The Appalachian Property
& Casualty Insurance Group

Welcome To The Spring 2025 Risk Management Forum

The Appalachian Property & Casualty Insurance Group

Fred C. Church INSURANCE

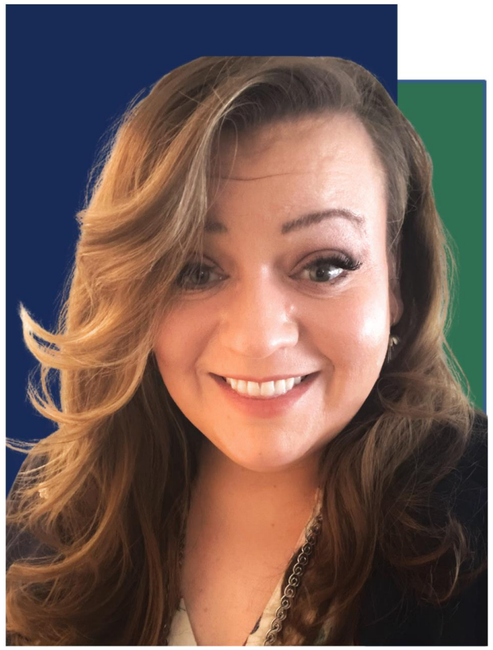
Campus and Student Privacy, Safety, and Security

April 21st, 2025

MEET THE PRESENTERS

Brian Murray
North America Director

Reach Student Life Management



Becky Donovan
Risk Management Consultant

Fred C. Church Insurance

John Booth
Chief Marketing Officer

VOLT

The Appalachian Property & Casualty Insurance Group

Campus and Student Privacy, Safety, and Security

AGENDA

- ✓ Overview of the Interconnected Pillars of Risk Management
- ✓ Student Privacy
- ✓ Student Safety
- ✓ Campus Security
- ✓ Interactive features throughout! Please grab your web browsers or your cell phones!

The Appalachian Property & Casualty Insurance Group

Do not edit
How to change the design

Join at slido.com
#3729109

The Slido app must be installed on every computer you're presenting from

slido

Campus and Student Privacy, Safety, and Security

Privacy:

The Guardian of Sensitive Information

Safety:

The Foundation Of Well-Being

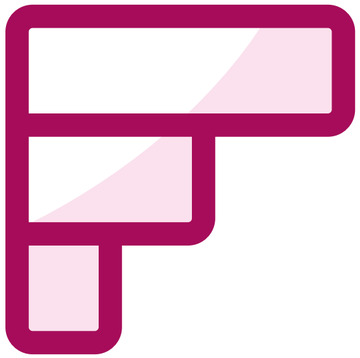
Security:

The Shield Against Threats

The Interconnected Pillars of Modern Risk Management

The Appalachian Property & Casualty Insurance Group

Do not edit
How to change the design



What theme worries you the most in your day to day?

The Slido app must be installed on every computer you're presenting from

slido

Managing the Intersection

- Privacy-First Designs
- Integrated Risk Assessments
- Proactive Engagement
- Smart Use of Technology
- Building External Relationships

The Appalachian Property & Casualty Insurance Group

Campus and Student Privacy, Safety, and Security

Student Privacy

The Appalachian Property & Casualty Insurance Group

Campus and Student Privacy, Safety, and Security

What is Student Privacy, and Why is it Important?

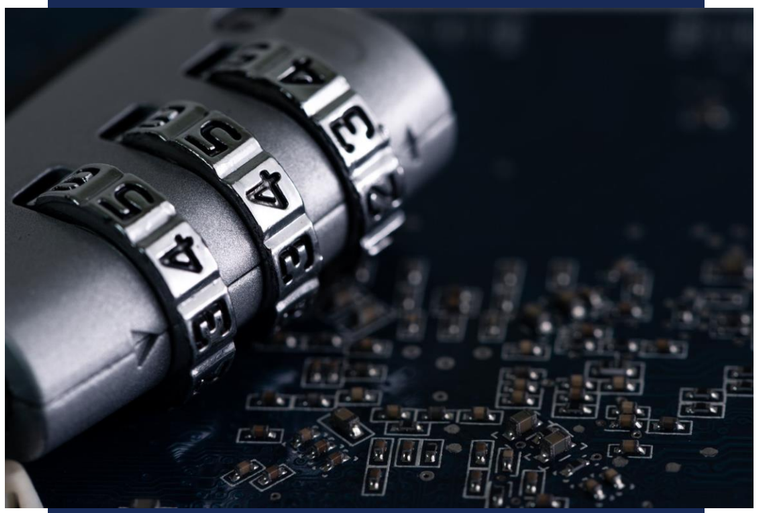
The “What”

Student privacy refers to the protection of personal and educational information of students within the education system. This includes safeguarding data such as academic records, personal identifiers, health information, and any other sensitive details from unauthorized access, use, or disclosure.

