Hurricane on the East Coast

Ed is the Chief of Police at the local university, over his first cup of coffee in the kitchen of his home, he watched as the weather guy showed the hurricane's cone of "uncertainty".

One thing was certain, Ed had a lot of work to do and needed to get the word out and make certain everyone on campus was safe and secure in the impending storm.

He had a few things going for him; a great team of officers, an amazing campus and some great tools to help secure the campus, deal with all safety issues and communicate all that needed to be communicated.

While he had a much bigger list, we'll go over what he did with IDentifyED and how it can help.

Here is how IDentifyED helps:

1. He had Ted, his IT admin guy make some changes to the custom app section of IDentifyED. That's a part of the app that allows them to create icons and direct the campus to important links, he had his guy prioritize and create links for shelters, supplies, places that had power, evacuation routes, and sources for water. 5 minutes later the Ted was in his room, "All Done", he swiped right on the IDentifyED app, was changed with all the new icons and all the new links.
2. He also had a number of documents that he wanted to make certain that everyone could get to so, he had Ted add those documents to the IDentifyED content are. 5 minutes later, Ted's back, "All Done", he swiped up and there were the files.
3. He asked Ted to take the shelter map and create locations in IDentifyED, this way anyone who was in the shelter would be able to check-in to the shelter. Everyone in the shelter would be able to share their location and communicate to friends and family via their personal portfolios. The shelter location check-ins would also tell security who was in what shelters. If there was a help request in a shelter they would know who needed help and where they were.
4. He also asked Ted to set up a few new canned emergency broadcast messages, just in case they needed them for the storm.

5. He also asked Ted to set-up a few new help requests that were specific to the hurricane, so that students and staff could request help that might be unique to the hurricane and that his staff could respond better to help requests in the storm. Things like "Tree down", "Electric down", "Storm Damage", "Water Damage", "Unsafe Condition".
6. He had set-up at the beginning of the year critical event groups for students, parents, administration, and professors. He jumped on the system and made sure that those critical files were on the group portfolio as well.
7. He checked the group portfolio memberships, and he sent each group a message and included everyone's email reminding them of the group and that they would be providing information on the message boards all throughout the storm.
8. He then went on and created an emergency news alert to all admin, professors and coaches, reminding them to remind the groups and courses that they manage that updates on calendar events, assignments, and message boards would need to be updated by them after the storm. He knew that games would be cancelled, assignments would be delayed, and everyone would have questions. He made sure that everyone knew that IDentifyED was in a hardened secure offsite facility and it will be there as long as they could get on the internet.
9. Ned, the president of the university just gave Ed a call. He wanted to make sure that a message when out with his name on it, assuring everyone that the campus was prepared. So, he did a news alert emergency broadcast. He flipped every communication option, so messages went out to everyone's IDentifyED App, their device notification services, their text box, their email box, their IDentifyED message box, Twitter and Facebook. He also sent out a special message to their campus displays via IDentifyED's emergency broadcast using the CAP protocol.
10. Ted got through the rest of his list, just as the storm was about to hit. He sent out a Shelter/Hurricane Standard Response protocol. He also sent out other alerts directing everyone to all the IDentifyED resources, and telling them to sit tight until the storm passed.
11. Finally, he made sure that there were a few students with special needs he made sure they have the help requests they needed, and that they had assigned caseworkers in case they had a help request, the case worker would be alerted.
12. So, if you've ever experienced a hurricane, it's basically a lot of wind and a lot of rain for a day or so.
13. His team responded to a few help requests during the storm. They were able to quickly identify the issue and respond to the incidents.
14. As quick as the storm started it was now over, now for the real work.
15. As Ted watched the radar he knew that now was the tricky time. The time where all the students who have been cooped up would want to go out and "explore". It was a campus, not a prison but he had some control over where people went. He sent out the canned emergency broadcast that he created before the storm warning everyone to please stay put, and to let them clean up the mess and make sure the campus was safe.
16. He then sent out a broadcast to the facilities, the resident assistance and his people. He told that they had created the new help requests for the storm. He told everyone to

prioritize any people that were hurt and they would respond immediately, if they hadn't already.

17. The team and the students went out and started to report help requests, "Tree down", "Electric down", "Storm Damage", "Water Damage", and "Unsafe Condition".

18. The reported help requests included pictures, notes, checked in locations and provided the longitude and latitude. In a couple of hours, security and facilities had a great list of what needed to be fixed, and where. They loaded the all the data into a nice little map.

19. He had his staff prioritized around the very unsafe conditions as facilities got out the shovels, chain saws and tools that they needed to fix everything.

20. They used IDentifyED status and resolution help functions, so that everyone knew what was going on in each situation.

21. Facilities had access to some of the help requests, based upon privacy concerns not all help requests, but they were able to monitor, status and resolve open help requests.

22. Like clockwork, everyone was on IDenitifyED updating calendars, chatting, messaging sharing locations, updating assignments.

23. Ned the president asked Fred in community outreach if he could create a few volunteer opportunities in IDentifyED to help cart water, to help at a few of the shelters, and to help some of the older residents on the beach dig out. They did a news alert to tell everyone to about the volunteer opportunities. Within hours they had a force to be reckoned with helping to make the community secure.