upgrade to our current ENS
Scrolling Message Boards
Upgrading Emergency Phones to Include loudspeakers
Wireless networked systems

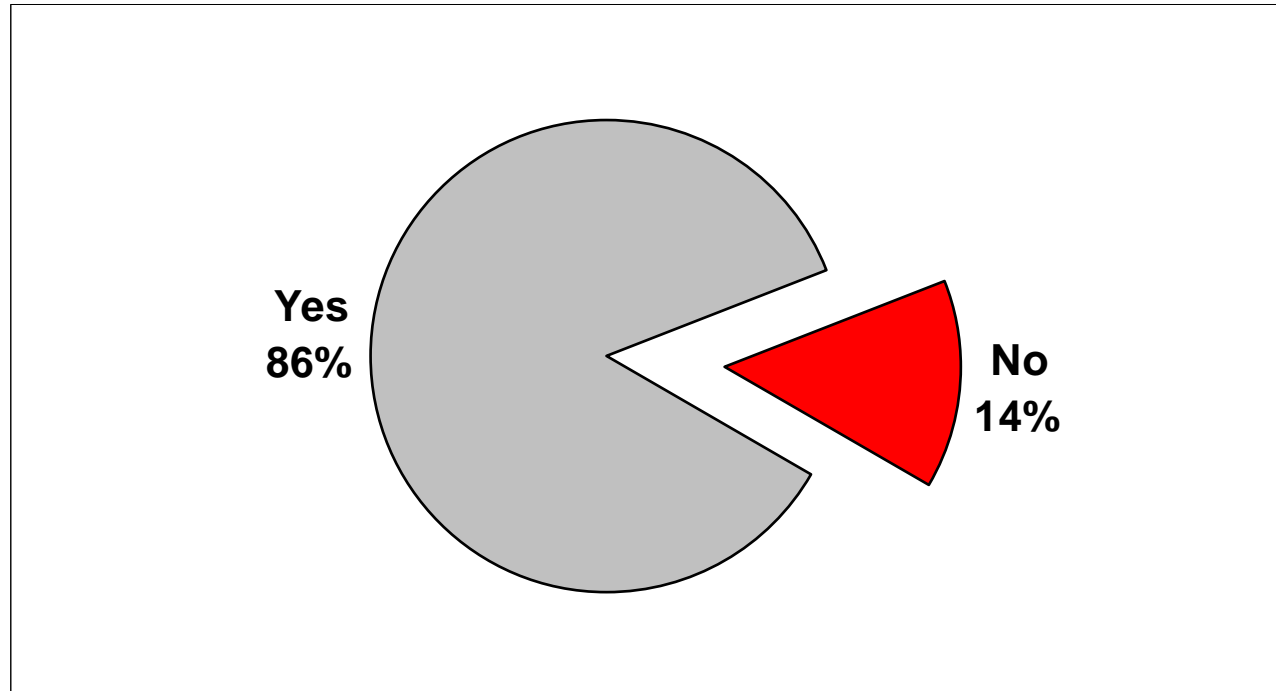
Types of Mass Notification Solutions Currently Used...

**What types of mass notification solutions (except text messaging to cell phones and other devices) are currently used on your campus:
(check all that apply)**

