

# ARE YOU PREPARED FOR A CRISIS?

## Crisis Readiness & Emergency Plan



**PRESENTED BY:**

Chris DeJuneas, Senior Applications Engineer – SchoolDude

[Chris.dejuneas@schooldude.com](mailto:Chris.dejuneas@schooldude.com)

2/3/15

# Presenter Background

- ▶ **Chris DeJuneas**, Applications Engineer - [chris.dejuneas@schooldude.com](mailto:chris.dejuneas@schooldude.com)
- ▶ Since 2008, Chris has worked in the Software as a Service (SaaS) industry and joined SchoolDude in early 2014. He has worked in the educational operations management industry for almost a year now. As an Applications Engineer at SchoolDude, Chris conducts product demonstrations for clients, consultations with partners, researches product ideas and needs, moderates online professional development seminars on a variety of operational management topics.





# SchoolDude's relationship with RMA



**Megan Rowley**  
*Marketing Relationship Specialist,*  
SchoolDude

- ▶ Megan Rowley is a Partner Relationship Marketing Specialist with SchoolDude. In her current role she is responsible for managing partner relationships and SchoolDude's presence at tradeshow and conferences. Prior to SchoolDude Megan has worked within the IT and SaaS field for seven years in both sales and marketing.
- ▶ [megan.rowley@schooldude.com](mailto:megan.rowley@schooldude.com)  
p (919) 459-3175

SCHOOLDUDE IS THE #1 CLOUD SOFTWARE  
DESIGNED SPECIFICALLY FOR EDUCATION

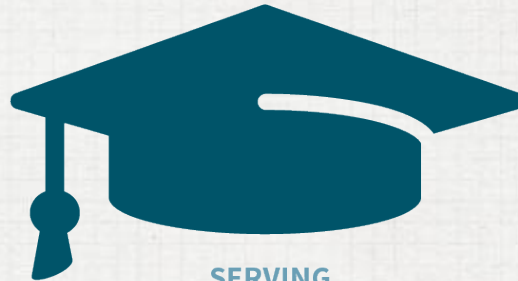
4,300



SERVING

PUBLIC K-12 SCHOOL DISTRICTS

850



SERVING

COLLEGES & UNIVERSITIES

575



SERVING

INDEPENDENT & PRIVATE SCHOOLS



## MAINTENANCE MANAGEMENT

### MAINTENANCE DIRECT™



Facility Work Management

### PM DIRECT™

Preventive Maintenance Schedules

### INVENTORY DIRECT™



Supply Management

### CAPITALFORECAST DIRECT™

Future Facility Needs

### CRITICAL ALARM AUTOMATION™

BAS/BMS Work Integration



## ENERGY MANAGEMENT

### UTILITY DIRECT™

Utility Usage/Cost Analysis

### CONSERVE DIRECT™

Conservation Programs



## FACILITY USAGE

### FS DIRECT™



Event Schedules Management

### FS AUTOMATION™

BAS/BMS Scheduling Integration

### COMMUNITY USE™



Public Organization Calendar

### TRIP DIRECT™

Athletic/Field/Staff Trips



**MYSCHOOLBUILDING**  
Central Portal for Requests



## TECHNOLOGY MANAGEMENT

### IT DIRECT™



Technology Work Management

### ITAM DIRECT™

Technology Asset Management



## SECURITY MANAGEMENT

### CRISIS MANAGER™

Mobile Safety Platform



### SCHOOLDUDE UNIVERSITY™

Annual Users Conference

### MYSCHOOLDUDE DATA & KPI DASHBOARD™

Benchmarks to Measure Success

### SCHOOLDUDE COMMUNITY™

Connect with 1-million Peers - Free



A teacher with blonde hair is sitting on the floor, smiling and holding a globe. She is surrounded by a group of diverse students, including a boy on the left, a girl with long dark hair, a girl with curly hair, a girl with pigtails, a girl with blonde hair, a boy, and a girl on the right. They are all looking at the teacher. The background is a library with bookshelves filled with books.

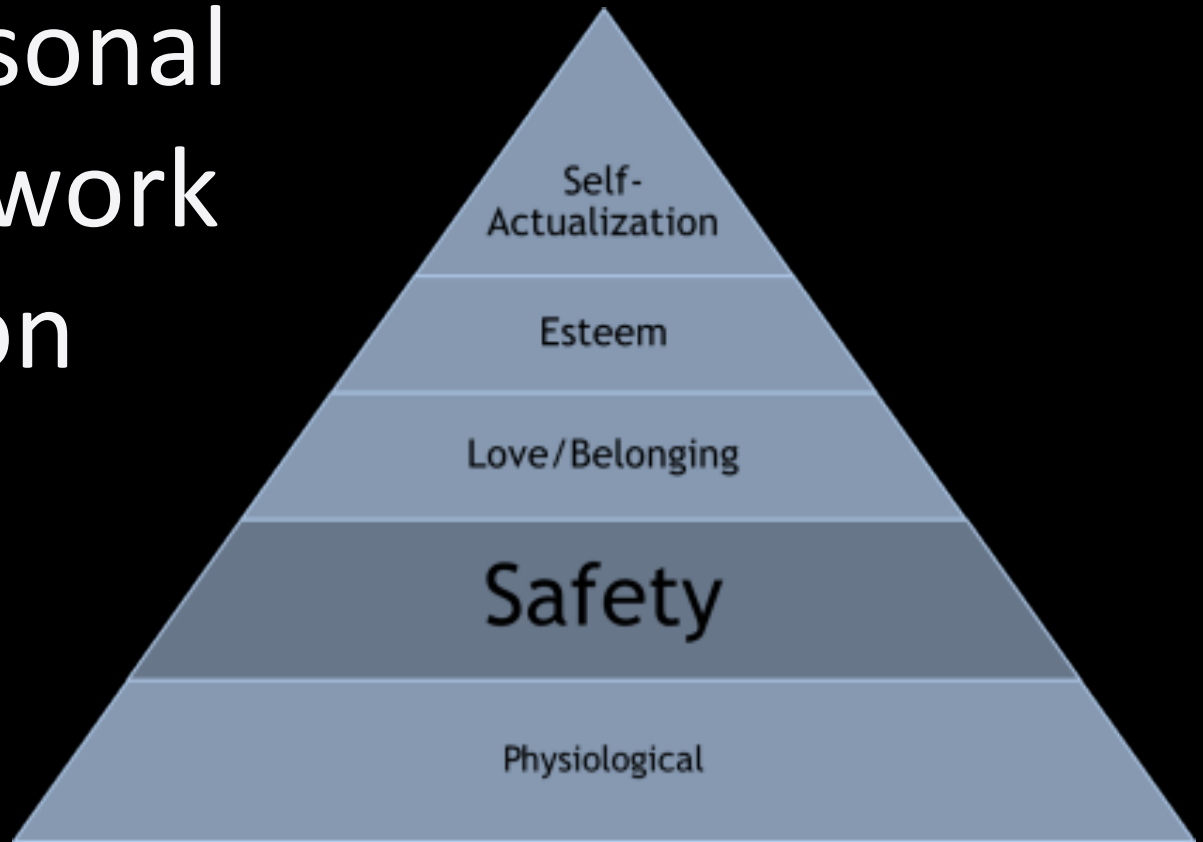
WE KNOW THIS TO BE TRUE

▶ A top priority is the safety of your students, faculty, and staff.

