Code Maroon Emergency Notification System

August 2013

What is the Code Maroon Emergency Notification System?

- Texas A&M University's primary mass emergency notification system

- Established in 2007 as a result of the Virginia Tech shootings

- Gives the University the ability to send emergency information in situations judged to present a threat of <u>imminent</u> danger on or near the campus
  - i.e., confirmed building fire, toxic gas leak, report of violent criminal activity, tornado sighting on or near campus, etc.

How does it work?

- Campus officials issue a brief message with information and instructions about the emergency.

- Additional information is posted on the university's emergency webpage at http://emergency.tamu.edu and is accessible from the TAMU homepage during alerts.

EMERGENCY UPDATES
http://emergency.tamu.edu

Example:
Fidelity Street Shooting

- On August 13, 2012 at approx. 12:12pm officers with the College Station Police Department responded to the 200 block of Fidelity St. for a report of shots fired.

- Upon arrival, officers found a Brazos County Constable down in front of a residence on Fidelity Street. The suspect in this case, engaged the officers with gunfire over a period of approximately 30 minutes before he was shot by a College Station Police Officer.

Example: Fidelity Street Shooting

- The first Code Maroon message was issued at 12:29pm advising of the general area of the threat and asking everyone to avoid the area.

⚠ **CODE**MAROON

> Avoid Area.
>
> CSPD reports an active shooter in the area immediately southeast of the intersection of Wellborn Rd and George Bush Drive. Please avoid the area. Residents in the immediate area need to remain inside their residence. 12:29 PM

Example: Fidelity Street Shooting

- The second Code Maroon message was issued shortly thereafter at 12:38pm with the specific location of the incident.

⚠ **CODE**MAROON

Code Maroon.

Update on active shooter in College Station: The location of the active shooter is in the 200 block of Fidelity Dr. Stay away from the area. 12:38 PM

Example: Fidelity Street Shooting

- The final Code Maroon was issued at 12:44pm notifying the campus community that the shooter was in custody, but that they should continue to avoid the area.

CODEMAROON

Code Maroon.

Update on active shooter: CSPD reports that the shooter is in custody. Continue to avoid the area. 12:44 PM

Example: Fidelity Street Shooting

- Throughout the incident the Code Maroon messages as well as additional information and updates were made available via the TAMU Emergency Website.

How are alerts published?

- Alerts are published by the University Police Department
  - Use a single, integrated system (one button) to send alert messages by multiple notification methods.

Notification Methods

Multiple methods to reach as many people as possible:

- SMS Text
- Texas A&M Email (campus email system)
- KAMU-FM Radio 90.9
- KAMU-TV
- Emergency Alert System (EAS) Radios
- Classroom Speakers
- Desktop Popups
- RSS Feed
- Twitter – account: *TAMUCodeMaroon*

Test!! This is only a Test

This is only a test of the system (SPECIAL).
No Action is required.

Acknowledge and Close

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Texas A&M University
Code Maroon System

