UF ALERT SUMMARY & AFTER-ACTION REPORT

2012

Overview

The University of Florida (UF) strives to provide an effective emergency notification system for students, faculty and staff. The system, branded as UF Alert, is consistently reviewed and measured for performance. This document contains a summary of notification activity for the calendar year as well as results from the annual UF Alert test conducted on December 5, 2012. Also attached are message content from all 2012 UF Alerts and results of a volunteer user survey included as a part of this year's test.

Summary of Calendar Year 2012 UF Alert Messages

UF issued a total of forty-four (44) messages covering eighteen (18) separate incidents during the year. The number includes an (1) annual test, three (3) timely warnings and one (1) travel advisory related to Tropical Storm Isaac. The table below lists the incidents and number of messages. Message language for each of the notifications is located in pages Attachment 1.

Table 1: UF Alerts Issued During Calendar Year 2012

Incident	Number of Messages	Date Issued
Robbery – Rawlings Hall	3	02/08
UFPD telephones down	2	02/12
GPD escapee	3	03/12
Armed subject – Fraternity Row	2	04/15
Armed subject – Archer Road	2	06/20
Timely warning	1	07/09
Armed subject – Regency Oaks	2	07/23
Stabbing – Buckman Drive	3	08/02
Bomb threat – Shands	4	08/14
TS Isaac travel advisory	1	08/23
Armed subject – Garage 10	6	08/30
Sexual Assault – Weimer Hall	3	10/01
Attack – W. University Avenue	3	10/26
Timely warning	1	10/27
Robbery – SW 13th Street	3	11/04
UF Alert test	1	12/05
Timely Warning	1	12/05
Robbery – Graham Oasis	3	12/09
	Total = 44	

Survey Results Summary

For the first time, a voluntary survey was conducted in association with the December UF Alert test. A URL link to the survey was included in the test message. The survey attracted 683 respondents and asked nine (9) questions to gauge customer satisfaction and education regarding the UF Alert program.

Overall, sixty-nine percent (69%) of customers indicated having a "very satisfied" or "satisfied" opinion of the emergency notification system. In terms of content, seventy-seven percent (77%) of participants described their impression of types of emergency notifications sent as "very appropriate" or "appropriate." However, seventy-three percent (73%) of people indicated they were unaware of outdoor notifications speakers located in high-pedestrian areas of campus.

Figure 1: Overall Satisfaction of Respondents with UF Alert System.
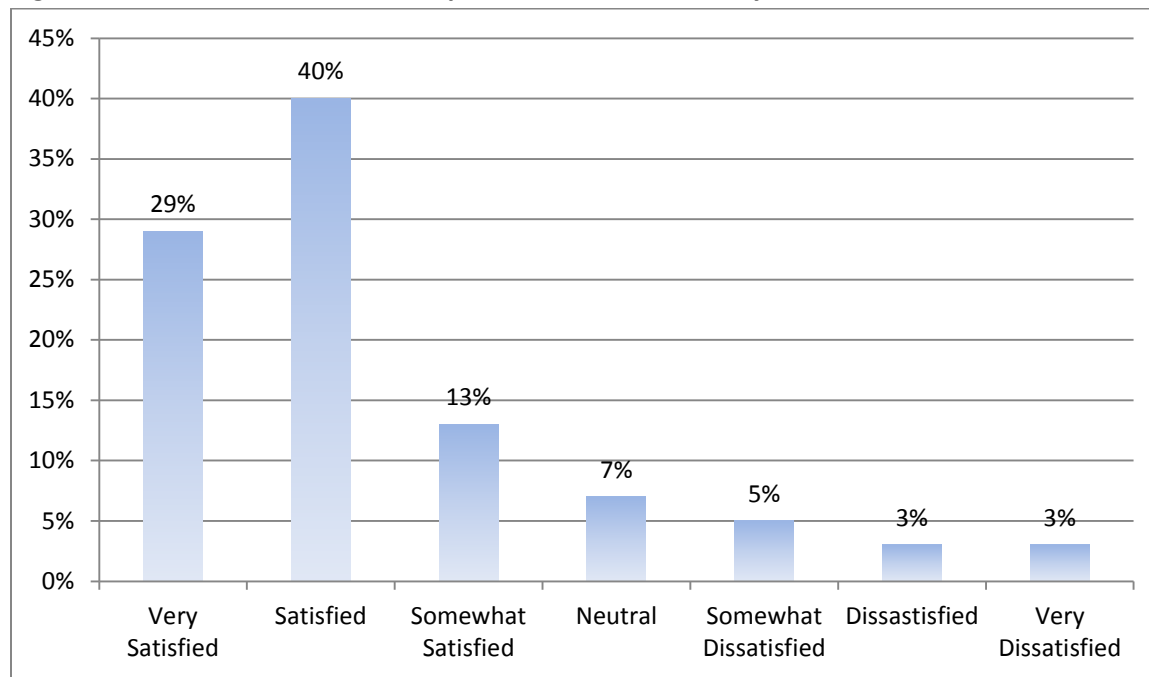
The full results of the survey are contained as Attachment 2 of this document.


UF Alert Test Results

In accordance with UF's Annual Security and Fire Safety Report, *Together for a Safe Campus*, a coordinated test of the UF Alert system was conducted during the fall semester. The announced test occurred on December 5, 2012, and activated each notification method – text messaging, email, VoIP mass notification, social media, web and RSS. The following message was sent through the integrated InformaCast portal to each method:

Test of UFAlert for Dec 5th. Feedback welcomed- http://goo.gl/BESyn. Thanks for your participation. This is only a test.

Text Messaging

Currently, UF measures performance of text messages by amount of time elapsed for Backboard to deliver all cell numbers to the aggregator. The test message performed within acceptable limits. By three (3) minute and ten (10) seconds, all numbers were delivered to the aggregator. This delivery time falls between the two previous tests and in line with historical benchmarks for UF Alert text messages.

Figure 2: Delivery Time to Aggregator by Blackboard as Measured in Seconds
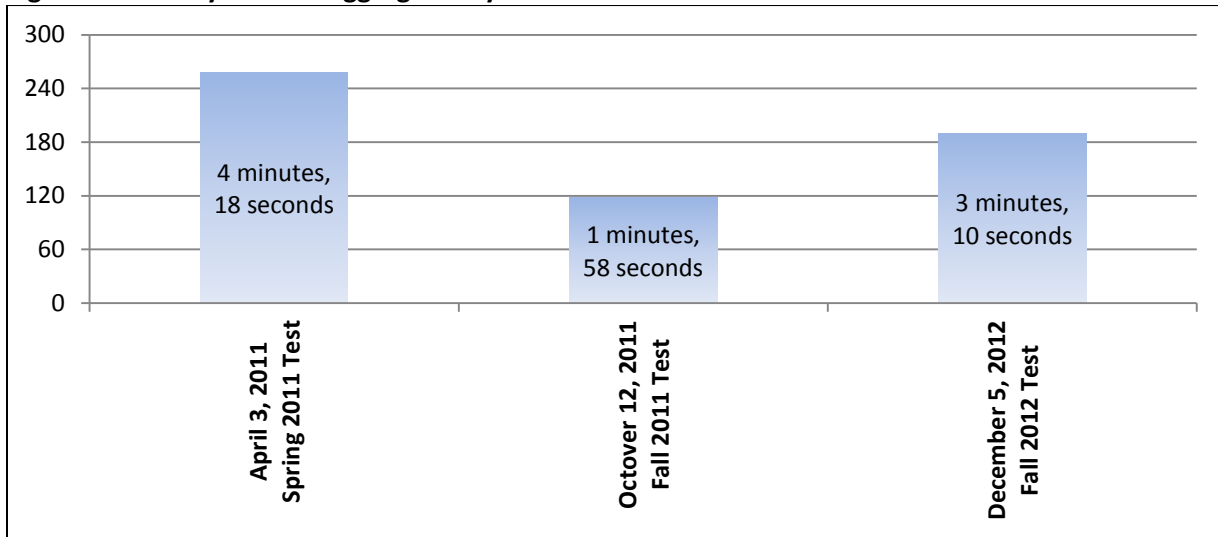
Exact subscriber numbers for the University's text messaging service vary slightly each day. However, the counts for the test are provided in Table 1 and compared against the same categories for the previous test. The total numbers of subscribers participating in the system continues a small but consistent growth. As of the 2012 test, 69,407 UF community members were participating in the system.

