



 WHITE PAPER

Bringing Your Campus Back to Life

HOW TECH-LED INNOVATION
CAN SUPPORT A SAFER CAMPUS



Now is the time to consider, propose, and fund safety initiatives.

The pandemic has shown that without a safe learning environment, colleges and universities cannot deliver on their institutional mission. The statistics tell a grim story:

- + Mental health across the country has been severely impacted, with an 11% increase in symptoms of depression and 75% of college students are dealing with higher levels of anxiety, depression and stress.
- + Undergraduate enrollment fell 2.5% for fall 2020.
- + Financial losses across higher education institutions are estimated at \$183 billion.

Luckily, the Fall 2021 semester is projected to be, if not totally “normal,” then far closer to normal than the previous school year in regards to in-person instruction and campus life. One significant difference is that safety will be top of mind for students, families, staff, and faculty in a new way. Many of the safety concerns that existed before the pandemic will now return, with new threats emerging. Now is the time to consider, propose, and fund safety initiatives. No one could have predicted the pandemic, but now your community wants to know: are you prioritizing safety?

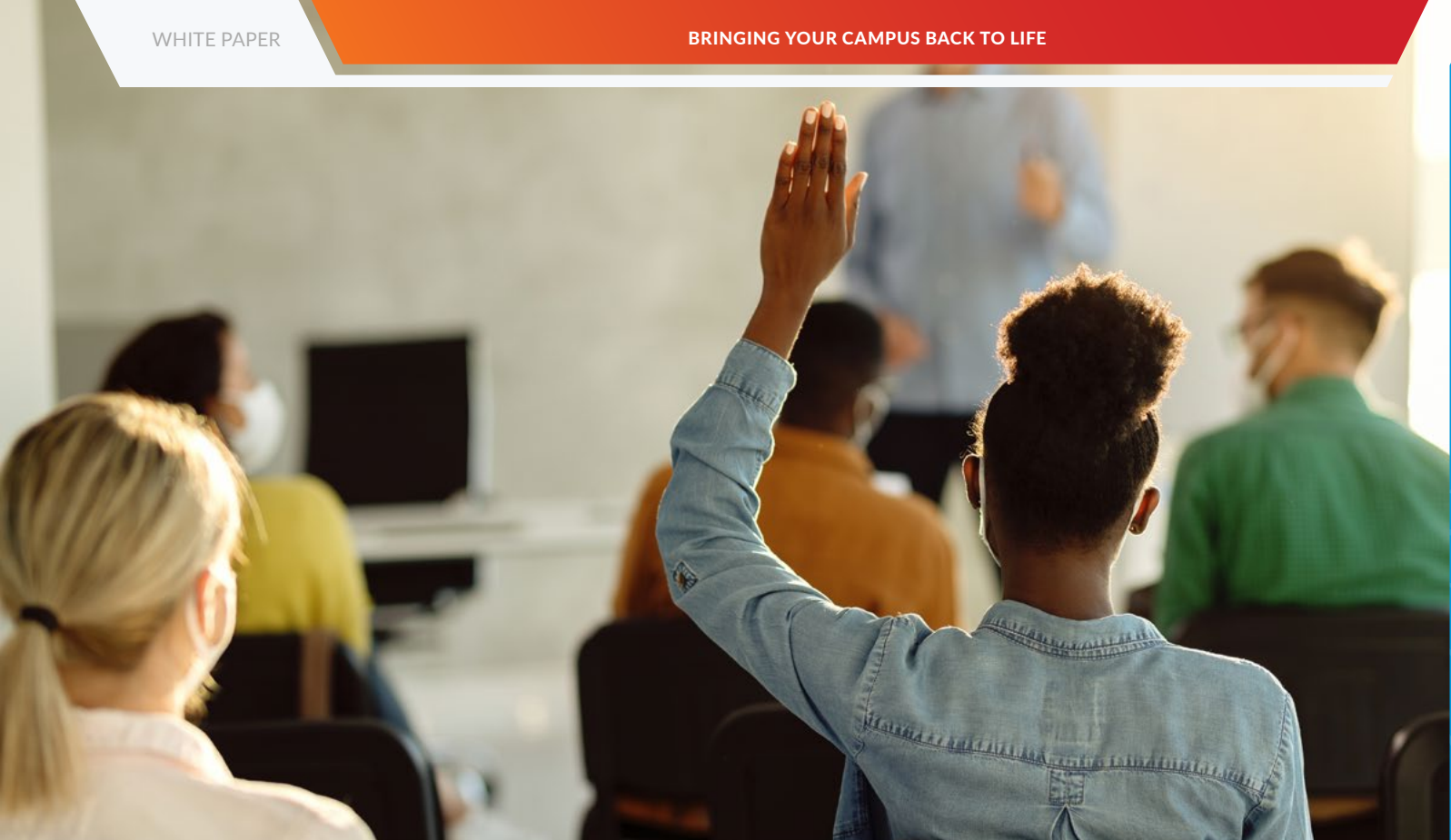
Evaluate the following safety and security considerations, along with functional capabilities that provide strategic improvement. If your institution is deficient in any area, consider seeking a solution in advance of the Fall 2021 return to campus.

