



## Division of Public Safety Communications Center

Cornell University  
G-2 Barton Hall  
Ithaca, New York 14853-1701  
Telephone: 607-255-8566  
Fax: 607-255-5916

### Fall 2025 Alert Summary

Public TEST of EMN (CornellALERT), September 10th @ 12:10 pm

#### EMN Test Summary

On Wednesday, September 10, 2025, at 12:10 p.m., Cornell University conducted a semiannual test of the CornellALERT emergency notification system. This test involved disseminating the testing message to multiple communication platforms. Such as the siren/PA systems comprised of 4 locations across campus, voice, email, and SMS (text) messaging campaigns, desktop takeover methods of alerting, RSS feeds to social media sites, and the Rave Guardian app. Each platform was monitored and assessed both during and after the test, and it was determined to be successful. Alertus Messaging indicated a failure in the alert report, but it was completed successfully. The failure indicator is the integration between Alertus and Rave. The system is operating normally. The reporting process takes too long to complete and times out, resulting in a cancellation. The Facebook platform was not tested in this test, as it has been removed from auto-posting on Rave. In the event of an alert, the Alerts will be posted to these two pages manually by the page administrators. Due to a template error, the campus digital signage was not included in the test, as it was not selected. A testing date and time for the campus digital signage will be identified and tested. The digital signage test follow-up was completed on October 7, 2025, with success. It was noted that some of the messages were truncated in the display. As of October 31, 2025, DPS and Cornell CIT are reviewing the messaging length and character changes for campus signage to ensure the full message displays. A Spring EMN test has been scheduled for February 4, 2026. Alert statistics for each platform tested are listed below.

#### **SMS (Text) Delivery:**

|                    |        |         |
|--------------------|--------|---------|
| Users messaged     | 44,901 | 96.416% |
| Users Pending      | 3      | 0.0064% |
| Users not messaged | 1,666  | 3.5774% |

#### **Delivery Rate Analysis:**

First message enqueued: Sep 10, 2025 - 12:10:16 PM

|                       |             |
|-----------------------|-------------|
| Time to 85% delivered | 00h 01m 11s |
| Time to 90% delivered | 00h 01m 32s |
| Time to 95% delivered | 00h 02m 37s |
| Time to 98% delivered | N/A         |



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Count of handset receipts 43,720

### **Email Delivery:**

|                    |        |          |
|--------------------|--------|----------|
| Users messaged     | 55,366 | 98.7973% |
| Users pending      | 6      | 0.0107%  |
| Users not messaged | 668    | 1.1920%  |

### **Delivery Rate Analysis:**

First message enqueued: Sep 10, 2025 - 12:10:15 PM

|                       |             |
|-----------------------|-------------|
| Time to 85% delivered | 00h 02m 18s |
| Time to 90% delivered | 00h 02m 24s |
| Time to 95% delivered | 00h 02m 35s |
| Time to 98% delivered | 00h 03m 23s |

### **Voice Delivery:**

|                    |        |        |
|--------------------|--------|--------|
| Users messaged     | 40,397 | 84.89% |
| Users pending      | 0      | 0%     |
| Users not messaged | 7,192  | 15.11% |

### **Throttling Profiles**

|                                | <b>Total</b>             | <b>Scheduled</b>    | <b>First Pass</b>       |
|--------------------------------|--------------------------|---------------------|-------------------------|
| <b>Profile Name</b>            | <b>Distinct Contacts</b> | <b>Actual Limit</b> | <b>Dialing Duration</b> |
| Not Throttled                  | 43,421                   | 0                   | 00:06:45                |
| Cornell Agritech Geneva Campus | 80                       | 11                  | 00:08:31                |
| Cornell Tech Campus            | 12                       | 111                 | 00:01:20                |
| Ithaca Campus                  | 4,075                    | 150                 | 00:31:50                |

### **Additional Communication:**

We have four sirens on Campus; all were successful.

The following were completed:



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RSS feed, Alertus, Twitter, Guardian

- Alertus issue – Report states this failed (Cancelled) however, it did alert per normal.

