Blackboard transact™

Campus Safety & Security Playbook

Learn how to create a unified security system: useful facts, tips, examples, and best practices you can use to develop a comprehensive security system that encompasses networked physical building access, security cameras, and alert systems to provide a blanket of assurance across campus.

In This Playbook

Securing Your Campus Has Never Been More Crucial

The security of students, faculty, staff, and visitors has always been of utmost concern for the nation's educational institutions, but recent tragedies and campus emergencies have prompted an undeniable sense of urgency for institutions to implement a unified, centralized security system that touches all corners of a campus.

Safety and security are leading polls of parents and students as one of the primary issues important to their decision to attend—and remain at—institutions.

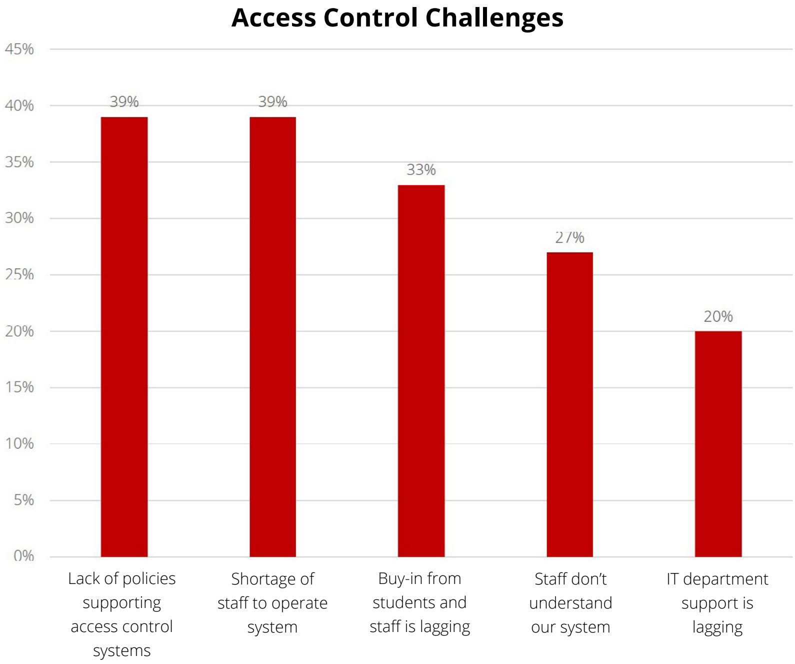
Use the information in this playbook to understand the core issues, learn best practices for developing both a plan and a corresponding system to achieve that plan, and for establishing real coordination and methodologies across campus for reaching your desired campus unified security state.

Safety and security are leading polls of parents and students as one of the primary issues important to their decision to attend—and remain at—institutions. 75% of parents of high school and college students believe that the safety of the campus is an important factor in choosing a college.[1]

Top Physical Access Control Challenges

When asked about their top challenges with physical access control, outside of budget constraints, respondents of a Campus Safety magazine said their highest-priority challenges are:[2]

› Lack of policies supporting access control systems (39%)
› Shortage of staff to operate system (39%)
› Buy-in from students and staff is lagging (33%)
› Staff don't understand our system (27%)
› IT department support is lagging (20%)



Gray, R. (2015). "Campus Access Control Survey: Policies, Staffing & Lack of Buy-In Pose Biggest Problems." Campus Safety Magazine, 30-31.

Additionally, institutions have other concerns about their safety readiness according to the survey:[2]

› 66% of respondents lack a visitor management system or struggle with outdated equipment
› Only 23% can lock down 75% or more of their campus
› Only 36% can lock down their campus in 5 minutes or less
› 86% cite "open" campus layouts as the biggest hurdle to controlling access or locking down campuses
› 57% lack integration with other public safety systems
› 57% view design or placement of windows as a security vulnerability
› 67% struggle to track and manage keys
› 64% say that lack of training on access control policies or failure to follow policies by students and staff is a problem
› Students propping doors open was continually mentioned by respondents as an area of concern

Following the Higher Education Act (HEA) Rules

Congress enacted the Jeanne Cleary Disclosure of Campus Security Policy and Campus Crime Statistics Act (Clery Act) in 1990 (Title II of Public Law 101-542), which amended the Higher Education Act (HEA) of 1965. This act required all postsecondary institutions participating in HEA's Title IV student financial assistance programs to disclose campus crime statistics and security information. On Aug. 14, 2008, the Higher Education Opportunity Act or HEOA (Public Law 110-315) reauthorized and expanded the HEA of 1965 to include specific requirements in three categories based on the configuration of an institution.