Do you understand threats to your campus?

THREATS FROM OUTSIDE

Safety and security must be front of mind for university and college officials. Not only is it important to address threats on campus, but also those that originate outside of campus. Leveraging modern innovative technology with actionable risk intelligence creates a more connected campus with real-time situational awareness for your entire community. Failure to obtain risk intelligence around or near campuses that are spread throughout a city, state, country or internationally can have an impact on your duty to protect students, faculty, staff, and visitors from potential threats.

Many critical events can occur outside of campus from severe weather, wildfires, earthquakes, biological disasters, and even active shooter incidents. All of these event types can affect on-campus operations, but what’s important



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is how that raw information is collected and used prior to it becoming a critical event. Turning this information into actionable risk intelligence will support key decisions and any effects it will have to your campus community. Risk intelligence is the foundation for automatically triggering your workflows and processes for a critical event.

- + Risk intelligence is received, empowering decision-makers and operators to act.
- + Public safety and security personnel are notified of a possible threat and identify the potential impact to campus operations.
- + A critical event is triggered, initiating alert notifications to stakeholders and launching standard operating procedures and tasks lists.

THREATS FROM INSIDE

Universities and colleges are like small cities with their own infrastructure and assets that support campus operations. A robust security system can help your university or college prepare and respond to threats on campus to minimize operational disruptions and keep students, faculty, staff, and visitors safe. Creating real-time situational awareness with rapid actionable insights from a single pane of glass is the key to ensuring a resilient campus. Centralizing systems such as panic alarms, CCTV, security lighting systems, student databases, and access control systems provides security with a full common operating picture when a student is in danger of a potential threat.



Ideally, the data entry portion of this reporting utilizes a digitized format with dropdowns for information such as date, location, and incident type, and can be entered on a mobile device.

Whether a single campus or multiple campuses in various geographical locations, disparate systems can make it difficult when trying to obtain that common operating picture during sporting events, political events, major institutional events, ceremonies, and other campus activities. It is essential to be prepared for any type of event on campus, whether planned or unplanned. It is also important to have the ability to respond, adapt, recover, and gather lessons learned from events as they happen.

Can you respond quickly?

NOTIFICATIONS

When most college and university safety officers think of mass notification capabilities, they immediately think of the Clery Act due to the compliance statutes around Emergency Alerts and Timely Warnings. The law aims to foster campus safety, but in practice it is often looked at as a bureaucratic task that is disconnected from real safety benefits. Automation can simplify compliance while improving communication, so your school is following both the 'letter' and the 'spirit' of the law.

The Clery Act requires that Campus Security Authorities (CSAs) report all crimes that are reported to them. CSAs can be employees, contractors, or students. CSA reporting should be standardized as much as possible. Ideally, the data entry portion of this reporting utilizes a digitized format with dropdowns for information such as date, location, and incident type, and can be entered on a



mobile device. This CSA report can then feed directly into a mass notification system so no additional transcribing will need to take place if a greater communication is needed. In fact, standardized digital forms can be used to determine if an incident justifies an Emergency Alert or a Timely Warning as defined by the Clery statute. By automating this data entry step, an institution can ensure consistency, reduce errors, and maintain compliance.