Table 2: Text Messaging Subscriber Numbers – Fall 2011 Test vs. Fall 2012 Test.

	Fall 2011 Test (10/12/2011)	Fall 2012 Test (12/05/2012)
Opted –In	64,201	63,784
Opted-Out	2,381	4,306
Invalid Phone Numbers	442	966
Pending Opt-In	443	351
Not Sent	147	0
Total Subscribers	**67,614**	**69,407**

Email

Emails delivery for the test was outstanding and significantly exceeded the performance benchmark of a ninety-percent (90%) delivery rate within twenty minutes. In fact, just over eighty-seven percent (87%) of the 83,485 emails were delivered by the three (3) minute mark. In the figure below, the results are compared to the two previous tests.

Figure 3: Percentage of Emails Delivered by Time.
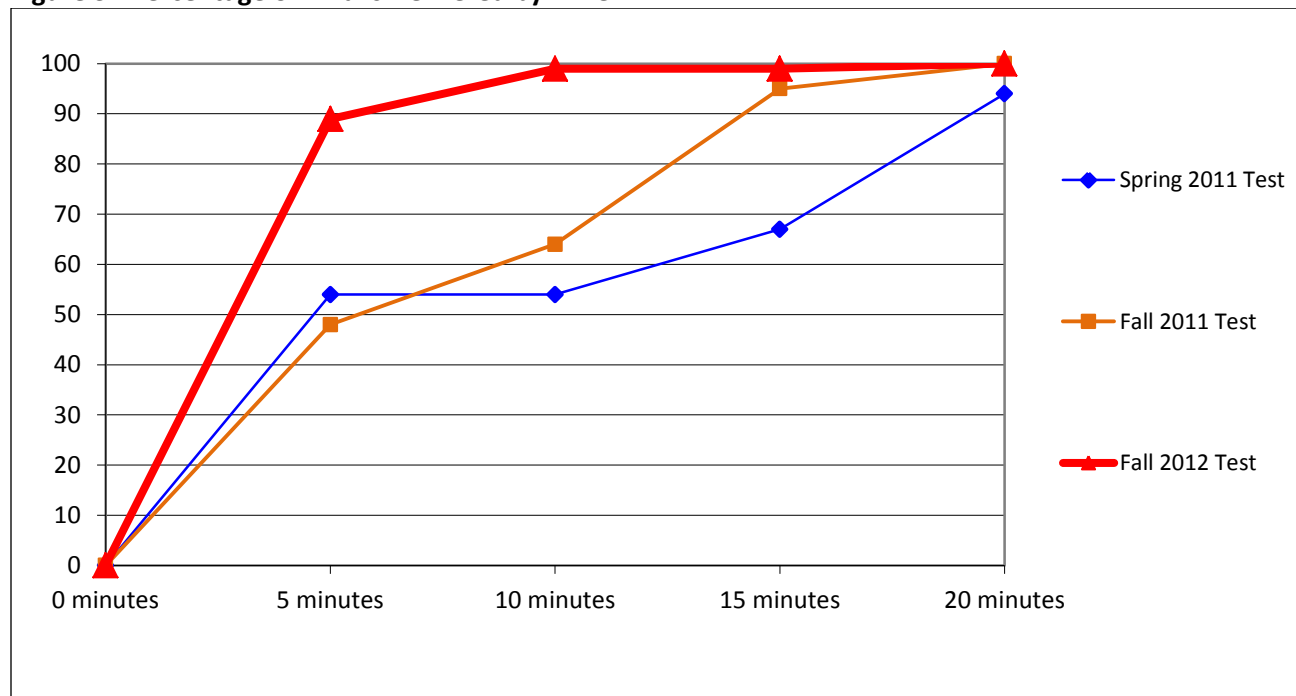
VoIP Mass Notification

Messages sent to IP devices reach VoIP telephones on all three campus providers – CNS-Telecommunications, HealthNet and Housing & Residence Education. Additionally, CNS services VoIP telephones and speakers installed in academic classrooms, class laboratories as well as select outdoor locations on campus such as Plaza of the Americas and Reitz Lawn. At the time of the test, UF maintained 13,490 IP devices in the InformaCast system, which is an increase from the 12,252 devices for the previous fall 2011 test.

From the previous test in 2011, both CNS-Telecommunications and Housing & Residence Education improved their percentage of successful device activations. However, a noted decrease in performance on the HealthNet system was observed and is included in the areas for improvement. Only 69% of IP devices on the HealNet system successfully received the UF Alert test message.

Table 3: Comparison of IP Device Performance from Fall 2011 and Fall 2012 Tests.

	CNS-Telecommunications		HealthNet		Housing & Residence Education	
	Fall 2011 Test	Fall 2012 Test	Fall 2011 Test	Fall 2012 Test	Fall 2011 Test	Fall 2012 Test
Number of Successful Activations	6532	7581	4696	3642	255	269
Total Number of Devices	7151	7887	4815	5312	286	291
Percentage of Successful Device Activations	91%	96%	98%	69%	89%	92%
Average Time to Activate a Device	1.369 seconds	0.948 seconds	0.995 seconds	5.432 seconds	1.204 seconds	1.404 seconds

Table 4: Complete Results of IP Device Performance from Fall 2012 Test.

	CNS-Telecommunications	HealthNet	Housing & Residence Education
Number of activation attempts	7887	5312	291
-- Audio Component Stats --			
Number of activation successes	7581 (96%)	3642 (69%)	269 (92%)
Number of activation failures	306	1670	22
Not ready to play audio	0	0	0
Refused to repeat audio	0	0	0
Authentication errors	295	231	1
Network errors	10	1437	18
Unknown errors	0	0	0
-- Text Component Stats --			
Number of activation successes	7581	3642	269
Number of activation failures	306	1670	22
Refused to repeat text	0	0	0
Authentication errors	295	231	1
Network errors	10	1437	18
Unknown errors	0	0	0
Average time to activate a device	0.948 seconds	5.432 seconds	1.404 seconds
Maximum time to activate a device	44.423 seconds	22.313 seconds	20.546 seconds
Minimum time to activate a device	0.015 seconds	0.016 seconds	0.312 seconds

Social Media

The test message was successfully posted to the UF Alert Facebook and Twitter accounts as well as UF's official twitter account. Currently, UF Alert has 2,043 "likes" on Facebook and 1,135 "followers" on Twitter. Both platforms have experienced a consistent increase over the year.

Web

Text of the UF Alert message was successfully posted on the UF homepage, including the mobile version, through the InformaCast portal. Emergency notifications appear under the "InsideUF" section of the homepage, normally with a title of "UF Alert."

RSS

Similar to the web postings, an RSS (real simple syndication) feed is created when UF Alerts are issued. Feeds are created both by the InformaCast portal and the email lists serve. Both RSS feeds functioned during the test. RSS feeds allow anyone with a third-party RSS ready, including Microsoft Outlook and Internet Explorer, to receive UF Alert messages.

Areas for Improvement

The University efforts to improve the emergency notification process and evaluate performance following each UF Alert distribution. Slight enhancements, both technical and training, are continually occurring. From the Fall 2012 exercise, performance of the VoIP mass notification system on the HealthNet system was noted.

> Issue – Only 69% of the IP devices on the HealthNet system successfully received the UF Alert test message.

> Status – HealthNet in coordination with EH&S and the InformaCast vendor is reviewing the issue and possible corrective actions.