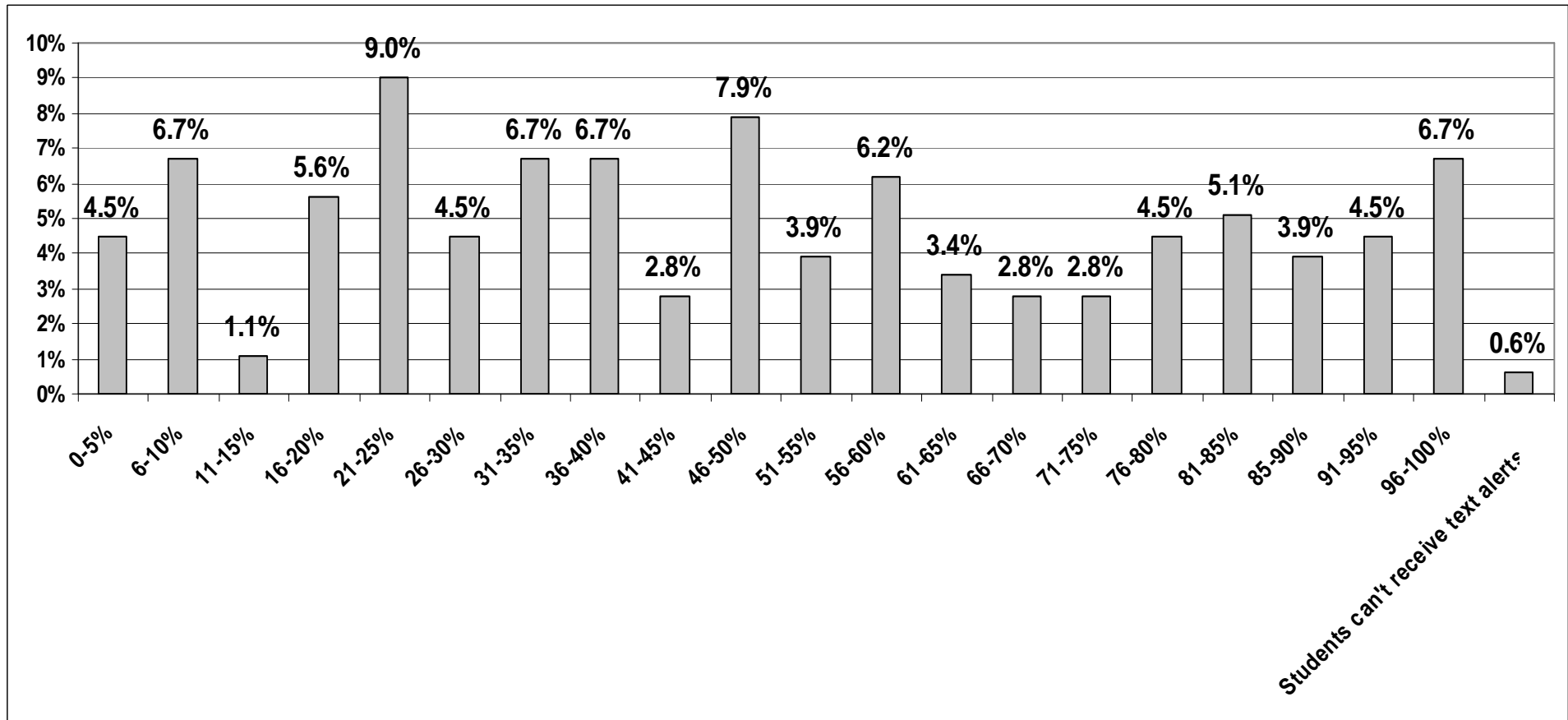


College/University...

Does your campus currently send emergency alerts via text messages to cell phones, PDAs, BlackBerries, etc (colleges)?