▶ Without safety, students can't learn, faculty can't teach, staff can't work

# Duty of Care

is very personal  
when you work  
in education



Maslow's Hierarchy of Needs



► The unfortunate reality is that we have come to expect emergencies in our schools.

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Almost **90%** of schools communicated a safety incident, and **31%** of schools notified parents of a lockdown.



# EVACUATION PLAN

► Most of you have emergency plans to guide staff and students

Almost 80% of schools use binders with rules, grids and instructions to communicate emergency plans.  
74% use posters, maps and diagrams

# WHAT SOME PLANS ADDRESS

## FACULTY/STAFF

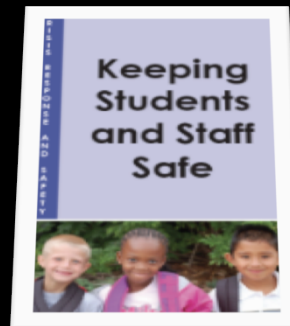
- Severe Weather
- Fire
- Active Shooter  
(how to react)
- Accidents/Injuries


## ADMINISTRATION

- Reunification
- Shelter-in-Place
- Continuity of Operations
- Suspicious Packages

## RESPONDERS

- Active Shooter  
(how to address)
- Disgruntled Individuals
- Intruders
- Gang Violence





► Plans can only be put  
into action with  
quick access to the right tools



A row of blue binder rings is shown on a shelf. The rings are arranged in a line, and the text is overlaid on them.

▶ More often than not,  
plans live on paper.

A woman with long dark hair is shown in profile, looking down at a smartphone she is holding in her hands. She is wearing a dark sweater. In the foreground, a laptop is open on a desk. The background is a blurred classroom setting with other students seated at desks. The entire image has a blue tint.

► But there's one thing  
many of us carry every day:

► SMARTPHONES

SMARTPHONES  
CAN RECEIVE  
TEXTS AND ALERTS



### Emergency Alert

Tornado Warning in this area  
until 6:30 PM. Take Shelter.  
Check Local Media. -NWS

It's time to go beyond alerts...





It's about empowering through a method  
people pay attention to

It's about easily  
updating plans as they change

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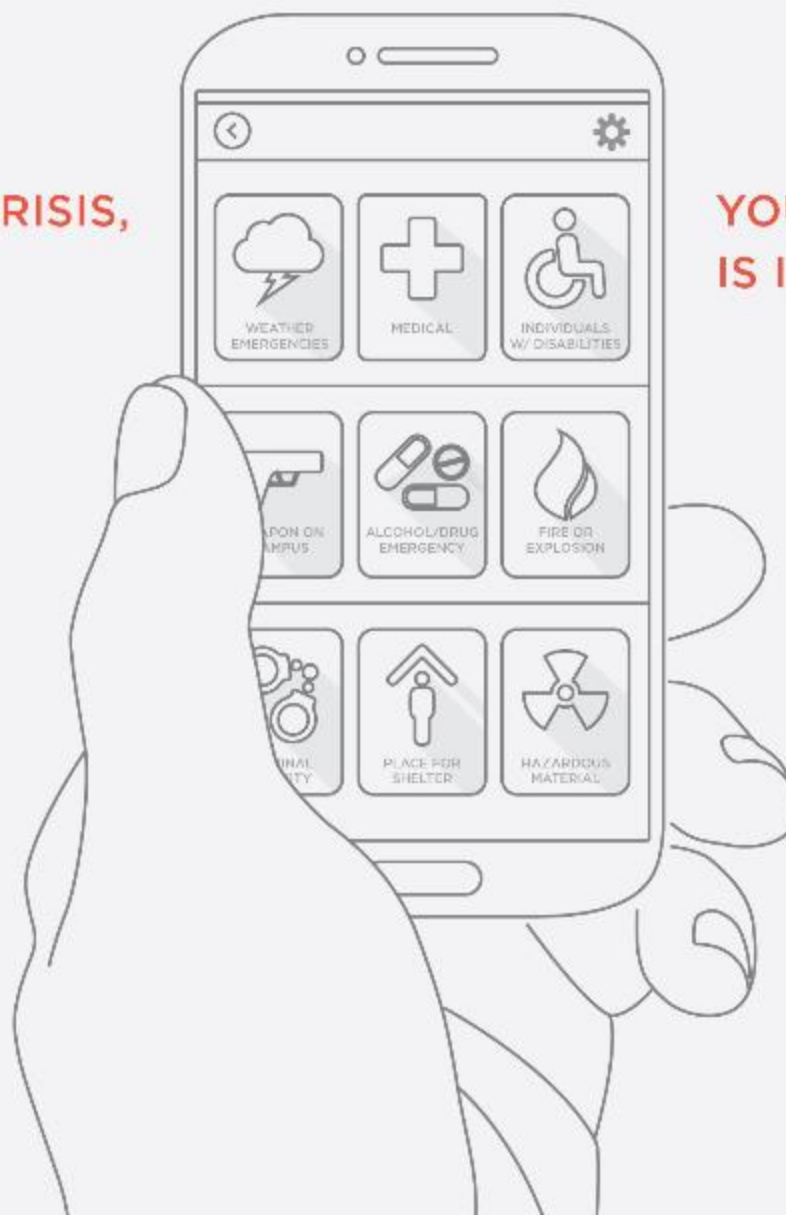
It's getting the right information to  
the right people  
using the devices they use

---

It's about your preparation and awareness plans  
being available even if their cell signal is  
unavailable

**IN A CRISIS,**

**YOUR PLAN  
IS IN THEIR HANDS**



## FUN FACTS!

Top items grabbed in an emergency:



## LAW OF AVERAGES:

Email is opened **6 hours** after being sent.


Text messages are read within **4 minutes** of receipt.

Pushes have a **3x** faster response rate than email.