(Message content from UF Alert emails)

UF Alert

Wednesday, February 08, 2012, 9:54:25 PM

Strong arm robbery occured by Rawlings Hall 02/08/12 units tracking suspect university of florida police 392-1111

UF Alert

Wednesday, February 08, 2012, 9:58:57 PM

update suspect blk male dk skin short dreads 6 foot med build all black cargo pants short sleeve shirt

UF Alert

Wednesday, February 08, 2012, 10:17:15 PM

suspect from armed robbery has been apprehended 02/08/12 university of florida police department 392-1111

UF Alert

Sunday, February 12, 2012, 8:13:26 AM

The UFPD number 392-1111 is currently down if you have an emergency or need assistance call 911 will advise when working

UF Alert

Sunday, February 12, 2012, 9:41:02 AM

The phone lines for UFPD are back up and operational, you may resume calling 392-1111 for assistance.

UF Alert

Wednesday, March 28, 2012, 10:13:29 AM

GPD has an escaped arrestee in the area of the Hilton Hotel and west of 34th St. Suspect is a black male wearing hand cuffs, black or blue shirt and blue jeans small twist in his hair and socks. Call 352- 955-1818 with info.

UF Alert

Wednesday, March 28, 2012, 11:24:56 AM

Officers have cleared the area west of the Hilton. The Subject has not been located. Call 352-955-1818 with info.

UF Alert

Wednesday, March 28, 2012, 7:50:45 PM

Update on earlier GPD escaped prisoner, subject has now been apprehended.

UF Alert

Sunday, April 15, 2012, 1:52:49 AM

Reported armed subject (Blue jeans, flannel shirt, cleaned shaved Asian Male) w/ knife, poss gun at Frat row UPD on scene. Report info to 352-392-1111

UF Alert

Sunday, April 15, 2012, 2:15:33 AM

We have subject detained and weapon in possession. Feel free to contact us @ 352-392-1111 with any questions.

UF Alert

Wednesday, June 20, 2012, 2:25:46 PM

Reported armed B/M 20yoa 160lbs carrying gun at 2300 archer rd area unknown intent. UPD on scene. Report info to 352-392-1111

UF Alert

Wednesday, June 20, 2012, 2:42:36 PM

Ref to armed B/M, he has been located and is in custody

Timely Warning

Monday, July 09, 2012, 8:25:40 AM

SUBJECT: Off Campus Aggravated Battery

CR# GPD 12-0013857

DATE OF INCIDENT: Monday, July 9, 2012

DATE OF RELEASE: Monday, July 9, 2012

NARRATIVE:

The following information was reported to the Gainesville Police Department (GPD) and is being distributed to the campus community due to the crime's close proximity to the University of Florida campus:

 The GPD is currently investigating an aggravated battery incident that took place early Monday morning when the victim of the crime was discovered along the south side of Archer Road. According to information provided by the GPD, the victim was seen running in the 3000 block of Archer Road in the vicinity of the Tuscan Bend apartments at approximately 4:30am. When contact was made with the victim, it was determined that he had been stabbed and was in immediate need of medical assistance. The victim was subsequently transported to Shands Hospital.

At present, the GPD has no suspect or further information available regarding this on-going investigation.   Anyone with information about the incident or who may know the man's identity is asked to call police at 352.955.1818. Those who wish to remain anonymous can call Crime Stoppers at 352.372.STOP (7867).

The UFPD would also like to remind everyone of these basic safety considerations:

Avoid walking alone. On campus, use the Student Nighttime Auxiliary Patrol (SNAP), a safe campus escort service by calling 392- 7627 (SNAP). SNAP operates from 6:30 p.m. to 3:00 a.m. throughout the week.

Stay in well-lighted areas, away from alleys, bushes, and entryways.

Walk on the side of the street facing traffic.

If a driver stops to ask directions, avoid getting close to the car.

If a car appears to be following you, turn and walk in the opposite direction. You should go to a location where other people are and get assistance. Also be sure to call police.

Don't hitchhike and only accept rides from people you know well.

Always be alert and aware. If someone bothers you, don't be embarrassed to attract attention to yourself. Yell!

Always try to let someone know where you are going and when you expect to return.

For questions regarding information contained in this release, please contact Major Brad Barber at (352) 273-3309. If after hours, please call (352) 392-1111 (# UFPD (#8373) and ask to speak to a Patrol Supervisor. I can also be reached via e-mail at: [log in to unmask] or see the UFPD webpage at http://www.police.ufl.edu.

Released by: Major Brad Barber, Assistant Director
Reviewed by: Deputy Chief Darren Baxley, Associate Director
Number: 12—04

UF Alert
Monday, July 23, 2012, 1:40:29 PM
GPD searching for a male w/firearm headed East from Regency Oaks, B/M Dreads tan shorts. Notify GPD w/info @ 955-1818

UF Alert

Monday, July 23, 2012, 2:48:53 PM

GPD was unable to locate armed subj. Witness advised possibly left in unknown veh. Contact GPD w/any info 955-1818.

UF Alert

Thursday, August 02, 2012, 3:36:36 AM

Update 1of2, 1 suspect& vehicle detained,2 suspects at large both Middle Eastern decent& wearing light color button shirt

UF Alert

Thursday, August 02, 2012, 3:39:52 AM

Update 2 of 2, 1 suspect wearing khaki pants,2nd with jeans, notify UFPD with information ref stabbing@buckman dr & university Ave

UF Alert

Thursday, August 02, 2012, 6:21:34 AM

Additional two suspects not located, officers clearing the scene, notify UFPD with any information on this incident

UF Alert

Tuesday, August 14, 2012, 10:43:03 AM

Bomb threat received for Shands 3rd floor. Follow instructions from police if in area. Otherwise avoid area.

UF Alert

Tuesday, August 14, 2012, 11:30:54 AM

Shands UF Gnv main campus. Units on scene are continuing their search of the area. Avoid area

UF Alert

Tuesday, August 14, 2012, 12:06:59 PM

Shands main campus No suspicious devices located Officers are clearing the area Call 352 392-1111 with any information

UF Alert

Tuesday, August 14, 2012, 2:42:12 PM

Reference the Bomb Threat at Shands UF the threat was a hoax and two are now in custody.

Tropical Storm Isaac and Potential Impacts on Weekend Travel

Thursday, August 23, 2012, 2:28:50 PM
Due to the uncertain impacts of Tropical Storm Isaac, the University of Florida is encouraging students, faculty and staff who might be traveling from campus to other parts of the state this weekend, especially in South Florida, to carefully consider and plan their travel accordingly.

Based upon the current National Hurricane Center forecast, exact impacts to the state are unknown at this point. However, tropical storm conditions are possible beginning in the southern most parts of Florida late in the day Sunday into Monday then potentially spreading into other areas of the state, especially along the west coast. These rain and winds from Isaac could impact return trips to the Gainesville area. Timing of a return trip may need to be adjusted to avoid hazardous weather.

Travelers should closely monitor weather conditions, any tropical watches or warnings issued and forecasts for the timeframe and areas of travel.

Information regarding Florida road and travel conditions is available from Florida 511 on the web at fl511.com or by calling 511.

Updates regarding Isaac and any associated UF actions are located on UF's Storm Watch page, highlighted on the University homepage: www.ufl.edu/tropical-weather-isaac-2012.

Any changes to UF's operating scheduling will be sent as a UF Alert and posted on the UF homepage. As always, forecasts are subject to change so the University is encouraging everyone to monitor the progress of Isaac and local forecasts.

Chief Linda J. Stump
Assistant Vice President
of Public and Environmental Safety

UF Alert
Thursday, August 30, 2012, 2:00:34 PM
Reported armed 2 males subj's unk. race at shands Gar.10 unknown intent. UPD on scene. Report info to 352-392-1111

UF Alert
Thursday, August 30, 2012, 2:08:28 PM
2 subjects detained, 1 black male white shirt with hand gun at large. Report info to 352-392-1111

UF Alert
Thursday, August 30, 2012, 2:14:03 PM
Location of incident is Gar10 Shands Gainesville no injuries reported at this time.

