What Is AlertU?
The AlertU system is an emergency SMS (text) messaging alert platform designed to help communicate critical information instantly to mobile devices.

Why is this system needed?
Although not the only way LBCC will convey time-critical information during emergencies, AlertU will speed information to subscribers wherever they may be. AlertU messages will advise recipients of an incident on campus and provide instructions on the precautions they need to take.

How does it work?
When Long Beach City College Campus Police (aka LBPD) becomes aware of a critical situation which has the potential of causing harm or imminent danger, vital information will be sent in a text message, the initial message may warn recipients of a critical incident and whether they should shelter in place or evacuate.

Who will send the messages?
Only authorized, assigned administrators will have access to this web-based notification system. They will send text messages to appropriate constituent groups depending on the incident’s location and scope.

How will "emergency" be defined?
The AlertU system will only be used in emergency situations when the College Community could be in danger or needs to be informed of pertinent information immediately.

Who will get the alerts?
You must be enrolled in the program to receive the emergency text messages. Recipients will include members of the Emergency Preparedness Team and anyone interested in receiving emergency messages from LBCC.
7. **How do I enroll in the program?**
   We encourage anyone who has an interest in receiving emergency messages to do so by entering their mobile number and click on the Subscribe button. You can also sign up by texting “LBCC” to 55155. When you receive the confirmation text message from AlertU/Waterfall, just reply to the message by typing "Y" and you'll be enrolled to receive emergency messages from Long Beach City College.

8. **Will this work on any cell phone? (will double check carriers with Waterfall)**
   Yes, AlertU is supported by all major U.S. carriers including Alltel, Boost, Cellular One, AT&T, Sprint, T-Mobile, Verizon, US Cellular, and Virgin Mobile. As long as subscribers have a text messaging plan, they will be eligible to receive alerts. This excludes some pre-paid subscribers. To be sure, subscribers should check with their carriers to ensure that text messaging is active on their phones.

9. **Who pays for the text messaging expenses?**
   Receiving text messages via AlertU is voluntary. Therefore, any text messaging expenses are the responsibility of the individual.

10. **What is 2-way messaging?**
    Two-way alert messaging allows the subscribers to reply directly to the alert message they have received. This is useful when trying to obtain critical information within the emergency zone. The AlertU system permits 2-way messaging.

11. **How are users enrolled in the system? Can I unsubscribe once I've enrolled?**
    All individuals interested in receiving AlertU emergency message from LBCC can enroll by using the widget provided or by texting “LBCC” to 55155. You can unsubscribe by texting “stop” or “unsub” to the system, as required on all text messaging-based systems by mobile carriers.

12. **Is there a risk of receiving spam messages by enrolling in the program?**
    LBCC has complete control of all messages sent to subscribers, as well as all the data provided by subscribers. That data will never by shared or sold by the college district or by Waterfall Mobile, the operator of the AlertU technology platform. Additionally, Waterfall Mobile exceeds the highest standards set by the Mobile Marketing Association and mobile carriers when it comes to safeguarding individuals from spam. All personal data is hosted in and encrypted format in highly secure data centers.

13. **If I have additional questions, whom should I contact?**
    For more details, contact Margie Padron, Director of Business Support Services at (562) 938-4947; by email: mpadron@lbcc.edu.