A person checks their phone on an average of **every 6 minutes**



# WHY A MOBILE SOLUTION MATTERS



LAKEVIEW  
FIRE & LIFE SAFETY SYSTEMS  
EMERGENCY ACTION PLAN

<u>TABLE OF CONTENTS</u>	<u>Page Number</u>
Purpose	3
System Overview	3
The Human Response	4
Spectrum Properties Response	5
Emergency Procedures	6
Evacuation Plan	7
Primary	7
Place of Assembly/All Clear Signal	7
Handicapped Individuals	8
Fire Prevention	9
Fire Protection Checklist	9
Power Failure	11
Elevator Emergency	11
Bomb Threats Emergency Action Plan	12
Fire Marshal & Employee Responsibilities	17
Note Sheet	

Smartphone alerts are often viewed before email or documents

People can only digest so much from a 3-ring binder or website  
(if they know where to look)



An emergency notification text is a great “heads up” message, this app focuses on how to put your head down,  
even if the cellular network is down

# YOUR PLAN IS IN THEIR HANDS



## **YOU'VE PLANNED.**

A lot of strategic thinking has gone into your safety plans.

You've invested the time and energy. You've thought through the scenarios. You know what to do.

# YOUR PLAN IS IN THEIR HANDS

A diagram consisting of two horizontal dashed lines, one on the left and one on the right. From the center of each horizontal line, a vertical dashed line extends downwards, connecting to the header of the left and right text columns respectively.

## **YOU'VE PLANNED.**

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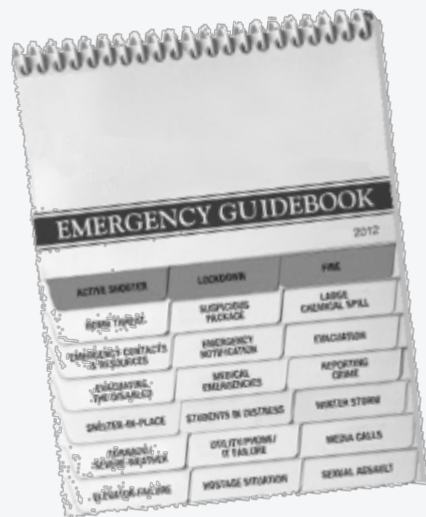
You've invested the time and energy. You've thought through the scenarios. You know what to do.

## **THEY'RE PREPARED.**

Now your safety plan is always with them - on the device they're never without.

And they're empowered. The information they need to act is now literally in their hands.

# YOUR PLANS



## Topics

2. Call 911. If you are not in a position of endangering yourself, dial extension 0768 and notify them of the situation. Please report all fires, no matter how minor.

## Contacts

Incident Report Form for Medical
<b>If you need immediate assistance, please call 9-1-1</b>
<b>Please describe the incident:</b> Be specific. Who? What? Where?
Is medical attention required? C Yes C No
Have responders been called? C Yes C No

## Forms

### Staff Actions

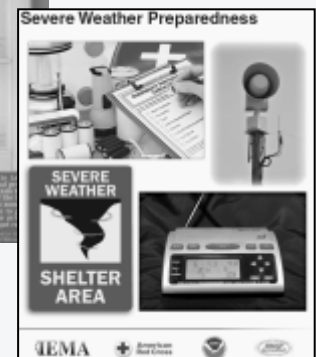
- Execute evacuation procedures when instructed by the Incident Management Team and/or Section Chiefs.
- Take the class roster and emergency kits. Take attendance before leaving the campus.
- Remain with students throughout the evacuation process.
- Upon arrival at the safe site, take attendance. Report any missing or injured students to the Incident Commander.
- Do not return to the school building until it has been inspected and determined safe by proper authorities.
- Document all actions taken.

42

## Information and Procedures

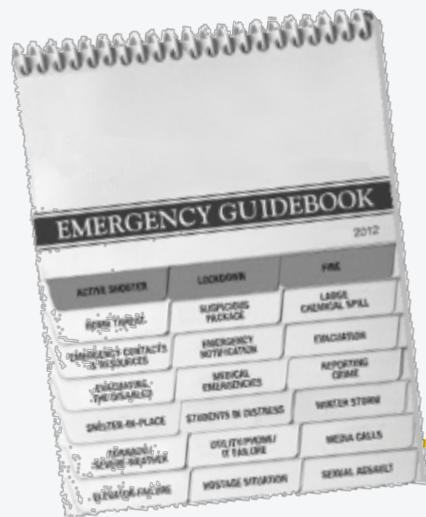


## Posters and Documents





# YOUR PLANS CONVERTED AND COMBINED



Topics



Incident Report Form for Medical

If you need immediate assistance, please call **9-1-1**

Please describe the incident:  
Be specific. Who? What? Where?

Is medical attention required?  
C Yes C No

Have responders been called?  
C Yes C No

Forms

## Staff Actions

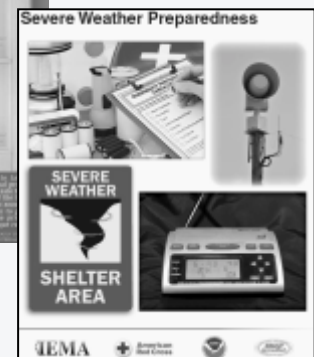
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Information and Procedures



Posters and Documents



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Contacts

# EASY SETUP



- ✓ Copy or Write Plan's
  - ✓ Content
  - ✓ Contacts
  - ✓ Incident Forms
- ✓ Set Security of Users and Plan(s)
- ✓ Publish Plan(s)
- ✓ Send Push Notifications
- ✓ Reports

## EASY SETUP, EASY LAUNCH, EASY UPDATES



- ✓ Copy or Write Plan's
  - ✓ Content
  - ✓ Contacts
  - ✓ Incident Forms
- ✓ Set Security of Users and Plan(s)
- ✓ Publish Plan(s)
- ✓ Send Push Notifications
- ✓ Reports

- ✓ Download and View Plan(s)
- ✓ Indicate if New Version of Plan(s) is Available for Download
- ✓ Submit Incident
- ✓ Receive Push Notifications

# TERMINOLOGY YOU WILL HEAR TODAY



## PLAN

Collection of topics built for a certain audience. Think of it like a guidebook.

## EVENT

Topic within a plan, similar concept to being a chapter in a book.

Some people like to call them “tiles”. Often used in the industry for an emergency such as “Catastrophic Event”.

## INCIDENT

An event has occurred and a form is needed to notify or update an appropriate person.



