Campus Emergency & Non-Emergency Notification Systems Policy / Procedures

Adopted by President’s Cabinet 8/28/18
Adopted by President’s Cabinet 10/22/19

Overview
In order to provide effective and efficient communication to East Georgia State College (EGSC) faculty, staff and students for campus events and issues that are critical and non-critical, the college utilizes various notification systems. Listed below are the systems currently utilized by the college:

- **Blackboard ConnectED** – for campus events/issues that are critical/emergencies
- **Federal Signal Siren System** – for events/issues at Swainsboro campus that are critical/emergencies
- **Monarch Broadcast Messaging** – for campus events/issues (i.e., new student orientations) that are non-emergency in nature
- **Mongoose Cadence Text Messaging System** – for two-way campus communications that are non-emergency in nature.

Purpose / Scope
The purpose / scope of this document is to provide information about each texting / voice messaging system utilized by the college. The information includes the purpose of the system, permissible use of the system, method used to inform employees and students of the availability of the system and subscribing instructions, the unit/staff responsible for the system and cost related information.

**Blackboard ConnectED**
Purpose of system: This system is utilized to inform EGSC faculty, staff and students of EGSC campus emergencies, such as campus closings due to inclement weather. Messages can be sent via phone, text and email.
Permissible use of system: This system is used only to send notifications for campus events/issues that are critical/emergencies and/or to send timely warning and to the emergency notification system as required by the Clery Act and the “EGSC Annual Security & Fire Safety Report.”
Communication Method(s) for Service and Subscribing:
EGSC students are informed of the ConnectED service via the online new student orientation (www.ega.edu/paws/). Students are automatically subscribed / opted in to the service. Information on how to unsubscribe from the service and/or make changes to student contact information in the service is included in the ConnectED portion of the online new student orientation and at www.ega.edu/student_life/connected.
EGSC faculty and staff are informed of the ConnectED service via the EGSC online HR Training and Staff Development modules, specifically via the EGSC Employee Handbook and via the online EGSC Emergency Response Flipchart. EGSC faculty and staff are automatically subscribed to the service via their EGSC email address. Information for faculty and staff on how to add phone and/or text messaging contact numbers to the service is available at www.ega.edu/student_life/connected.
Unit / staff responsible for system: Due to the required interface with the BANNER system, Information Technology (IT) is the primary unit responsible for the management of the system. For notification delivery, staff members in Institutional Advancement and the Police Department provide backup / secondary assistance to IT staff.
Cost: The cost of the system is included in the Information Technology budget and renews each October. The cost of the system includes unlimited messaging.
**Federal Signal Siren System**

**Purpose of system:** This system is utilized to inform EGSC faculty, staff and students of EGSC campus emergencies, such as inclement weather or Police emergencies at the Swainsboro campus. Messages can be sent via a computer terminal in the Police Department (PD).

**Permissible use of system:** This system is used only to send notifications for campus events/issues that are critical/emergencies.

**Communication Method(s) for Service and Subscribing:** The system is an outdoor siren and loud speaker, so no subscribing is necessary. Coverage is about 1 ½ miles from the speaker, in every direction.

**Unit / staff responsible for system:** Because the system only has one terminal, located in the Police Department, EGSC Police (PD) is the primary unit responsible for the management of the system.

**Cost:** The cost of the system is included in the Information Technology (IT) budget and renews each year. The cost of the system includes unlimited messaging.

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**Monarch Broadcast Messaging**

**Purpose of system:** To communicate with students regarding various issues. (i.e., campus specific activities, missing documents, orientation, open house, etc.) EGSC staff sends voice message notifications to identified student populations at EGSC.

**Permissible use of system:** The system is primarily used to inform students regarding student affairs related issues. Other campus departments would be eligible to use the service (i.e. AAMI, business office, marketing, etc.)

**Communication Method(s) for Service and Subscribing:** Calls are made from actual EGSC phone numbers. A list of students must be generated by the sender using an excel CSV file. Once the list is uploaded into the monarch broadcasting system, an automated message is recorded. From there, the sender selects the date and time of the message to be sent. After the calls have completed, an activity report is emailed to the unit coordinators.

**Unit / staff responsible for system:** Associate Vice President for Enrollment Management, Associate Vice President for External Campuses, and/or Director of Admissions.

**Cost:** Moving forward, the cost of the system will come from one budget (IT). Money can be added to the account on an “as needed basis”.

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**Mongoose Cadence Text Messaging System**

**Purpose of system:** This system is utilized by all EGSC campuses to conduct two-way communications between EGSC units and stakeholders to efficiently convey relevant information such as financial aid deadlines, academic advising, college activities, events, housing and scholarship information. The text can be targeted to a broad audience or specific in nature to one person (i.e., missing document request). Parents, prospective students, alumni and other stakeholders may also subscribe to this service.

**Permissible use of system:** EGSC departments will use this system to engage in non-emergency two-way communication with targeted audiences (current students, prospective students, parents, clubs, alumni, etc.) using approved communication templates. Activity reports will be generated as needed and for annual assessment of the system’s value.

**Communication Method(s) for Service and Subscribing:** Students are automatically subscribed / opted-in to the service. Other stakeholders are subscribed to the service at their request to the appropriate Unit/department. EGSC students are informed of the Mongoose Cadence system service via the online new student orientation (www.ega.edu/paws/). An opt-out option will be available on the www.ega.edu website; the recipient can opt-out at any time.

**Unit / staff responsible for system:** Director of EGSC-Statesboro, Associate Vice President for Enrollment Management, Associate Vice President for External Campuses, Director of Admissions and Director of Student Life. Units/departments will have various Administrative Users and Non-
Administrative Users. Administrative Users are defined as team leaders that will manage the success of the tool and provide functional support. They can import and export student data, create and manage Mongoose user accounts, monitor platform usage, and initiate larger-scale text message campaigns. Non-Administrative Users are defined as staff members who will actively text, manage everyday touchpoints and communications, and build relationships with students.

Cost: The cost of the system will be included in the Information Technology budget and is renewed annually.