



<b>Title:</b>	<b>e2Campus Text Messaging System</b>
<input type="checkbox"/> Initial Action:	May 29, 2008
<input type="checkbox"/> Board Agenda:	May 29, 2008
Last Revised	
<input type="checkbox"/> Policy:	
<input type="checkbox"/> Procedure:	
<input type="checkbox"/> Last Reviewed:	
<input type="checkbox"/> Changes Effective:	July 1, 2008
<input type="checkbox"/> Next Review:	As needed
<input type="checkbox"/> Responsibility:	Vice President, Administrative Services

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## **POLICY:**

In order to ensure timely emergency notification to students, staff, and faculty, the College employs a web-based messaging service, e2Campus which is part of the College Emergency Response Plan. The College Incident Team [CIT] uses E2Campus to send notifications that are important to Campus safety or to relay information important to College operations, e.g. campus closings.

## **PROCEDURE:**

Notifications are coordinated by the Vice President, Administrative Services or the Administrator on Call and include both campus closings and security alerts. The following procedures guide the application of e2Campus notifications. This notification system allows messages to be sent to students, faculty, board of trustees, and staff via mobile phones (SMS text message), BlackBerrys, wireless PDAs, pagers, and e-mail addresses. The Cecil College public website will automatically display e2Campus messages on the home page.

### **I. e2Campus Alerts**

**A. RED ALERT** In the event of an imminent threat or emergency on campus, the Vice President, Administrative Services [and Chair of the Critical Incident Team] will direct a member of the Critical Incident Team to send an e2Campus alert. In the event the first CIT member is unavailable, the next name on the list and so on, will be authorized to send the alert. The authorized sender should attempt to notify the President prior to sending the alert; other Vice Presidents should be notified **after the fact.**

**B. YELLOW ALERT** – In the event of other safety/security/weather-related alerts and campus closings or delays, the President or Vice President, Administrative Services or designee is authorized to send an e2Campus **YELLOW** alert. If the President or Vice President, Administrative Services are unavailable, members of the Critical Incident Team listed in C. below are authorized to send the alert. If there is no immediate danger, the authorized e2Campus sender must contact the President or Vice President, Administrative Services before sending a **YELLOW** alert.

**C. Critical Incident Team e2Campus Communication Protocol:**

1. **Christine Valuckas**  
Vice President, Administrative Services
2. **Jim Wilburn**  
Director, Human Resources
3. **Mary Bolt**  
Vice President, Academic Programs
4. **Chris Ann Szep**  
Vice President, Institutional Advancement & Government Relations
5. **Diane Lane**  
Vice President, Student Services & Institutional Effectiveness
6. **Steve diFilipo**  
Vice President, IT and CIO
7. **Jeff Bauder**  
Director, Facilities
8. **Bill Woolston**  
Director, Safety & Security

**II. e2campus Data Base Updates and Security**

Faculty, board of trustees, and staff email addresses will be uploaded into e2Campus and will be purged and updated annually. New employees will be added to e2Campus monthly. Data is stored off-site on secure servers hosted by e2Campus. Names and contact information is purged every August. Those who wish to remain in the system must sign up again at the start of the fall semester. The service is voluntary for student users who may subscribe or unsubscribe.