- Confidentiality
- Data Security
- Compliance

The “Why”

- Compliance with Laws and Regulations
- Data Security
- Parental and Student Rights
- Institutional Public Perception



The Appalachian Property & Casualty Insurance Group

Understanding Privacy Concerns

KNOWING THE PRIVACY CONCERNS, YOU'RE FACING

- Personally Identifiable Information (PII)
- Protected Health Information (PHI)
- Camera Use
- Student Internet Use

The Appalachian Property & Casualty Insurance Group

Legal Complexities of Student Privacy

Understanding the Legal Frameworks and Compliance

- Family Educational Rights and Privacy Act (FERPA)
- Health Insurance Portability and Accountability Act (HIPAA)
- Children's Online Privacy Protection Act (COPPA)
- Parental Consent
- Data Security

Do not edit
How to change the design

In your role, how do you protect private student data?

The Slido app must be installed on every computer you're presenting from

slido

Student Privacy Preferred Practices

How to Protect Student Data

- Data Security Measures
- Privacy Policies
- Educating the School Community
- Collaborations
- Student and Parent Engagement
- Continuous Improvement

The Appalachian Property & Casualty Insurance Group

Campus and Student Privacy, Safety, and Security

Student & Campus Safety

The Appalachian Property & Casualty Insurance Group

Do not edit
How to change the design

Have you personally ever experienced a missing student?

All answers are anonymous

The Slido app must be installed on every computer you're presenting from

slido

November 2014

On Campus

November 2014

On Campus

Do not edit
How to change the design

What do these times have in common?

The Slido app must be installed on every computer you're presenting from

slido

Things that Kept Me Up

- Leave Off Campus
- Sign IN/Sign OUT
- Accountability/Awareness
- Student <> Teacher Communications
- Medication Dispensement
- Emergency Management
- Allergies and Treatment
- Lack of Automation
- Lack of Record Keeping
- Assumption of Risk
- Proper and Appropriate Documentation