Follow-up with Alertus, reporting that the integration with Rave times out before the results have fully compiled. It is functioning normally. This follow-up was completed following the spring 2022 Test.

- Facebook – Not tested as it was determined to be removed from EMN alerting by Cornell OEM and strategic communications

### Guardian Application:

|              | <u>Count</u> | <u>% of Total</u> |
|--------------|--------------|-------------------|
| Total Sent   | 3,689        | 78.8585%          |
| Total Failed | 981          | 20.9705%          |
| Read         | 191          | 4.0829%           |

### SMS (Text) Details

#### Recipient Analysis

|                                      | <u>Count</u> | <u>% of Total</u> |
|--------------------------------------|--------------|-------------------|
| Internal Users Targeted on Alert     | 55,849       |                   |
| Opt-In Accounts Targeted on Alert    | 4,468        |                   |
| Loaded Public Data Targeted on Alert | 0            |                   |
| Users Reachable via this mode        | 46,570       | 100.00%           |
| Users messaged                       | 44,901       | 96.4161%          |
| Users pending                        | 3            | 0.0064%           |
| Users not messaged                   | 1,666        | 3.5774%           |
| Respondents                          | 18           |                   |

#### Message Analysis

|                              | <u>Count</u> | <u>% of Total</u> |
|------------------------------|--------------|-------------------|
| Distinct contacts to message | 46,334       | N/A               |



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|                                    |        |          |
|------------------------------------|--------|----------|
| Dropped (Opt-Out)                  | 1      | 0.0022%  |
| Dropped (Stop Flag)                | 420    | 0.9064%  |
| Dropped (Inactive)                 | 0      | 0%       |
| Total messages sent by method      | 45,914 | 100.00%  |
| Messages sent via SMPP             | 45,683 | 99.4969% |
| Messages sent via SMTP             | 231    | 0.5031%  |
| Total messages generated by status | 45,914 | 100.00%  |
| Pending Send                       | 0      | 0%       |
| Success                            | 44,666 | 97.2819% |
| Failed                             | 1,242  | 2.7051%  |
| Expired / Cancelled                | 6      | 0.0131%  |
| Total messages retired             | 3,804  | 8.2851%  |
| Responses                          | 63     | 0.1372%  |

### **"First Pass" Analysis**

|                              |                            |
|------------------------------|----------------------------|
| First message enqueued       | Sep 10, 2025 - 12:10:16 PM |
| Last message sent            | Sep 10, 2025 - 12:11:30 PM |
| First Pass elapsed time      | 00h 01m 13s                |
| SMPP First Pass elapsed time | 00h 01m 13s                |
| SMTP First Pass elapsed time | 00h 01m 13s                |
| First Pass throughput        | 629 msgs/sec               |
| SMPP First Pass throughput   | 626 msgs/sec               |
| SMTP First Pass throughput   | 4 msgs/sec                 |

### **Delivery Rate Analysis**

|                       |             |
|-----------------------|-------------|
| Time to 85% delivered | 00h 01m 11s |
| Time to 90% delivered | 00h 01m 32s |



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|                           |             |
|---------------------------|-------------|
| Time to 95% delivered     | 00h 02m 37s |
| Time to 98% delivered     | N/A         |
| Count of handset receipts | 43720       |

### Email Details

#### Recipient Analysis

|                                      | <u>Count</u> | <u>% of Total</u> |
|--------------------------------------|--------------|-------------------|
| Internal Users Targeted on Alert     | 55,849       |                   |
| Opt-In Accounts Targeted on Alert    | 4,468        |                   |
| Loaded Public Data Targeted on Alert | 0            |                   |
| Users Reachable via this mode        | 56,040       | 100.00%           |
| Users messaged                       | 55,366       | 98.7973%          |
| Users pending                        | 6            | 0.0107%           |
| Users not messaged                   | 668          | 1.1920%           |

