

Code Maroon Emergency Notification System

What is Code Maroon?

Code Maroon is Texas A&M University's emergency notification system. Code Maroon uses multiple notification methods in the effort to reach campus members in an emergency situation.

Code Maroon will only be used to provide official notification of critical situations that pose an imminent, physical threat to the community.

How does it work?

Campus officials issue a brief message with information and instruction about events such as: confirmed building fire, toxic gas leak, report of violent criminal activity, or a tornado sighting on or near campus.

The message is entered and sent through an integrated service which immediately forwards the message via multiple methods; SMS text messages, TAMU e-mail (campus e-mail system), Emergency Alert System (EAS), desktop popup window, RSS, Twitter – account: TAMUCodeMaroon, and classroom notification through audio speakers installed in more than 260 classrooms.

Who can receive alert messages?

SMS text

- This is an opt-in system for anyone with a valid TAMU UIN, i.e., TAMU students, faculty, and staff. Users must register their device at the Code Maroon web site codemaroon.tamu.edu.

TAMU Email

- All Texas A&M E-mail (NEO) addresses

Emergency Alert System (EAS)

- Anyone listening to KAMU-FM 90.9
- Anyone watching television on the campus cable system
- Anyone within hearing distance of an EAS radio (which are located in departments throughout campus)

Desktop Popup Window

- Anyone logged onto a campus-located computer that is running the application

RSS

- Anyone using an application which regularly monitors the Code Maroon RSS feed

Twitter

- Anyone with a Twitter account that follows the TAMUCodeMaroon account or has texted "follow TAMUCodeMaroon" to 40404 (Twitter's "Fast Follow" feature)

Classroom Speakers

- Anyone in a classroom equipped with a loud speaker (Audio speakers installed in more than 260 classrooms)

How do I enroll in Code Maroon?

Texas A&M University students, faculty and staff who have a NetID and password may register one number to receive text message alerts by following the simple sign-up process at <http://codemaroon.tamu.edu>. For informational purposes, an e-mail address will be required.

Emergency email alerts will only be sent to Texas A&M Email (Neo) addresses ending with "@neo.tamu.edu."

Microsoft Outlook or Novell GroupWise users can receive alerts by subscribing to Code Maroon's RSS feed. Parents, family and friends can receive Code Maroon text message alerts by following the Code Maroon Twitter account "TAMUCodeMaroon." Step-by-step instructions are provided at Code Maroon's Public Access page <http://codemaroon.tamu.edu/PublicAccess.aspx>.

How Messages are sent:

- SMS Text
- TAMU E-mail (NEO)
- Emergency Alert System (EAS)
- Desktop Popup Window
- RSS
- Twitter
- Classroom Speakers

Quick Facts:

- 40,934 Code Maroon registrants as of April 7, 2011
- 5,243 Twitter followers (excludes Fast Follow) as of April 8, 2011
- Code Maroon is tested monthly to ensure notifications get to the users in a timely manner
- Launched in 2007.

Resources:

- Code Maroon website: <http://codemaroon.tamu.edu>
- Emergency Preparedness Website: <http://www.tamu.edu/emergency/>
- Public Access Website: <http://www.tamu.edu/emergency/>

What should I do in an emergency?

- **Be aware** of your surroundings. Being aware of where you are and what is happening around you can help you to understand how information, events, and your own actions will impact your safety and your ability to protect yourself, both now and in the near future.
- **Protect Yourself.** Based upon your assessment of the situation, use your best judgment to protect yourself and, if possible, others.
- **Call for help.** Any emergency service can be summoned by calling 911 or 9-911 if using a campus phone.
- **Help Others.** Once you are safely away from the danger, warn others of the hazard and help if you can without putting yourself in danger.