# EXAMPLE HIERARCHY

## Plan 1 (Faculty and Staff)

Weather	Contacts
	Incident Form
Shelter	Contacts
Medical	Contacts
	Incident Form
Active Shooter (how to react)	Contacts

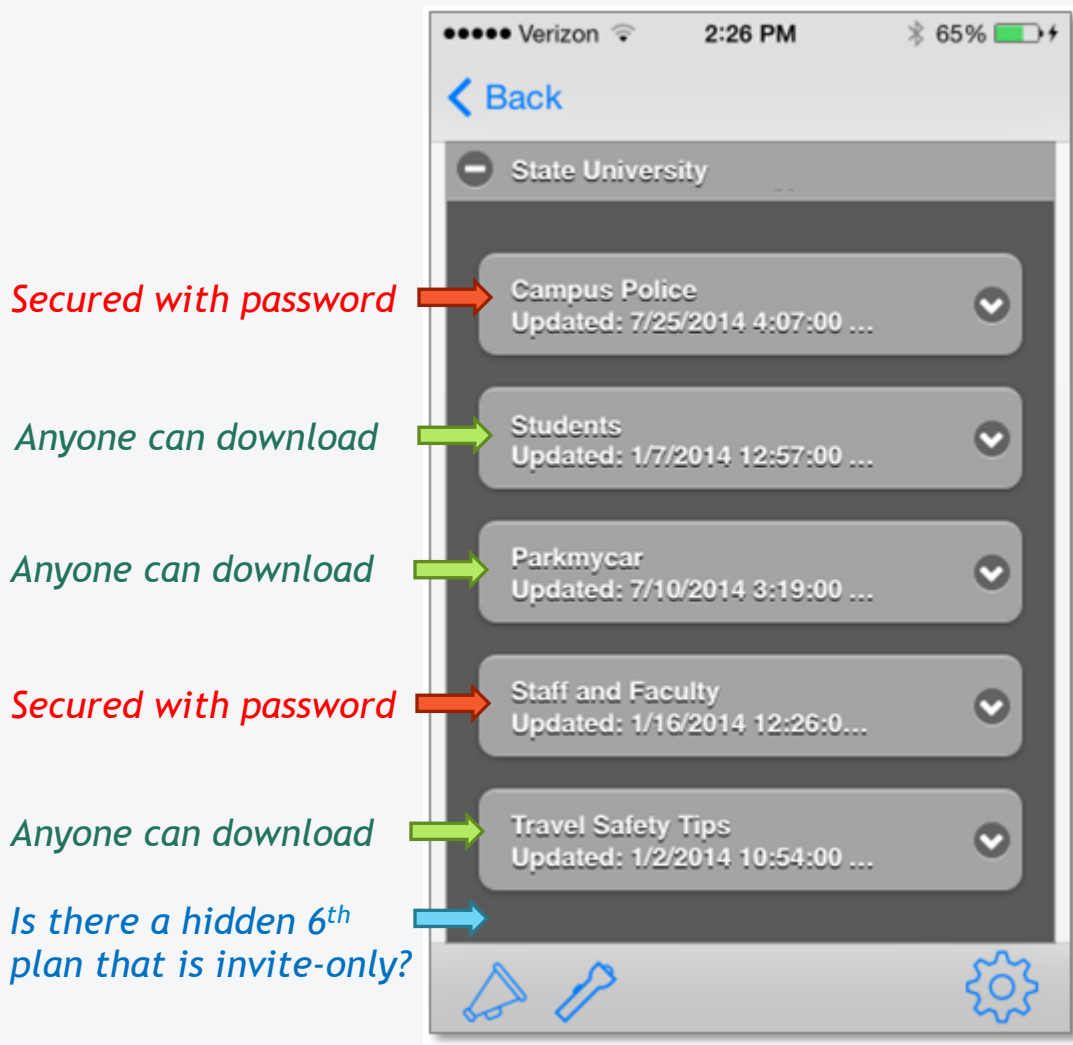
## Plan 2 (Security Staff)

Active Shooter (how to address)	Contacts
	Incident Form
Outage (Mechanical, Utility, etc.)	Contacts
	Incident Form
Weather	Contacts
	Incident Form
Medical	Contacts
	Incident Form

## SECURITY OPTIONS

	PUBLIC	SEMI-PRIVATE	PRIVATE
What is it?	a plan you want anyone to find and download	a plan you want someone to easily find, but they need to know something to download it	a plan that auto-downloads and auto-updates to just people with specific email addresses
Requires someone to register via the phone for access?	No	No	Yes
When is it useful?	Parents, Stadiums, College Students	Employees, First Responders	Very Specific Employees, First Responders
“Fun” Factor	View other institutions to see what they’ve established	Could be a password, could be key words, could be both	Remove someone’s email address and it auto-erases from the smartphone

# PLANNING FOR PLANS



Consider “plans” based on your audiences and their needs

- ✓ Who should see a plan?  
Anyone? Certain people?
- ✓ What details should they see?  
Exits? Knox Box locations?
- ✓ What level of security should a plan have?  
Public? Semi-Private? Private?
- ✓ How much detail is needed in a plan?  
Everything or Top 5 tips?

# LAYOUT YOUR PLAN AND CONTENTS


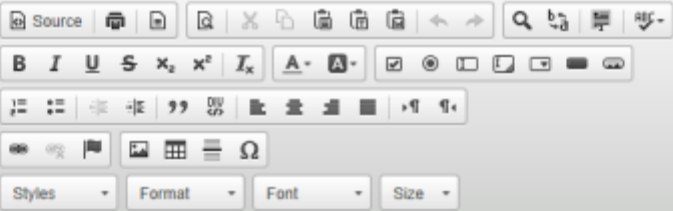




Step-by-step “wizard” approach

Add your own “branding” with colors and logo

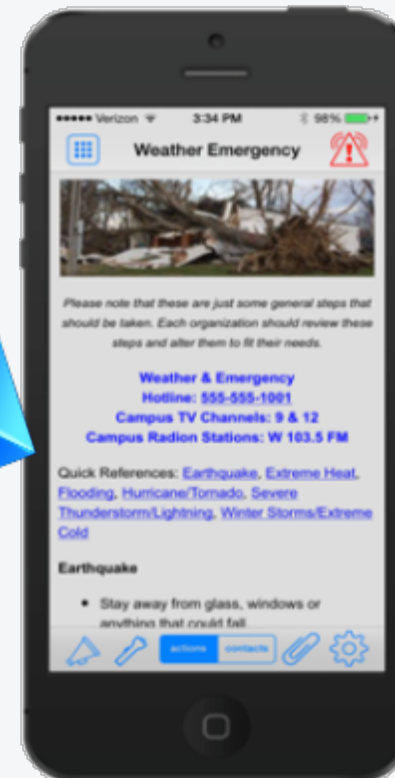
Home	<b>Appearance</b>		<b>Student Plan</b>
My Plans	Text Color	<input type="text" value="#FFFFFF"/>	 Medical
Plan Info	Background Color	<input type="text" value="#3A535F"/>	 Weapon on Campus
<b>Plan Layout</b>	Border Color	<input type="text" value="#FFFFFF"/>	 Fire/Explosion
Event Information	Box Color		 Sexual Assault
Event Contacts	Gradient Background		 Campus Escort
Event Incident Reporting	Watermark Image		 NO MEANS NO
Event Sequence	<input type="text" value=""/>	<input type="button" value="Browse..."/>	 Weather Emergency
Plan Glossary	<input type="button" value="Upload to Database"/>		 Individuals w/Disabilities
Publish Plan	Watermark Position	<input checked="" type="radio"/> Center <input type="radio"/> Tile <input type="radio"/> Stretch	 Utility Outage
All Contacts	<input type="button" value="Remove Watermark"/>		 Shelter-in-Place
User Guide (PDF)			 HazMat
			 Alcohol & Drug Abuse
			 Clery Act Reports
			 Sporting Events
			 Aquatic Center



