

Clark ALERTS Frequently Asked Questions

About Clark ALERTS

What is Clark ALERTS?

Clark ALERTS is Clark University's emergency notification system, which uses a variety of methods to contact students, faculty, and staff:

- Text messages (SMS) to mobile devices
- Instant messages (AOL, MSN, and Yahoo)
- Calls to off-campus phones and mobile phone numbers
- E-mails to Clark and non-Clark addresses

Is there a charge for subscribing to receive messages via Clark ALERTS?

Clark University does not charge faculty, staff and students a fee for use of the system. However, depending on your agreement with your mobile phone provider, you may incur charges for text messages or mobile phone calls depending on your specific mobile phone plan. Please check with your provider to understand your charges.

How does Clark ALERTS work?

During an urgent emergency situation, the Clark ALERTS system will send you a message with information and/or instructions concerning the emergency situation. This automated system will send you the message by cycling through your defined points of contact to deliver the alert.

Do I need to respond to a Clark ALERTS message?

When you receive a Clark ALERTS message, it is *very important* that you first take the recommended action—such as evacuating a building, leave an area of campus, stop using tap water, etc. After taking the recommended action, it is also important that you confirm receipt of the alert when prompted. If no confirmation is received, Clark ALERTS will continue cycling through your points of contact. Clark ALERTS may cycle through your contact paths multiple times if you do not confirm receipt of the message. By confirming receipt of the message, you allow Clark ALERTS to more efficiently and expeditiously reach all members of the University community, which will save valuable time during an emergency situation.

What is a contact path?

A contact path is the order in which Clark ALERTS will attempt to reach you. You specify the contact path by setting the emergency priority next to each contact point. Below is a sample contact path:

- IM (Emergency Priority = 1)
- Mobile Phone (Emergency Priority = 2)
- Text Message (Emergency Priority = 3)
- Clark Email (Emergency Priority = 4)

- Alternate Email (Emergency Priority = 5)

In this example, Clark ALERTS will contact the individual by IM first. If the individual does not confirm receipt of the alert when prompted, he/she will receive the alert by mobile phone next, and so on until the individual has confirmed receipt of the alert.

Please note: Clark ALERTS is intended to communicate urgent information to students, faculty, and staff during an emergency. For that reason, it is very important that you carefully consider your points of contact. If you have included parents, spouses, or others among your points of contact, we strongly suggest listing yourself as the first point of contact. To review your account, visit www.everbridge.com.

Will Clark University always use my most preferred method of contact for the Clark ALERTS Emergency Notification Service?

Depending on the type of emergency, Clark University may or may not send messages to all contact paths. Any contact path that is selected for distribution will be used in the preference order you indicated in your member profile.

When and under what circumstances will the University use Clark ALERTS?

The campus e-mail system is the primary communications vehicle for reaching the University community. In addition to important administrative, need-to-know information, it is also used in emergencies. In the event of a situation where there is an imminent threat to the community, this system will be supplemented by Clark ALERTS, the University Hotline (1-508-793-7771), postings on the clarku.edu Website, the University switchboard, and public media where appropriate, among other forms of communication.

Clark ALERTS may be activated under circumstances such as:

- Bomb threats or other imminent violent threats
- Fire alarms, natural gas leaks and hazardous spills affecting the entire campus
- Building evacuations and lock downs affecting the entire campus (such as a shooter on campus)
- Biological or pandemic emergencies
- Natural disasters or unexpected weather conditions that require closure of campus on short notice
- Power outages and utility failures resulting in an imminent threat
- Campus closure due to declared civil emergency

What should I do if I receive an emergency call or e-mail from Clark ALERTS?

If you receive an emergency message from Clark ALERTS, do the following:

- Listen to or read the ENTIRE message. The message is of a serious nature.
- Follow any instructions given in the message.
- Confirm receipt of the message when prompted and it is safe to do so.

How will I know the message is from Clark ALERTS?