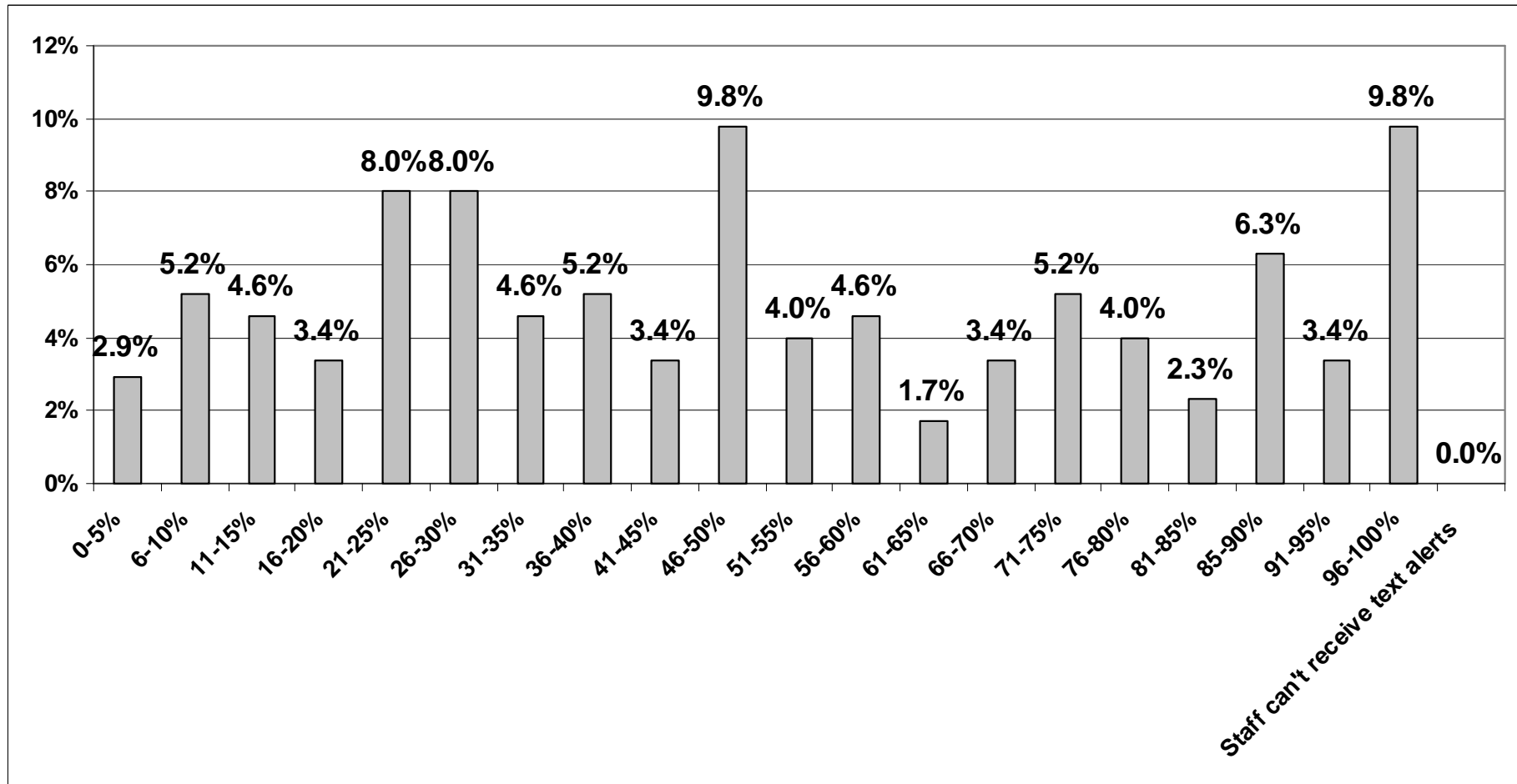


What percentage of students have signed up for the program (colleges)?



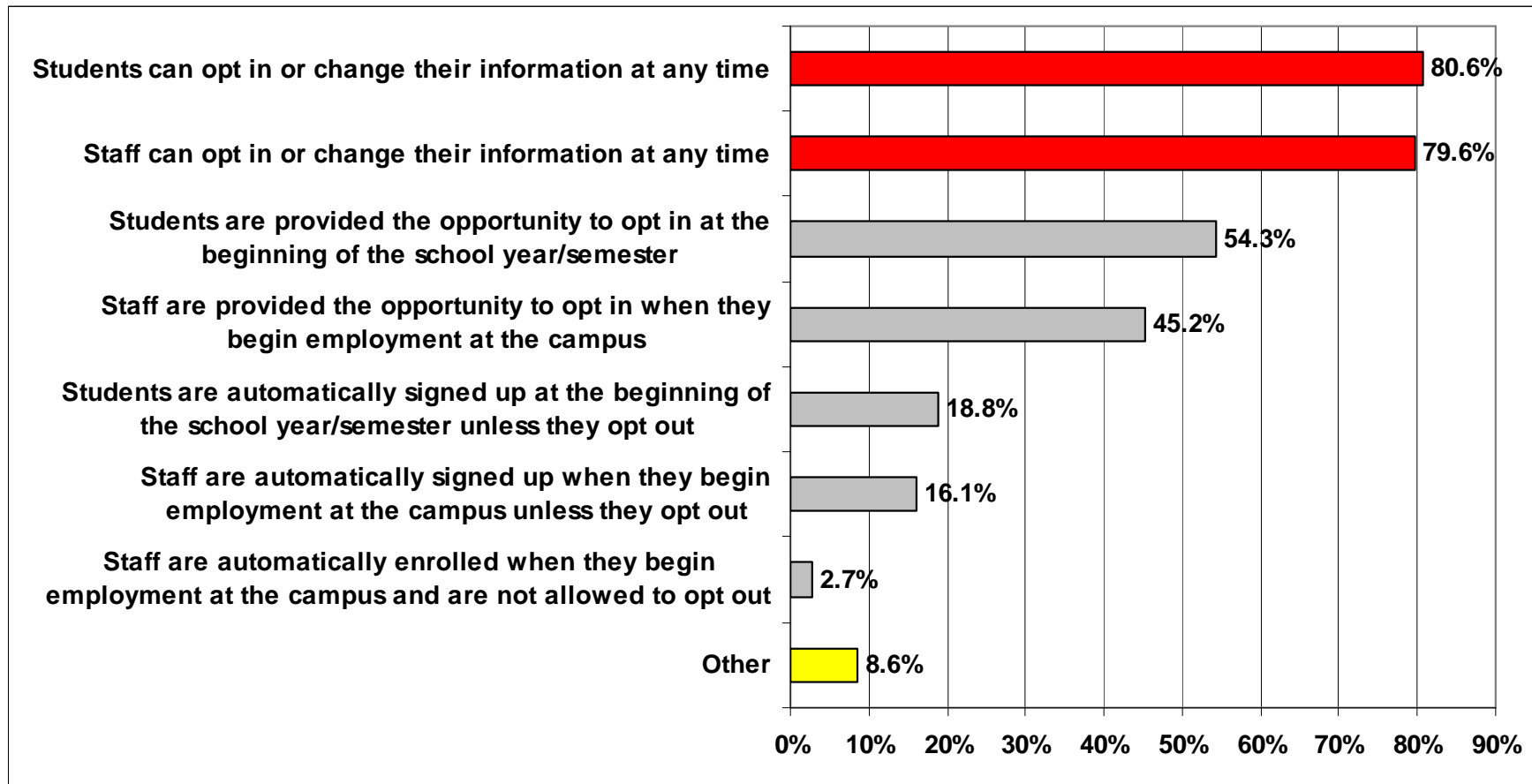
- The average percentage of students who have signed up for the program: 48.9%
- The median percentage of students who have signed up for the program: 48%