Clery Act Crime Statistics

Clery Act crime statistics (criminal homicide, sexual offenses, robbery, aggravated assault, burglary, arson, motor vehicle theft, and arrests) and security-related policy requirements are a requirement of every institution.

- Collect, classify, and count crime reports and crime statistics.
- Issue campus alerts. To provide the campus community with information necessary to make informed decisions about their health and safety, you must issue a timely warning for any Clery Act crime that represents an ongoing threat to the safety of students or employees. You must also issue an emergency notification upon the confirmation of a significant emergency or dangerous situation involving an immediate threat to the health or safety of students or employees occurring on the campus.
- Publish an annual security report containing policy statements and crime statistics and distribute it to all current students and employees. Schools also must inform prospective students and employees about the availability of the report.
- Submit crime statistics to the Federal Department of Education (ED). In the Fall of each year you must participate in a Web-based data collection to disclose crime statistics by type, location, and year.

Daily Crime Log

If your institution maintains a campus police or security department, you must keep an additional, daily Clery crime log of alleged criminal incidents. The log must be open to public inspection.

Missing Student & Fire Safety Procedures

In addition, if your institution has any on-campus student housing facilities, you must disclose missing student notification procedures that pertain to students residing in those facilities. You must also disclose fire safety information related to those facilities.

- Keep a fire log that is open to public inspection.
- Publish an annual fire safety report containing policy statements as well as fire statistics associated with each on-campus student housing facility, including number of fires, causes, injuries, deaths, and property damage. Schools also must inform prospective students and employees about the availability of the report.
- Submit fire statistics to ED each fall in the Web-based data collection.

Why Institutions Need a Unified Campus Security System

Managing an open campus environment is no easy task. As evidenced by the tragic events of the last number of years, it's become increasingly clear that such environments are prone to wrongdoing across a number of different crimes. To immediately identify and thwart these problems, many schools are implementing unified campus security systems that include elements like annual security staff training, equipment assessments, record-keeping audits, technology, software, and centralized communication.

Campus Security is an Important and Complex Issue for Schools, Parents, and Students Alike

Campus safety ranks high among parents and students as an issue of concern. 75% of parents of high school and college students believe the safety of the campus is an important factor in choosing a college. Safety ranks higher among parents than even academic quality.[1] This presents key challenges for security officers who have to manage an open campus environment. Anyone can come and go on campus, and it is very difficult to monitor and maintain a good sense of order.

It Takes Significant Coordination and Planning to Mitigate The Risks

Security personnel and campus police may be a central point, but there's a significant need to come up with a plan, policies, and procedures that allow them to respond in conjunction with other departments. It's necessary to put the emergency response, crowd monitoring, and other plans in place to address critical areas. This can be a daunting task in some cases. A panel that meets on a quarterly basis (at minimum) is a good starting point. Rotate leaders on the panel to ensure critical team members stay involved and in the know.

Tools To Help Ease the Process Are Abundant—Need to be Assessed, Implemented, & Integrated

Audit trails and access control, remote video surveillance, iPhone and iPad apps (that allow police to watch activity from their cruisers or students to contact campus security with ease, for example), and other tools to create a safer environment on campus are all available but you need to ensure they can be integrated for maximum effectiveness.