✓ Meal Management

✓ Pastoral Care

✓ Data Analytics

✓ Wellness Check-ins

✓ Staff Scheduling

✓ Bio Metrics

✓ SIS Integration

✓ Automatic Roll Call

✓ Visitor Management

✓ Medication Dispensary

✓ Kiosk Check-in

✓ Event Management

✓ Locker Room

✓ 911

✓ Check In

✓ Workflow Automations

✓ Live Chat

✓ Staff & Duty Reporting

✓ Student Life Report Cards

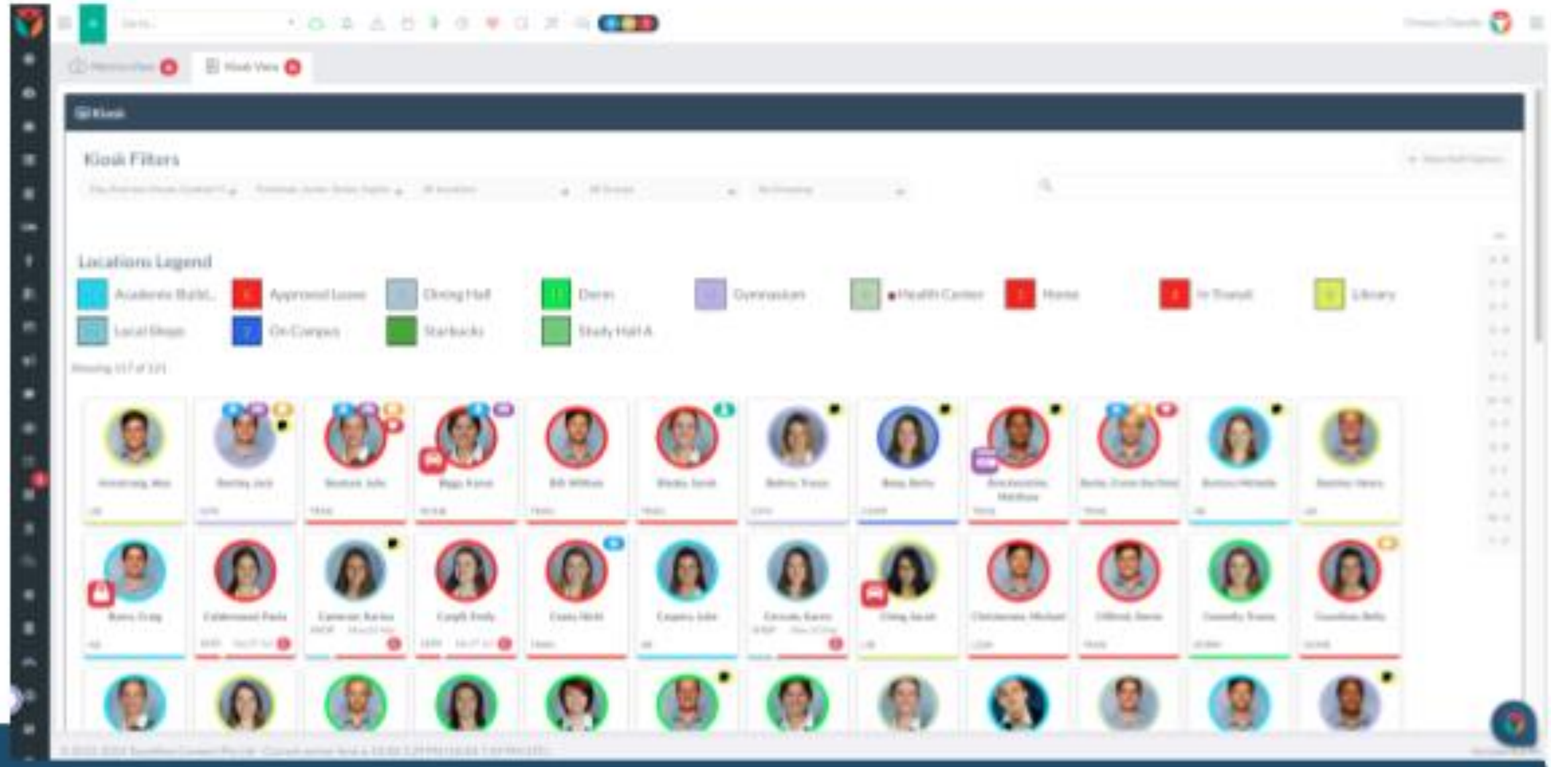
Sign In / Sign Out - SISO

You should know where your students are!

SCHOOL YEAR 2023-2024:

- **Total SISO Actions: 65 Million SISO**
- Average SISOs per Day: 325K/Day

- **Total Roll Calls Taken: 150K Roll Calls**



IMPACT:

- Increased student engagement and accountability.
- Enhances the overall sense of community and security within the school
- Tracked and monitored student locations and movements with advanced permission controls and record keeping

Simplify **Sign In** and **Sign Out** processes with:

- NFC Tags
- Student ID Cards
- Bracelets
- Kiosks
- QR Codes
- BioMetrics

Do not edit
How to change the design

Does your school utilize any of these SISO tools?

The Slido app must be installed on every computer you're presenting from

slido

Leave, Approvals & Communication

SCHOOL YEAR 2023-2024:

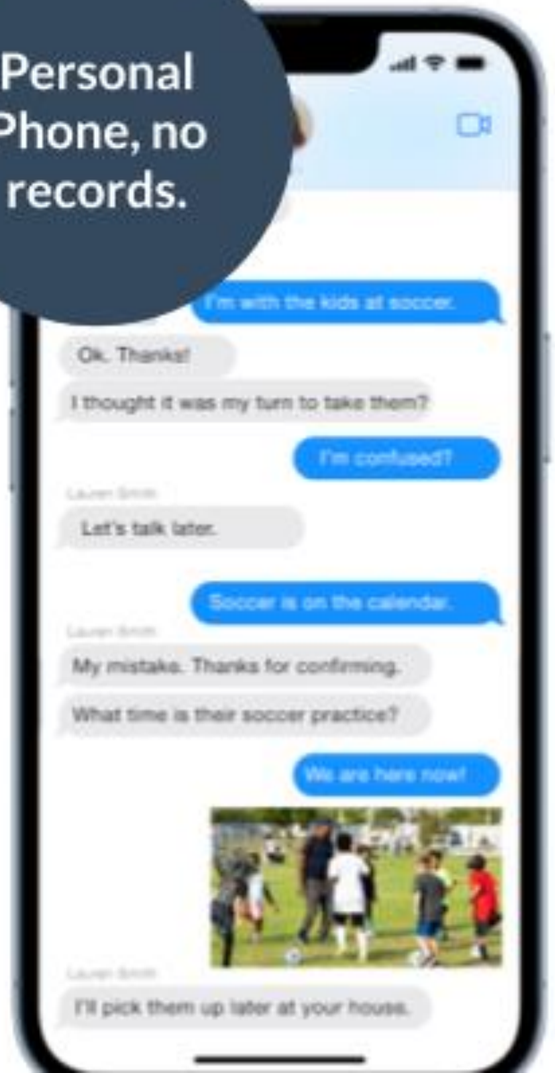
- Total Leaves Created: 9 Million Leave Requests
- Total Emails Sent: 24 Million Emails

IMPACT:

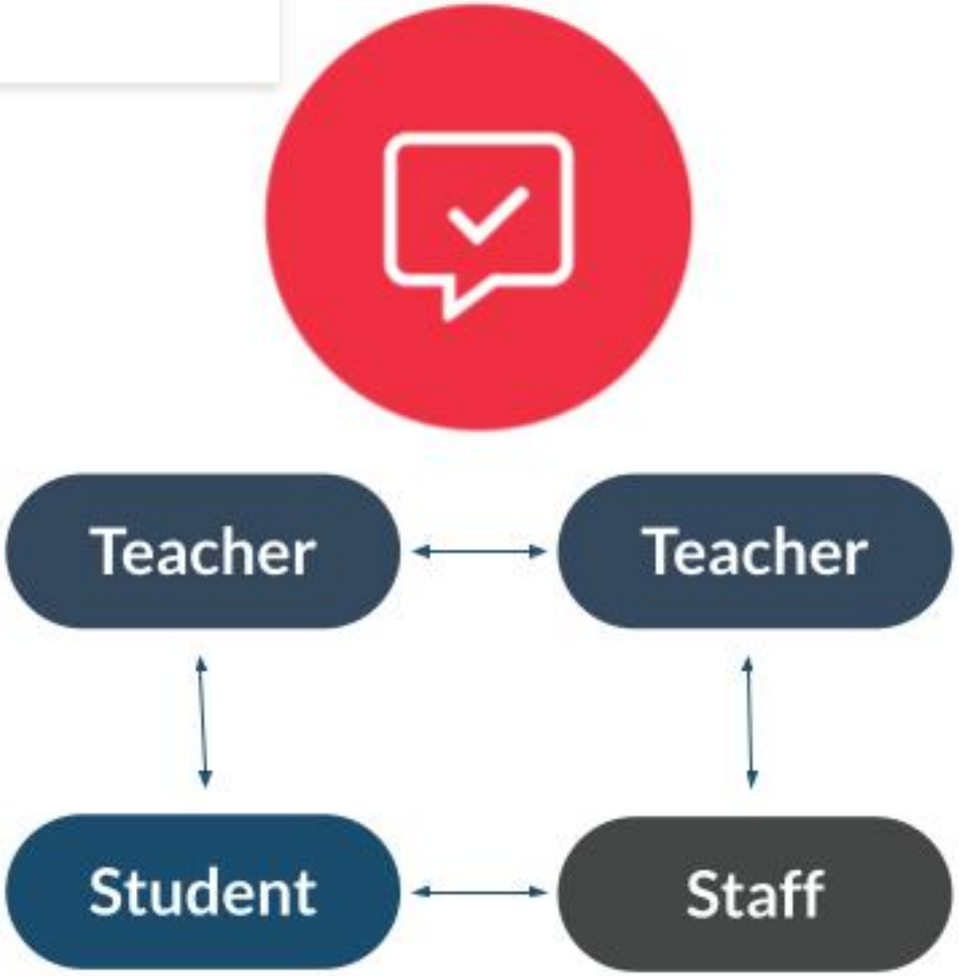
- Streamline process
- Reduction in manual tracking and workload.
- Automated communication, increased traceability, and improved accountability.

Communication

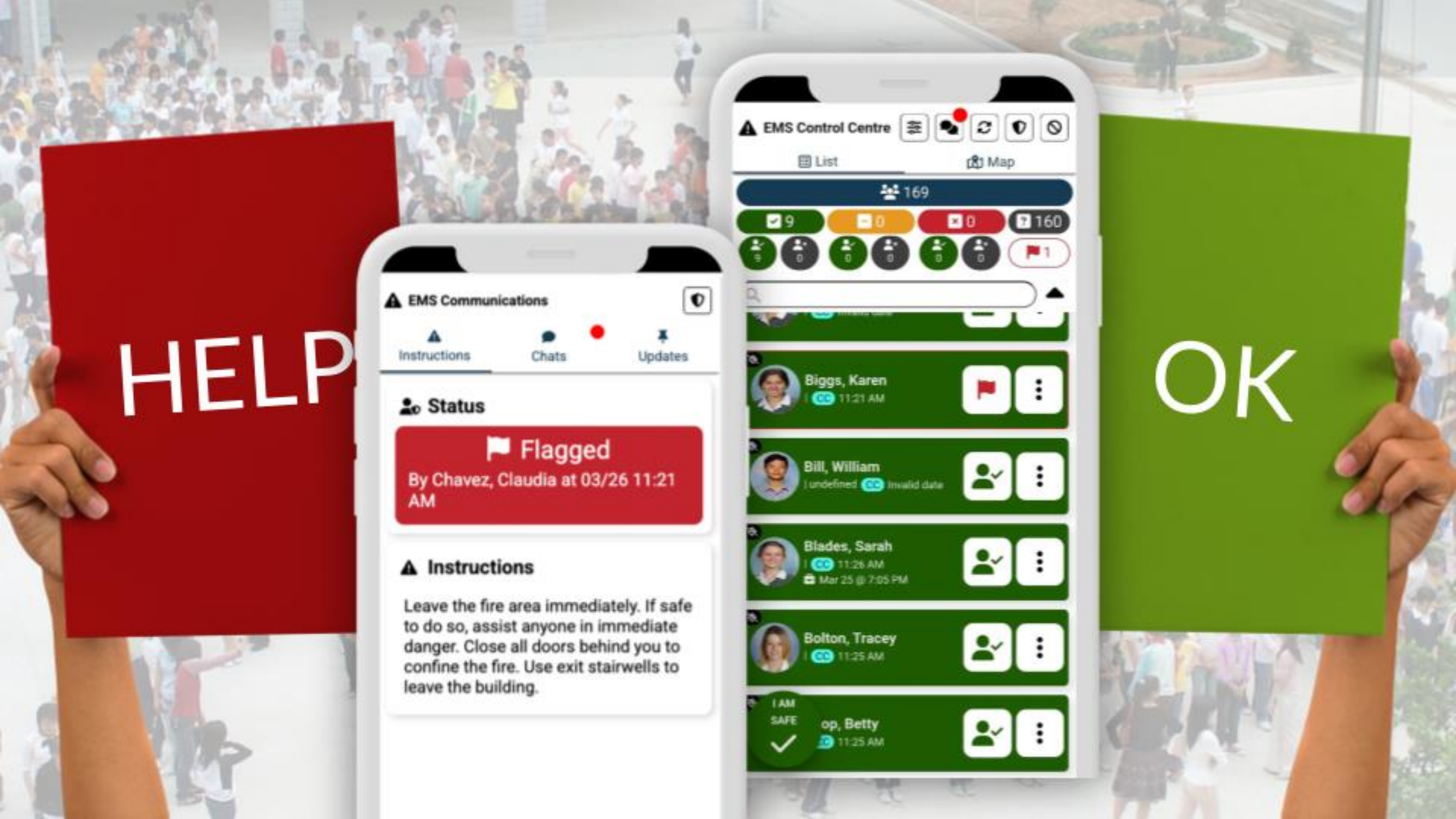
Personal Phone, no records.