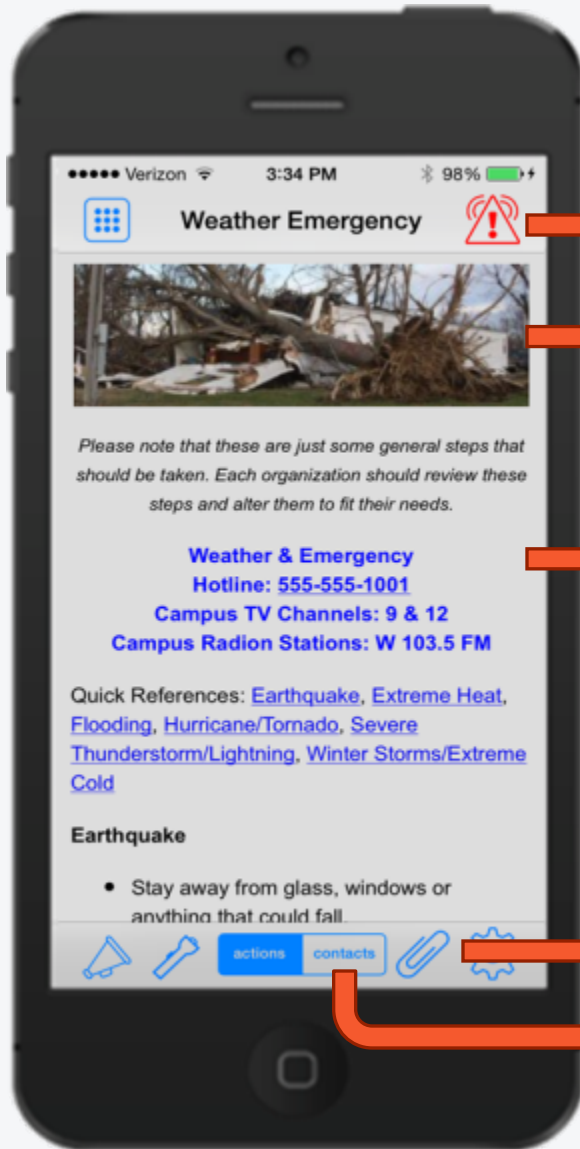
# LAYOUT YOUR PLAN'S CONTENTS

Event Image	 <input type="button" value="Choose Icon"/> <input type="button" value="Upload Icon"/>
Event Name	<input type="text" value="Weather Emergency"/>
Actions To Take ?	<div><div></div><div><p><i>Please note that these are just some general steps that should be taken. Each organization should review these steps and alter them to fit their needs.</i></p><p><b>Weather &amp; Emergency</b> <b>Hotline: 555-555-1001</b> <b>Campus TV Channels: 9 &amp; 12</b> <b>Campus Radion Stations: W 103.5 FM</b></p><p> <a href="#">Quick References: Earthquake, Extreme Heat, Flooding, Hurricane/Tornado, Severe Thunderstorm/Lightning, Winter Storms/Extreme Cold</a></p><p> <a href="#">Earthquake</a></p></div></div>
Action Image	 <input type="button" value="Choose"/> <input type="button" value="Upload"/> <input type="button" value="Remove Action Image"/>
Diagram ?	 <input type="button" value="Upload"/> <input type="button" value="Remove Diagram"/>

- Copy/paste any current content or add new content as if you were writing in an email or Word document
- Need a jumpstart? Use templates to help!



# WHAT COULD A TOPIC IN A PLAN HAVE?



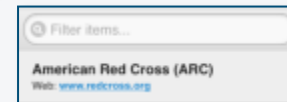
Custom form to submit incidents or alerts

Header Photo

You control the content  
Create links to dial a number, access a webpage and more!

Attachment

Topic-specific contacts



## INCLEMENT WEATHER STORY

### Scenario:

The director of maintenance and his team are responsible for checking the ground during inclement weather, such as a snow or ice storm. His team members are each responsible for inspecting an area of the campus to make sure it is safe for use before school started. Ultimately, based on the info his team passed back to him, he would make a decision on whether or not the school would be open that day.

### Dilemma:

This is a time sensitive task and his team members were often getting side tracked once they would head out to inspect their areas. When they would finally call the director of maintenance back with their reports, he was often at the mercy of their “opinions” or “gut feeling” and that type of information can be hard to accurately relay up the chain of command.