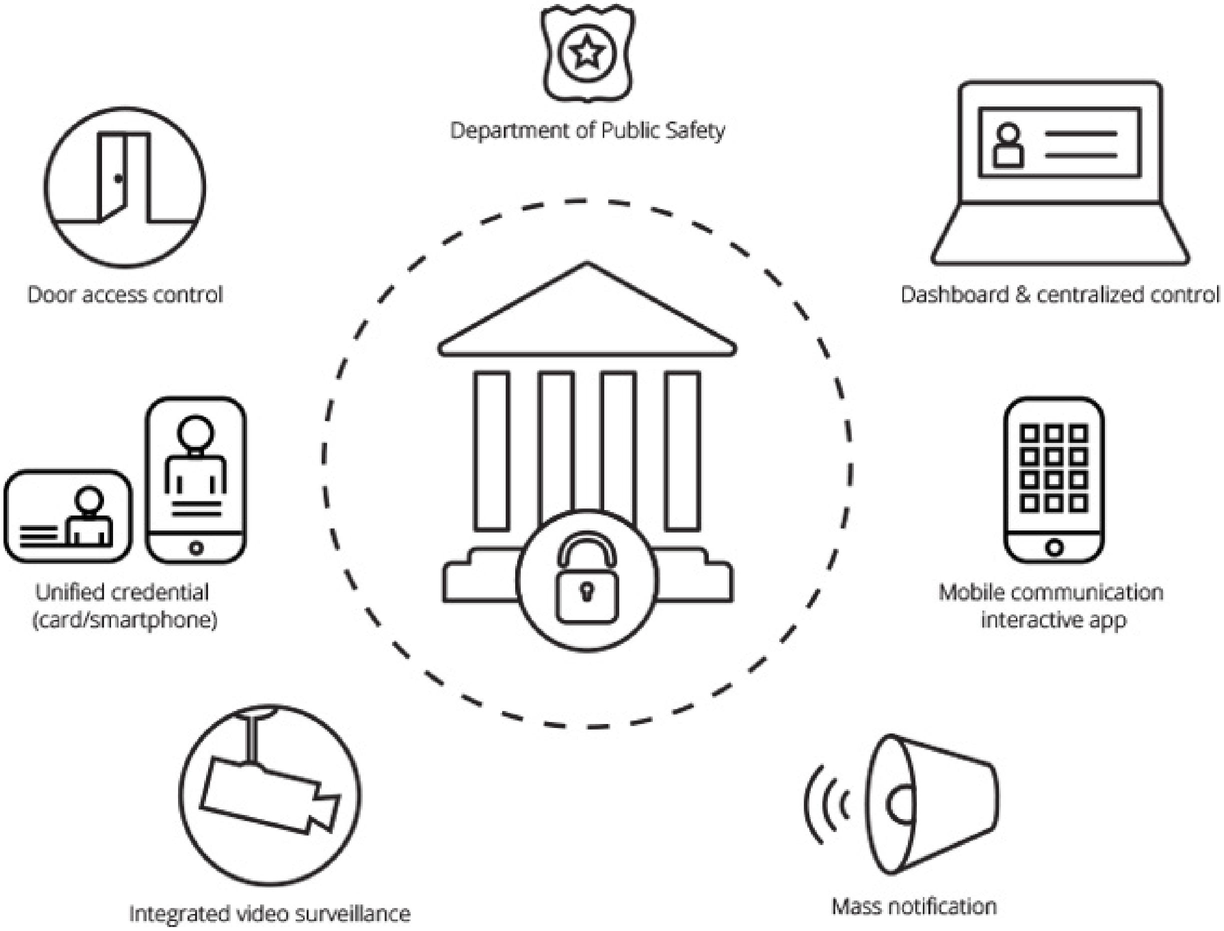
These tools should be implemented with the goal of a unified system across campus. Blackboard Transact, for example, combines three systems into one (campus photo ID credentials (cards/mobile), video surveillance, and door access control) that can "talk" to each other. This creates continuity of evidence across the unified setup and is particularly useful in a court of law, should prosecution be warranted. When they're working together, these elements go a long way toward developing a unified system that can be relied upon on a daily basis, and in the event of a crisis.

Additional Value Institutions Derive

The biggest benefit your institution gains from a unified security system is the ability to answer the number one question parents ask when they come on campus: "How safe is my child going to be here?" If you can show them the tools you are using—including the access control readers and technology, the secure photo IDs everyone is carrying, the video surveillance cameras and monitoring in place, and so forth—you'll have recurring enrollment.