SMS text

Texas A&M Email

Classroom Speakers

KAMU FM Radio EAS Radios

EAS

KAMU TV

Integrated Solution

Server

Desktop Popups

RSS Feed

Twitter.com
TAMUCodeMaroon
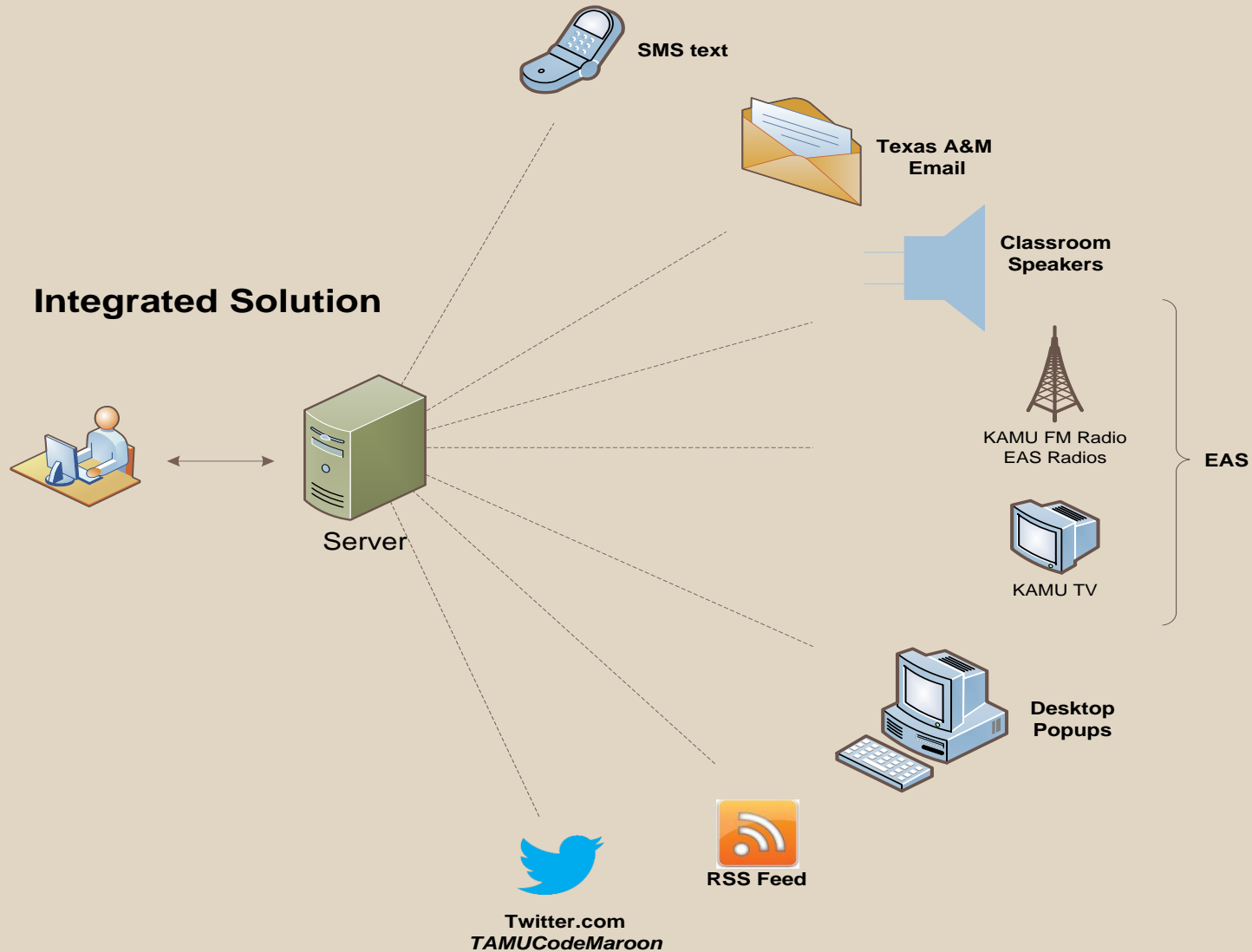
Additional Notification Methods In-Progress

TEXAS A&M UNIVERSITY

- **Fire Alarm Panels (eight buildings on-line)**
  - Enable Code Maroon alerts to be broadcast through the building's fire alarm speakers
  - Phase-one implementation: Summer 2013

- **Digital Signage (40+monitors on-line)**
  - Enable Code Maroon alerts to be displayed on monitors located in public areas
  - Implementation underway

- **Desktop Popups (expanding)**
  - Expanding the current capacity of desktop popups from 5,000 to a new capacity of 40,000
  - Implementation underway

Future Notification Method

- **Smartphone Application**

    – Enable users who have downloaded an app to receive Code Maroon alerts on their smartphones

    – Anticipated implementation date: Fall 2013/Spring 2014

Types of messages: Who can receive?

- **SMS text**
  - Anyone with a valid Texas A&M UIN, i.e., TAMU students, faculty, and staff. Must register a device at the Code Maroon web site (http://codemaroon.tamu.edu).
  - 58,103 Code Maroon registrants as of July 16, 2013

- **Texas A&M Email**
  - All students and many faculty and staff (approx. 60,000 email addresses)
  - Alerts are automatically sent – no registration required

- **Emergency Alert System (EAS)**
  - Anyone listening to KAMU-FM Radio 90.9 and other area stations
  - Anyone watching television on campus or KAMU-TV off campus
  - Anyone within hearing distance of an EAS radio (which are located in departments throughout campus)

Types of messages: Who can receive?

- **Classroom Speakers**
  - Anyone in a classroom where an audio speaker has been installed (approx. 260 registrar-controlled classrooms)

- **Desktop Popups**
  - Anyone logged onto a campus-located computer that is running the application

- **RSS Feed**
  - Anyone using an application that regularly monitors the Code Maroon RSS feed

- **Twitter**
  - Anyone with a Twitter account that follows the *TAMUCodeMaroon* account or has texted "follow TAMUCodeMaroon" to 40404 (Twitter's "Fast Follow" feature)
  - 19,851 Twitter followers as of July 16, 2013 (excludes Fast Follow)