UF Alert

Thursday, August 30, 2012, 2:31:51 PM

Reference armed disturbance reported at Shands Gainesville in Garage 10. Two subjects, one black male armed with handgun. 1 of 2 messages

UF Alert

Thursday, August 30, 2012, 2:41:38 PM

Ref incident at Shands Gnvl in Garage10 armed Black male subject believed to have left the campus area Call 352-392-1111 with info 2 of 3 message

UF Alert

Thursday, August 30, 2012, 3:48:32 PM

Ref armed subject Shands Gainesville, Garage10. Officers clearing location. Please refer to www.ufl.edu for details.

UF Alert

Monday, October 01, 2012, 9:44:12 PM

Att Sex Assault near Weimer Hall W/M early 20s Tall Dk Shirt Khaki Shorts Armed W/Knife Left on Foot

UF Alert

Monday, October 01, 2012, 9:56:12 PM

Susp still at large left in unk direction police on scene call if you have any information

UF Alert

Monday, October 01, 2012, 11:05:57 PM | UF Alert

UPD has cleared the scene, suspect still at large, UPD will be increasing patrols call if you have any information

UF Alert

Friday, October 26, 2012, 5:49:45 AM

Possible homeless man attacked at 1200 w university. Suspect white male in a white van. Call GPD w/info @ 352-955-1818

UF Alert

Friday, October 26, 2012, 6:01:58 AM

Updated Suspect Info. White male, med build. About 5'11 200 lbs. Poss bald with white pants and flower printed shirt.

UF Alert

Friday, October 26, 2012, 7:01:05 AM
GPD still on scene. Suspect at large, officers will continue to increase patrol the area. Call 352-955-1818 w/info

Timely Warning
Saturday, October 27, 2012, 3:38:04 PM
The University of Florida Police Department (UFPD) is currently investigating an armed robbery incident that took place early Saturday morning, October 27, 2012 but was not reported until Saturday afternoon. Due to the nature of the incident and the difference between when it occurred and when it was reported, the UFPD is providing this Timely Warning.

The victim reported to UFPD that at approximately 1:15 am on Saturday, October 27, 2012 she was walking on the northeast side of Bryan Hall when she was approached by an unknown male individual. She then indicated the individual brandished a knife and demanded she give him her belongings. After she gave the individual her belongings, she fled on foot and was not harmed by the individual. After discussing the incident with friends, she decided to report the incident to police.

The suspect is described as a white male, approximately 25-30 years old, 6'01" height, 250 pounds and heavyset, brown hair but balding. The suspect is also said to have a full, long beard and a large tattoo believed to extend from his shoulder to his elbow on his right arm. During the incident the suspect was wearing a black shirt with cut off sleeves.

The UFPD would also like to remind everyone of these basic safety considerations:
Avoid walking alone. On campus, use the Student Nighttime Auxiliary Patrol (SNAP), a safe campus escort service by calling 392- 7627 (SNAP). SNAP operates from 8:30 p.m. to 3:00 a.m. throughout the week.
Stay in well-lighted areas, away from alleys, bushes, and entryways.

Walk on the side of the street facing traffic.

If a driver stops to ask directions, avoid getting close to the car.

If a car appears to be following you, turn and walk in the opposite direction. You should go to a location where other people are and get assistance. Also be sure to call police.

Don't hitchhike and only accept rides from people you know well.

Always be alert and aware. If someone bothers you, don't be embarrassed to attract attention to yourself. Yell!

Always try to let someone know where you are going and when you expect to return.

For questions regarding information contained in this release, please contact Major Brad Barber at (352) 273-3309. If after hours, please call (352) 392-1111 (# UFPD (#8373) and ask to speak to a Patrol Supervisor. I can also be reached via e-mail at: [log in to unmask] or see the UFPD webpage at http://www.police.ufl.edu.

Released by: Major Brad Barber, Assistant Director
Reviewed by: Deputy Chief Darren Baxley, Associate Director
Number: 12—15

UF Alert
Sunday, November 04, 2012, 6:53:50 PM
Robbery occurred at 1610 SW 13th St no weapon involved suspect black male 6 ft 160lbs wearing green shirt dark pants

UF Alert
Sunday, November 04, 2012, 6:57:00 PM
Update Gainesville PD on scene, suspect fled Westbound on foot call GPD 955-1818 if you have any info

UF Alert
Sunday, November 04, 2012, 8:07:38 PM
Gainesville Police are still investigating Robbery at 1610 SW 13th St Please call 955-1818 if you have any helpful info

UF Alert
Wednesday, December 05, 2012, 11:37:42 AM
Test of UFAlert for Dec 5th. Feedback welcomed- http://goo.gl/BESyn. Thanks for your participation. This is only a test.

Timely Warning
Wednesday, December 05, 2012, 1:01:33 PM
The following information was reported to the Gainesville Police Department (GPD) and is being distributed to the campus community due to the crime's close proximity to the University of Florida campus:

 The GPD is currently investigating an armed robbery incident that took place on Tuesday evening, December 4, 2012, when the victim of the crime reported the incident to GPD. According to information provided by the GPD, the victim was walking in the 1000 block of SW 10th Street at approximately 10:38pm when another individual approached him, brandished a black, semi-automatic handgun, and

demanded his wallet. The victim complied and the suspect left the scene of the incident on foot. The GPD established a perimeter and search of the area but the suspect was not located.

The suspect is described as a white male, 20-26 years old, thin build, pale skin, and was last seen wearing a black hoodie and jeans. Anyone with information about the incident or who may know the man's identity is asked to call police at 352.955.1818.

Those who wish to remain anonymous can call Crime Stoppers at 352.372.STOP (7867).

The UFPD would also like to remind everyone of these basic safety considerations:

Avoid walking alone. On campus, use the Student Nighttime Auxiliary Patrol (SNAP), a safe campus escort service by calling 352.392.7627 (SNAP). SNAP operates from 8:30 p.m. to 3:00 a.m. throughout the week.

If you observe suspicious activity or person(s), please report it to law enforcement immediately by calling 9.1.1.

Stay in well-lighted areas, away from alleys, bushes, and entryways.

Walk on the side of the street facing traffic.

If a driver stops to ask directions, avoid getting close to the car.

If a car appears to be following you, turn and walk in the opposite direction. You should go to a location where other people are and get assistance. Also be sure to call police.

Don't hitchhike and only accept rides from people you know well.

Always be alert and aware. If someone bothers you, don't be embarrassed to attract attention to yourself. Yell!

Always try to let someone know where you are going and when you expect to return.

UF Alert
Sunday, December 09, 2012, 4:19:15 AM
Robbery just occurred at Graham Oasis. Suspect is a white male, 5'8-5'10, kaki colored jacket, grey sweat pants, last seen north bound through tolbert area

UF Alert
Sunday, December 09, 2012, 4:25:31 AM
Updated direction of travel-suspect was seen headed east from the tolbert area, toward UFTR. Suspect is armed with a knife. Please stay inside.
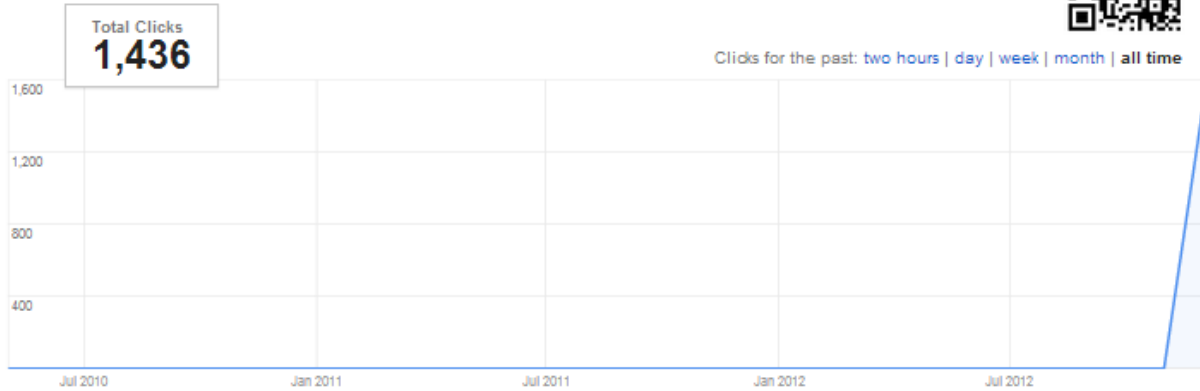
UF Alert

Sunday, December 09, 2012, 5:21:26 AM

All clear. The robbery suspect was not located. Please notify UFPD with any information at 352-392-1111.

