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Cal Poly Implements Emergency Text Message Alert System

SAN LUIS OBISPO – Cal Poly today activated a new notification system that enables the university to send text messages to students, faculty and staff in the event of a campus emergency.

The new system, powered by e2Campus, enables university officials to send instant alerts directly to registered subscribers' e-mail accounts and mobile phones via SMS text messages. Subscribers can also receive alerts via RSS, wireless PDA, My Yahoo, My AOL, and personalized iGoogle home pages.

The university will be able to text message subscribed users' cell phones with timely emergency information affecting the campus community. There are no fees for enrolling in the service; however, individual cell-carrier message rates may be charged. Current students, faculty and staff may sign up through the Cal Poly portal at *http://my.calpoly.edu*.

"The alerts go right to users' cell phones the minute the news happens," explains Larry Kelley, vice president for administration and finance. "It's a convenient system for everyone because it reaches people whether they are on or off campus."

University Police Chief Bill Watton is urging the entire campus community to register. "Cal Poly's new emergency notification is an excellent system, but it only works if folks sign up for the service," he said.

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