SMS Text Messages

**SMS Text Messages
Delivery Times*
August 2012 – May 2013**

Legend: Delivery Time — TAMU Performance Measure
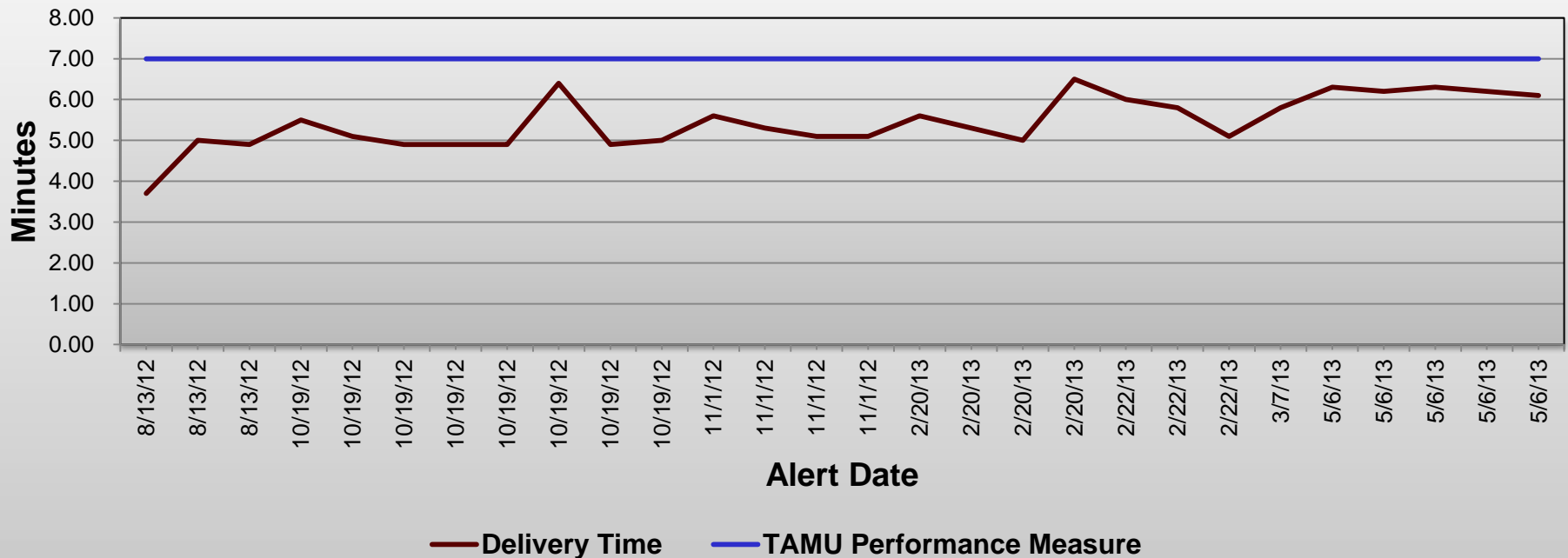
*   Delivery time to all cell phone carriers (AT&T, Verizon, Sprint, etc.). The majority of text messages reached cell phone carriers in less time. Total delivery time is dependent upon how quickly individual cell phone carriers deliver the message to their customers. Cell phone carriers' delivery of messages to their customers is not controlled by TAMU.

