

# Introducing.....Middlebury College

Founded in 1800, located in Middlebury, VT  
4-year, private undergraduate, enrollment 2350  
during academic year plus approximately 250  
faculty and 800 staff; 225 acres

## PLUS

- **Language Schools:** ten discrete programs on Middlebury campus (approximately 1600 constituents, summer-only)
- **Bread Loaf School of English:** Bread Loaf Campus, New Mexico, North Carolina and Oxford, England (several hundred on average at each location, variable program start/end dates)
- **Schools Abroad** in Russia, Germany, Italy, Spain, Germany, Latin America and Egypt (approximately 30 discrete locations, typically 350 Middlebury undergraduates plus others who attend these programs from other institutions or are from our Language Schools)
- **Monterey Institute of International Studies:** approximately 1000 constituents in Monterey, CA on non-residential, in-town campus
- **Middlebury Monterey Language Academy:** 3 locations (Burlington, VT; Amherst, MA; Menlo, CA) with 600 students (high-school age) and several hundred additional employees



# Emergency Notification System Selection

- Project already underway at time of Virginia Tech because of blizzard which closed campus (no weather closures in institutional memory); train derailment, spate of lengthy power outages.
- **Vendors considered:** Rave Wireless, e2Campus, AlertFind from MessageOne, ConnectEd and Verizon services
- **Vendor selected:** AlertFind from MessageOne
- **Desired Features:**
  - Middlebury likes lots of features
  - Data feed capabilities
  - Ability to support multiple delivery mechanisms: phones, email, text messages, etc. (not solely text msgs)
  - Reporting features
  - Support for pre-established groups, and no manual maintenance
  - Multiple access routes to service (phone, web, etc.)
  - Vendor-hosted not locally hosted

**Deciding Features:** *data feed capabilities, alert escalation (phone to email, call-in, to textmessage, pre-established boilerplate messages, etc.) capabilities, ability to capture and track responses*

**Other Projects:** Campus Evacuation/Pandemic Planning, Siren (still under consideration), Business Continuity/Disaster Preparedness, converged website of emergency prep info

All efforts being directed by Emergency Planning Steering Committee appointed in Fall 2006, co-chaired by Provost and College Secretary with membership from LIS, Communications, Public Safety, Health Center, Business Services

# Emergency Notification System Selection

The screenshot shows a Microsoft Internet Explorer browser window displaying the BannerWeb portal. The address bar shows the URL: [https://sapphire.middlebury.edu/PNTR/bzgkoemr.emp\\_phones](https://sapphire.middlebury.edu/PNTR/bzgkoemr.emp_phones). The page title is "Update Cell/Office Phone".

The navigation menu includes: Personal Information, Web for Advancement, Student Records & Registration, Student Accounts & Financial Aid, Faculty Services, Employee, WebTailor, Finance. There is a search bar and links for SITE MAP, HELP, and EXIT.

## Update Cell/Office Phone

**i** Cell phone numbers may be used to contact you in an emergency (using the instant messaging system) or when there is a pressing need to contact you quickly. The number will not be displayed in the College's printed directory or in the on-line directory.

If you have an office with a telephone, and if the desk extension is listed in the College printed directory or on-line directory, you need not respond. However, if you have an office telephone number not already listed in the directory, you need to submit your own extension number through this form in order to receive notifications directly at your desk phone. Changes you submit here will **not** affect your directory listings. Language School faculty and staff need only provide cell phone numbers.

If you have an active home phone number on file with Human Resources, we will supply it to AlertFind for use in an emergency. Although some of you may have chosen to keep this number confidential for directory purposes, it is essential that the College be able to contact employees in an emergency situation. **If your home number is not on file at the College and you would like to receive emergency alerts at home, please contact the Human Resources office to make your desire known and to provide the home number.** Although we cannot guarantee that your home phone number will remain absolutely confidential, you can provide it for use with AlertFind without having it listed either in the printed directory or the on-line directory.

Enter phone number in numeric-only format (example: NNN NNNNNN). If you are entering an international number, please include the country code and city code.

**Enter Cell Phone Number**

Area Code	Phone Number	International Access	Delete Number
802	9891052	OR	<input type="checkbox"/>

**Enter Office Telephone Number**

Area Code	Phone Number	International Access	Delete Number
802	4432451	OR	<input type="checkbox"/>

RELEASE: 7.3 Powered by SunGard SCT

# *Emergency Notification System*

## Vital Stats

- Created custom/modified entry page for employees and students through Self-Service Banner to collect cell phones
- Had mandatory evacuation plan requirement for students that prevented registration....believe many students didn't fully get the distinction so got higher participation in cell submissions
- *Over 50% of students submitted cell numbers*
- Data from Banner, built twice-weekly feed to MessageOne (some manual steps still part of routine)

## *The Test*

- First test ran into firewall issues; elected for second test
- Second test: 5000 alerts sent
  - 2000 no response
  - 550 acknowledged in first 10 mins (1/2 under 5)
  - 1900 acknowledged in first hour
  - Some non-delivery
- Used in one small real-world scenario (fire in residential house) prior to first tests. Worked extremely well.

# *Emergency Notification System*

## Challenges

### *More usual ones first:*

- Don't overload your PBX.
- Don't overload your local cell towers.
- What to do for those without use of email, college phone, cell?
- How to get constituents to submit cell phones?
- How to deal with private extensions, shared extensions, etc.
- How to deal with privacy and confidentiality of the information gathered and then sent to vendor (with presumably greater visibility than before.)
- Getting people trained as users
- Deciding what we will use the system for, protocols for users/message-senders, and how we will explain all of this to the community

### **More challenges:**

What is appropriate for more varied, international and/or seasonal programs?

What constitutes a 'good' test?

How to keep momentum...fear of deflation....

So many features, so many users...training and retention difficulties

How does IT not wind up owning this?



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