

Austin Peay State University



The Customer

Austin Peay State University (APSU) is a public university located in Clarksville, TN. APSU has an enrollment of over 11,000 students and is continuing to grow.



The Situation

An employee at a restaurant on the APSU campus received several prank calls throughout the day. Around 4:30pm, the employee received another call where a bomb threat was made. The employee immediately alerted campus police. APSU needed to quickly and effectively inform students, faculty, and staff of the incident and maintain campus safety.



The Solution

APSU used the LiveSafe Mobile Platform's broadcast functionality to alert the community of the situation through a message sent to each user via the LiveSafe mobile app, email, and text message. This quickly and effectively ensured that all community members were aware of the incident and avoided the area of the threat.



The Result

Once the affected area was thoroughly investigated by law enforcement, APSU issued an "All Clear" through the LiveSafe Mobile Platform. Using LiveSafe, APSU was able to maintain real-time threat awareness and to keep students, faculty, and staff informed and safe.

"LiveSafe has provided our university with another avenue of two-way communication in a platform that is preferable to our younger population."

- Michael Kasitz, Assistant Vice President for Public Safety