Texas A&M Email
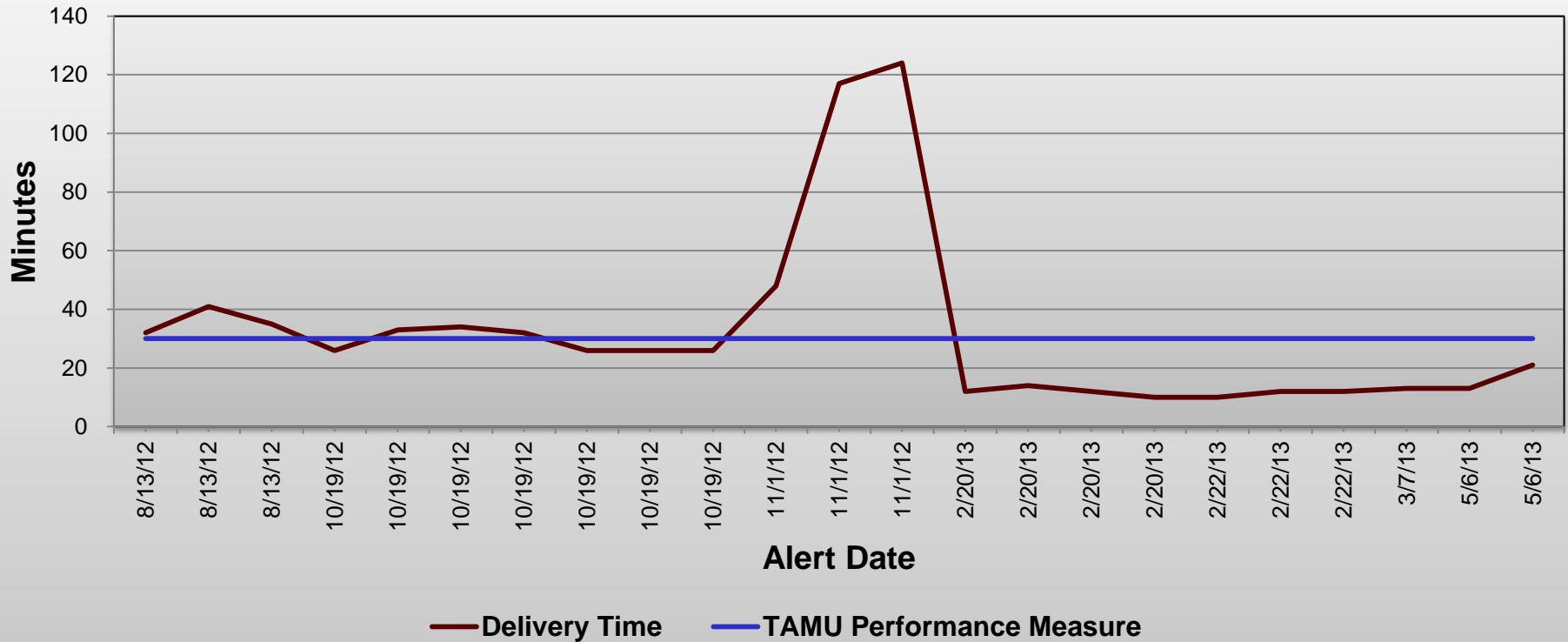
* Delivery time to all email addresses

KAMU-TV, KAMU-FM Radio, and EAS Radios

KAMU-TV, KAMU-FM Radio, and EAS Radios
Delivery Times*
August 2012 – May 2013

— Delivery Time   — TAMU Performance Measure
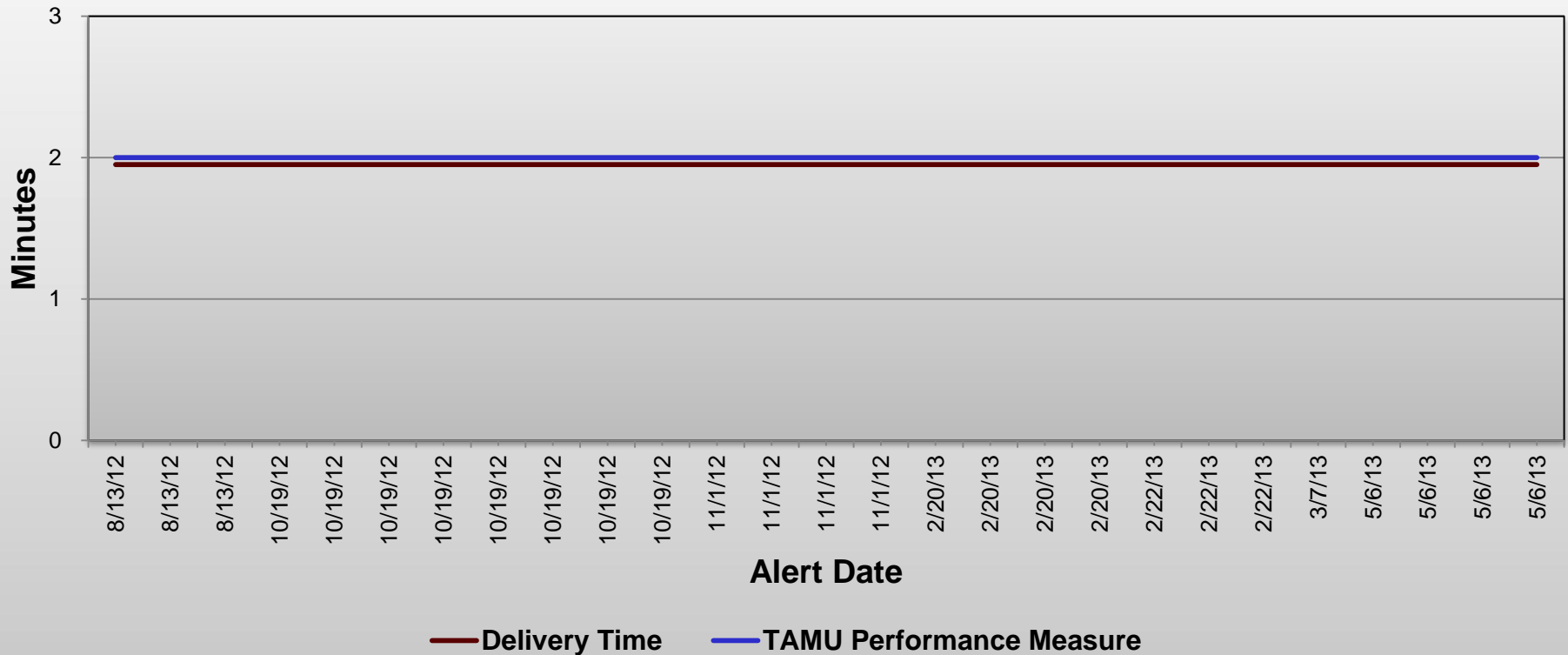
* Represents elapsed time between alert publish time and broadcast of alert message