The message sender will appear as follows:

For a text message: 89361

For a phone call: 1-508-793-7771

For an e-mail: Clark_ALERTS@clarku.edu

For an IM, please enter all the screen names in your buddy list for the IM service listed:

- **AIM:** alertpbura3, alertpbura4, alertpbura5, alertpbura6, alertpdena2, alertpdena4, alertpdena5, alertpdena6
- **MSN:** alert_pbura3, alert_pbura4, alert_pbura5, alert_pbura6, alert_pdena2, alert_pdena4, alert_pdena5, alert_pdena6
- **Yahoo:** alert_pbura3, alert_pbura4, alert_pbura5, alert_pbura6, alert_pdena2, alert_pdena4, alert_pdena5, alert_pdena6

Who sends Clark ALERTS messages?

Messages will be sent by authorized University personnel, such as University Communications and University Police.

Can my parents or other family members also sign up so they'll know what's going on?

At this time, registration for the emergency notification service is only being offered to active students, faculty, and staff. However, we strongly recommend that students provide their parents' phone numbers as contact paths, and that faculty and staff provide their emergency contacts' phone numbers and/or e-mail addresses as contact paths. Only students, faculty and staff can put this information in the system as an attention to their contact paths; parents, spouses or other family members cannot enter this information into the system. If you enter contact information for someone other than yourself, in the fields provided, we suggest you notify that person that they are a contact for you in Clark ALERTS.

Please note: Clark ALERTS is intended to communicate urgent information to students, faculty, and staff during an emergency. For that reason, it is very important that you carefully consider your points of contact. We strongly suggested listing a contact path for YOU, first, before contact paths to parents, spouses or other. To review your account, visit www.everbridge.com.

Registration Process

How do I sign up for Clark ALERTS?

You will receive a personalized invitation e-mail from Everbridge, the externally hosted system that runs Clark ALERTS. The e-mail will contain your personal access code and member ID to initiate your registration. Once into the Everbridge system, you will be able to set up a personal username and password for return access. You will also be able to set up your personal contact paths.

How long will it take me to activate my account?

The New Member Registration process is a very simple, four-step process. It should take you approximately five minutes. Be sure to have all of your personal information and contact paths (emergency contact phone, cell phone, e-mail addresses, etc.) handy to enter into the system.

Why do I have to choose a numeric password?

Numeric member IDs and passwords allow subscribers of the Clark ALERTS system to more easily access the system via telephone. We realize that recalling your numeric member ID and numeric password can be difficult so the system will also prompt you for an alternate alias ID and password. You can use either your member ID and numeric password or your alternate alias ID and alphanumeric alias password to access your Clark ALERTS account. An alias username and password is not required.

Do I have to enter all the contact paths requested?

No. While we do recommend entering all of your known contact paths to increase the chances of being contacted in a timely manner, you may enter as few as 1 (one) contact path, or as many as all the contact paths listed. Clark will pre-populate the system with your Clark e-mail address.

What contact information should I use for Clark ALERTS?

Since this will be a means to notify you in an emergency situation, we strongly recommend that you provide contact information for YOU, the subscriber. Use the methods of contact that you check frequently.

Do telephone and cell phone numbers have to be typed in a certain format?

No. The Clark ALERTS system has been developed to understand and accept all typed telephone formats, so you may type your phone numbers in any format as long as you include all 10 digits of the number including the area code. For example, accepted formats include, but are not limited to:

- (508)555-1234
- 508-555-1234
- 508.555.1234
- 5085551234

What if I have an emergency contact who has a telephone number outside of the United States?

Clark ALERTS can notify contact path phone numbers which are outside of the United States. Simply enter the telephone number in the given field, without using a country code prefix. Use the country drop down box to indicate the country where the phone number is located. At this time Clark ALERTS can only dial phone numbers to the countries which are listed in the country drop down box.

Should I list my Clark residence hall phone or my Clark office phone as one of my contact paths?

No. Because the University has a limited number of incoming/outgoing phone lines, we ask that you do not list your Clark residence hall phone or your Clark office phone as a contact path. Clark will use other internal mechanisms to contact you at your University phone number.

