



The Cranberry Group

Welcome To The Spring 2025 Risk Management Forum



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Fred C. Church
INSURANCE

Campus and Student Privacy, Safety, and Security

May 1st, 2025

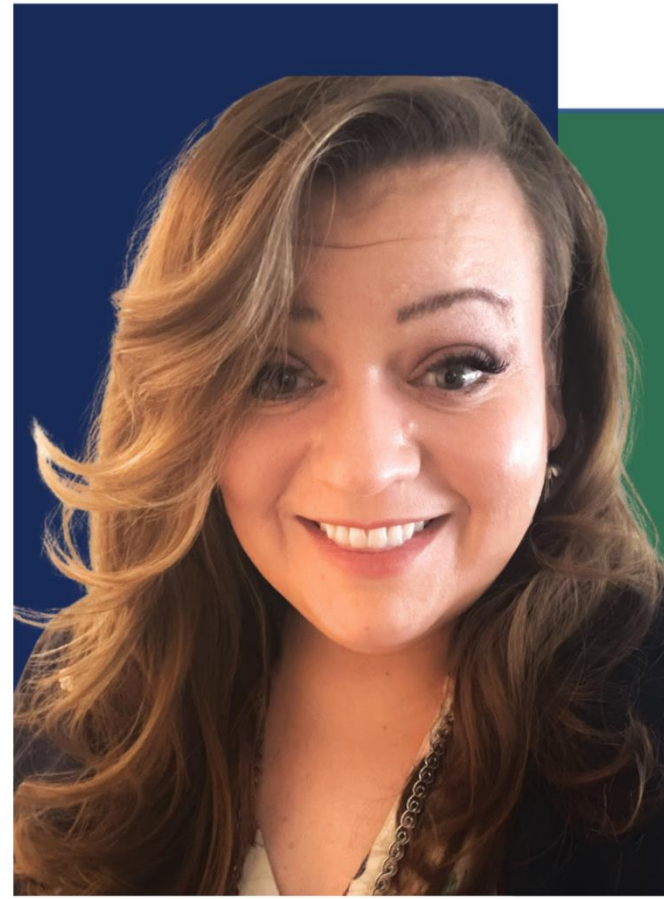
Because it's not just the policy. It's the people. ®

fredcchurch.com | 800-225-1865

MEET YOUR PRIVACY, SAFETY, AND SECURITY TOUR GUIDES!



Brian Murray
North America Director



Becky Donovan
Risk Management Consultant



John Booth
Chief Marketing Officer



Campus and Student Privacy, Safety, and Security

AGENDA

- ✓ 11AM – 12:30PM:
 - ✓ Welcome and Introductions
 - ✓ Overview: Interconnected Pillars of Risk Management
 - ✓ Interactive session, friendly competition, and *prizes!*
 - ✓ Interactive features throughout today!
 - ✓ Please have your web browsers or your cell phones ready!
- ✓ 12:30PM – 12:45PM:
 - ✓ Grab Lunch and return to seats
- ✓ 12:45PM-1:00PM
 - ✓ Cranberry Board Updates
 - ✓ Sam Daume
 - Executive Vice President, Education Practice Leader
- ✓ 1:00PM – 2:00PM
 - ✓ Student Privacy
 - ✓ Student Safety
 - ✓ Campus Security
 - ✓ Questions and Conversation



Test Your Knowledge, Collaborative Learning, & Friendly Competition!

The top four scorers will each receive
a prize bag filled with goodies!

Thank you to our presenters and their
organizations for contributing these
fun prizes!



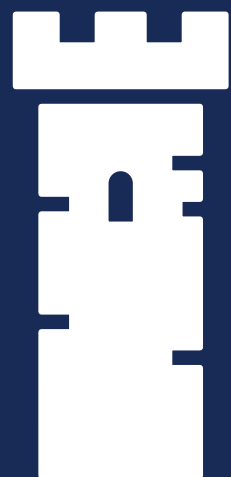
Test Your Knowledge



The Interconnected Pillars of Modern Risk Management

Privacy:

*The Guardian of
Sensitive Information*



Safety:

*The Foundation
Of Well-Being*



Security:

*The Shield
Against Threats*



Managing the Intersection

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



Test Your Knowledge



Test Your Knowledge






**SAMPLE
SCHOOL FLOORPLAN
FOR CAMERA PLACEMENT**






**SAMPLE
SCHOOL FLOORPLAN
FOR CAMERA PLACEMENT**



-  **Potentially Sensitive Area**
-  **Exterior Camera Placement**
-  **Interior Camera Placement**

**SAMPLE
SCHOOL FLOORPLAN
FOR CAMERA PLACEMENT**



-  **Potentially Sensitive Area**
-  **Exterior Camera Placement**
-  **Interior Camera Placement**

Before we break:

IDEAS?