Classroom Speakers

**Classroom Speakers
Delivery Times***
August 2012 – May 2013

*   Represents elapsed time between alert publish time and broadcast of alert message

Desktop Popups

**Desktop Popups
Delivery Times***
August 2012 – May 2013

Minutes vs *Alert Date*

— **Delivery Time** — **TAMU Performance Measure**
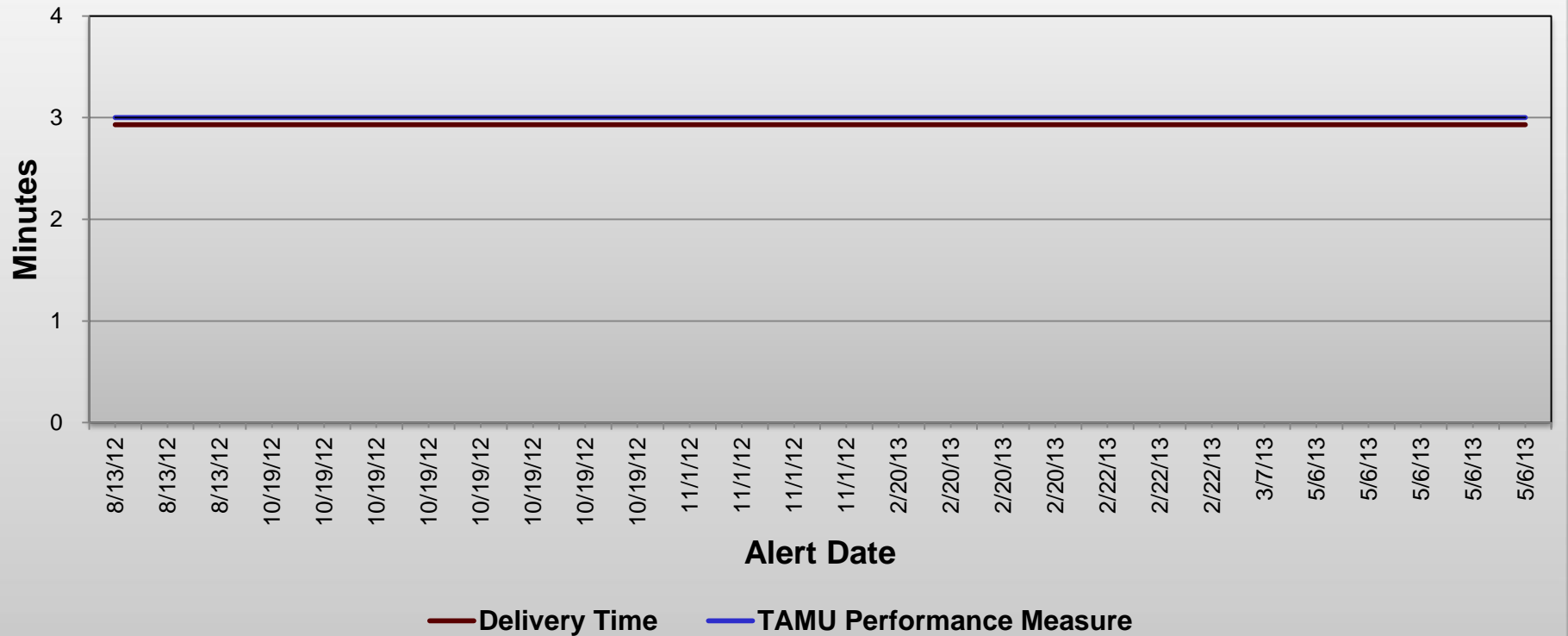
* Maximum delivery time to desktop computer