What percentage of staff members and/or faculty are enrolled in the program (colleges)?

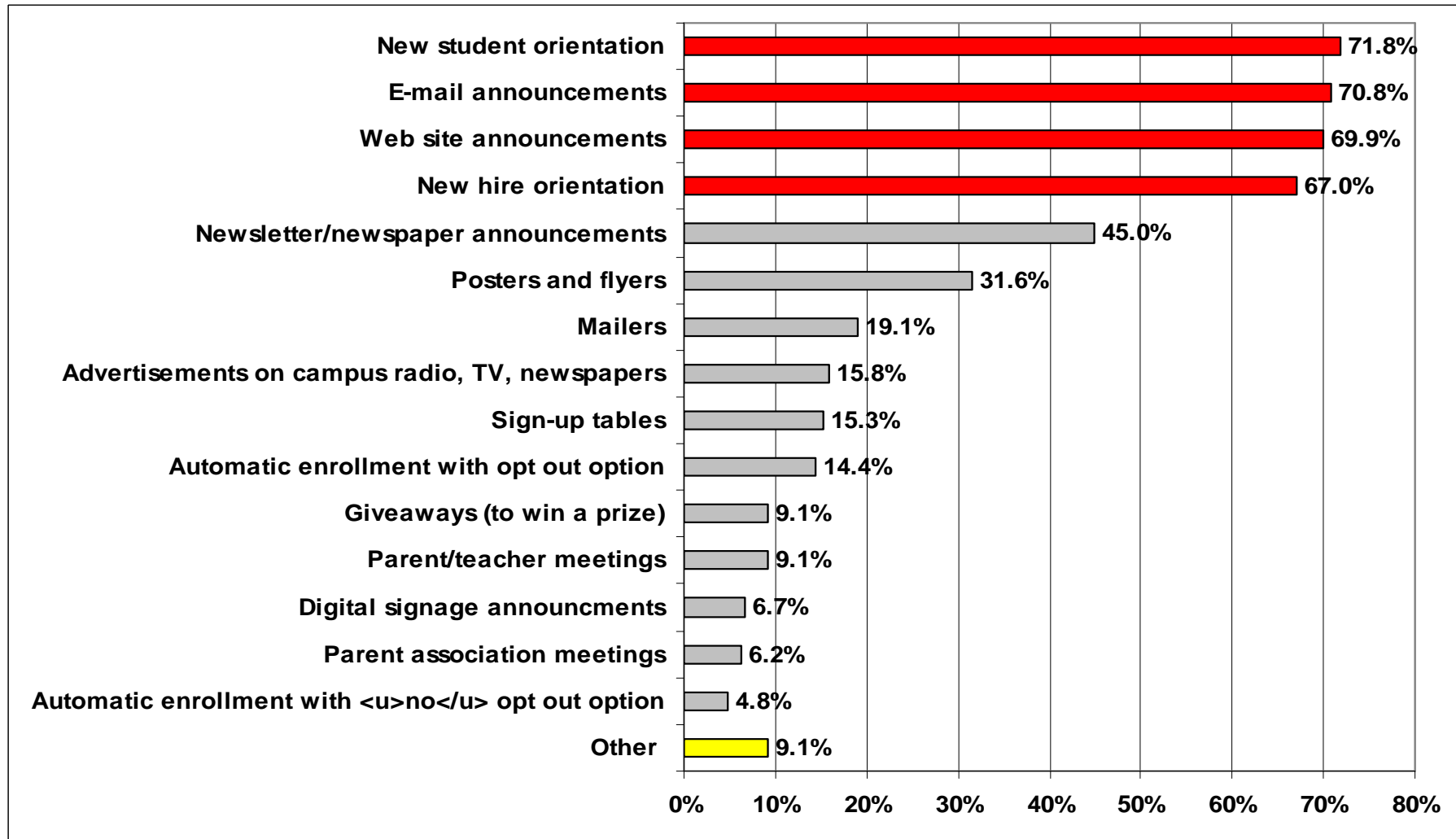


- The average percentage of staff members and/or faculty who have signed up for the program: 50.9%
- The median percentage of staff members and/or faculty who have signed up for the program: 48%