In App record keeping Chat



Tracked, trusted + Safe.


HELP
OK
EMS Communications
Instructions
Chats
Updates
Status
Flagged
By Chavez, Claudia at 03/26 11:21 AM
Instructions
Leave the fire area immediately. If safe to do so, assist anyone in immediate danger. Close all doors behind you to confine the fire. Use exit stairwells to leave the building.
EMS Control Centre
List
Map
169
9
0
0
160
1
Biggs, Karen
11:21 AM
Bill, William
Blades, Sarah
11:26 AM
Mar 25 @ 7:05 PM
Bolton, Tracey
11:25 AM
I AM SAFE
11:25 AM

The Five Elements of **School Safety**

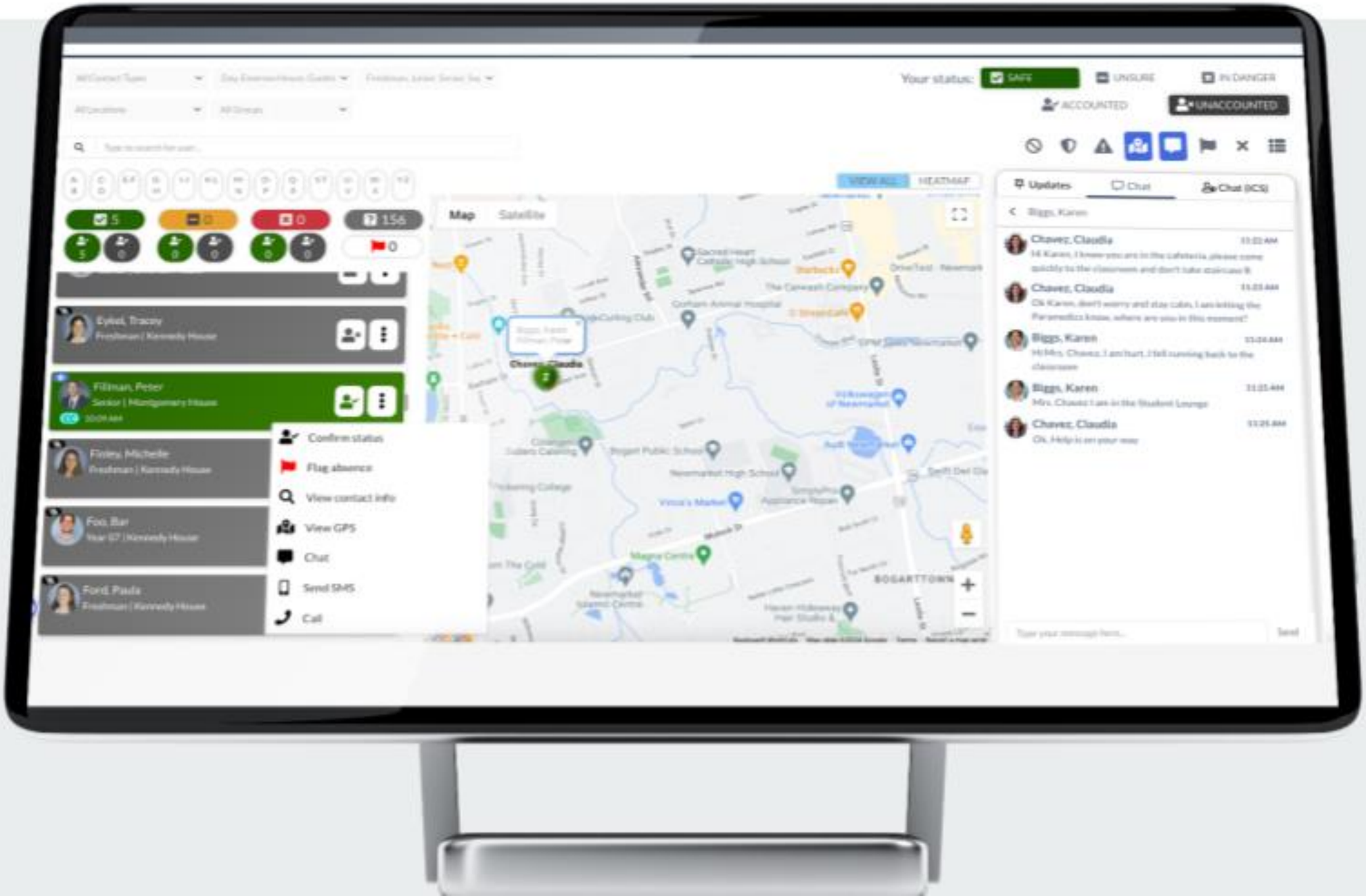
Communication to and within your school Community

