

TO: MCAD Community

FROM: Public Safety

RE: Mass Text Messaging Service

Date: September 9, 2010

Register Your cell phone with MCAD's Emergency Notification System Provider

The Minneapolis College of Art & Design students, staff and faculty are encouraged to register their cell-phone/ and up to two e-mail addresses with the college's Emergency Notification System provider, e2campus. For most users the cell-phone is the primary means of receiving a message; however, there are other options on how to deliver the message:

- Mobile Phone (via SMS)
- Web Page
- RSS
- PDA
- Email
- Text Pager
- Google, AOL or My Yahoo Page

This system will only be used by the Public Safety department and only in the most extreme cases involving the safety of the MCAD community. It will also be used to announce *college closures* due to weather related emergencies.

The system will send a text message to the primary device and e-mail addresses of all students, staff and faculty who choose to register their cell-phone information. **This is voluntary and there is no cost to sign up for the e2campus system.** Those who do not register a cell phone number will still receive emergency alerts via e-mail.

Depending on your cell-phone plan, you may be charged for the text message if a message is sent to your cell phone.

Those signing up their cell phone number for the Emergency Notification System will need to provide both their cell phone number and the provider of their cell phone service, such as Verizon, T-Mobile or Sprint.

To register, first go to the www.e2campus.com/my/mcad Click on the link "Click here to get started and sign up now".

Cell phone numbers collected for the Emergency Notification System are treated as confidential information and will not be released to others outside of the MCAD community.

If a student or employee receives an emergency message, it will show up on her or his cell phone as, "FR: MCAD Public Safety."

When MCAD decides to send an emergency message via cell phones, the message first is sent to the various cell-phone providers. The providers, in turn, send the messages to the students and employees. Just how fast the messages are delivered could depend on factors that are beyond MCAD's control. Some text messages could be dropped due to high traffic load or if the message is perceived as being spam.

It is expected that the messages will be delivered quickly. But because of the variables involved with dealing with various providers and calling plans, MCAD will also send 'all campus' e-mail messages, use the phone intercom system (phones equipped with speaker phone in the academic buildings), and use hand held megaphone public-address speakers to alert the campus in an emergency situation.

Parents, alumni and friends cannot sign up to receive the emergency messages.

Here are some frequently asked questions regarding cell-phone registration:

1 Who can sign up for the e2campus MCAD Emergency Notification System?

The service is available for use by all faculty, staff and students of the MCAD community.

2 Is participation in the Emergency Notification System mandatory?

Participation in the cell-phone portion of the Emergency Notification System is not mandatory; however, all faculty, staff and students who have cell phones are encouraged to register. The cell-phone notification is one of several ways in which MCAD may contact the community in the event of an emergency. Other methods of communications include web site alerts, e-mail, phone intercom and hand held megaphone public-address speakers used by Public Safety Officers.

3 Will I be charged on my phone bill for text message alerts?

There is no charge from MCAD for including your cell-phone number in the Emergency Notification System. However, your cell-phone provider may charge a fee for delivery of messages based on your current calling plan.

4 What if my cell phone is not set up to receive text messages?

If your cell phone is not set up to receive text messages, you cannot participate in the text-message notification.

5 Can I register more than one cell phone?

Currently, the system is set up to register one cell-phone number.

6 What if I don't have a cell phone?

The cell-phone notification system is one of several ways in which MCAD may contact the community in the event of an emergency. Other methods of communications include MCAD web site alerts, 'all campus' e-mail, phone intercom, and hand held megaphone public-address speakers.

7 What if my cell-phone number or cell-phone provider changes?

If you change your cell phone number after you have registered, return to the www.e2campus.com/my/mcad/ web site, log in and update your cell-phone information.

8 What if I forget my user account name and password?

Just visit the www.e2campus.com/my/mcad/ web site and click on "forgot password?"

If you forgot your user name, e-mail public_safety@mcad.edu and we will delete your account so you can create a new one.

9 What if my cell-phone provider is not listed as an option on the registration page?

E2campu.com currently partners with over 50 cell-phone providers. Providers that are not listed are not able to receive text messages from an e-mail account. As a result, you will not be able register with e2campus.com text-message alert service.

10 What will the Emergency Notification System alerts tell me?

The alerts will be very brief. They will notify you of an emergency situation affecting the MCAD community and direct you where to get further information. More than one message may be sent giving directions on what to do if the emergency is of a particularly complicated nature. If your cell phone has the "Caller ID" function, note that you will see "FR: MCAD Public Safety" in your Caller ID.

11 Who is in charge of sending the alerts from MCAD?

The Minneapolis College of Art and Design Public Safety Department is one of the few departments that has the capability of sending emergency notification messages to the MCAD community.

12 What happens after I sign up?

MCAD will perform two test messages a year: one at the beginning of each semester.

13 How is this different from Security Alerts, Advisories, and Bulletins?

Receiving an emergency text message will not replace the sending of Alerts, Advisories and Bulletins. Public Safety will still continue to send these postings, and e-mails after an incident, as a public service announcement.

14 How do I cancel my account?

When you first register, the program will ask your for an "Opt out date." If you are a student, make sure to choose a date that falls close to when you plan on graduating from MCAD. If you leave before that time, you may log on to the www.e2campus.com/my/mcad/ website and cancel your participation.