When student and administration safety, fast lockdowns, effective visitor management, digital surveillance, and dissemination of panic messages are tied with local law enforcement, the results are both measurable and impressive. The bottom line is this: The more secure a campus is, the safer the students will be and the better your recurring enrollments.

Unified Enterprise Security System



According to the Federal Bureau of Investigation (FBI), factors that motivated or triggered directed assaults on campus.[3]

- Related to an intimate relationship: 33.9%
- Retaliation for specific action(s): 13.7%
- Refused advances or obsession with the target: 10.1%
- Response to academic stress or failure: 10.1%
- Acquaintance/stranger-based sexual violence: 9.7%
- Psychotic actions: 7.9%
- Workplace dismissal/sanction: 6.2%
- Need to kill/specific victimology: 3.1%
- Draw attention to self/issue(s): 3.1%
- Bias related: 2.2%

Emergency Management for Higher Education

If budget cuts have made it difficult for you to introduce new technology-based security measures on campus, the Emergency Management for Higher Education (EMHE) grant program may help fill in some of those gaps. The program supports institution of higher education (IHE) projects designed to develop, or review and improve, and fully integrate campus-based all-hazards emergency management planning efforts.

The EMHE grant program provides funds to IHEs to establish or enhance an emergency management planning process that integrates the various components and departments of each IHE. The process focuses on reviewing, strengthening, and institutionalizing all-hazards emergency management plans; fosters partnerships with local and state community organizations; supports vulnerability assessments; encourages training and drilling on the emergency management plan across the community; and requires IHEs to develop a written plan for preventing violence on campus by assessing and addressing the mental health needs of students, faculty, and staff who may be at risk of causing campus violence by harming themselves or others.

EMHE grantees enhance IHE emergency management capacity in a wide number of areas under the four phases of emergency management. In addition to responding to all elements of the Absolute Priorities and other requirements, some key activities of EMHE grantees include:

- Garnering support from top leadership within the institution
- Training campus faculty, staff, and students in emergency management procedures
- Coordinating planning across all relevant components, offices, and departments of the campus as well as the local community
- Coordinating with local and state government emergency management efforts

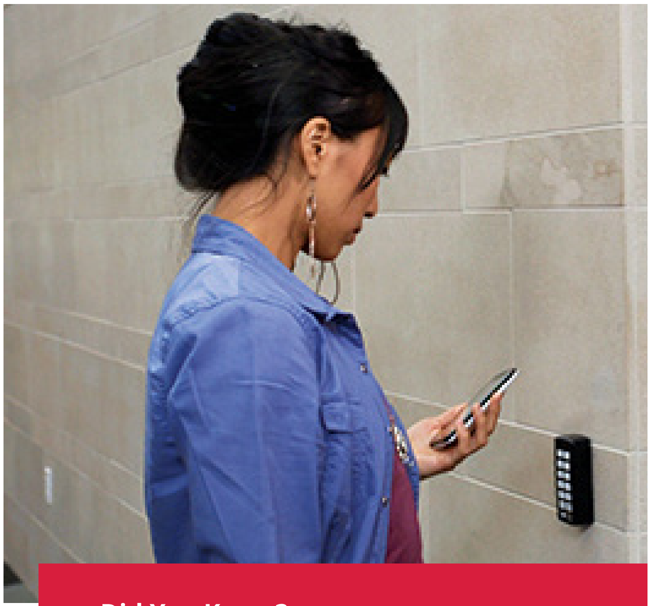
- Supporting the implementation of the National Incident Management System
- Pre-establishing roles for faculty, staff, students, and first responders
- Creating web-based emergency management portals for information sharing on campus
- Conducting drills and exercises with faculty, staff, students, and community partners
- Completing comprehensive vulnerability assessments of campus facilities
- Purchasing emergency equipment and technology necessary to improve overall campus safety and preparedness.[3]

Is Your Institution Braced for the Worst?