Can I enter a toll-free 800 number for my phone contact path?

No. Since the Clark ALERTS system has been specifically designed to deliver notification to you personally, it cannot contact you by telephone at toll-free numbers with the area codes 800, 866, 877, etc. All telephone numbers must be standard, toll-call telephone numbers.

How do I "save" the information on each page?

After completing Steps 1, 2, and 3 of the registration process, simply click on the "NEXT" button at the bottom of the page to automatically save your information as you proceed to the next step. After completing Step 4 of the registration process, simply click on the "FINISH" button at the bottom of the page to automatically save your information as you finish the registration process.

When entering my mobile phone contact path, the Carrier drop-down box is blank. How do I select a carrier?

This is a known issue with the Clark ALERTS registration processes and it has been reported to the technical support team. We have not been given a date on which this issue will be resolved. In the meantime, simply complete the registration process without selecting any carriers. After you have completed the registration, navigate back to "Change My Contact Information". The carrier drop-down boxes will now be populated.

Who do I contact if I have trouble completing the registration or have general questions about the registration process?

For additional assistance contact the ITS Help Desk at helpdesk@clarku.edu or 508-793-7745.

I'm a Clark ALERTS subscriber. Why didn't I receive the alert? And why wasn't the message delivered to all my preferred methods of contact?

Here are some likely reasons:

1. *Your contact information is incorrect.* If one of your phone numbers or your non-Clark e-mail is incorrect, you will need to log on to your personal account at www.everbridge.com and update this information. If your contact information on the Everbridge website is correct, please contact the ITS help desk at helpdesk@clarku.edu or 508-793-7745.
2. *You quickly confirmed receipt of the message.* At the end of the alert, you will be prompted to confirm receipt of the message. Once Clark ALERTS receives confirmation, by design the system will *not* attempt to send the message to your other points of contact.
3. *Spam filters.* Spam filters may block e-mail messages from being delivered; to prevent this, add clark_alerts@clarku.edu, @everbridge.net and @everbridge.com to your "safe senders" list.
4. *Network issues.* You may want to check your mobile service provider to ensure there are no issues with their network. Network congestion also may delay delivery.

5. *IM delivery*: In order to receive an IM from Clark ALERTS, you must configure your privacy settings in your IM service tool or Everbridge IM user names to your Buddy List.

Do I have to confirm receipt of the message? What happens if I don't? And why is this important?

Receipt confirmation is not required, but by confirming receipt, you allow the system to more efficiently and expeditiously reach all members of the University community, which will save valuable time during an emergency situation. By confirming receipt of the notification you will also prevent notifications being sent to your additional contact paths.

What are the consequences of deciding NOT to subscribe to Clark ALERTS?

You will not receive notification via your preferred contact methods. You will continue to receive e-mail notification at your Clark University e-mail address; you will have access to the Clark University weather/emergency telephone hotline; and you will be able to find the emergency information at the Clark University homepage.

Does Clark University correct my personal contact information when it is wrong?

Clark University will not verify the accuracy of the data you enter. If the contact data that you enter is not accurate, it will remain inaccurate until it is changed by you.

Updating Your Clark ALERTS Contact Information

How is my contact information updated for Clark ALERTS?

Each individual subscriber MUST update his/her Clark ALERTS contact information from the Everbridge website: www.everbridge.com. You are responsible for making all updates or changes to your contact information. Clark University currently does not update your information from other University data sources.

How do I update my contact information?

If you have already registered for the system but need to update your contact information (i.e., phone number or e-mail address), go to www.everbridge.com and click on "Existing Member Login."

What do I do if I forget my password or the Everbridge system locks me out?

If you forget your password click on the "Forgot your password?" link at the bottom of the main login screen. You will be asked for your member ID *number* and asked to for an answer to the hint question you provided at the time of registration. After entering your member ID number and answering the hint question correctly, a temporary password will be sent to your email address. You can now log back into the system and change your numeric password and alias

password. After 3 unsuccessful attempts at logging into the Everbridge system the system will lock your account. You can still reset your password by following the instructions above.

