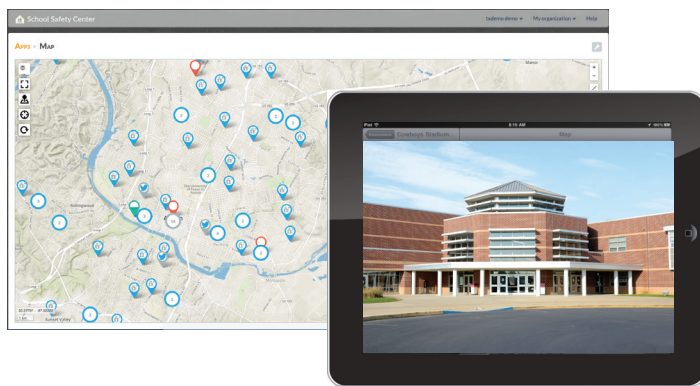# Haystax **School Safety Center**

Haystax software helps school districts identify and continuously analyze potential school-related threats, report and monitor incidents, conduct safety assessments and maintain critical campus data and imagery. Our secure online platform is accessible to all stakeholders from school administrators to public safety agencies, providing a common operational picture of the school security environment and seamless coordination during a crisis.

School Safety Challenges

The US is home to more than 130,000 public, private and charter schools, serving approximately 55 million students from kindergarten through the 12th grade. While the vast majority offer safe, secure environments in which children can learn and develop, no school is immune to threats and risks.

Among the most serious school-based threats are active-shooter incidents, gang- and drug-related violence, bomb threats and vehicular and hazardous-materials accidents, plus a broad range of natural hazards from floods to earthquakes to hurricanes.

Students, parents and communities expect their school leaders to work with local law enforcement and public safety agencies to prepare for, respond to and recover from these and other kinds of emergencies. With jurisdictional authority spread across some 15,000 US school districts – many of them operating under significant budgetary pressures – this is a complex challenge. To succeed, all stakeholders must work collaboratively, implementing consistent crisis management best practices while accommodating differences in campus size, geography and demographics.

Haystax offers an integrated 'ecosystem' of web-based school safety software tools and mobile apps that adhere to commonly accepted risk and incident management standards while reflecting the unique characteristics of the school environment. Our School Safety Center, built on expertise gained during more than 15 years of developing analytic software and services for the defense, intelligence and homeland security communities, is currently operating in several states and is ready for immediate deployment at the district, regional or state level anywhere in the US.

Creating a Safer School Environment

School safety engages a diverse group of stakeholders, including parents and students; school staff and district administrators; law enforcement and public safety officials; and community leaders, government executives and legislators.

Collectively they must confront a wide array of school safety challenges, among them:

• There is no cost-effective way to keep up with the increasing volume of threat activity taking place on social networks and other digital media;

• Reporting and monitoring incidents across the full spectrum of threats and natural hazards is piecemeal and scattered, and there is no standardized way to quickly share alerts with the many jurisdictions and agencies that have security responsibilities;

• Assessing threats and vulnerabilities at each school is a time-consuming process, and the data collected is rarely analytically useful;
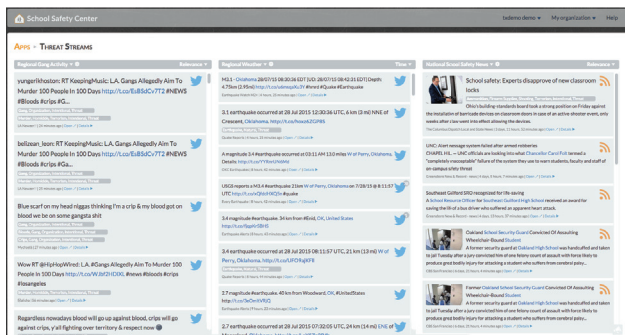
Haystax **School Safety Center**

- Detailed data and contact information on each school facility is lacking, and critical documents are often scattered across multiple computer networks – or even available only in printed form.

The Haystax School Safety Center helps schools overcome these and other challenges by integrating critical threat and school facility information into a single alerting and monitoring tool – available any time, any place, on any device – providing law enforcement leaders with up-to-the-minute security awareness. In addition, it enables district officials to compile detailed reports from the data, establishing a measurable, analytically sound foundation for their safety-related resourcing and planning decisions.