## INCLEMENT WEATHER STORY CONTINUED...

### Solution:

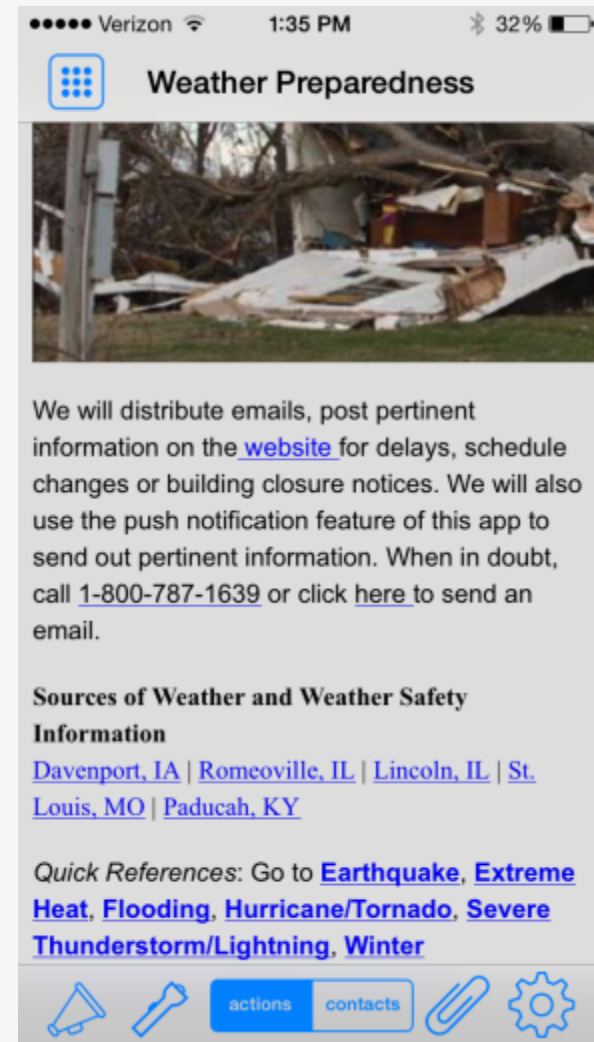
Once the director of maintenance's school district came on board with CrisisManager, he was able to create an inclement weather event that included a checklist of items for each one of his team members. All they had to do was follow their checklist and then use CrisisManagers built in real-time Incident Reporting feature. This feature also allowed his team to attach photos of any potential areas in question so that the director of maintenance could use his own judgment, when necessary, quickly and effectively.



