

RFP 26-022 Mass Communications System
Question and Answer Addendum 1

1. Quantity of InformaCast Mobile App Users (this will probably be admin/campus security)
Approximately 20.
2. Quantity of SMS recipients (this can be the number if all staff/students opt in to notifications, or a best-case estimate of the recipients they'd like to see opt in)
ATU it opt out. All members of the community are automatically enrolled into mass notifications. From semester to semester this number changes, but is generally around 10,000.
3. Quantity of Campus PCs or ATU-provided laptops to receive desktop notifications
1599 online desktops at the moment. 4510 total devices, but some may be stale, so the count may be lower.
4. Current PA/horn hardware (IP or analog equipment?)
We do not have PA/horn hardware.

A. Operational Scope & Campus Environment

A.1 Please confirm whether the scope of this RFP includes only the Russellville campus or also includes the Ozark campus and any additional satellite or online locations.

It does include the Ozark campus as well as ATCC and other Ozark satellite locations.

A.2 Approximately how many students, faculty, staff, and affiliated users are expected to receive notifications under the proposed system?

10,000

A.3 Does ATU envision the platform serving primarily as a mass notification tool, or also as a coordinated incident-response platform supporting real-time operational communication, alert verification/escalation workflows, and collaboration between administrators, campus police, and/or first responders during active events?

Mass notification.

A.4 Approximately how many administrative users will require system access for alert initiation, approval, or incident management?

B. Technical Environment & Integrations

B.1 Section 6.1 references ALERTUS beacons and digital signage integration. Please confirm whether an ALERTUS system is currently deployed on campus and whether integration with ALERTUS specifically is required, or whether equivalent integrations via API/CAP-compatible platforms would satisfy the Requirement.

Alertus is currently deployed.

B.2 Section 6.3 references Student Information System synchronization. Please confirm:

- a) Current SIS platform/vendor **Ellucian Banner**
- b) Preferred integration method (API, SFTP, or other) **SFTP file upload preferred, API could be supported**
- c) Desired synchronization frequency **Nightly**

B.3 Section 6.1 references desktop alerting capabilities. Approximately how many Windows and macOS endpoints are expected to receive desktop notifications, and is any desktop alerting client currently Deployed?

~1600 active clients

B.4 Section 6.6 references integration to public address systems and/or sirens via CAP protocol. Please confirm whether this integration is expected at initial go-live or considered a future-state capability.

Expected at go live.

Additionally, if available, please identify the current PA/siren platform(s).

B.5 Which identity provider(s) does ATU currently utilize for SSO authentication (e.g., Azure AD, Shibboleth, Okta, other), and is MFA required for administrative users?

SAML/ADFS - we provide MFA through our authentication provider.

B.6 Does ATU currently utilize smart classroom displays, interactive boards, digital signage systems, or similar classroom technologies that may be candidates not only for emergency visual alerting and

responder situational-awareness integration, but also as distributed emergency activation and response surfaces within classrooms, instructional spaces, or other campus environments?

We use Crestron control surfaces in many classrooms and digital signage with Yodeck on displays in many lobbies and hallways.

B.7 Does ATU currently have a security system to prevent unauthorized access to the devices listed in Question B.6?

No

C. Emergency Operations & Mobile Functionality

C.1 For panic-button functionality referenced in Section 6.1, does the University envision this capability being limited to administrators and campus safety personnel, or extended to broader authorized user groups?

Extend broader to authorized groups.

C.2 Does the University anticipate scenarios in which faculty, staff, administrators, coaches, transportation personnel, student organizations, or other authorized users may require emergency activation capability while operating across multiple campuses, traveling to off-site activities, or functioning in environments outside fixed University-owned facilities?

Could be a feature we would be interested in.

C.3 If so, would ATU consider value in a person-centered emergency activation model in which authorized users maintain continuous panic-alert capability through mobile devices and wearable activators, with response workflows dynamically adapting based on the user's current environment, surrounding Sentinel-enabled infrastructure, and applicable location-specific response rules?

Yes

C.4 Would the University see operational benefit in a system capable of providing discreet two-way emergency communication and real-time situational awareness between an alerting user, designated campus personnel, and/or first responders during an active event — including the ability

to provide responder-visible contextual information and location-aware guidance while minimizing audible or visible indication on the requesting user's device?

We do have some capability for this now but do not use it.

C.5 Does the University anticipate any future-state requirements involving location-aware or geofenced operational workflows beyond message dissemination (for example, building-specific escalation, responder routing, or dynamic location-based guidance)?

Not at the moment.

D. Operational Readiness & Continuous Improvement

D.1 Would ATU consider operational value in a solution capable of supporting configurable incident response workflows, automated readiness validation, periodic testing/certification procedures, exception monitoring, and auditable test/live-event reporting across distributed devices and communication endpoints?

Examples: Documenting whether required notifications, device activations, escalation steps, communication paths, and response workflows operated as planned, while identifying exceptions such as unavailable infrastructure, inactive devices, disconnected classroom technology, invalid contact data, or other operational conditions that could impact emergency response effectiveness.

Yes we would be interested in these things.

E. Commercial & Proposal Submission

E.1 Attachment 2 requests a "Total yearly price." Please confirm whether ATU prefers an all-inclusive annual subscription model (including implementation, support, training, and usage) or whether vendors may separately itemize one-time implementation and optional services.

We would prefer all-inclusive pricing that includes the features we are looking for only and any additional options may be provided as additional lump sum cost responses.

E.2 For shortlisted vendors, will demonstrations/interviews be conducted in person, remotely via video conference, or at the University's discretion?

Remotely via Webex.