RSS Feed

**RSS Feed
Delivery Times*
August 2012 – May 2013**

Minutes

2

1

0

Alert Date

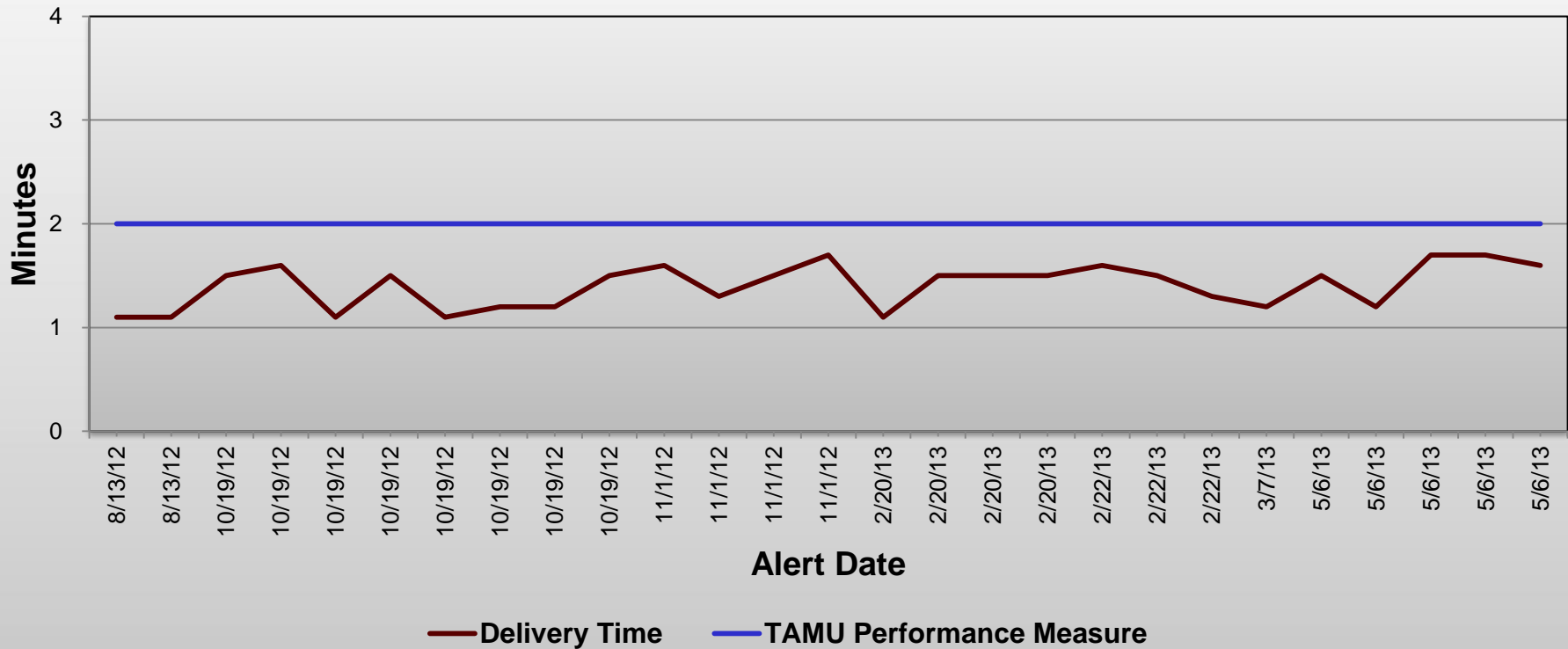8/13/12 8/13/12 8/13/12 10/19/12 10/19/12 10/19/12 10/19/12 10/19/12 10/19/12 10/19/12 10/19/12 11/1/12 11/1/12 11/1/12 11/1/12 2/20/13 2/20/13 2/20/13 2/20/13 2/22/13 2/22/13 2/22/13 3/7/13 5/6/13 5/6/13 5/6/13 5/6/13 5/6/13