How do you enroll users or update their information for your text messaging mass notification solution? (check all that apply - colleges)



How do you entice campus constituents to enroll in your text messaging system? (check all that apply – colleges, K-12 & hospitals)

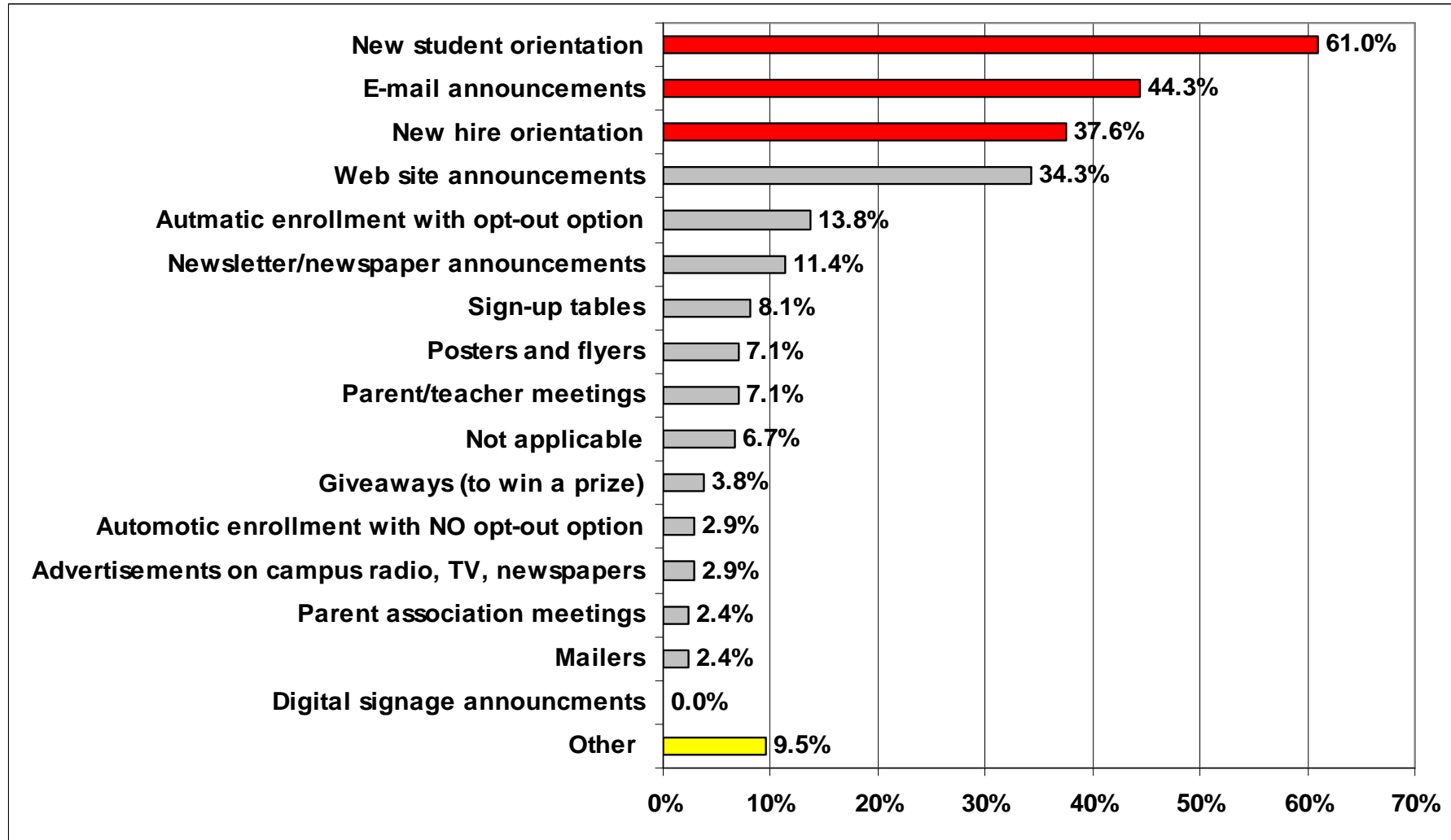


How do you entice campus constituents to enroll in your text messaging system? (check all that apply)

