Code Maroon Test Survey, October 2016

Executive Summary

Sample & Response Rate: An online survey was sent out following the Code Maroon test on Friday, October 28, 2016. Total of 3849 invitation emails were delivered, and 310 individuals responded to the survey. The response rate was 8.05%.

Results:

1. Respondents were asked if they received the test Code Maroon SMS (text) message on Friday, October 28.

99.03% of the respondents received the Code Maroon message on Friday, October 28.

Only 3 (0.97%) of the respondents did not receive the Code Maroon message on Friday, October 28.

See Table 1 for details.

Table 1

Did you receive the test Code Maroon SMS (text) message on Friday, October 28, 2016?

Answer	Frequency	Valid Percent
Yes	307	**99.03%**
No	3	**0.97%**
Total	**310**	**100.00%**

2. Respondents were asked what day they received the test Code Maroon SMS (text) if not on Friday, October 28.

All three of the respondents who did not receive the Code Maroon text message on Friday did not receive the message later.

3. Respondents were asked what time was the Code Maroon SMS (text) message actually delivered to their cell phones.

78 (24.41%) of 307 respondents did not answer this question.

Among those who reported,

- 5.93% of the respondents received the message at 12:30 PM.
- 32.2% of the respondents received the message at 12.31 PM.
- 46.61% of the respondents received the message at 12.32 PM.
- 8.47% of the respondents received the message at 12.33 PM.
- 6.78% of the respondents received the message after 12.33 PM.

See Table 2 and Figure 1 for details.

Table 2

What time was the Code maroon SMS (text) message actually delivered to your cell phone?

Time	Frequency	Valid Percent
12:30 PM	14	**5.93%**
12:31 PM	76	**32.20%**
12:32 PM	110	**46.61%**
12:33 PM	20	**8.47%**
12:34 PM	2	**0.85%**
12:43 PM	1	**0.42%**
12:46 PM	1	**0.42%**
12:53 PM	1	**0.42%**
12:55 PM	1	**0.42%**
12:59 PM	1	**0.42%**
1:01 PM	1	**0.42%**
1:10 PM	1	**0.42%**
1:31 PM	1	**0.42%**
1:33 PM	1	**0.42%**
2:05 PM	1	**0.42%**
3:01 PM	1	**0.42%**
3:18 PM	1	**0.42%**
3:20 PM	1	**0.42%**
6:01 PM	1	**0.42%**
Total	**236**	**100.00%**

The blue line in Figure 1 represents the cumulative percentage of recipients. The vertical red line indicates the time at which 93.22% of the message have been received. In other words, 93.22% of the respondents received the message within 3 minutes after the test Code Maroon SMS was sent out. Notice that 84.75% of them received the message within 2 minutes.

Figure 1. Time of Message Received
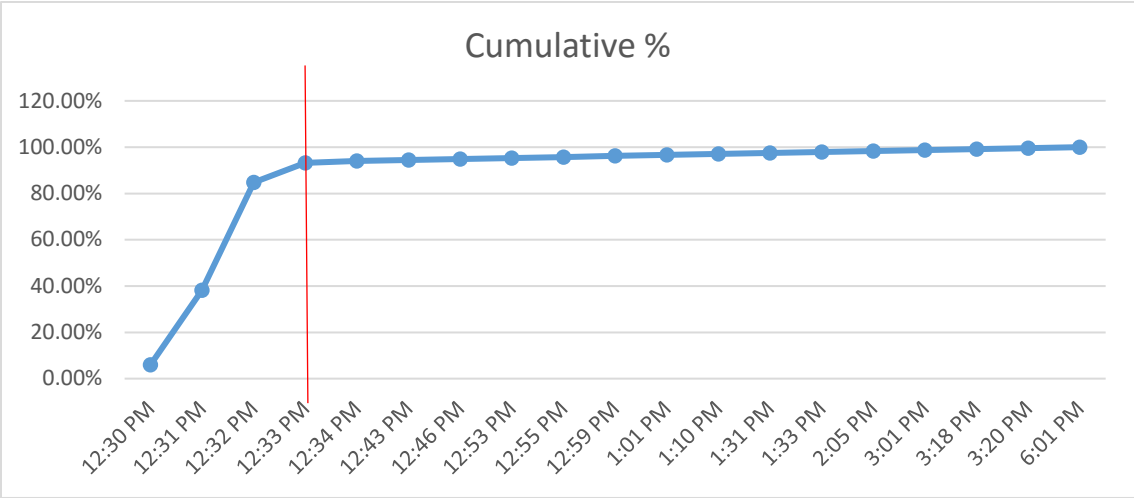
4. Respondents were asked to choose their preferred method to receive Code Maroon alerts from the options below. (*Respondents selected all that applied*)

- SMS/Text Message
- Email
- Neither
- Other

While 251(80.97%) respondents answered this question, 59 (19.03%) participants did not answer it. Among those who responded,

- 97.21% of the respondents chose "SMS / Text Message" as their preferred method.
- 21.51% of the respondents chose "Email" as their preferred method.
- Only 2 (0.8%) of the respondents chose "Other" option as their preferred method. One of them specified for "A&M mobile app" and the other specified for "AtHoc mobile notifier".
- None of the respondents chose "Neither" option.