# MOBILE PLAN

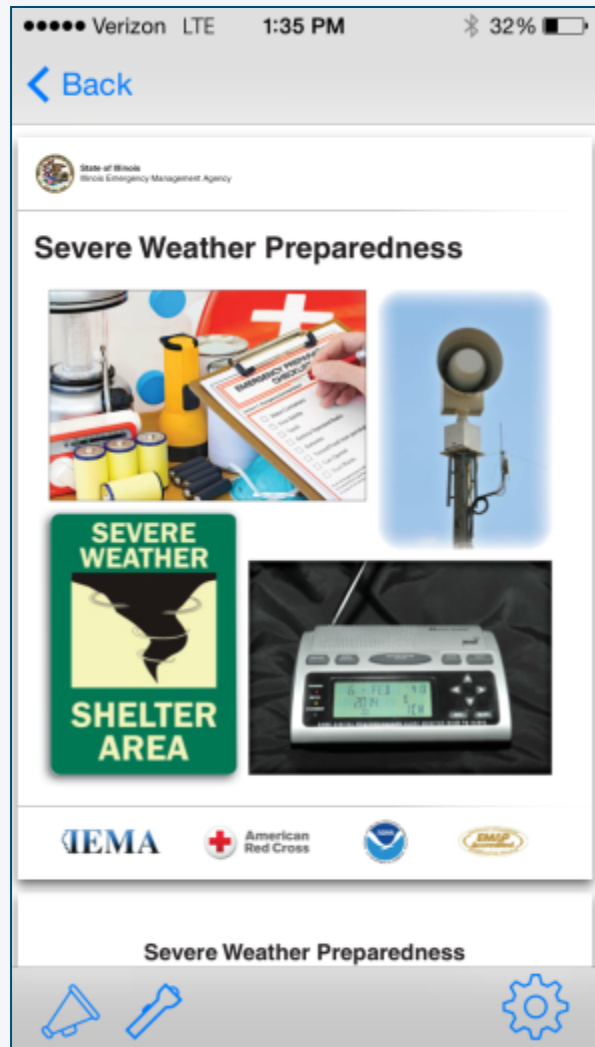


Navigable

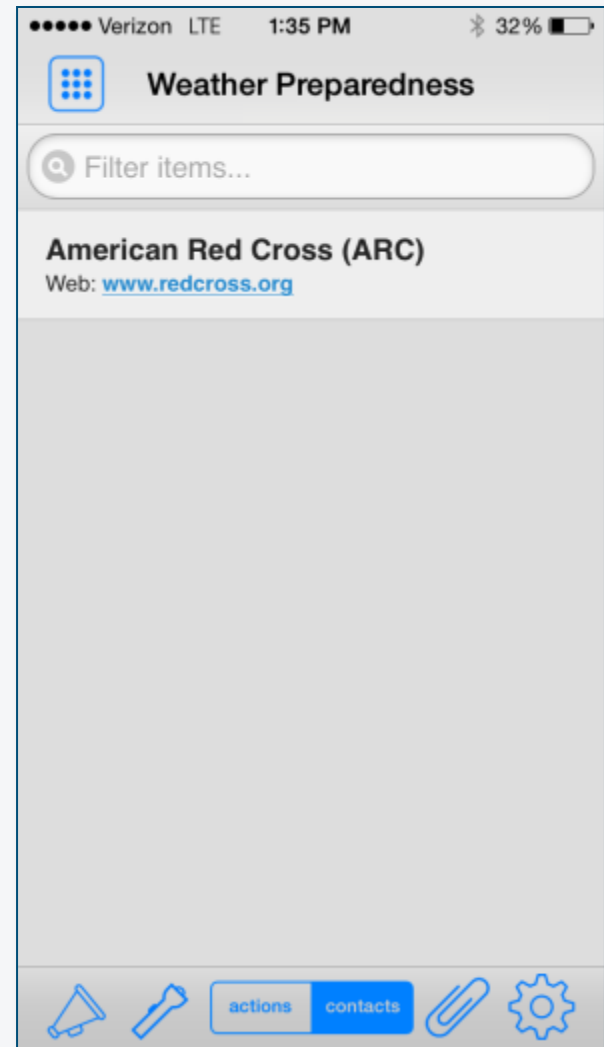


Actionable

# DOCUMENTS AND CONTACTS

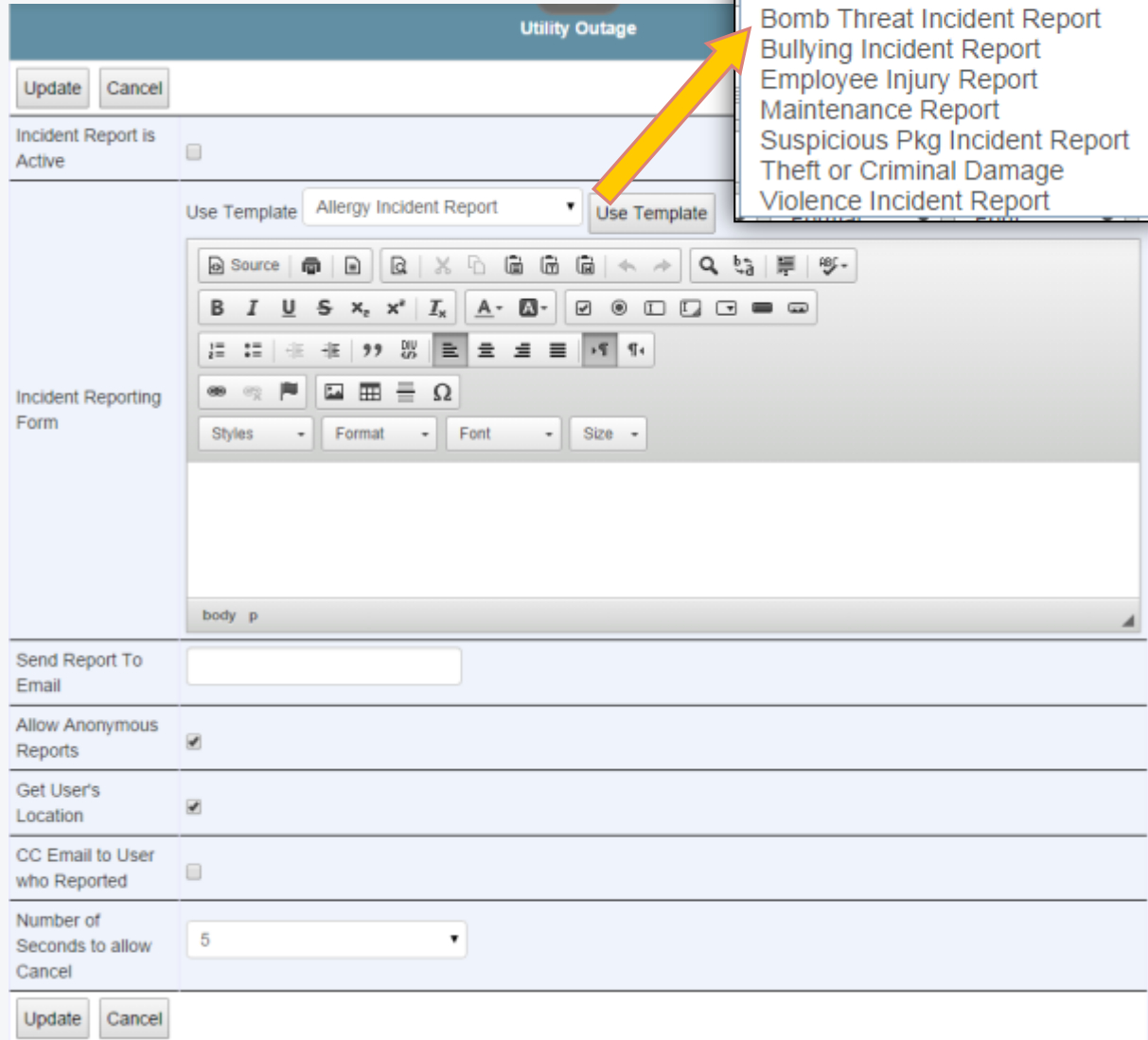


Educate



Communicate

## SETTING UP AN INCIDENT FORM



Utility Outage

Update Cancel

Incident Report is Active ☐

Use Template Allergy Incident Report Use Template

Incident Reporting Form

Send Report To Email

Allow Anonymous Reports ☒

Get User's Location ☒

CC Email to User who Reported ☐

Number of Seconds to allow Cancel 5

Update Cancel

Allergy Incident Report

Allergy Incident Report

Basic Incident

Basic Weather Incident

Bomb Threat Incident Report

Bullying Incident Report

Employee Injury Report

Maintenance Report

Suspicious Pkg Incident Report

Theft or Criminal Damage

Violence Incident Report

Have an form you use for incident tracking?  
Replicate it here with text boxes, checkboxes, dropdown lists, and more!

Please describe the incident:

Be specific. Who? What? Where?

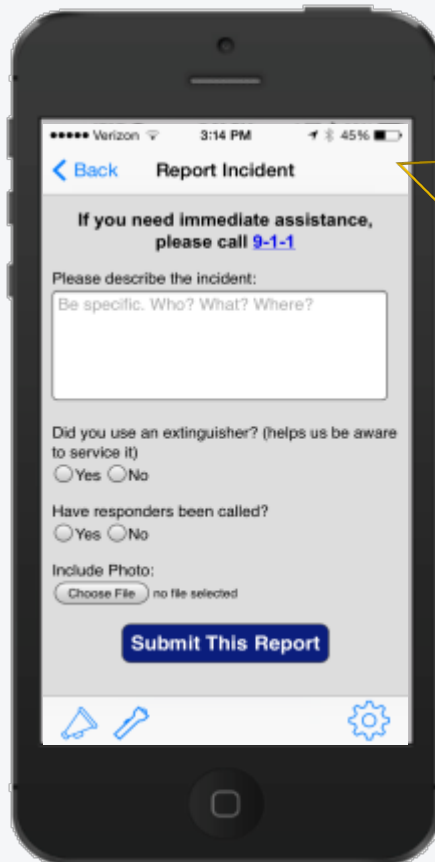
Is medical attention required?  
☐ Yes ☐ No

Have responders been called?  
☐ Yes ☐ No

Include Photo:  
 No file chosen

Use and modify pre-built templates to help!

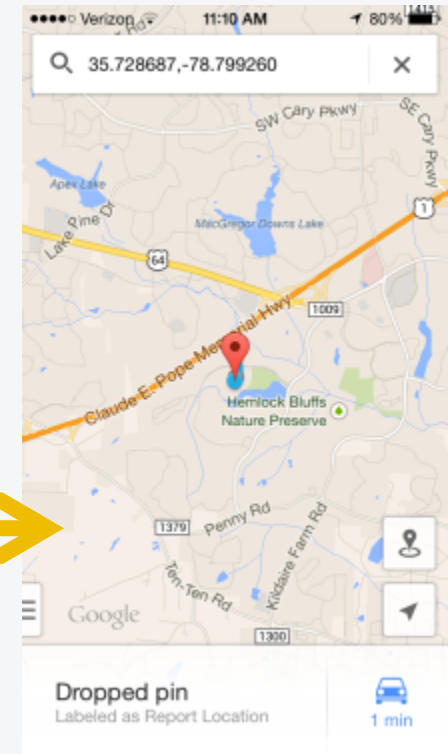
# INCIDENT REPORTING



The screenshot shows the 'Incident Report' details screen. At the top, there is a 'Back (140)' button and the title 'Incident Report' with the date and time 'July 28, 2014 at 10:23 AM'. Below this is a table with the following information:

Organization	SchoolDude
Crisis Plan	Client Demo Plans
Event Name	Maintenance
Reported By	dav[redacted]
Device Name	DK's iPhone
Device Model	iPhone
Device OS	iPhone OS
Device Version	7.1.1
Device Time	7/28/2014 10:17:58 AM
See it on a map	<a href="#">View Map</a>

Below the table is a button labeled 'Submit Maintenance Report'. At the bottom, there is a section labeled 'Description of Issue' with a text input field. At the very bottom, there are five icons: a flag, a folder, a trash can, a share icon, and a notepad icon.