Clark ALERTS Testing

Will Clark University be testing the Clark ALERTS system?

The University plans to test the system on a regular basis, at least once per semester. The campus community will be notified in advance of such tests.

How will I know the difference between a Clark ALERTS test message and a real urgent message?

If the message is a test of the system, it will be delivered with the subject line “TEST: Clark ALERTS.” Any message that does not include the word “test” is an urgent message. Urgent messages will carry subject lines such as “Emergency Alert” or “Weather Alert.”

I received a message, but my voicemail or answering machine cut it off. Why?

The system will detect what type of response it is receiving when it places voice calls. In most cases, the system accurately detects an answering machine or voice mail system and the message plays correctly. In some instances, the system incorrectly detects a live person and starts to deliver the message prior to the start of the recording.

The Wait Time feature is an option for members that are experiencing a problem receiving notifications to their voicemail or answering machine. To add a Wait Time to the phone number, click the Advanced Options link next to the parent phone 1 field or select Advanced Options as the cell phone provider for your cell phone number.

In the text box that appears to the far right, enter the number of seconds it takes between the time the call connects and your voicemail system or answering machine is ready to start recording the message. This can be determined by calling your phone from another telephone. Count the number of seconds it takes between the time your voicemail picks up and the time the signal to begin recording is heard. This is the number you will enter in the text box next to the phone number. This value normally ranges from 6 to 30 seconds and a maximum of 120 seconds is allowed.

Other Forms of Emergency Communication at Clark

What other means will be used by Clark University to communicate emergency information?

Clark University will continue to use its well-established broadcast methods that do not require a subscription:

- The Clark University homepage (www.clarku.edu).
- Broadcast e-mails to all students, faculty, and staff from the University’s e-mail systems (Exchange for faculty/staff; cMail for students).

- The weather/emergency hotline (508-793-7771).
- Campus sirens and loudspeakers.
- The University switchboard (508-793-7711).
- Coordinated use of public media outlets.
- Clark University Police 508-793-7575

Will I receive duplicate alert messages?

Because we will continue to use the well-established methods listed above, individuals may receive duplicate alert messages.

Deactivation of Your Clark ALERTS Subscription

When will you deactivate my subscription to Clark ALERTS?

Your subscription may be deactivated if you leave the university, if your Clark University affiliation changes and you are no longer on a Clark University campus; or it has been determined (after due process) that you have intentionally abused or harmed the system.

Will I be notified when my subscription to Clark ALERTS is deactivated?

You will NOT be notified when your subscription is deactivated because of a change in affiliation. When you access Clark ALERTS, you will be provided with the current status of your subscription.

Privacy Policy

Does Clark University use Clark ALERTS contact data to update other university systems?

The contact data you provide may be used to update any other Clark University systems.

Will my contact information be shared with anyone except authorized Clark University personnel?

The contact data you enter will be provided to a third-party service provider, Everbridge, for purposes of notifying you in the event of an emergency. This third-party service provider has agreed that it has no right to use your contact information for any purpose other than notifying you via Clark ALERTS. It does not have rights to sell, disclose or trade your contact information. When required by law (e.g. in compliance with a subpoena or court order) your contact information may be disclosed. The information you provide to Clark ALERTS will not be published in any University directory or shared with any other entity or organization, but may be used by authorized University personnel.

How can I be sure you will not use my contact information for a purpose other than an emergency?

If, for any reason, a decision is made to use the Clark ALERTS system for anything other than emergency notification, you will be notified in advance and given the opportunity to modify your contact paths and/or "opt-out" of non-emergency messages altogether (NOTE: the Everbridge system refers to a non-emergency message as "standard" message.)

Additional Help

If you have any other issues with the Clark ALERTS system, which are not covered in the FAQ, please try to use the "Help" feature located at the top of the Everbridge website. The "Help" feature provides information regarding all of the functionality of the Everbridge system. You will not have access to all the functionality options available in the system and described in the "Help" feature. For additional assistance contact the ITS Help Desk at helpdesk@clarku.edu or 508-793-7745.