#### Message Analysis

|                                                      | <u>Count</u> | <u>% of Total</u> |
|------------------------------------------------------|--------------|-------------------|
| Distinct @example.com contacts dropped prior to send | 51           | N/A               |
| Distinct contacts to message                         | 55,976       | N/A               |
| Dropped (Inactive)                                   | 0            | 0%                |
| Dropped (Unconfirmed)                                | 50           | 0.0892%           |
| Total messages generated by status                   | 55,976       | 100.00%           |
| Pending Send                                         | 0            | 0%                |
| Success                                              | 55,313       | 98.8156%          |
| Failed                                               | 663          | 1.1844%           |
| Expired / Cancelled                                  | 0            | 0%                |
| Total messages retried                               | 40           | 0.0715%           |



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### **"First Pass" Analysis**

|                         |                            |
|-------------------------|----------------------------|
| First message enqueued  | Sep 10, 2025 - 12:10:15 PM |
| Last message sent       | Sep 10, 2025 - 12:11:01 PM |
| First Pass elapsed time | 00h 00m 45s                |
| First Pass throughput   | 1244 ms                    |

### **Delivery Rate Analysis**

|                        |                            |
|------------------------|----------------------------|
| First message enqueued | Sep 10, 2025 - 12:10:15 PM |
| Time to 85% delivered  | 00h 02m 18s                |
| Time to 90% delivered  | 00h 02m 24s                |
| Time to 95% delivered  | 00h 02m 35s                |
| Time to 98% delivered  | 00h 03m 23s                |

### **Voice Details**

### **Recipient Analysis**

|                                      | <b><u>Count</u></b> | <b><u>%</u></b> |
|--------------------------------------|---------------------|-----------------|
| Internal Users Targeted on Alert     | 55,849              |                 |
| Opt-In Accounts Targeted on Alert    | 4,468               |                 |
| Loaded Public Data Targeted on Alert | 0                   |                 |
| Users Reachable via this mode        | 47,589              | 100.00%         |
| Users messaged                       | 40,397              | 84.89%          |
| Users pending                        | 0                   | 0%              |
| Users not messaged                   | 7,192               | 15.11%          |
| Respondents                          | N/A                 | N/A             |



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### **Message Analysis**

|                                    | <b><u>Count</u></b> |
|------------------------------------|---------------------|
| Distinct contacts to message       | 47,566              |
| Total messages generated by status | 47,565              |
| Success                            | 44,127              |
| Answered                           | 22,193              |
| Answering Machine                  | 21,934              |
| Failed                             | 3,439               |
| Unanswered                         | 1,332               |
| Busy                               | 89                  |
| Operator Intercept                 | 2,017               |
| In Blocklist                       | 1                   |
| Pending Retries                    | 0                   |
| Total Minutes Used                 | 53,783              |
| Called Party Responses             | N/A                 |

### **Message Content**

|                                |                              |
|--------------------------------|------------------------------|
| Message Replays                | 5                            |
| Call Retries                   | 1                            |
| Call Retry Wait Interval       | 3 Minutes                    |
| Caller ID                      | 607-253-6374                 |
| Use Inbound Messaging Service  | No                           |
| Use Introductory Voice Message | No                           |
| Extension Dialing Pause        | 0 Seconds                    |
| Targeted Contacts              | Mobile 1,2,3, Landline 1,2,3 |



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Voice mode

Convert Text to Speech



Fall 2025 EMN  
Test.xspf

### Text

TEST TEST TEST. This is a test Cornell Alert message from Cornell Public Safety. This is a test of the Cornell Alert emergency mass notification system. This is only a test.

### Throttling Profiles

| Profile Name                   | Total<br>Distinct Contacts | Scheduled<br>Actual Limit | First Pass<br>Dialing Duration |
|--------------------------------|----------------------------|---------------------------|--------------------------------|
| Not Throttled                  | 43,421                     | 0                         | 00:06:45                       |
| Cornell Agritech Geneva Campus | 80                         | 11                        | 00:08:31                       |
| Cornell Tech Campus            | 12                         | 111                       | 00:01:20                       |
| Ithaca Campus                  | 4,075                      | 150                       | 00:31:50                       |