A unified, or integrated, security model is best described as a set of policies and procedures that have the endorsement and input of various departments on campus. Components of this approach include annual security staff training, equipment assessments, record-keeping audits, and centralized communication between different groups, which can reduce risk, limit liability, and help maintain business continuity across an institution.

In a unified security approach, campus security teams must not only have emergency response plans in place, but also have experience practicing what to do if the unthinkable occurs.

One way to enhance the value of these "practice" sessions is by holding mock campus security drills at least twice a year to prepare staff for emergency situations. Faculty and students can help the cause by role-playing, and outside evaluators can observe the trainings and offer suggestions on how to improve.



Did You Know?

- In 2013, 68,361 arrests were made on campus property.[4]
- One in five women and one in 16 men are the victims of attempted or completed rape while in college.[5]
- Stalking impacts women most during their college years, with 37.5% of victims experiencing stalking between the ages of 18 and 24.[6]
- In fatal crashes, the highest percentage of drunk drivers (33%) are college-aged.[7]

Equipment assessments are also effective. One college using such assessments decided after the exercise to increase the college's surveillance system by more than 350% to keep watch over dormitories and academic buildings, for example. Since then, the cameras have proven to be a big help to security personnel in resolving thefts and determining blame in fights.

These data show the reality of on-campus crimes and further prove the value of implementing a unified security system that can effectively identify potential problems and give security officers and police the tools and information they need to thwart such crimes.

5 Best Practices for a Unified Security Approach

The Major Cities Chiefs (MCC) and the Bureau of Justice Assistance (BJA) developed Campus Security Guidelines in an effort to make a genuine difference in how law enforcement prevents, prepares, responds to, and recovers from critical incidents on campus.[8]

1. Policies and Formal Agreements

Local and campus law enforcement agencies should have policies and formal agreements to define general and specific roles for all types of incident response. Policies assist local law enforcement in defining roles and enforcing a culture of respect and cooperation with campus public safety.

Memoranda of Understanding (MOU) should be developed to formalize responsibilities and protocol (i.e., an MOU on roles during critical incident response). MOUs should be tailored to the needs of individual campuses in the jurisdiction. Local law enforcement should work with campus public safety in determining what issues need to be addressed in the MOUs.

2. Coordination Plans

Local and campus law enforcement must coordinate with each other in order to be prepared to respond to critical incidents. Local law enforcement should designate a Campus Liaison Officer to serve as the primary point of contact with campus public safety.

Regularly-scheduled meetings, joint training, exercises, and patrols on campus must take place to promote cooperation and prepare for critical incident response Local law enforcement and campus public safety should coordinate in developing, reviewing, and implementing emergency response and business continuity plans.

3. Interoperable Communications

Local and campus law enforcement must find solutions to achieve interoperability. Local law enforcement should work with campus public safety to acquire equipment necessary for interoperable communications between the agencies.

Local and campus law enforcement should address the governance issues with interoperability (i.e., identify a coordinator for law enforcement communications). Campus public safety should be included in all planning sessions and exercises regarding interoperable communications in the region.

4. Potential Risks and Threats

Local and campus law enforcement should work together to improve information-sharing and threat assessments. Local and campus law enforcement should collaborate to address potential threats on and off campus.

Law enforcement must be allowed to share records with other departments to fully evaluate potential threats. Campus public safety must be included in area fusion centers and Joint Terrorism Task Forces as a means to share intelligence and information.