“Other” Responses

Administration and Security only
All must sign up
Fire Safety Training announcements
First Year Enrichment Program
It is part of our parking permit application
Letters/emails directed to parents of students
Management use only
N/A staff who have black berries are in others aren't offered
No system like this in place
Not applicable
Phone messages from President
Pop up windows during Drop/Add period; regular tests of the system
Quarterly systems tests and exercises
Student Affairs staff for students and through each department for employees.
Students offered the opportunity to enroll during registration process
They get email alerts no matter what, and they can opt into text alerts during registration for classes
Various staff and student meetings
We do not have to entice our associates to enroll in our mass communication system
When students register for a new semester a message is displayed which explains the system and requests the information (and warns they may not receive prompt immediate information if opting out)

Which three methods you use are the most effective at attracting users to sign-up? (colleges, K-12 and hospitals)

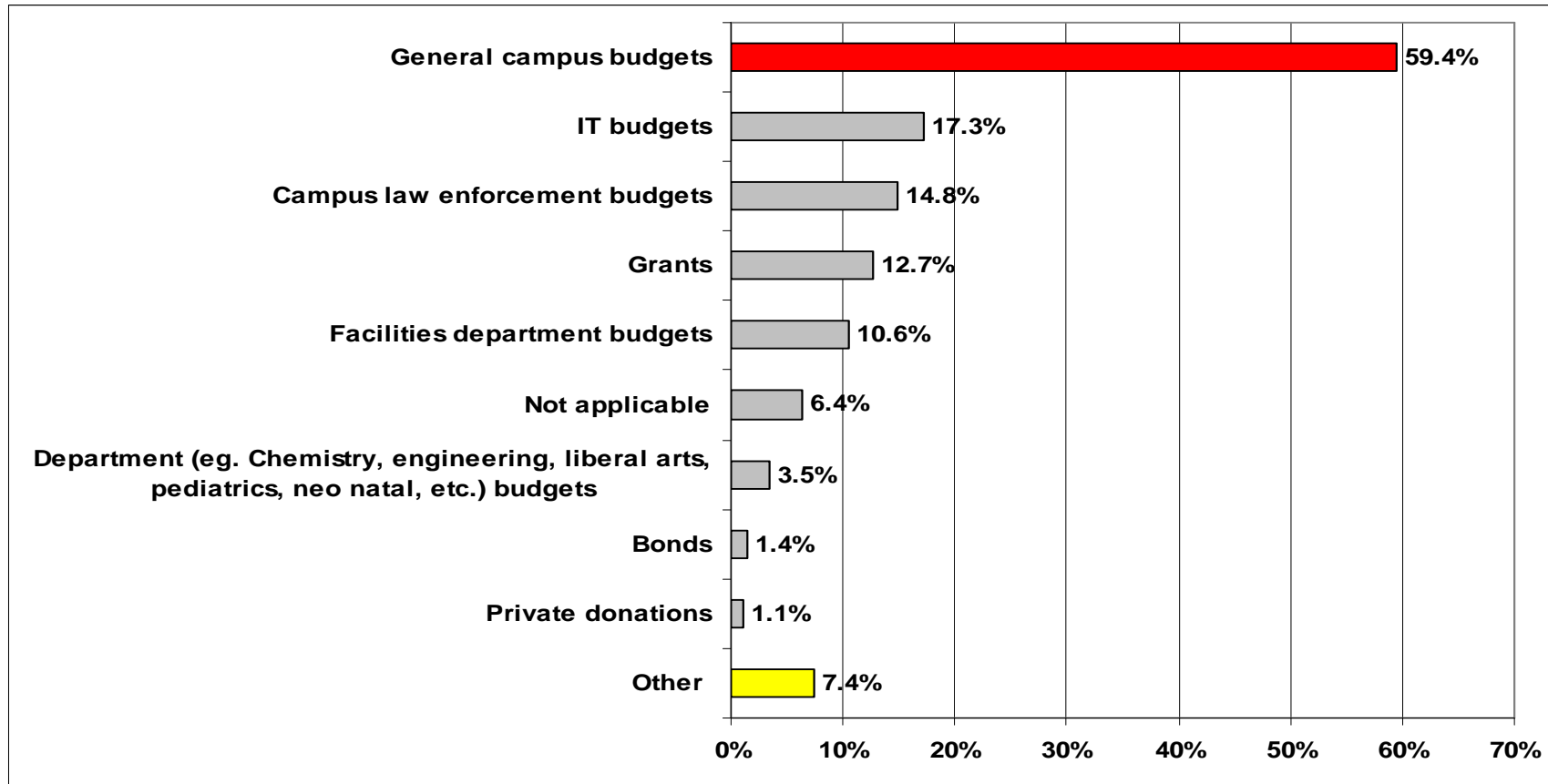


Which three methods you use are the most effective at attracting users to sign-up? – “Other Responses”