URL Use - Click Through Analytics

http://goo.gl/BESyn

https://ufl.qualtrics.com/SE/?SID=SV_2owAfTI4grbmSvb
Created: 2012 Dec 3

Total Clicks
1,436

Clicks for the past: two hours | day | week | month | **all time**

Referrers

Others
0.8%
ufalert.ufl.edu
0.8%

Unknown/empty
96%

Browsers

Safari
Internet Ex...
Chrome
Mobile Safari
Firefox
Others

0   150   300   450   600

Countries

0   1,372

Platforms

Windows
iPhone
Linux
Macintosh
iPad
Others

0   200   400   600   800
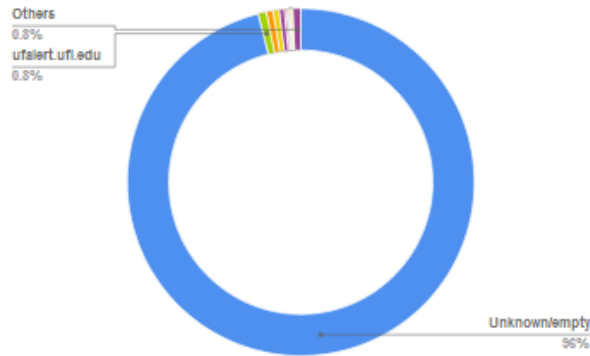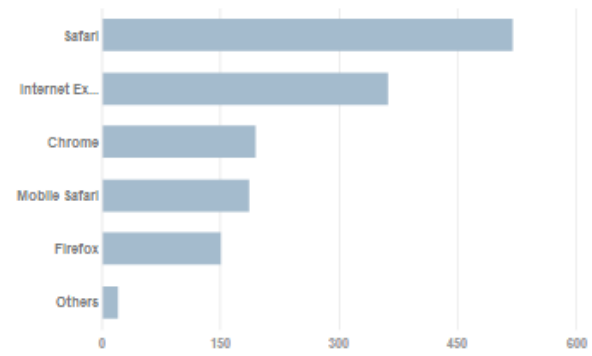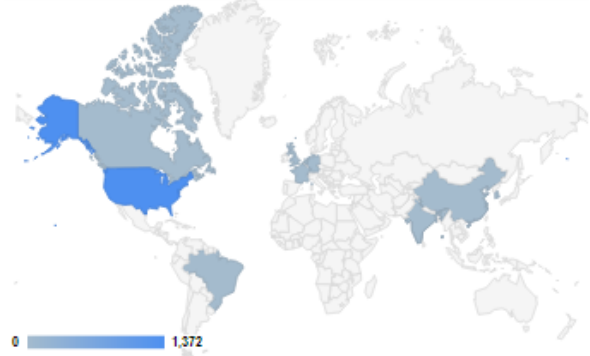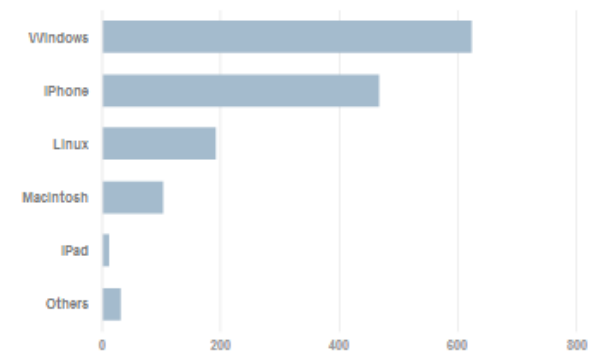
1. What is your affiliation to the University of Florida?
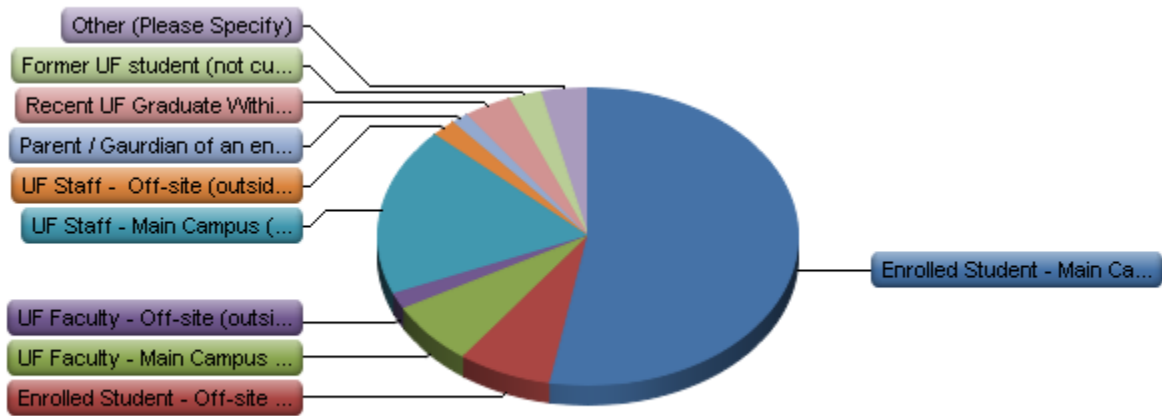
#	Answer		Response	%
1	Enrolled Student - Main Campus (Gainesville)		361	53%
2	Enrolled Student - Off-site (outside of Gainesville)		49	7%
3	UF Faculty - Main Campus (Gainesville)		47	7%
4	UF Faculty - Off-site (outside of Gainesville)		12	2%
5	UF Staff - Main Campus (Gainesville)		125	18%
6	UF Staff - Off-site (outside of Gainesville)		13	2%
7	Parent / Gaurdian of an enrolled student		9	1%
8	Recent UF Graduate Within (1-5 years)		25	4%
9	Former UF student (not currently enrolled or graduated)		17	2%
10	Other (Please Specify)		25	4%
	Total		683	100%

Other (Please Specify)
Shands Employee
Shands employee
part-time employee, FLMNH
UF Staff - Eastside Campus
Off campus UF graduate student
Enrolled student Law School
I'm not affiliated and don't know how you got my #
shands employee
Dual enrolled high school student
peds-ics jacksonville
Staff, recent grad and enrolled student
Shands Employee - offsite - CH2M-Hill building
UF Law student
UFP Staff
Shands offsite (Ch2mhill)
Shands/UF employee
UAA employee
UF Staff Dental College
Parent of UF student and recent Graduate
Shands Staff
IT Staff off campus
enrolled student - law school campus
Innovation Academy Student
Shands staff
DSO CRDF

2. Which best describes your impression of the types of emergency notifications sent by the University of Florida?

#	Answer		Response	%
1	Very Appropriate		232	34%
2	Appropriate		292	43%
3	Somewhat Appropriate		68	10%
4	Neutral		34	5%
5	Somewhat Inappropriate		19	3%
6	Inappropriate		26	4%
7	Very Inappropriate		12	2%
	Total		683	100%

3. How timely do you feel UF Alerts are?
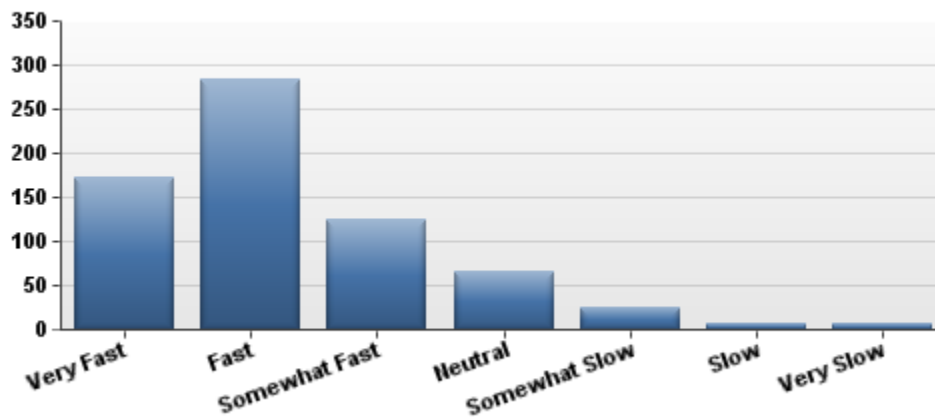
#	Answer		Response	%
1	Very Fast		172	25%
2	Fast		284	42%
3	Somewhat Fast		124	18%
4	Neutral		66	10%
5	Somewhat Slow		24	4%
6	Slow		6	1%
7	Very Slow		7	1%
	Total		683	100%

4. Are you aware of the outdoor notification speakers located in high-pedestrian areas of campus such as such as the Plaza of the Americas, Reitz Student Union Lawn, Turlington Plaza and the Sun Terrace?

