



September 27, 2007

Dear Penn Parent,

We are very pleased to announce the implementation of a new emergency notification system, called PennAlert, which will enable fast and efficient dissemination of critical information to members of the University community during a major emergency. The Virginia Tech tragedy and other events nationwide have demonstrated the vital importance of an emergency notification system that can reach people wherever they are located.

PennAlert will allow the University to send simultaneous alerts through text message, voicemail, and email to numerous devices, such as cell phones, landline phones, fax machines, and PDAs. It also permits two-way communication with each recipient. It provides our students, staff and faculty with an additional layer of security and protection, in conjunction with our well-established emergency communication methods, including University-wide emails, online updates on the Penn homepage, coordinated use of public media, and public address systems in all College Houses.

The effectiveness of the system depends upon accurate and up-to-date personal contact information. **Please urge your son or daughter to register his/her cell phone number(s), home phone number(s), and personal email addresses, so that University officials can communicate with him/her wherever s/he happens to be.** Your son or daughter can also list you as an emergency contact, in which case you will be notified in the event of a campus emergency. All information is secure and confidential. Students can register at: [http://www.upenn.edu/penn\\_portal](http://www.upenn.edu/penn_portal).

For more information, including answers to Frequently Asked Questions and detailed instructions on how to register emergency contact information, please visit the Division of Public Safety's website: <http://www.publicsafety.upenn.edu>.

Please note that the University will conduct a University-wide emergency response drill on October 30th. During the drill, a PennAlert message will be sent to all students, faculty, and staff, advising them of a mock scenario and providing them with instructions on how to respond.

Later in the fall, we will conduct phase two of this exercise, in which we will send a PennAlert message to students' registered emergency contacts.

If you receive this message on your home, office, or cell phone, you will be required to give an audible response in order to activate the system. You will then be asked to acknowledge receipt of the message.

At Penn, we strive to provide our students with a safe and secure environment in which to study, work, and live. We are confident that the new PennAlert system will enhance our ongoing efforts to achieve that goal.

Best regards,

**Ronald J. Daniels**

Provost

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For more information, please contact:



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