Accountability of Students, Teachers and Staff

Precision **Location Tracking** of Students and Staff

Customizable Workflows to meet your needs

Data **Reporting** and Data Collection


Your status:
SAFE
UNSURE
IN DANGER
ACCOUNTED
UNACCOUNTED
Map
Satellite
Updates
Chat
Chat (ICS)
Confirm status
Flag absence
View contact info
View GPS
Chat
Send SMS
Call

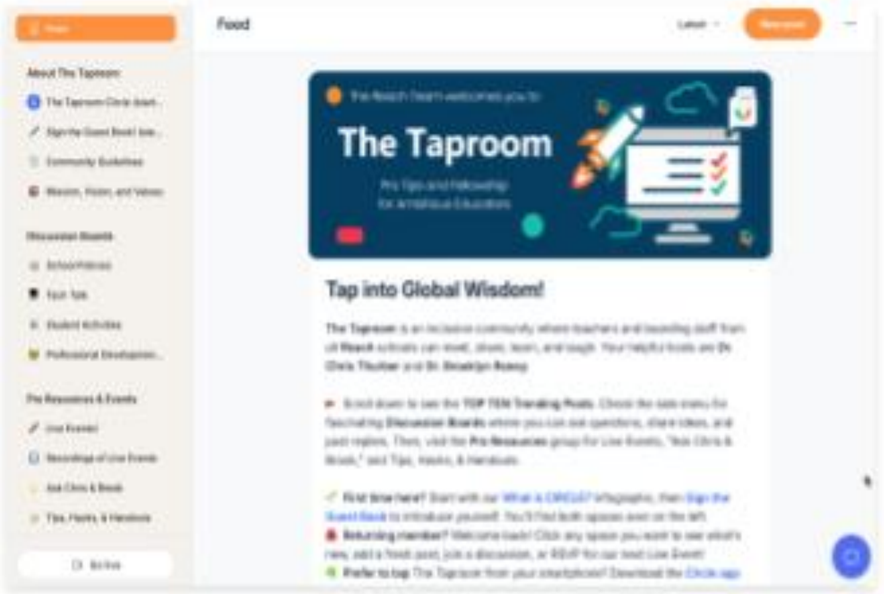
What we have learned:

1. Incident Command Protocols
2. Preparation, Action, Debrief (Left, Bang, Right)
3. Integrations with other Systems
4. Redundancy
5. Real Time Information is critical
6. The differences between **what Schools Need to Know** and **what Responding Services *Needs to Know***

Because We Are Friends Now

Here are some freebies to take away!

Fee To Join: The Taproom



i love u guys FOUNDATION

clearpath epm

Campus and Student Privacy, Safety, and Security

Campus Security

Enhancing Safety, Privacy, and Situational Awareness

Defining Security & Risk

What Are We Really Trying to Manage?

- **Security:** Protecting people, assets, and systems from threats.

- **Risk:** Where threat and vulnerability overlap.

  - Risk can’t be eliminated—but it *can* be measured, reduced, and planned for.

The Appalachian Property & Casualty Insurance Group

Do not edit
How to change the design

What are some of the safety or security threats your school faces?

The Slido app must be installed on every computer you're presenting from

slido

Supplement Your Safety Strategy

Cameras - One Piece of your Safety Security Puzzle:

Security cameras are part of a broader safety strategy to detect, track, respond to, and report on risk in real time.

Other safety strategies support pieces are:

- Access Control Systems
- Intrusion Detection Systems
- Emergency Communication Systems
- Environmental Sensors

  (Water, fire, gas)
- Lighting
- Security Personnel
- Cyber Security Measures
- Incident Management Software

The Appalachian Property & Casualty Insurance Group

Four Core Functions of Camera Use

Detect:

Potential Threats

Track:

Movements & Behavior

Respond:

To Incidents Quickly

Report:

Insights to Improve Safety

The Appalachian Property & Casualty Insurance Group

Strategic Camera Placement

Step 1:

Where Should Cameras Go?

- Conduct a site survey before installing
- Prioritize high-risk, high-traffic areas
- Define each camera’s purpose
- Consider lighting, infrastructure, blind spots

The Appalachian Property & Casualty Insurance Group

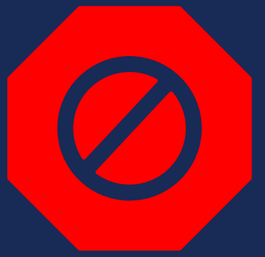
Key Areas to Monitor - or - Avoid

High-Value Coverage Zones:

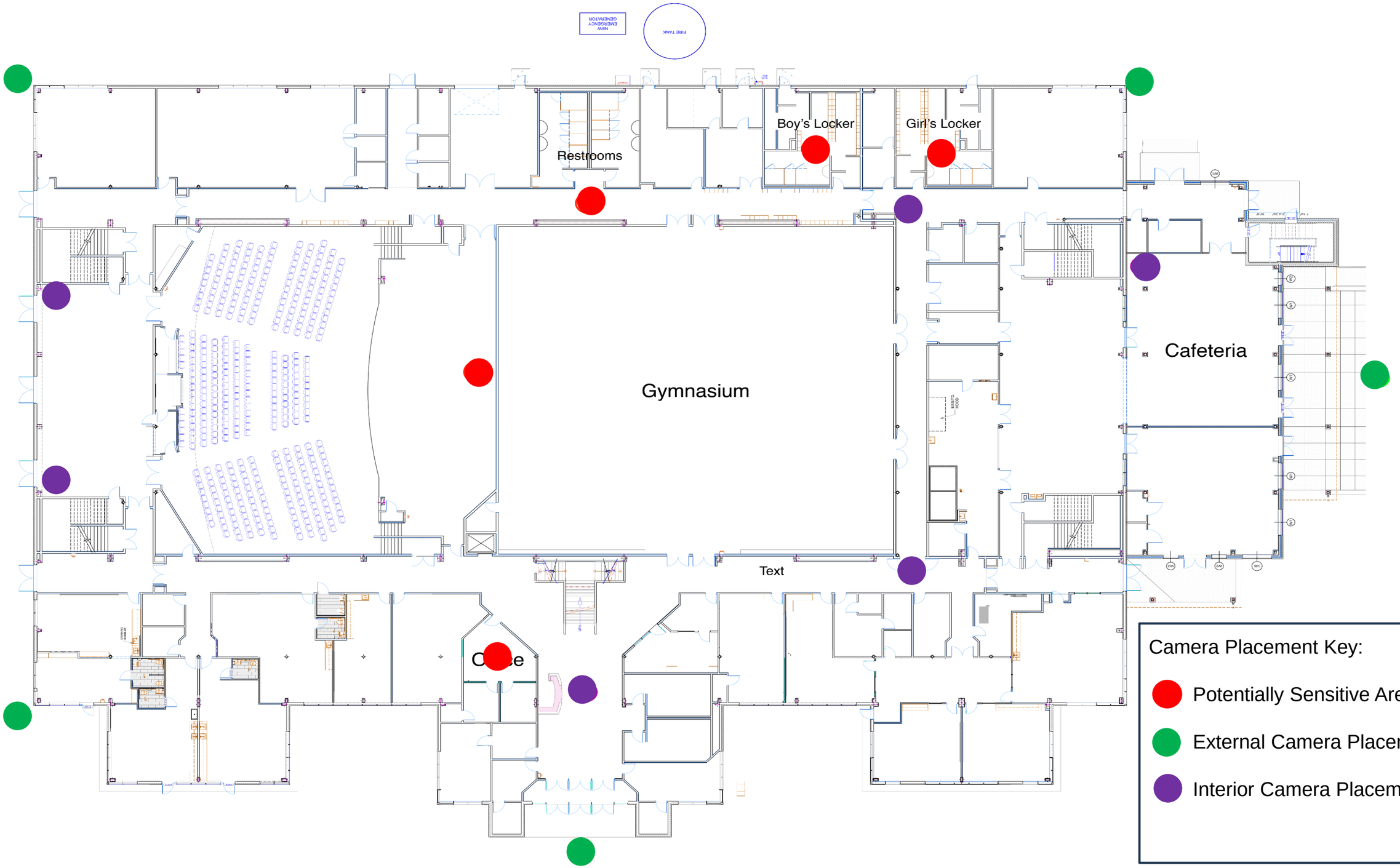
- Perimeter Areas
- Hallways & Corridors
- Reception & Waiting Areas
- Loading Docks & Deliveries

Respect Privacy Zones:

- Bathrooms & Locker Rooms
- Health & Counseling Offices
- Private Staff Areas



The Appalachian Property & Casualty Insurance Group


Restrooms
Boy's Locker
Girl's Locker
Gymnasium
Cafeteria
Text
Camera Placement Key:
Potentially Sensitive Area
External Camera Placement
Interior Camera Placement

Fixed vs. Pivot, Tilt, Zoom (PTZ) Cameras

Fixed Cameras: Always-on, limited view

- Budget-conscious deployments
- Areas with consistent monitoring needs
- Easy installation and maintenance
- Specific applications
- Deterrent

PTZ Cameras: Can pan, tilt, zoom - dynamic but requires active monitoring.