#	Answer		Response	%
1	Yes		184	27%
2	No		499	73%
	Total		683	100%

5. Do you have any suggestions of additional locations to have speakers installed?
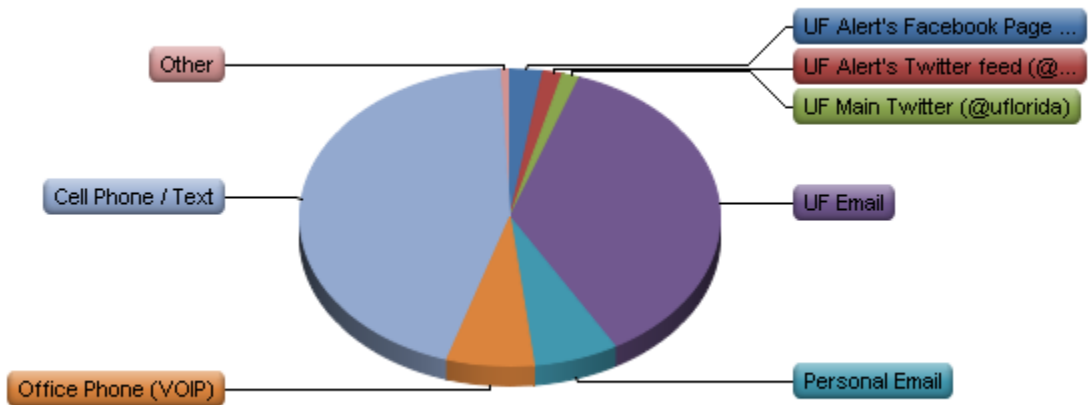
Text Response
Speakers are completely ineffective in the Health Science Center.
Reitz, New Engineering Building
everywhere that has a large population of students like turlington plaza, reitz union, weimer hall, library west, Norman hall
none
No
Health Science Center
Language of text messages/email can be improved. LOcation of incident should be better described. A map will be even better.
I'm not sure where exactly Sun Terrace is, but the intersection of Gale Lemerand and Stadium might be a good location. Other intersections I think might be good locations are Gale Lemerand X Museum and Center X Museum.
not aware of how this works but maybe should be in others areas near a group of buildings such as the Bryan Hall, Gerson Hall, Hough Hall, Stuzin Hall.
No
No
DO NOT DO THE TESTS DURING FINALS WEEK-IT IS VERY DISTRACTING!
Florida Innovation Hub at UF
Medical school area
Show some information about how is going!
NO
Bathrooms and the underground sewers.
Main buildings
no
no
no
Stadium
Sorority row
N/A
No
Not at present
Law school
no
Maybe one by Norman and by Broward
No
No

No
Medical School
No
Suggest that tests not play for 5 minutes during the last day of classes when intense studying is occuring!!!
The Hub, gyms
nope
Norman Hall
Dorm areas
The stadium and in all residence halls
Closer to the residency halls
parking lots
A101 under cse... Couldn't hear too well Fromm inside but ppl were talking a lot due to exams and classes switching
Sorority row
Eastside Campus (on Waldo Road)
no
Shands area
Business college
Faster texts would be better
Physics buidling area or Gator Dining
Eating areas, libraries
No
Only reitz union or nowhere
no
sorority row
near business sector
building basements (like Turlington)—we can barely hear the alert!
Lake Nona Campus (but not sure how you would differentiate what Alerts would go through)
No
The path way between Graham hall and the reitz
No
South campus (engineering area)
Never knew they were there.
No.
no
parking areas
no
Maybe use the existing speakers in the stadium, that would reach a wide audience as well.
major bus stops

The Hub
Reitz Union Lawn
Dorm room areas
no
NO
none
1329 building
no
Since I am a distance student I am really not familiar with the campus at all.
no
Classrooms/study halls at Health Science Center
No
Baptist Collegiate Ministry, 50 yard line of the swamp, inside the bull gators mouth, inside the statue of Tim tebow, inside the potato statue.
NO
no
At regions outside of campus where student population density is high.
Law school
No
Broward courts, southwest
The HUB and Reitz union bus stops as well as SW Rec.
None at this time.
The student housing areas and the gyms, if not already located there.
In Ken and Hal's Offices
No.
Resident Halls
The fitness centers (southwest and student rec)
Across 13th by Norman Hall.
Not yet
No
None.
None
nope

Statistic	Value
Total Responses	140

6. How do you normally recieve UF Alerts? (Select all that apply)

#	Answer		Response	%
1	UF Alert's Facebook Page (facebook.com/ufalert)		32	5%
2	UF Alert's Twitter feed (@ufalert)		19	3%
3	UF Main Twitter (@uflorida)		17	2%
4	UF Email		459	67%
5	Personal Email		82	12%
6	Office Phone (VOIP)		84	12%
7	Cell Phone / Text		561	82%
8	Other		10	1%

Other
Office public address
If email (fwd to personal email & text)
Classroom speaker
shands mail
In class
first time!
The Alligator

7. Where do your primarily search for additional information after receiving a UF Alert?
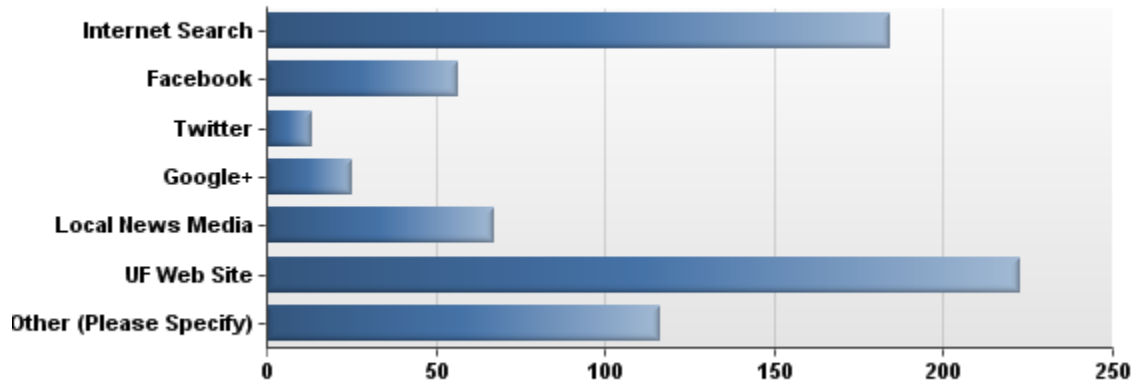
#	Answer		Response	%
1	Internet Search		184	27%
2	Facebook		56	8%
3	Twitter		13	2%
4	Google+		25	4%
5	Local News Media		67	10%
6	UF Web Site		222	33%
7	Other (Please Specify)		116	17%
	Total		683	100%

Other (Please Specify)
I don't search at all.
Do not search
I don't
I have never cared
none
do not search becuase I do not know where to look for the info
Police.ufl.edu
I don't
MYUFL
Email
dont really look
none
nowhere
email
I don't search
I don't
no where
none
i don't
i don't
I don't. I'm offsite
I don't
i dont usually
They never necessiate additional information
None
I rely on UF Alert emails
email
I dont
i dont
I don't, I no longer reside in Gainesville, these texts are invalid to me
My webmail
I don't.
I dont
None
I don't
I dont
I dont

