



# CrisisGo Client Story: Long Branch Public Schools

## Improved Mass Communication and Emergency Alerting

### About The Client



**Long Branch  
Public Schools**  
540 Broadway  
Long Branch, NJ 07740  
[www.longbranch.k12.nj.us](http://www.longbranch.k12.nj.us)

**Customer Since:** 2016

"The greatest attribute of CrisisGo is the fact that everybody, and I can't stress that enough, from the superintendent to a cook in a kitchen or a groundsman, has the same authority, ability, and knowledge to activate an Alert to save lives."

**Walter J. O'Neill, Jr.**  
*School Safety Specialist &  
Security Manager  
Long Branch  
Public Schools*

### Challenges Faced

Long Branch Public Schools has 11 sites in their district, which created a challenge for communicating with each site at the same time.

Long Branch utilized cell phone calls, two-way radios, emails, and even a special emergency channel on their radios, but none of those communication methods met their safety needs.

### Proposed Solution

Long Branch administrators were drawn to CrisisGo for the ability to mass-communicate with all their buildings and staff at one time. They first learned about CrisisGo through a superintendents conference, and after some research, they realized CrisisGo would meet their school safety needs.

By using CrisisGo for their safety communication, Long Branch was able to:

- Grant every staff member the ability to send an emergency alert.
- Utilize a mass-communication system to stay connected with all their school buildings.
- Provide a desktop safety app for staff members without smartphones.

### Outcomes

Long Branch Public Schools found that not only did the mass-communication capabilities of CrisisGo strengthen their school safety, they also valued the ability for each staff member to alert others to an emergency.

According to Walter J. O'Neill, Jr. School Safety Specialist and Security Manager for Long Branch, they've successfully used CrisisGo to respond to incidents, including a potential kidnapping that was averted and a lockdown in response to a shooting that occurred near the campus.

O'Neill stated, "The biggest improvement, I think, that we have now is that every single employee, regardless of their title, their education, or their position has the same authority, ability, and knowledge to save lives."