RESPONSE

Digital transformation has accelerated during the COVID-19 pandemic and some institutions fared better than others. There were many obstacles that impacted operations to include the safety and well-being of the campus community. As technology evolves and safety remains a high priority, plans and strategies continue to alter to better orchestrate response. Though remote learning was in high demand throughout the past year, a real campus experience will never be displaced by pure online learning. It's never been more important to initiate a smart campus than now for greater security and safety for students, faculty, staff and visitors.

Challenges remain as campuses return to normal, including staying in command of operations with different types of emerging technologies, such as gun detection, device activation, access control, video analytics and much more. Centralizing disparate systems will create a simple common operating platform to improve situational awareness when protecting the campus community, facilities, and assets. Automation will help trigger alert notifications and task lists from various workflows minimizing the time to respond from paper processes. Replacing old systems can be costly, but effectively integrating systems into a single pane of glass actually lowers costs, maximizes the use of existing technologies, and increases value over time.

While there were challenges for higher education before the COVID-19 pandemic, plans continue to be tested. The need to build a more resilient campus not only starts with understanding the most vulnerable threats to your community but preparing to respond with an all-hazards approach. As we have seen throughout the COVID-19 pandemic and previous critical events, the importance of a unified response with multiple stakeholders starts with clear communication and adherence to standard operating procedures.

Many critical events can lead to unpredictable or cascading impacts. But centralizing plans, communications, task lists and interactive dashboards through a common operating platform and accompanying mobile application accelerates response times. A single platform that brings all stakeholders together to include public safety, facility management, information technology, human resources, student and academic affairs, executives and other members of the team, helps improve information sharing and team collaboration. Orchestrating



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response through digital transformation and innovation gives higher educational institutions the power to keep the entire campus community safe from all different threats and hazards.

While maintaining command and control, you can quickly execute your standard operating procedures with digitized plans to ensure all internal and external stakeholders can easily locate and manage plans to follow an all-hazards approach. Digitizing task lists ensures objectives are identified and tracked, while stakeholders are notified of any areas needing resources to maintain response and recovery operations. Easily address any situational changes or impacts throughout an event by assessing damage, sharing incident event photos, and collaborating with interactive dashboards and chat capabilities.

As students return to campus to attend classes, major social events, and athletic events, it is the responsibility of the higher educational institution to ensure student safety. However, not only should the safety of students be a top priority but also faculty, staff, and visitors. When a threatening event occurs, an SOS button on a mobile device can quickly deliver vital information to authorities including the location, audio, and video via a mobile application. Automatically send multi-modal alerts to people entering a geo-fenced area to spread situational awareness for an active event or threat. Providing your campus with the tools needed to be safe will also expand your public safety departments community reach and be better informed.

Are you fostering positive cyber behavior to protect our online networks?

CYBER HYGIENE

The Federal Bureau of Investigation (FBI) warned higher educational institutions that cyberattacks continue to rise as cybercriminals use ransomware to access IT networks. The amount of sensitive data that universities and colleges collect has increased over the past year and attacks are causing significant financial losses. Ransomware attacks on universities increased 100% from 2019 to 2020, costing an institution \$447,000 on average. The key to better promote cybersecurity best practices is through effectively engaging with the campus community. However, too much communication can be overwhelming with unreliable and time-consuming emails. Small wonder that 32% of phishing, hacking and malware cyber security incidents are due to human error. How can you effectively ensure that key messages are received to better educate the community?

When creating an effective security awareness program for the campus community, it is important to focus on the issues that are most likely to happen or those with the biggest risk by educating, driving action and tracking results. Whether informing employees how they can protect themselves, developing headlines that are compelling and grab attention, or using past security breaches as learning examples, the way these messages are shared matters.

Moving away from traditional email notifications to other methods of alerting such as desktop alerting, screensavers, newsletters, lock screens, wallpapers and more will increase awareness for campus communities when it comes to fostering positive cyber behavior. Informing the community of a critical cyberattack or providing relevant and engaging educational information by using various modalities improves how messages are shared with a single platform. Time is of the essence when a cyber security incident occurs. Notifying the campus community immediately not only provides situational awareness but will also reduce calls to your IT helpdesk allowing staff to focus on putting efforts towards a resolution.



Let's Talk

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