Nowhere
i don't
I don't
I don't
none
I dont
do not search
none.
UF Webmail
I don't
Follow up message from UF stating the outcome.
I don't
N/A
none
Idgaf
I usually don't.
I receive adequate information from the text.
I don't
I look for additional texts to determine whether I need to take action.
nowhere
None
I don't
Drive to Scene
Nowhere
None
Other students
No where. These alerts are not relevant to me.
I call my daughter
I don't
not search
Not usually
no where.
Haven't done this yet
I don't.
I don't. Why?
I don't search
i dont
I don't

Never
I don't
None
I don't search for more info since I am an online student
From other people in person
Interpersonal communication
I wait for GPD info.
No additional search
alert generally adequate
I don't
Wait for email
Nowhere
N/A
Depends on the event and the particular way alert was received (mail-internet search; Facebook=facebook, etc.)
None
e-mail
no where
nowhere
nowhere
I don't
Not applicable
n/a
i don't
I dont
e-mail
Dont get it

8. Overall, how satisfied are you with the UF Alert emergency notification system?
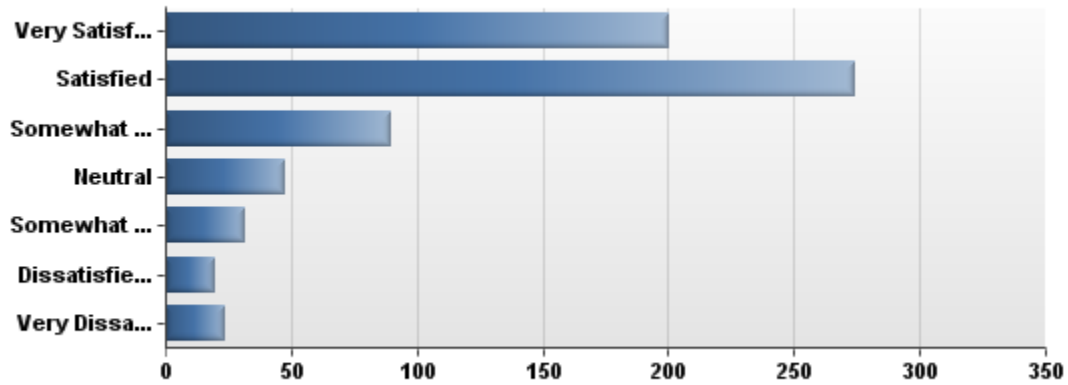
#	Answer		Response	%
1	Very Satisfied		200	29%
2	Satisfied		274	40%
3	Somewhat Satisfied		89	13%
4	Neutral		47	7%
5	Somewhat Dissatisfied		31	5%
6	Dissatisfied		19	3%
7	Very Dissatisfied		23	3%
	Total		683	100%

9. Do you have additional comments, suggestions, or concerns about UF Alerts? Share your input below. (If you would like to be contacted regarding your comments, please include your email address.)

Text Response
I feel that some of your UF Alerts do not merit an alert. Alerts should be emergencies or threats. Power outages do not merit a UF Alert. One test to determine what merits an alert is this: if I am witnessing this event, would I call 911? A power outage would not merit a call to 911. There are other tests, of course, since many 911 calls would not merit a UF Alert either. But if a problem is not one that merits a call to 911, it should definitely *not* become a UF Alert. I was on a pay-per-text message plan on my cell phone, and I paid 20 cents each for useless texts on power outages. The useless alerts also make the true alerts less important (crying wolf). I thus terminated the sending of UF Alerts to my cell phone. You need to be more selective on what merits a UF Alert. Tim Davis, davis@cise.ufl.edu .
After hours alerts are unnecessary for those not on campus.   there should be an option not to get them after hours
I think that an evaluation of the potential of harm to the UF community and the intensity of the need to apprehend the suspect needs to be carefully considered. It appears as though some of the recent assault notifications cause a feeling of over-use of the notifications.
UF alerts are most often irrelevant. Someone is chasing someone somewhere. Not of interest.   When alerts have been used in the HSC they have been COMPLETELY ineffective. The people writing the alerts appear to have no knowledge of the complex. They use confusing and inappropriate descriptions and nomenclature for buildings and locations. This has led to work disruption and anxiety.   In one case they referred to a bomb threat "on the third floor of Shands." Shands is not a building -- it is many buildings. We did not know which building was to be evacuated/locked down or otherwise impacted.   In another case they referred to an HSC parking garage. Which one? There are several. Again anxiety was caused by an incomplete and inaccurate message.   People writing the texts and emails MUST know the area they are writing about. And they must know how these buildings and garages and locations are described by the people who occupy them. For example, the UF map refers to building #1090 as the HSC admin Services Building. Both may be official names, but they are unknown to the occupants. The people that work there call it "the 1329 Building". There are many other examples of colloquial usage in the naming of building and locations.   The messages are generally unhelpful as a result.
Alerts are somewhat too frequent and variable in relevance; sometimes I feel as though they are less alerts and more a way for the police to fish for leads. The problem here is that in the event of a true on campus active emergency, I feel that the alerts will be less effective and more of a "boy who cried wolf" situation.
None.
Thank you for this service.
1.) Only send alerts when it's truly important that _everybody_ know immediately. There is not a reason to wake 100.000 people at 3am for a bar fight. 2.) buy an SMS shortcode (they are cheap) so that all the alerts come from the same number. Those who care can then set a special alert tone for that number, and the rest of us can block it.
Being off campus, 280 miles to be exact, these UF Alerts do not affect me, yet they have been known to wake me up in the middle of night to let me know there was a stalker at 2 AM on sorority row on campus. As a result of being woken from a sound sleep too many times by these announcements, I have disabled the audio signal on my cell phone for texts and email. While this knocks out an important feature of my cell phone, I value my sleep more than this function. That being said, I do see the utility and relative importance of making these announcements, particularly for students. I wonder whether it would be possible to opt out of these types of announcements for

those of beyond a certain radius of campus, or for others that just don't want the extra traffic. Please advise. Thanks. Lastly, I was not allowed to NOT answer the question about how I search for additional information after receiving an alert. I believe you need to have one additional option: none. I never search for more information on these alerts, because, again, they don't affect me or my REC in southern Florida. I chose "other" and typed in "none" so that it would accept my answer and let me out of this survey.

As I mentioned above, improve the info about the location of incident. Provide a map.

I believe a phone call to the home phone and cell phones should also be options. Santa Fe College has an amazing system and is so fast in notifying individuals of harmful situations. For those of us who don't text, I believe there should be a way for the University to contact our home and cell phone numbers. If Santa Fe can do it, UF should be able to.

Thank you for being active in emergency notifications.

Text messages that are sent in the wee hours of the morning are quite disruptive, especially when several texts are sent within the span of an hour. Do we really need five or more texts at 4:00am about a robbery? If text messages are being sent, I feel that the number should be limited -- e.g., 1 per event -- and I feel there should be some consideration as to whether it's really worth sending a text to tens of thousands of people (especially when most of them are sleeping).

The alert that went out on 12/5/12 at about 11:37 am continued longer than necessary.

Would like a text message on my cell

None.

make testing the system more efficient

Texts are sent out way too frequently and through too many media sources. I would suggest letting everyone select ONE preferred method of communication.

MAKE IT STOP!!! WE'RE TRYING TO WORK!

The testing is fine but repeats SO many times. Why does it have to go one so long? I only complain because I work in the library and it is during exam study period. And each time the message says "this concludes the test." Well, that is a lie, because then the message is repeated five more times.

This was absolutely disruptive and awful. The alert played repeatedly and I was unable to conduct class.

SHUT THE FUCK UP IN THE REITZ UNION

Yeah bad weather cancellations by text would be nice

There are too many. I only need to hear an announcement once. I ain't got an unlimited texting plan!

How about you not play the alert 11 times while the law school is taking final exams? Get it together, morons.