See Table 3 for details.

Table 3

From the options below, which method is your preferred way to receive Code Maroon alerts?

Answer	Frequency	Valid percent
SMS / Text Message	244	**97.21%**
Email	54	**21.51%**
Neither	0	**0.00%**
Other	2	**0.80%**

5. Respondents were asked if they received the Code Maroon test message by any of the following delivery methods. (*Respondents selected all that applied*)

- Classroom Speakers
- EAS Radios
- Building Fire Alarm Speakers
- Digital Signage
- Pop-Up Computer Message
- KAMU Radio or Cable Table Message
- None of the Above

While 75 (24.19%) respondents answered this question, 235 (75.81%) participants did not answer it. Among those who responded,

- 42.67% of the respondents received the Code Maroon test message by Building Fire Alarm Speakers.
- 37.33% of the respondents received the Code Maroon test message by Pop-Up Computer Message.

- 28.0% of the respondents received the Code Maroon test message by Classroom Speakers.
- 13.33% of the respondents received the Code Maroon test message by Digital Signage.
- 6.67% of the respondents received the Code Maroon test message by EAS Radios.
- 5.33% of the respondents received the Code Maroon test message by KAMU Radio or Cable Table Message.
- None of the respondents chose "None of the above" option.

See Table 4 for details.

Table 4

Did you receive the Code maroon test message by any of the following delivery methods? Check all that apply.

Response	Frequency	Valid Percent
Classroom Speakers	21	**28.00%**
EAS Radios	5	**6.67%**
Building Fire Alarm Speakers	32	**42.67%**
Digital Signage	10	**13.33%**
Pop-Up Computer Message	28	**37.33%**
KAMU Radio or Cable Table Message	4	**5.33%**
None of the Above	0	**0.00%**

6. Participants were asked to leave any comments they may have about the Code Maroon system, including remarks about specific delivery methods.
25 of participants left the comments as shown in Table 5 below:

Table 5

Please leave any comments you may have about the Code maroon system here, including remarks about specific delivery methods.

1. I was off campus at lunch
2. I also received an email, but that's not on your list above. This was the fastest Code Maroon text I've received. Generally I don't get the text message for a few minutes.
3. Why isn't it announced in the MSC over the intercom
4. The email arrived 2minutes before the text
5. It's either delivered late or not delivered at all. Sometimes I don't even get messages when something is happening on campus.
6. I agree testing is good and nesisary. But currently we recieve more tests than actual need. Perhaps moving to an every 2 month test cycle will prevent test fatique
7. The use of the building fire alarm speakers is great! I've appreciated having that.
8. For the Code Maroon computer pop-up messages, don't make us go to the website "for more info" when there isn't any just to close the pop-up. :)
9. I like that it now comes as a push notification from the Texas A&M app!!
10. I like the text message the best because I always have my phone with me.

11. I was unaware of pop-up computer messages, I think that is great for TAMU employees.
12. don't know exact time as I had deleted earlier
13. i only sporatically get the SMS messages even though ive been signed up for them for years
14. I've established my settings to give me an email copy of texts. My email copy arrived one minute after the text. All works well. Thank you for this service.
15. The 3-minute lag time on today's nessage is actually 1-minute faster than the past. Since inception, I generally get texts 4 minutes after they are sent.
16. Thank you!
17. It works
18. n/a
19. The text message and email works best for me because i check both methods through out the day.
20. The Code Maroon delivery system for campus computers is needlessly annoying, especially for test messages. Klaxons sounding for test messages are unnecessary.
21. Please disregard recipt time. Phone was recharging and when I noticed the Code Maroon mesaage I deleted it, so time is inaccurate.
22. I think the loudspeaker methods should only be used for the affected area in case of an actual code maroon.
23. I really like the fact that someone is keeping an eye out for us Ags. I really like the code maroon alerts when we have bad storms. I really gives me the heads up on what to do.
24. N/A
25. Professors should get them first. Then students