After an event where text messaging is used, enrollment spikes.
An actual event such as a school closing or other emergency message
Announcements at mass meetings
Campus crime brochure
Don't know which is most effective
Emergency Preparedness training for staff/faculty
Linked to class electronic registration process
No opt in / opt out slip, no parking permit
None have appeared to be very effective
Phone messages from President
Pop up windows during Drop/Add period; Regular tests of the system
Quarterly test and exercises expose students, faculty, and staff to the system
Seeing others receive alerts pertaining to school closings
Supervisor
Testing of system
Testing of the system (beginning of each semester) encourages those not on board to sign up. They don't like being left out.
They get email alerts no matter what, and they can opt into text alerts during registration for classes
We don't know why the numbers are so low

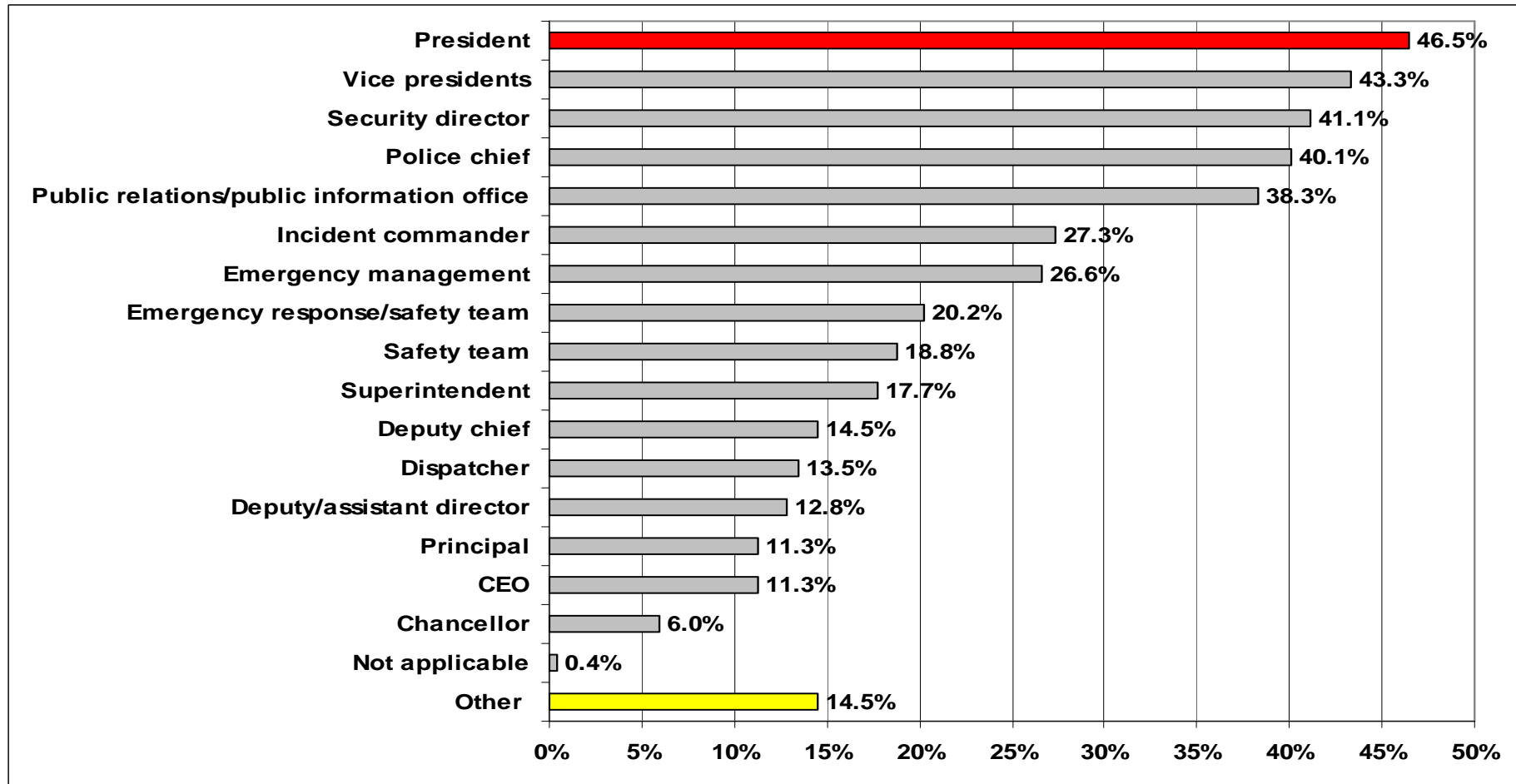
General Mass Notification Solutions Questions (All Respondents)...