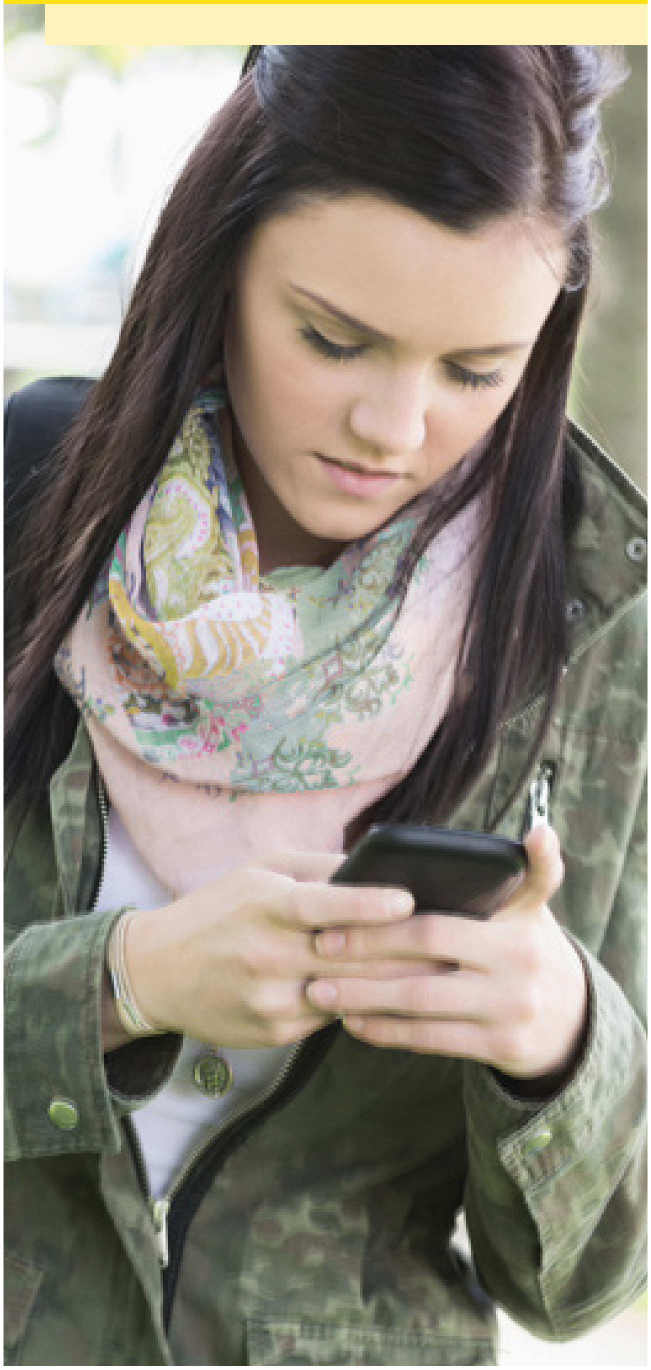
5. Media and Public Relations

Local and campus law enforcement should plan and practice joint media and the public relations scenarios, as perceptions of competency and coordination are paramount during a critical incident on campus.

Preparation and plans should be made to work with the media before, during, and after incidents. Messages released to the media should be coordinated between local law enforcement and campus public safety. Local and campus law enforcement should reach out to campus members to build trust and improve relationships.

Once these elements are in place, be sure to set up metrics and analytics to measure the success of the system on an ongoing basis—and to tweak it accordingly. Also, consider relying on a single vendor to centrally manage and maintain all aspects of the security platform and ensure consistency and effectiveness.

9 Emergency Alert System Tips



In their Campus Security Guidelines, the MCC and the BJA advise campuses to have multiple systems in place to alert students, faculty, and staff of critical incidents on campus.

And because students tend to be a tech-savvy group, they say it makes sense for college campuses to explore high-tech solutions.

Here are nine ways to ensure your institution's emergency alert system is reliable and effective.

1. Consult local law enforcement to acquire complementary alert systems.
2. Keep track of what types of alert systems are being used by the city, campuses, and other governmental organizations.
3. If possible, consider using a system similar to the type utilized by the city or other campuses in an effort to reduce costs and provide efficient alerts.
4. Encourage students, faculty, and community members to sign up for emergency alerts.
5. Explain the purpose of the alert system to students and faculty and consider an "opt-out" policy for mandatory alerts.
6. Local law enforcement should support campus public safety efforts to adopt an opt-out policy on campus.
7. Test alert systems periodically to ensure successful application.
8. Local and campus law enforcement should consider using the alert system during training (about once a semester).
9. Use the training to simulate an actual emergency and measure how long it takes emergency messages to be received compared to events taking place during a drill.