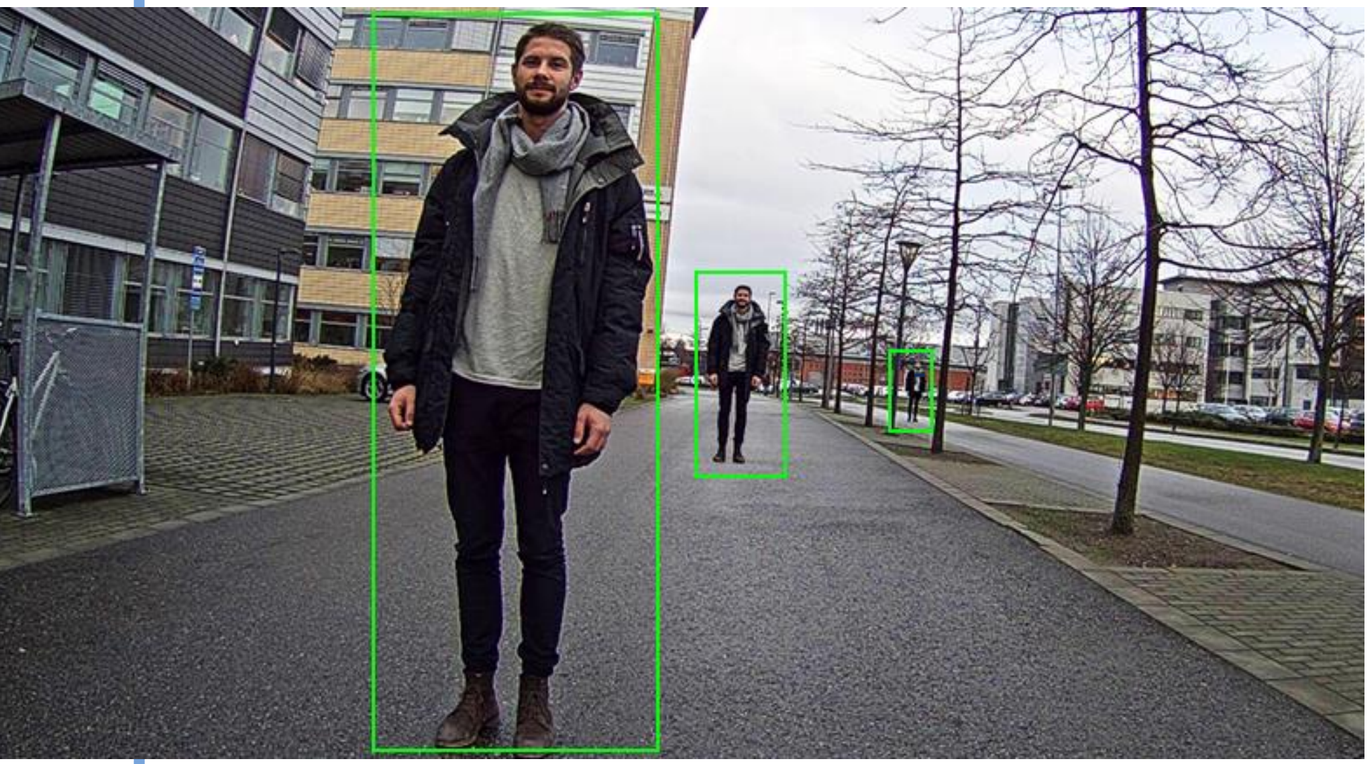
- Wide Area Monitoring
- Outdoor Environments
- Automated Monitoring
- Areas with Active Personnel
- When Speed and Precision are Needed:
- Areas Where Privacy is a Concern

Preferred Practice:

Use a combination of both fixed & PTZ Cameras!

The Appalachian Property & Casualty Insurance Group

Matching Cameras to Use Cases



Step 2:

Choose the Right Camera

- **Detection**

  Is there an object, motion, or activity?

- **Recognition**

  What type of object is it?

- **Identification**

  Who exactly is this?

The Appalachian Property & Casualty Insurance Group

Privacy-Preferred Policies

Step 3: Protect Privacy

- Limit and define access to video footage
- Define retention periods
    - No incident video retention periods
    - Incident/Concern video retention periods based on severity, authority involvement, etc.
- Inform your community

Technology Tip!

Mask sensitive zones in the video view.

The Appalachian Property & Casualty Insurance Group

Matching Cameras to Use Cases

Step 4:

Monitor & Analyze With AI

- Provide real-time alerts
- Detect abnormal behavior
- Integrate with emergency protocols
- Prevent incidents from escalating

Common AI Alerts

- Weapons
- Fighting
- Loitering (persons/vehicles)
- Crowds forming
- Medical emergencies

Key Reminder:

Video analytics enhance—but do not replace—human judgment. They're **tools for awareness**, helping teams act early and stay informed.

Proactive & Ideal Camera Practices

No Cameras

- Requires more security personnel
- May allow a lack of monitoring coverage
- No back-up documentation on file
- Incident details are all based on witness memory

Proactive

- Requires constant monitoring for real time intervention
- Provides documentation post-incident
- Acts as a deterrent for negative behaviors

Ideal

- Provides real-time alerts
- Detects abnormal behavior in real-time
- Integrates with emergency protocols and systems

Wrap-Up

Bringing It All Together

- Audit and know your risks
- Create policy strategically and thoughtfully
- Choose risk management support aids carefully
- Respect privacy of students and staff
- Use monitoring to act—not just react – Be proactive, not reactive

The Appalachian Property & Casualty Insurance Group

QUESTIONS?

Fred C. Church INSURANCE

To Get In Touch:

Brian Murray:

John Booth:

THANK YOU!

Because it's not just the policy. It's the people. ®

fredcchurch.com | 800-225-1865