



# CI adopts fast multi-modal communication service to enhance emergency preparedness

Camarillo, Calif., Nov. 3, 2010 - California State University Channel Islands (CI) announced it has launched a rapid, multi-modal Connect-Ed® communication service from Blackboard Connect Inc. to deliver time-sensitive notifications to students, faculty and staff.

The University's new communication tool, CI Alert, provides campus officials with the ability to reach students, faculty and staff with information and updates during unforeseen events or emergencies, within minutes, through phone calls, emails and/or text messages.

All students, faculty and staff are automatically enrolled to receive emergency messages through their campus email.

"In today's current climate we need to be prepared for situations that we never could have anticipated happening and recognize the important role that immediate communication plays in keeping students and the campus community safe," said Nancy Covarrubias Gill, Director of Communication & Marketing. "As part of our comprehensive critical response plan, we have added this new communication service because of its successful track record and multi-modal capabilities that will allow us to keep students and the campus community informed whether they are in their residence hall, sitting in front of their computer, working in an office, or on their way to class."

CI Alert enables campus officials to schedule, send, and track personalized voice messages to up to five phone numbers per student, faculty and staff, and immediately sends messages via four different modes of communication:

- \* Voice messages to home phones, work phones, and cell phones
- \* Text messages to cell phones, PDAs, networked digital signage, and other text-based services
- \* Text messages to email accounts
- \* Messages to TTY/TDD receiving devices for the hearing impaired

Additionally, the University will provide updates or instructions during emergencies on the University's Web site at [www.csuci.edu](http://www.csuci.edu) and the campus emergency hotline at 805-437-3911.

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*CSU Channel Islands is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges.*

*CI Mission Statement*

*Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning within and across disciplines through integrative approaches, emphasizes experiential and service learning, and graduates students with multicultural and international perspectives.*