—— Delivery Time —— TAMU Performance Measure
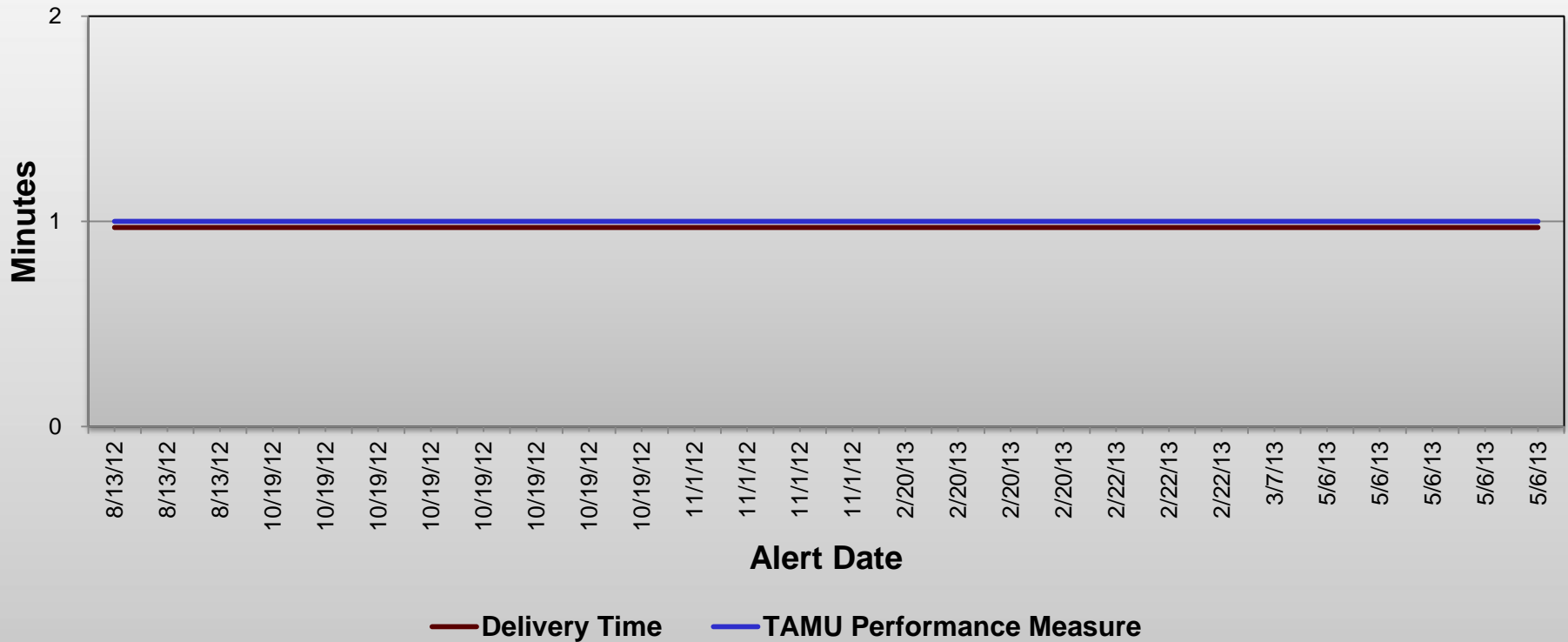
*   Delivery time available to RSS readers

Twitter

**Twitter
Delivery Times*
August 2012 – May 2013**

Minutes

Alert Date

— Delivery Time — TAMU Performance Measure
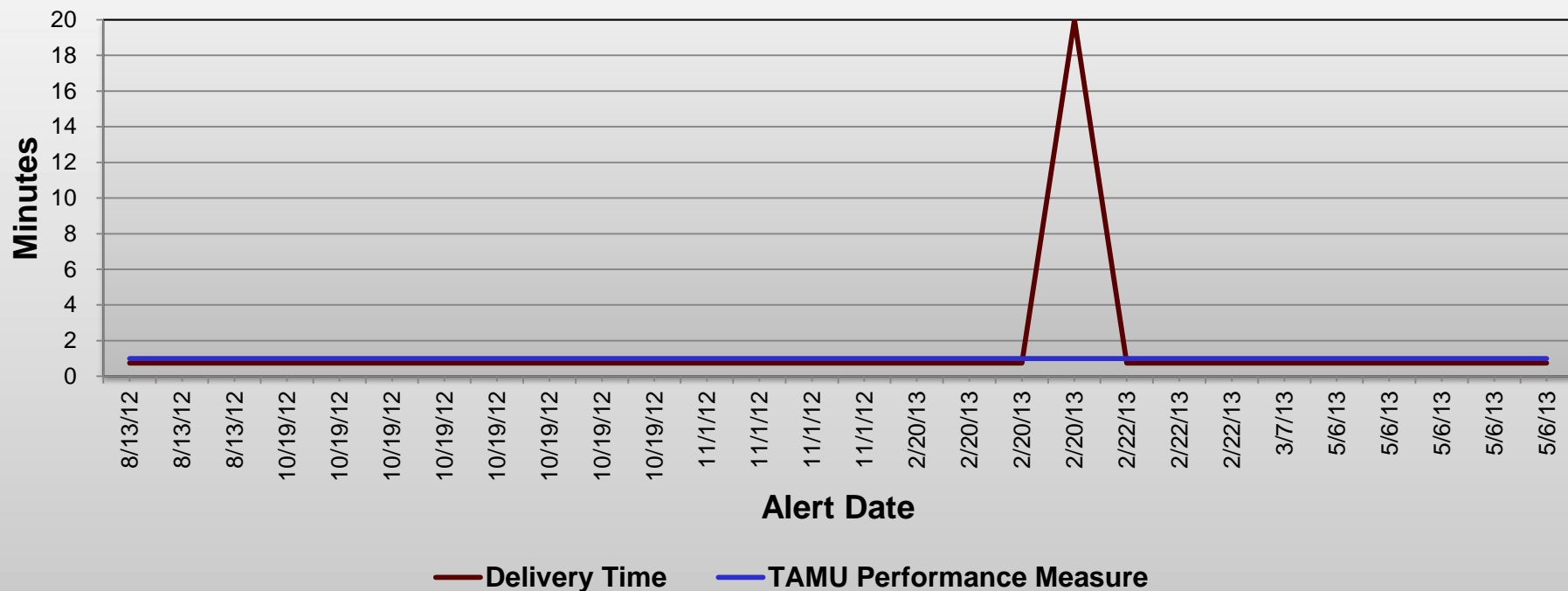
*   Delivery time to Twitter.com. Total delivery time is dependent upon how quickly Twitter delivers the message to their followers. Note: Twitter's delivery of messages to followers is not controlled by TAMU.

