Regroup

# Trinity University Enhances Campus Safety and Communication with Regroup

Trinity University uses Regroup to enhance campus safety, streamline emergency communication, and keep students and staff informed 24/7.

Trinity University, a private, top-tier liberal arts institution located in San Antonio, Texas, is home to approximately 2,700 students and 500+ faculty and staff. With a strong commitment to student safety and 24/7 campus security responsibility, Trinity adopted Regroup's mass notification platform to streamline emergency communication and ensure rapid response capabilities.

Searching for a Safer Campus

After using other platforms, Trinity needed a reliable, flexible, and fast communication system to support both emergency and non-emergency messaging, from severe weather to critical campus situations. They also required a system that could integrate with Workday people management systems to maintain accurate contact data and comply with Texas regulations on opt-out communications.
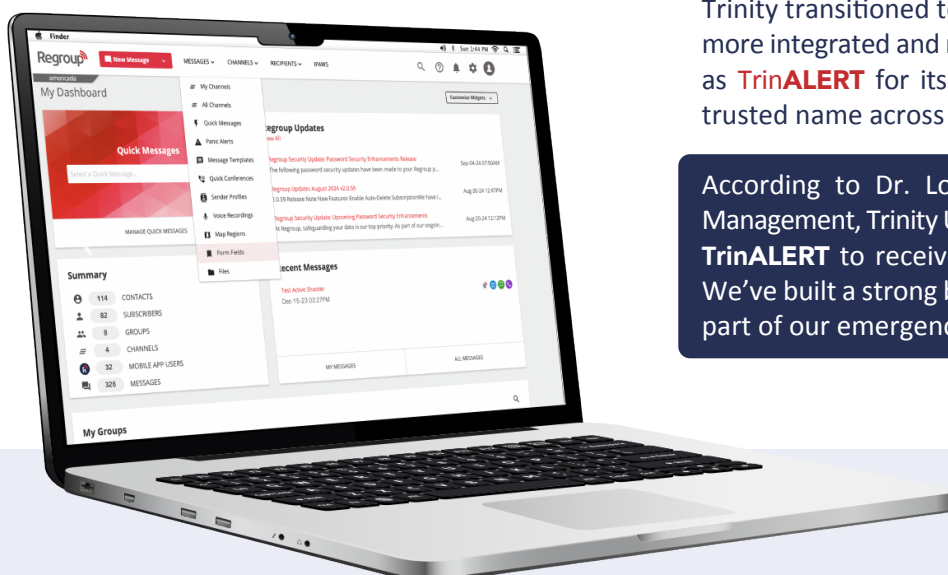
Trinity transitioned to Regroup to meet its growing need for a more integrated and responsive solution, branding the platform as Trin**ALERT** for its campus community, a recognizable and trusted name across campus.

> According to Dr. Lorenzo Sanchez, Director of Emergency Management, Trinity University, "Everyone on campus recognizes **TrinALERT** to receive emergency text messages and emails. We've built a strong brand around it, and it's become a trusted part of our emergency communication."

Usage and Alerts: Real-World Impact

From active threat alerts and infrastructure failures to severe weather preparedness and monthly system tests, Trinity University relies on Regroup to deliver fast, clear, and effective communication during critical moments. The platform's flexibility and reliability have empowered campus leaders to act decisively, keeping students, faculty, and staff informed and safe.

In a recent incident, after a hit-and-run accident near campus, a suspect fled on foot, crossing onto university grounds to evade San Antonio Police. Within minutes, dispatchers issued a "be on the lookout" (BOLO) alert and a shelter-in-place notification via TrinAlert, powered by Regroup. A follow-up "all clear" notification was sent after the suspect was apprehended, earning praise from university leadership for the swift response.

"From the moment we heard about the incident to the time the alert went out, it was a matter of minutes. Leadership was pleased with how quickly we were able to communicate with the Trinity community to share information and protective actions," Sanchez added.

