

# MISSISSIPPI GULF COAST COMMUNITY COLLEGE, PERKINSTON, MISS.



With 10 campuses and more than 10,000 students, faculty and staff, the historic and award-winning college sought out a solution for daily mass notifications. The college system switched to Regroup from another platform in 2017, due to Regroup's functionality, ease-of-use, and because of its two-way communication capabilities. That two-way communication allows the senders and recipients, including faculty, safety officers and students, to text back and forth. The Regroup platform was praised by the college system for the data it provides, so that the efficiency and effectiveness of messages can be measured.

## USEFUL EVERY DAY

EACH DEPARTMENT AT THE MISSISSIPPI GULF COAST COMMUNITY COLLEGE USES REGROUP INCLUDING STUDENT SERVICES AND ENROLLMENT MANAGEMENT, INSTITUTIONAL ADVANCEMENT, EMERGENCY MANAGEMENT, ADMINISTRATION AND FINANCE, AND OTHERS.

Just a sample of the mass notifications those departments have sent:

- ✓ Suicide prevention awareness
- ✓ Campus fire and safety survey results
- ✓ Hurricane and tornado warnings
- ✓ Mental health awareness
- ✓ Billing reminders
- ✓ Financial aid information

Regroup's platform is also used as a community builder, letting students know about charity events, card drives for local nursing homes and children's hospitals, and blood drives.

THE COLLEGE FINDS THAT THE REGROUP PLATFORM IS EASY TO USE, AND EASY TO TRAIN OTHERS TO USE.



“The primary mission of Mississippi Gulf Coast Community College is to promote a safe learning and working environment,” says Ashley Landry, the college’s Coordinator of Administration and Safety Management.

“Regroup is fundamental in maintaining this mission and is included in our Emergency Action Plans. One of the key functions of this institutional mission is the successful and timely dissemination of emergency notifications and college-wide drills to students, faculty, staff, and administrators.”

## FUNCTIONAL TARGETING

ONE OF THE KEY FEATURES REGROUP OFFERS IS DIRECT COMMUNICATION TO TARGETED GROUPS. REGROUP ALLOWS UNLIMITED GROUPS, AND UNLIMITED ADMINISTRATORS. WITH THAT HIGH LEVEL SUPPORT, THE MISSISSIPPI COLLEGE CAMPUSES AND ITS OTHER CENTERS ARE ABLE TO TARGET SPECIFIC AUDIENCES THROUGH SMS/TEXT, EMAILS AND VOICE MESSAGING.

Getting the right message to the right groups in a timely manner is critical in emergencies, including weather alerts such as hurricane warnings and other incidents. On a day-to-day basis, making sure the messages get to specific audiences helps recipients avoid message fatigue, which happens when too many notifications land in the wrong hands.

“We are able to target specific audiences and campuses to ensure that emergency preparedness is implemented on all levels,” Landry says.

“The feature is used throughout the year during severe weather events, including hurricanes and tornado warnings, and allows us to send these warnings to specific audiences at different locations. This is vitally important because our college is spread across four counties in South Mississippi.”

### FUN FACT

In 2006, then-President George W. Bush became the first sitting president to speak at a community college graduation ceremony, choosing to address the Mississippi Gulf Coast graduating class.





“Mississippi Gulf Coast Community College is thankful for Regroup’s mass notification system and looks forward to utilizing the platform more in the future,” Landry says.



## WAYS OUR UNIVERSITY CLIENTS USE REGROUP

### CRITICAL ALERTS

- ✓ Notify staff, students, parents, and authorities of emergencies
- ✓ Issue severe weather alerts and closures
- ✓ Broadcast public health warnings
- ✓ Enable staff and students to report their status
- ✓ Alert staff of critical outages (IT, phone lines, etc.)

### DAY-TO-DAY COMMUNICATIONS

- ✓ Schedule changes and closures
- ✓ Policy changes and updates
- ✓ School events and newsletters
- ✓ Faculty notices and updates
- ✓ Tuition or lunch balance reminders
- ✓ Attendance and grade reporting



## Learn More

Regroup's platform is flexible, efficient and reliable, for every device and application. Onboarding and training are simple, and 24/7 support is always included. Schedule a demo today to learn why Regroup is an ideal partner for organizations large and small.

**CALL**

855-734-7687

**REQUEST A DEMO**

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