Message on my phone speaker and email alert came through within less than a minute of one another. Text on cell phone took slightly longer to arrive, but still was very timely. Great job!

It does NOT need to be repeated for 10 minutes on a day when everybody is cramming for exams.

Spell check alerts before they are sent out.

Stop sending texts at like 6 a.m. or 3 a.m. or some other stupid hour. I've been woken by an alert when I am safely in my apartment, ASLEEP, and it pisses me off.

Yes. Once someone - me, for instance - is no longer enrolled, it would be nice to be deactivated so i am not awakened @ 2 or 3 am.

Less repetition please

I'm glad there are regularly scheduled tests of the system.

no

More specific on time frame. Limit the number of text updates, especially during late night incidents.

It would be great if we could choose the hours for which we get alerts. I get alerts about things going on on or near campus at 2 in the morning, and I'm home safe in my bed getting woken up by the alerts. Annoying.

Please remove me from the list serv

Stop playing your alert tests in the library during finals week

shouldn't test the system repeatedly during the last day of classes of the semester. highly irritating and rude if students are taking exams.

Thank you

No

Learn what "This concludes the test" means and use it appropriately.

Thank you!

It got stuck an kept repeating. WAs in a conferenc so it was disruptive

Not during exam week!!!

Allow students to opt out of email notifications if they are also receiving text notifications. This is a great way to get everyone informed!

Why the fuck would you do a test of the system when everyone is trying to study for finals?

I turn my cell phone off on week-ends because the alerts often wake me up at night, but I know it's important to notify people on campus. Could off campus staff not receive nighttime notices?

How does one get off of this list, I have been graduated for 4yrs now...live far from Gainesville city limits and hate that the texts wake me up at ungodly hours!!

I wish the alerts could be tailored based on location. I continuously get alerts for the Gainesville area when my office is in Jacksonville and rarely am i ever in Gainesville. If i could just get alerts relevant to my area i think that would be best for me.

Sometimes the texts and emails aren't too timely . They arrive usually a half hour to an hour after the crime occurs. If I was near the area where it was happening I wouldn't even know until later.

Please don't use as many abbreviations

Louder speakers I'm law library

Receiving alerts in the middle of the night can be annoying, especially if the situation occurred nowhere near my home. In those cases, one message maximum would suffice, instead if my phone and my husband's phone going off repeatedly at 3 am.   On the other hand, most alerts are helpful and timely and at least help me avoid problem areas when driving around town and going to class.

Some alerts around a bit racist

Please cut down the number of text alerts they are obnoxious

Why loop the alert system over and over today? Very annoying

I am a distance learning student and live in New Mexico. I don't really like how I can't opt out of notifications for a campus that's 2,000 miles away. I suggest a way to let people opt out of these things.

I am rarely on campus. Alerting FLMNH is enought.

None

This may not be relevant, but the blue light system here does not seem to be as well done as other universities I have seen. In all over colleges that have a similar system, if you are at one blue light, you can see the next from where you are standing (so if you are being chased, you can hit one, run to the next, hit that, and etc. so the police can track your movement and get to you). That system seems safer, and I feel our campus does not have enough of them.

Love it

No

The test this morning in the computer lab by marston was fumbled at some points. Words got cut or blurred in some parts.

The text alerts are typically over-abbreviated to the point that they Are hard to understand. For example, "blk male" and other abbreviations May shorten the message, but confuse those who are not aware of Standard police abbreviations.

The UF Alert system is a compulsory annoyance that costs cellphone users large amounts of money from the copious text messages sent at the rustling of a breeze.

Sometimes the messages are hard to understand because they are abreviated but I apperciate the updates.

The alert today (12/5) did not broadcast on my office phone (nor on many of my colleagues phone. It did broadcast on one phone, but could not be clearly heard in other offices on this corridor

Having an emergency test broadcasting in the middle of law school finals when we only get one test to determine our entire grade, we are graded based on what the rest of the class knows, and we have no chance to make it up is one of the most assinine things I have ever heard of. How about scheduling the emergency broadcast not right slap dab in the middle of finals? How about being a little bit considerate and not having the same message blaring at an ear-splitting volume for 5 minutes while we are trying to measure up to our peers? Horrible idea!!!!!

None

They seem racist, written by white people, and harsh towards minorities...

Simultaneously received phone text message and UF email message. Great job!

No

On the test message in our office today some people recieved the alert a good five minutes before the others did. If it were a time sensitive emergency it would be better if all alearts could be recieved immediately.

Stop texting me every fucking time the UPD / GPD is looking for someone late at night. I'm in bed! Also exams are going on rigt now! Why are you sending this out!

no

I would love to know how to get my phone # removed from what ever list. I don't know how it is in your system but i do not have any affiliation with UF and getting texts sometimes in the middle of the night is frustrating. My phone # is 352-255-5321, please remove!!! Thank you

As a vet student, I am on call a lot, and can't turn my phone of at night. I don't appreciate 10 texts at 2am thatwake me up every time my phone beeps about something that happened 10 miles away. I find the onslaught of these texts to be very inappropriate.

For every event there are like 5 different notifications that go out, too much.

Perhaps devise some sort of "threat level" scale/system? Jcotayo95@ufl.edu

I work in Turlington Hall basement, and my colleagues and I cannot hear the alarm system. I don't think there is a speaker down here and there should be. This needs to be fixed!

It did not hit all IP Phones here in Lake Nona. Most phones are the newer CP-8945 phones.

Messages are frequently unnecessarily complicated and difficult to decipher and understand

No

No

Announcement on VOIP phone was cut off at very beginning. Also startled a few staff in the office. My suggestion would be to add some mid-audio alert tones or beeps to the beginning of the recorded announcement. This would be less startling, let folks know to switch their attention to the announcement, and then they would not

miss the first few words.

Please take me off your notification. I am a graduate, and I never lived in Gainesville. I live in Orlando and text are very annoying!

It would be helpful if you included what campus the alert was for. There's nothing like being alerted to a bomb threat or gunman and not knowing whether it is about your campus or not.

Several colleagues reported that they did not receive the alert on their office phones. I was away from my desk and cell phone, and did not know the alert had gone out until I returned to my desk.

On the test on the VOIP phones, the test seems to go on forever and ever, echoing from every office on campus, occupied or not. How about silencing it after 15 seconds or something? On the actual alerts provided by UFPD, I think alerts should only be sent if some action is required by the community. It is not helpful for me to get a text message waking me up in the middle of the night to tell me some street crime just occurred near campus, when I am miles from here, and presumably UFPD/GPD is at the scene anyway. I'd hate for people to start unsubscribing from ALERT notices because of such spam, leading to people potentially missing a real alert which requires community action.

no

You should use a better voice recording, one in which the speaker does not stutter over his spiel.

I would prefer to not receive texts - sometimes they occur at inappropriate times, like when trying to sleep. I use my phone as an alarm clock, so I need it on, but that leaves me open to texting interruptions that can affect sleep. I'd highly appreciate the ability to opt out on certain forms of notification, and possibly within certain time ranges. My general opinion, in one word: annoyed.

I can't seem to receive UF Alert text messages on my cell phone now that I'm a UF employee. I used to when I was a student. I think it's important to receive UF Alerts by text message as well as the other methods just in case I happen to be walking around campus when there is an emergency.   -chris83@ufl.edu

I live in Miami and am thus not concerned about Gainesville alerts. Also, the majority of alerts are about men of color. I do not think that men of color are more likely to be violent criminals, so I would like to be left out of the "scary black men in Gainesville" text alerts. Thank you.

Great Job! Keep it up!

I'm a graduate and do not live in gainesville anymore. I have forwarded my uf email and am still receiving these emails. Please provide an actual way to discontinue these emails.

The link that takes you to this survey (in the email) looks a lot like a typical phishing scam imbedded link. Consider using something much more friendly so not to scare away potential participants to your surveys.

I do not have any additional comments or suggestions.

Just got a prompt on my Cisco phone for the first time. For newbies it might not be evident to press the "details" button. Maybe include that info in the alert title?

Statistic	Value
Total Responses	201