How Careful Planning Pays Off

According to IACLEA[9], there are 4,000 Title IV Institutions of Post-Secondary Education in the U.S. serving about 15 million students, and several million faculty, staff, and visitors each year. The nation's colleges and universities are responsible for $80 billion in federal research and provide support functions, such as super-conducting for multinational companies. Campus public safety agencies are charged with protecting the buildings and other assets of colleges and universities.

In Campus Public Safety Preparedness for Catastrophic Events, IACLEA says it's imperative to have up-to-date emergency operations plans that address all hazards and are exercised on a regular basis. During Hurricanes Katrina and Sandy, for example, many schools found themselves without adequate plans and were forced to adopt hastily planned responses.

Security managers should focus on the following key points when developing disaster preparation and recovery plans.

- Consider extending provisions for self-sufficiency in Emergency Operations Plans (EOP) to 7-10 days. Many campuses have emergency plans that call for 3 days of self-sufficiency. During hurricanes, this proved to be an insufficient time frame.
- Obtain the help of engineers when selecting shelter sites on campus; many seemingly "obvious" sites (such as sporting arenas) are not best for withstanding weather.
- Consider determining the Global Positioning System (GPS) locations of campus buildings, which may be helpful in the event local signs are destroyed. The State of Florida, for example, requires that trucks bringing in relief supplies be equipped with GPS, so that the trucks can be located in real time and drivers can receive directions in places without signs.
- Coordinate the campus EOP with those of surrounding agencies and entities and clarify in advance the criteria and protocols for use of campus facilities as shelter points.
- Resolve issues regarding legal authority over campus resources and operations before a critical incident occurs. This process should involve the college or university administration and legal counsel.
- Make agreements with other entities in your area. Campuses with pre-existing arrangements for buses, food, fuel, water, and IT functions had a generally faster response time and smoother recovery operations.

Your Unified Security System Implementation Checklist

□ Assess current systems, software, policies, and procedures.

□ Identify any gaps in current systems.

□ Get buy-in not only from the campus security department, but also from campus leadership and other stakeholders.

□ Create a technology checklist that outlines the tools and equipment necessary to help your school meet its security goals.

□ Work with local law enforcement to establish your campus system.

□ Turn to a single vendor to help fill in those gaps in a holistic manner.

□ Form a task force to do both the initial and ongoing system assessments.

□ Utilize metrics and analytics to measure the system's effectiveness, and then tweak your plan regularly to ensure campus-wide security policies and plans are effective.

□ Tap into resources like the Emergency Management for Higher Education (EMHE) grant program to fund your unified security approach.

□ Conduct regular drills and tests of the system to ensure maximum success during an emergency.

No institution of higher education can rely on one channel or tool to provide security across its vast campus. By taking a unified, holistic approach to one of the biggest concerns expressed by both students and parents, schools can not only shore up their security on campus and thwart crime, but they can also provide a safe, inviting atmosphere for existing and future students.

About Blackboard Transact

Blackboard's Security Solutions provide peace of mind for everyone. Through campus-wide video surveillance, door and event access control, comprehensive monitoring, and urgent notification capabilities, create a more secure experience for your students by controlling access to campus buildings and events, monitoring live or recorded campus video from anywhere on or off campus, and reaching out to your entire community instantly via text, email, or phone.

[1] Youngblood, Jillian. (Jan. 9, 2015). "Report: What Do Parents Want from Colleges?" Noodle.com. Retrieved from https://www.noodle.com/articles/report-what-do-parents-want-from-colleges.

[2] Gray, R. (2015). "Campus Access Control Survey: Policies, Staffing & Lack of Buy-In Pose Biggest Problems." Campus Safety Magazine, 30-31.

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[6] Breiding, Matthew J. et. al. (Sept. 5, 2014). "Prevalence and Characteristics of Sexual Violence, Stalking, and Intimate Partner Violence Victimization – National Intimate Partner and Sexual Violence Survey, United States, 2011." Centers for Disease Control and Prevention Morbidity and Mortality Weekly Report. Retrieved from http://www.cdc.gov/mmwr/preview/mmwrhtml/ss6308a1.htm?s_cid=ss6308a1_w.

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