There are five tightly integrated applications, or 'apps,' in the School Safety Center ecosystem:

Threat Streams App: One critical aspect of an overarching school safety strategy is the ability to gain greater insight into potential threats to a school or district that may emerge on publicly available digital media – a challenging task given the huge volumes of data that are generated each hour.
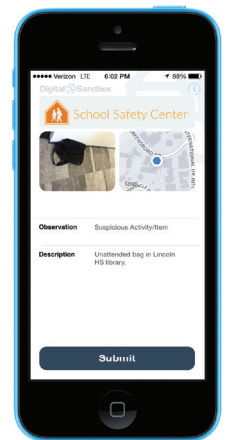
Our Threat Streams app continuously ingests Twitter and news/RSS feeds, analyzing and prioritizing the data using proprietary threat concepts as well as natural language processing and sentiment-analysis capabilities to pinpoint threat 'signals' and filter out unimportant noise. Users can create an unlimited number of individualized search concepts tailored around their school community's specific requirements, which can easily be viewed as channels on a feed display or on a digital map.

Incidents App: School security officers, district administrators, operations staff and other authorized users will be able to report and monitor suspicious activities or unexpected incidents with our Incidents app, thereby contributing to real-time situational awareness across their areas of responsibility. This tool comes with an integrated School Safety Reporter mobile app for instant reporting from the field. The mobile app, which works on iOS or Android devices, includes the ability to take photos and write descriptive text. With its simple drop-down menu, app users can submit alerts on a variety of activity types (e.g., gang activity, bullying, suspicious items), turning campus personnel into sensors and giving safety directors a far more detailed and comprehensive ground intelligence picture.

Additional features and capabilities of the Incidents app include:

- New incidents reported from other external sources such as radios also can be entered into the Incidents page;

- Social media posts and news/RSS alerts generated by the Threat Streams app can be automatically logged as incidents with the click of a mouse;

- All incident alerts are geo-coded and time-stamped, and can be prioritized by level of severity and assigned a status (e.g., New, In Progress, Closed).
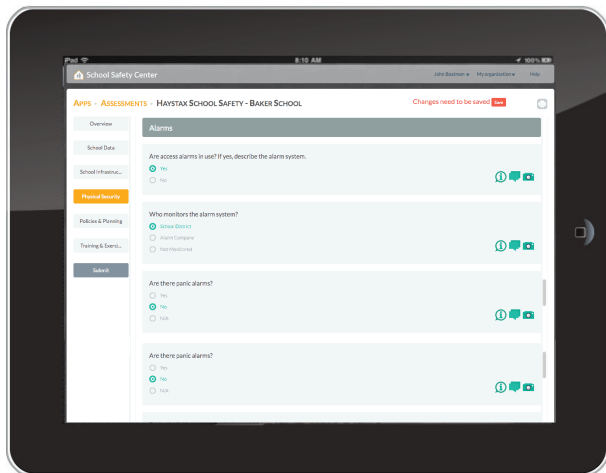

Incidents are viewable on a map or in a newsfeed-style screen view. Aggregated incident reports can be generated periodically and delivered to district staff and leadership – sorted or filtered by type, severity level, date and more – enabling them to discover trends and analyze patterns of incident activity across all their campuses over time.
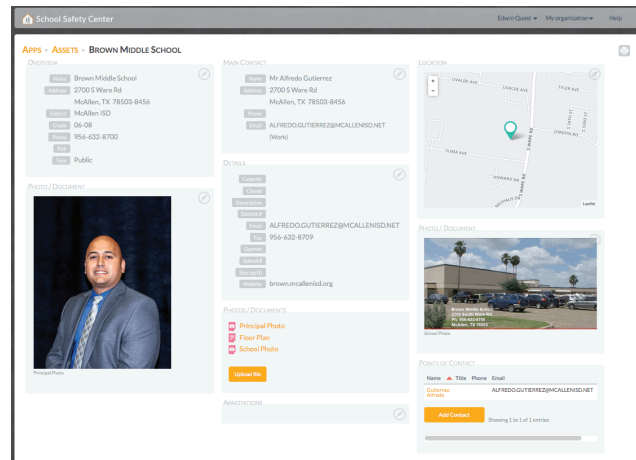
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Assessments App: Haystax personnel have decades of experience designing and conducting field assessments of critical infrastructure, and we have brought this expertise to our Assessments app. The School Safety Center comes bundled with the company's standard-setting school safety assessment form, which enables users to capture critical information on school threats, vulnerabilities, security equipment, safety policies, training drills and much more. In place of our standard assessment, Haystax also can configure a custom safety audit or assessment template of any length and structure.

