



News Release

Contact: Jill Ivie
(805) 546-3108
FAX (805) 546-3921

Cuesta College Institutional Advancement/
Marketing & Communications
San Luis Obispo, CA 93403-8106
Email: jill_ivie@cuesta.edu

August 14, 2008

Cuesta Welcomes Back Students on August 18, Launches New Emergency Alert System

Students returning to Cuesta College's campus on August 18 will be met with the implementation of a new emergency alert system dedicated to preserving the safety of all of Cuesta's students, employees and campus visitors.

The emergency messaging system, AlertU, is a web-based system that sends cell phone text messages in the event of an emergency. The system allows for two-way communication with any subscriber in real-time, allowing subscribers to receive and relay information from inside and outside a crisis zone.

Subscribing to AlertU is a voluntary, opt-in process that is available for students, friends, family, employees and visitors of any of the Cuesta College campus locations. Test messages will be sent four times a year to ensure the integrity of the system, and the only cost involved is the standard text messaging rate charged by the applicable cell phone service provider.

"I believe this is another important step forward in providing the safest environment possible for our students, faculty and staff," said Interim Chief of Police Bart Topham. "This will fit in well with other measures we are taking to safe guard everyone on our campuses."

AlertU is compatible with all major cell phone carriers, including Alltel, AT&T, Boost Mobile, Cellular One, Nextel, Sprint, T-Mobile, US Cellular and Verizon. AlertU was developed specifically to meet the communicative needs of college and university communities.

Students will have the opportunity to subscribe to the service at a variety of events and locations on campus when the fall semester begins on Monday, August 18. Those interested can also subscribe to the AlertU emergency messaging system through cuesta.edu, my.cuesta.edu or by texting Cuesta to 253788 from a cell phone and replying Y.

Cuesta College news releases are available on the Internet at
<http://academic.cuesta.edu/pim/pr/index.htm>

###