



State Agency for Missing and Endangered Persons

Maximizing reach, subscriptions and public safety with a state-of-the-art emergency notification system



This state agency is responsible for the functions of several areas, including homeland security, public safety, the warning center for missing and endangered persons and more. Its mission is to provide quality service, protection and safety for the state and its residents.

Challenge

The agency had been using email to send alerts for missing and endangered persons, but it was an inefficient solution. Officials had to manage opt-ins manually, and subscriptions remained low. They needed a modern way to reach more of the population in a way that was simple and convenient for message recipients — whether SMS, email, phone call, etc. The agency also needed to deliver essential information to both the entire state and targeted groups, on a case-by-case basis. Ultimately, the goal is to improve the likelihood of recovering missing persons through the spread of timely and accurate information.

Solution

OnSolve® CodeRED® helps government agencies keep their communities informed and safe. The system enables officials to send missing person alerts via phone, text, email and social media, while allowing residents to select their preferred means of receiving them. This multi-modal communications technology supports the agency's quest to deter criminal activity and bring missing persons home safely. The CodeRED mobile app makes it easy to deliver missing persons alerts to residents, and IPAWS integration enables the agency to keep enrolled citizens informed about inclement weather and other dangers in their community. By checking all of these boxes, CodeRED helps this agency complete its mission of safety, while maintaining its status as one of the most robust missing and endangered persons programs in the entire country.

Why They Chose CodeRED

The ability to incorporate posters of missing persons allows the agency to run a robust missing and endangered persons program. The user-friendly registration portal enables subscribers to choose from a variety of methods for receiving alerts, so residents are more likely to see them when time is of the essence. With enrollment via one quick text and an automatic sign-up link, improved subscription rates are expected. The easy and secure method for inputting information also eases user concerns over privacy. Together, CodeRED and the agency are committed to keeping their community informed and protected.

- ✓ Give your population an easy opt-in process through a convenient registration portal
- ✓ Enable everyone to receive convenient, app-based push alerts on their mobile phones
- ✓ Send IPAWS Alerts quickly and easily via integration with CodeRED

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