With our app, assessors can conduct an online field assessment on each school in a district or state, eliminating 'pen-and-paper' audits and binders that sit unread on a shelf. With assessment data now reported electronically, decision-makers can easily aggregate and analyze this information to identify the appropriate personnel, equipment and training resources needed to close security gaps and improve crisis preparedness and response planning.
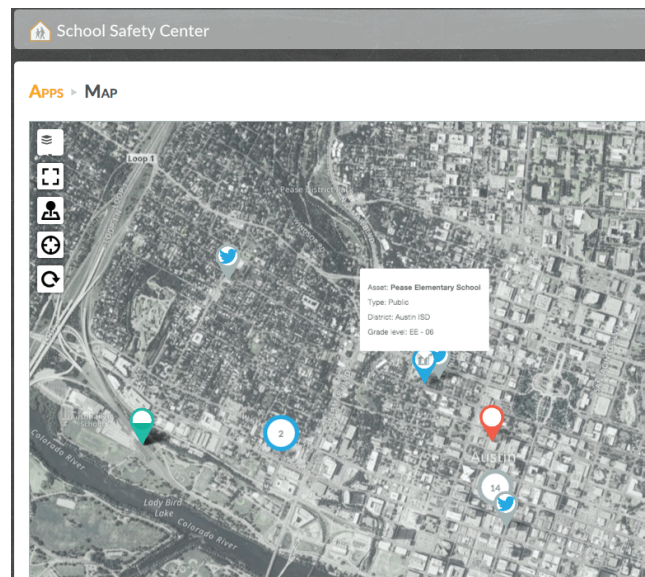

Assets App: The Assets app is essentially an online catalog of master data about individual campus facilities and personnel plus critical documents that need to be close at hand in the event of an emergency. First responders and school staff now have a single place for accessing school emergency plans, site maps and floor plans; personnel and facility photos; key contact information and other critical data. And because each school is tagged with latitude and longitude data, it can be precisely geo-located on a map.

Map App: All data gathered and stored in the Threat Streams, Incidents, Assessments and Assets apps can be viewed as data layers in the Map app in a variety of terrain and satellite image viewing configurations. This allows for greater context and situational awareness when, for example, asset data is combined with incident alerts and social media posts. The result is a true early-warning system that allows responders to make faster decisions and get ahead of a situation before it can escalate.

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Features and Benefits

- Static and dynamic data, including news and digital media posts, can be viewed in a single integrated environment such as a map or a data feed, providing greater contextual awareness;

- Fully integrated mobile apps simplify incident reporting and field information collection;

- Users can easily enter and update their own school data and import a wide variety of existing documents and images, so that all critical information is in one place;

- Automated reporting tools make it easy to share information within and across jurisdictions;

- Robust permissions model protects sensitive data by clearly defining individual user access and roles;

- Secure 'anytime/anywhere' accessibility;

- Cloud-based platform is scalable from local to regional to national levels.

About Haystax

Haystax Technology has built its reputation on providing world-class software products for direct use by individuals in the agencies charged with protecting our communities. Around the country, Haystax customers store over 100,000 infrastructure assets and related data on incidents and scheduled events in secure online portals. They use the company's online and mobile tools to report incidents; conduct site assessments and compile other data about infrastructure assets; identify critical threats and hazards; and continuously analyze risk to their jurisdictions from crime, terrorism and natural hazards.

School Safety Center Deployments

- Haystax won a contract from the ***Florida Department of Education*** (FLDOE) to configure and deliver an online safety assessment tool that all public schools in the state can access. The assessment tool includes a rollup report generating function, so that key data can be extracted from the assessments and compiled into district- and state-level reports.

- The ***Los Angeles School Police Department*** is deploying the company's Mobile Assessor app with its field teams to assess the safety of its 2,000 schools, and will soon deploy a mobile incident-reporting app to the district's police officers and school staff.

- Public school districts in ***Indiana*** and ***Texas*** have deployed the School Safety Center in live threat situations, and also have gained a detailed understanding of the safety environment at each school campus through the use of the Assessments app. According to the Chief of Homeland Security for the City of Indianapolis, "Haystax's School Safety solution allows us to partner with school officials to make our schools safer."

schoolsafety.haystax.com

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