WILLIAM PATERSON UNIVERSITY

EMERGENCY NOTIFICATION SYSTEM

Powered by

Blackboard connect™
5

William Paterson University utilizes an outsourced system from **Blackboard** connect for **Emergency Notification** services. It is a multi-modal communication alert service allowing the University to send time-based notifications for unexpected events such as natural or man-made disasters, utility or technology outages, security threats, campus closures or other events deemed campus emergencies.

Blackboard connect enables campus leaders to schedule, send and track messages utilizing the following methods:

- ✓ Voice messages to cell, home or alternate phones (one phone number is required)

- ✓ Text messages

- ✓ Email to University email accounts and provided alternate email accounts

- ✓ Facebook – posts to the University's Facebook page

- ✓ Twitter - posts to the University's Twitter feed

- ✓ Messages to TTY/TDD receiving devices for the hearing impaired.

Participation in the Emergency Notification system at William Paterson University is **optional**. We strongly encourage all students, faculty and staff to opt-in. For students living in the Residence Halls, it is mandatory. The information that you supply is considered confidential and will not be shared. This system is strictly used for emergencies and associated updates regarding status of operations on the campus. This system augments existing policies and procedures for handling emergencies.

The system is used for situations which involve potentially serious disruptions of regular activities or threats to the health and well-being of students, faculty and staff. The University President or designee and the Director of the University Police have the authority to activate the system.

William Paterson University will activate the Emergency Notification system in cases of a major emergency that affects the campus and the campus community (in whole or in part):

- ✓ Weather related campus closing or delays
- ✓ Natural disaster (such as blizzard, hurricane, ice storm, earthquake, flood, etc.)
- ✓ Man-made disaster (fire, chemical spill or release, etc.)
- ✓ Utility or technology outages (water main break, electrical, internet or campus network outage)
- ✓ Active shooter (suspected or confirmed active shooter on campus or near campus)
- ✓ Timely warnings for compliance with Clery Act as appropriate
- ✓ Other major emergency as determined by the President's Cabinet.

Emergency Notification **will not** be used for:

- ✓ Routine campus announcements/news
- ✓ Roads or parking lot closings (unless they are related to an emergency)
- ✓ Other routine information dissemination.

The University recognizes the important role that immediate communications during critical emergencies plays in keeping our community safe, minimizing the spread of misinformation and providing detailed instructions when necessary.

To OPT-IN is quick and easy:

- ➢ Go to www.wpunj.edu and click on WPconnect.
- ➢ Enter your username and password. (last name, first initial and possible number) and password (initial password is 9 digit Banner ID number).
- ➢ Once logged in, select Emergency Notification Setup bookmark under General Services (students) or My HR Profile (faculty & staff).
- ➢ Enter your cell phone number and indicate whether or not you want to receive text messages.
- ➢ You may also enter an alternate phone number and an alternate email to receive these type of messages.
- ➢ Check – I approve use of this information for emergency notification purposes
- ➢ Select Submit.

At any time information needs to be changed, return to this page, change the information and submit.

Blackboard connect **Frequently Asked Questions**

Question: How does **Blackboard** connect notification service work?
Answer: The **Blackboard** connect service combines the power of the Internet with the pervasiveness of the telephone to give users an affordable and easy-to-use tool to reach out to their communities.

Question: What is multi-modal communication? Are text messages alone sufficient?

Answer: With the **Blackboard** connect service, campus officials can reach their community members in their own voice at landlines, cell phones, and via e-mail, text messages and TTY/TDD receiving devices for the hearing impaired. During a time-sensitive situation, multi-modal communication is critical as it is a more comprehensive way to reach people in the environment they may be in at the moment an issue arises. Communication is sent simultaneously to all available contact points for each person. Relying on any single way to reach constituents (whether just voice calls or just SMS) introduces a single point of failure. As with any communication vehicle it is important to combine voice, text messaging, and e-mail to ensure that we can reach our community in as many ways possible.

Question: Are other social media platforms utilized?
Answer: Social networking is completely integrated into **Blackboard** connect. All messages are posted to the University's Facebook page and Twitter feed.

Question: What contact data should I provide the University?
Answer: William Paterson automatically downloads to the **Blackboard** connect system from your university profile your permanent phone number and university email account. At Opt-in, you may also enter an alternate phone number and email address. The best emergency contact number is your mobile phone representing your text messaging device too.

Question: I heard that my friend/colleague received a voice message from the University but I did not. Why?
Answer: It is possible that we do not have your contact information loaded in the **Blackboard** connect system, or it may be inaccurate. Please use the web portal to verify your information. If your permanent record is inaccurate please contact either Student Enrollment Services (students only) or the Human Resources Office (employees only) to update this information.

Question: I heard that my friend/colleague received a SMS (text) message on the cell phone from the University but I did not. Why?
Answer: To receive text messages, you will need to provide your mobile phone number in the system. Please refer to the

web portal page to enter it in the **Blackboard** connect system.

Question: I received the message in my email inbox, but when I clicked the link to play the message nothing happened. Why?

Answer: You may not have a default media player such as windows Media Player or Quicktime installed. Download these players from www.microsoft.com or www.apple.com and install on your computer to listen to messages.

Question: I received the message but I missed the information. What should I do?

Answer: While on the call, you can replay the message by pressing the star key (*) at the end of the message. You may also check your email to locate the link for that message.

Question: I received the message but it kept looping/repeating. Why?

Answer: The system does its best to detect whether it has reached a live person or an answering machine.
Sometimes loud ambient noises may cause the system to loop. If this happens, use the mute feature on your phone or move to a quieter location to prevent the message from looping or repeating.

Question: I see a caller ID display of 973-720-2000. Who is this?

Answer: When the University sends a call out using the **Blackboard** connect service, it will always display the University's Caller ID information of 973-720-2000. Please save this number on your cell phone as a contact. This will allow you to quickly recognize this number as the official source of William Paterson University messages.

Question: If I change mobile phone providers but keep the same number, do I need to opt-in again?

Answer: No. Once your phone number has been opted-in, it stays registered within the system. If you have a new number, please return to the original sign up page in WPConnect and change your phone number and submit.

Question: How do I know the email or text message is from the University?

Answer: All emails have the following header included in it.

All text messages, Facebook posts and Twitter will begin with **WP Alert**:

Additional Emergency Notification Information

<u>Please do not call University Police for information regarding cancelled classes, closings or road conditions.</u>

1. ACCESS THE UNIVERSITY HOMEPAGE AT
   www.wpunj.edu regarding the status of operations.

2. CHECK YOUR UNIVERSITY EMAIL ACCOUNT:
   Lastnamefirstinitial(possible number)@wpunj.edu

3. WEATHER EMERGENCY NUMBER – **973-720-2475**
   This number is printed on the back of your WPU ID card. A recorded message regarding cancelled classes, closings, delayed openings or early releases is posted to the Weather Emergency Number. Dial this number to hear the status of University operations.

4. ANNOUNCEMENTS ON THE FOLLOWING RADIO AND TV STATIONS (this pertains to weather related issues only).
   CBS2
   NJ NEWS 12 (Cablevision)
   WNBC

WINS	1010 AM	Max	106.3 FM
WNNJ	103.7 FM	WSUS	102.3 FM
WOR	710 AM	Clear Channel Tri-State	

IN CASE OF AN EMERGENCY ON CAMPUS CALL

UNIVERSITY POLICE AT X2300 (973-720-2300)
911 CALLS FROM A CAMPUS PHONE ARE AUTOMATICALLY DIRECTED TO UNIVERSITY POLICE