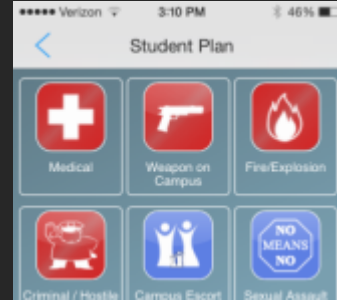
# HIGHLIGHTS



Supported on  
mobile platforms



Unlimited Users,  
unlimited downloads



Fully secure and  
customizable



Built-in libraries &  
templates



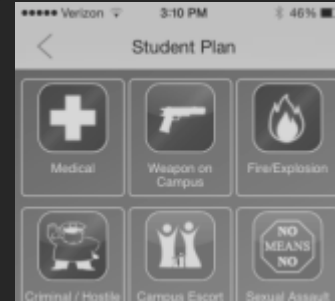
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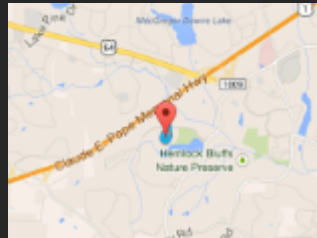
Fully secure and  
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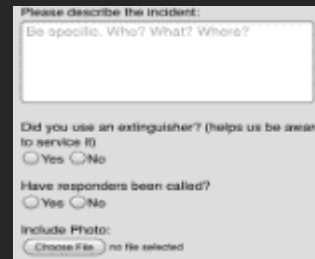
Built-in libraries &  
templates



Publish an  
unlimited number  
of updates



Customize your  
content with links,  
diagrams and maps



Create incident  
reporting forms  
with GPS and pics



Send an unlimited  
number of push  
notifications

## SUMMARY

Complements What is Already in Place

Simple to Set Up and Easy to Update

Secure

Affordable, Yet Priceless

# NEXT STEPS?

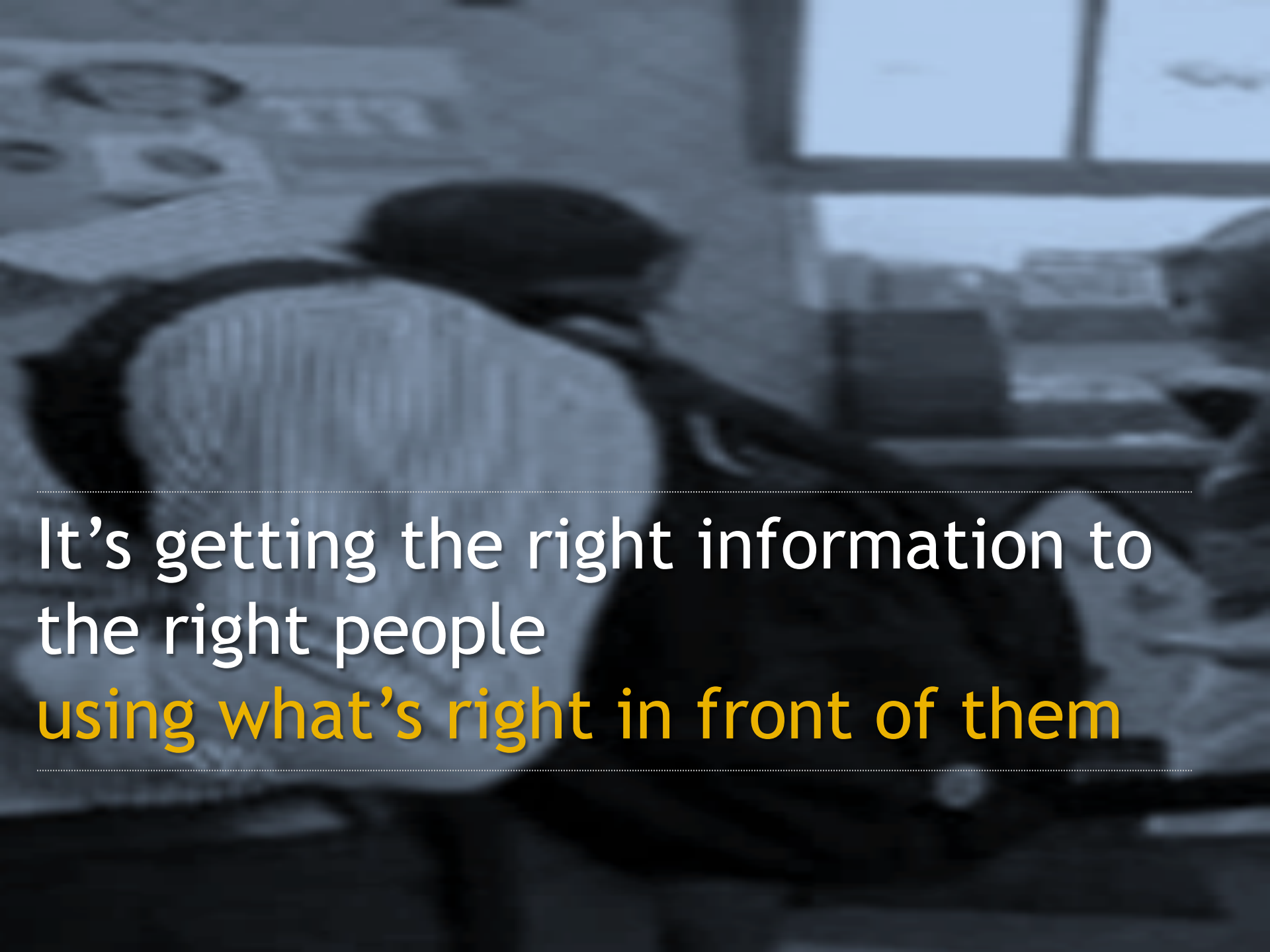
- Demonstration with our technical experts
- More information from our account managers
- Access videos and other resources at [www.schooldude.com/crisismanager](http://www.schooldude.com/crisismanager)



You can't anticipate a perfect response from people in every situation.

But what you can do is to keep people informed and empowered

This puts them in control.



It's getting the right information to  
the right people  
using what's right in front of them



# Q&A Session

- ▶ We will now answer all questions related to the webcast topic. If we are unable to answer your question at this time we will follow up via email upon conclusion of the webcast.

- ▶ Contact Info

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