Code Maroon Tests

- **Monthly Tests**
  - Last Friday of each month (except November/December)
    - Fall and Spring: 12:30pm
    - Summer (May-July): 1:45pm

  - Test published to all devices, campus-wide

  - Tests the entire system under conditions simulating a real alert

- **Daily System Checks**

How can my student receive Code Maroon alert messages?

- **All methods are available to students.**

- **Students, faculty, and staff may enroll in the Code Maroon system to receive SMS text alerts.**
  - Visit http://codemaroon.tamu.edu and follow the simple sign-up process.
  - By limiting enrollment, emergency notifications can be delivered as quickly as possible.

How can I receive Code Maroon alert messages?

Parents, Family and Friends have two options to receive alert messages:

1) **Twitter**
   – Follow Code Maroon Twitter account "TAMUCodeMaroon"; **or**
   – Text "follow TAMUCodeMaroon" to 40404. This service ("Fast Follow") does not require you to have a Twitter account.

2) **RSS Feed**
   – Subscribe to the Code Maroon RSS Feed

For more information, visit http://codemaroon.tamu.edu/PublicAccess.html

Resources

- **Code Maroon website:**
  - Contains information on how to sign up for alerts, public access, notification methods, delivery statistics, FAQs, etc.
  - http://codemaroon.tamu.edu

- **Emergency Information website:**
  - Used to communicate additional information during an alert
  - http://emergency.tamu.edu

- **Emergency Preparedness website:**
  - Campus safety and emergency procedures, emergency planning resources, etc.
  - 12th Man Emergency Playbook
  - http://www.tamu.edu/emergency/

Reporting Concerning Behavior: Special Situations Team

- **Established** in 2008 to deal with troubled and/or at risk faculty, staff, and students.

- **Charge:**
  - Assess circumstances, enhance communication, and initiate appropriate responses to specific behavioral problems that may involve threats to the safety and security of the University community.

- **Reporting Observations of Concerning Behavior:**
  - On-line at http://tellsomebody.tamu.edu
  - Call
    - Dean of Student Life for student behavior
    - Employee Assistance Program for staff behavior
    - Dean of Faculties for faculty behavior

TELLSOMEBODY.TAMU.EDU

Concerned about someone's behavior? Tell somebody.

On a college campus sometimes behaviors of concern have gone unreported until a tragedy occurs, then people come forward with bits of information that, in retrospect, may have signaled a larger issue. This information when viewed collectively may be helpful in preventing tragic events and initiating assistance to an individual. Texas A&M University is committed to a proactive approach and needs your help.

As a member of this University community, if you observe any behavior that is concerning please go to: **http://tellsomebody.tamu.edu** and provide detailed information on the report form. This report goes to members of the Special Situations Team. This team is comprised of University faculty and staff charged with helping students, faculty, and staff who are exhibiting concerning behavior.

Alternatively you may call the following numbers during business hours:

IN REFERENCE TO STUDENT BEHAVIOR:
979.845.3113
(Student Assistance Services)

IN REFERENCE TO FACULTY BEHAVIOR:
979.845.4274
(Dean of Faculties)

IN REFERENCE TO STAFF BEHAVIOR:
979.845.3711 (Human Resources – Employee Assistance Program)

For all emergencies, please call 9-911 (on-campus) or 911 (off-campus or cell phone).

For more information about the Tell Somebody Campaign or the Special Situations Team, please visit our website at **TELLSOMEBODY.TAMU.EDU**

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