How are you paying for your mass notification solutions? (check all that apply)



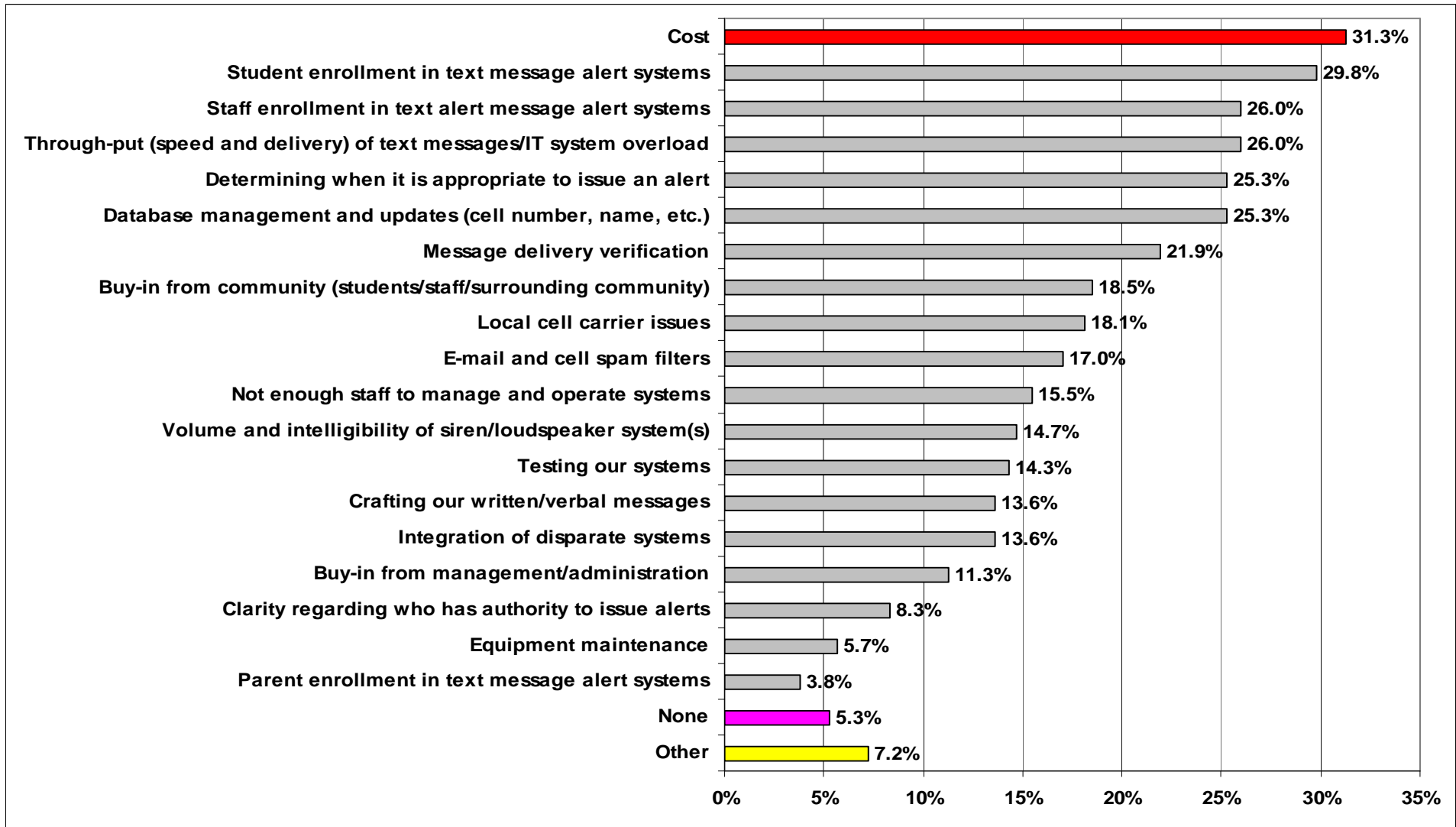
Other sources include emergency management, Environmental Health & Safety budgets, student fees, student affairs, public relations/marketing and student housing.

Who has the authority to issue the emergency notices? (check all that apply)



Other authorities include the dean, IT director, chancellor and designees, assistant superintendent, director of student services, fire chief, residence life director, assistant police chief and HR vice president.

Please indicate the challenges you have experienced with your mass notification solutions: (Check all that apply)



The logo for Campus Safety Magazine is displayed on a dark red rectangular background. At the top, the words "HOSPITAL, SCHOOL & UNIVERSITY" are written in a small, white, sans-serif font. Below this, the words "Campus Safety" are written in a large, bold, white, sans-serif font. Underneath "Campus Safety", the website address "magazine.com" is written in a smaller, white, sans-serif font.

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Thank you!

Additional information on this and other school, university and hospital security and safety issues can be found at

www.CampusSafetyMagazine.com.