As another example of Trinity's readiness, recent severe weather resulted in regional tornado warnings, and although not directly impacting campus, the Trinity team felt fully prepared to issue timely emergency notifications thanks to Regroup's readiness tools and past signals. To prepare for severe weather, Dispatchers and Emergency Management conduct monthly system tests to maintain readiness and ensure confidence with the platform.

Another use-case at Trinity occurred when off-campus construction severed a major AT&T communications line, impacting a large portion of the city and impacted the campus 911 system. Trinity sent a TrinAlert (powered byRegroup) to notify students to call an alternate number or 911 directly, ensuring uninterrupted emergency access.

"We're responsible for our students 24/7/365. This isn't just where they learn—it's where they live. That's why having a reliable system like Regroup is so important," Sanchez added.

Valuable Features That Make a Difference

To meet the demands of a dynamic campus environment, Trinity University relies on Regroup's robust feature set to deliver timely, accurate, and effective communications. Whether responding to emergencies or conducting routine system tests, the University has found that Regroup's tools not only enhance operational efficiency but also build trust across the campus community.

These features have become essential to Trinity's ability to maintain safety, streamline communication, and adapt to evolving needs:

- **Multi-channel alerts:** Text/SMS and email are the primary channels, with plans to integrate social media as well.

- **Custom templates:** Pre-built for emergencies like weather events, network outages, and active threats.

- **Workday HRM integration:** Ensures real-time data syncing and compliance with Texas opt-out regulations.

- **Custom branding:** TrinAlert is widely recognized across campus, with branded emails and student guides.

- **Support for sirens and landlines:** With plans to add desktop alerts and electronic panic buttons.

"The Workday integration is crucial for keeping our system up-to-date and validating contact information," Sanchez explained. **"Regroup is fundamental to how we maintain safety and communication across campus."**

Client Experience: A Partner in Safety

Behind every successful implementation is a strong partnership, and for Trinity University, Regroup has proven to be more than just a platform. From onboarding to ongoing support, the Regroup team has worked closely with Trinity's staff to solve challenges, streamline integrations, and ensure the system performs when it matters most. The two teams' collaborative approach has built trust and confidence, making Regroup a true partner in the University's commitment to campus safety.

Sanchez praised Regroup's outstanding support, from after-hours tech assistance to complex data integrations. Regroup's team was described as "genius" and "side-by-side with us." Even when a critical admin was inadvertently locked out of the platform, Regroup resolved the issue swiftly, reinforcing trust in the platform.

> "I can't speak their praises enough because they stuck it out and saved the day," Sanchez noted. "Every minute is crucial, and Regroup made a solution happen fast. Our customer success manager, Jeronimo, has been a rockstar and I value his partnership."

Scalable Communication Solutions for the Future

As Trinity University continues to evolve, so do its communication needs. With a strong foundation already in place, the University is exploring ways to expand and enhance its use of Regroup, ensuring the platform grows along with its student population. From integrating new technologies to expanding student engagement, Trinity is committed to leveraging Regroup's flexibility to meet future challenges and maintain a safe, connected community.

Looking ahead, Trinity University is in the planning stages to expand its use of Regroup by:

- Adding desktop alerts and electronic panic buttons
- Enhancing branding options within the platform
- Exploring conference call capabilities for crisis teams
- Increasing student engagement through flyers, guides, and workshops

"Text is the most effective way to reach our community, but we are excited about integrating our social media channels in the future to expand our reach even further," said Sanchez.

With a forward-thinking approach and a commitment to continuous improvement, Trinity is confident in Regroup's ability to grow with its evolving needs.

Level Up Your Campus Communication with Regroup

Trinity University's experience with Regroup highlights the platform's ability to simplify mass notifications, improve emergency readiness, and foster a safer campus environment. Whether it's a routine test or a real-time emergency, Regroup empowers Trinity to act quickly, communicate clearly, and protect its community.

Ready to see what Regroup can do for your community?
Schedule a customized demo today at **regroup.com/demo.**