THOUGHTS?



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QUESTIONS?

LUNCH!



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See you at 12:45

Board Updates



Sam Daume

- Executive Vice President, Education Practice Leader
samuel.daume@assuredpartners.com

Campus and Student Privacy, Safety, and Security



**Student
Privacy**



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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



Understanding Privacy Concerns

KNOWING THE PRIVACY CONCERNS, YOU'RE FACING

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



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



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



Campus and Student Privacy, Safety, and Security



Student & Campus Safety



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**November
2014**

On Campus



STUDY →

CHAPEL →



← BOARDING

← ADMIN

← SCHOOL



**November
2014**

On Campus



STUDY →

CHAPEL →



← BOARDING

← ADMIN

← SCHOOL





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

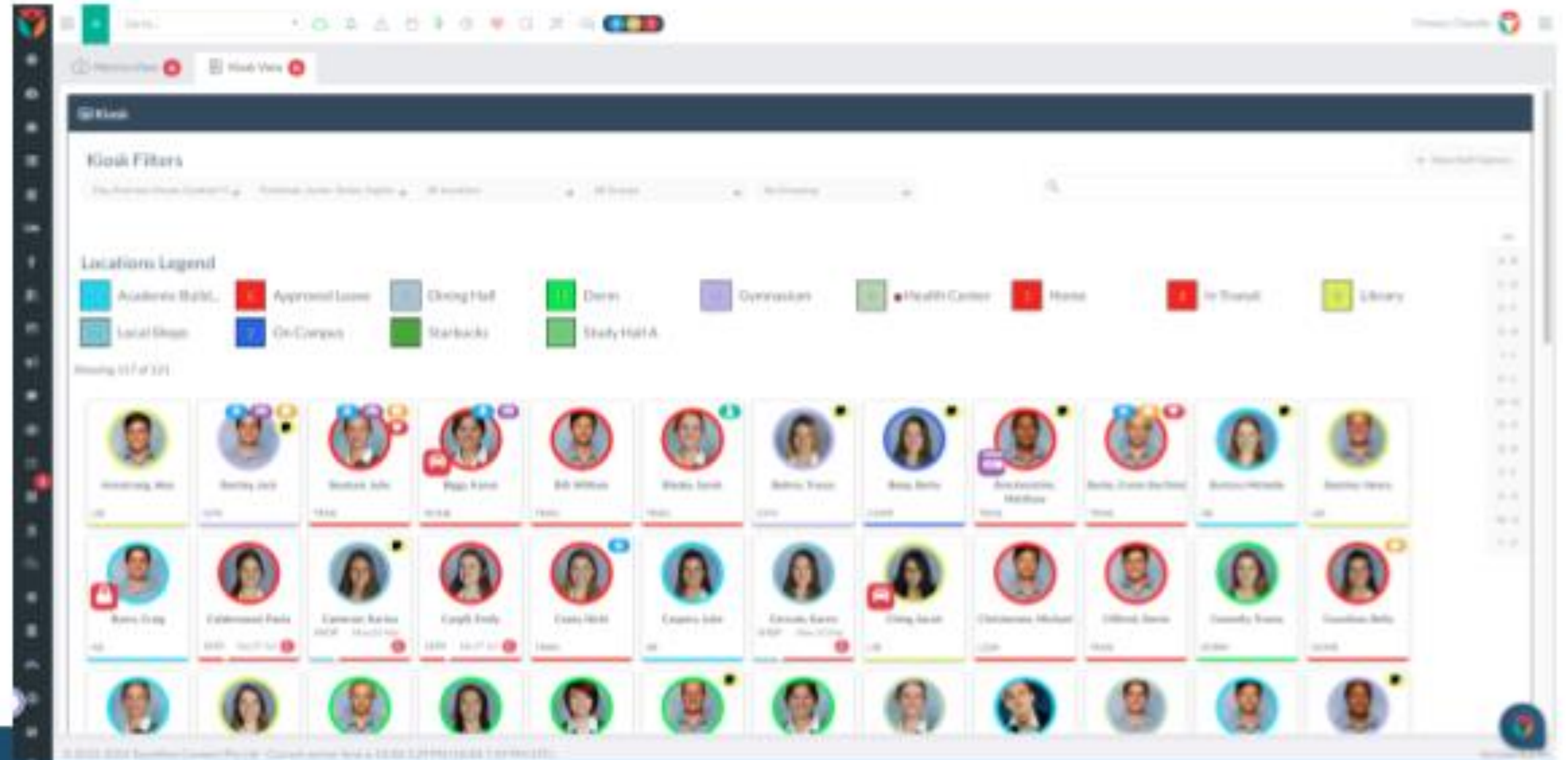


Sign In / Sign Out - SISO

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



Leave, Approvals & Communication

SCHOOL YEAR 2023-2024:

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

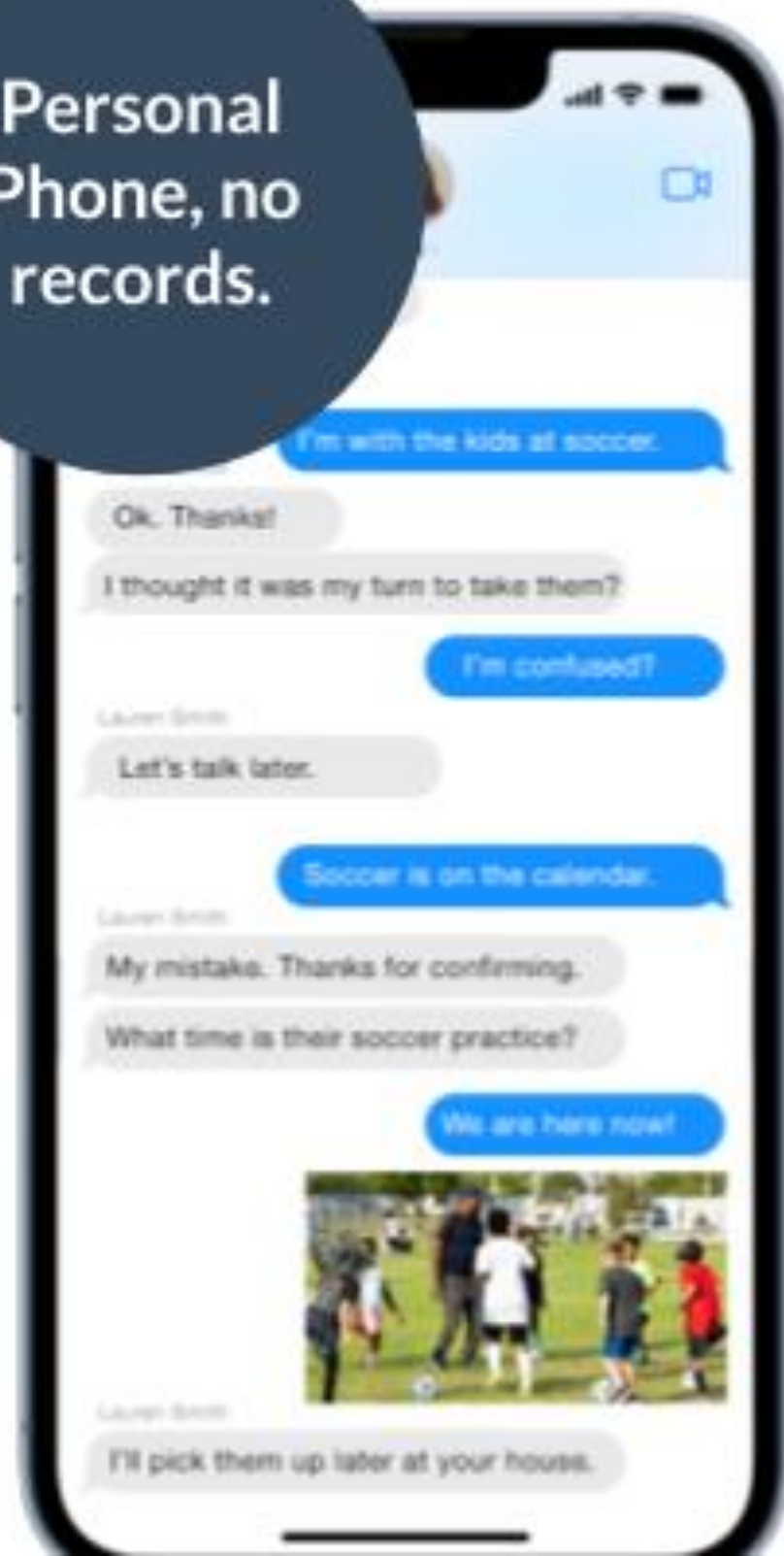
IMPACT:

- 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



Teacher

Teacher

Student

Staff

Tracked, trusted + Safe.

HELP

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

9

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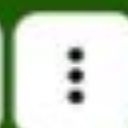
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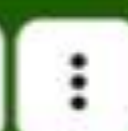
Biggs, Karen

11:21 AM



Bill, William

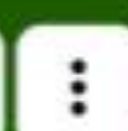
Invalid date



Blades, Sarah

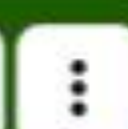
11:26 AM

Mar 25 @ 7:05 PM



Bolton, Tracey

11:25 AM



I AM

SAFE

op, Betty

11:25 AM



OK

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



What we have learned:

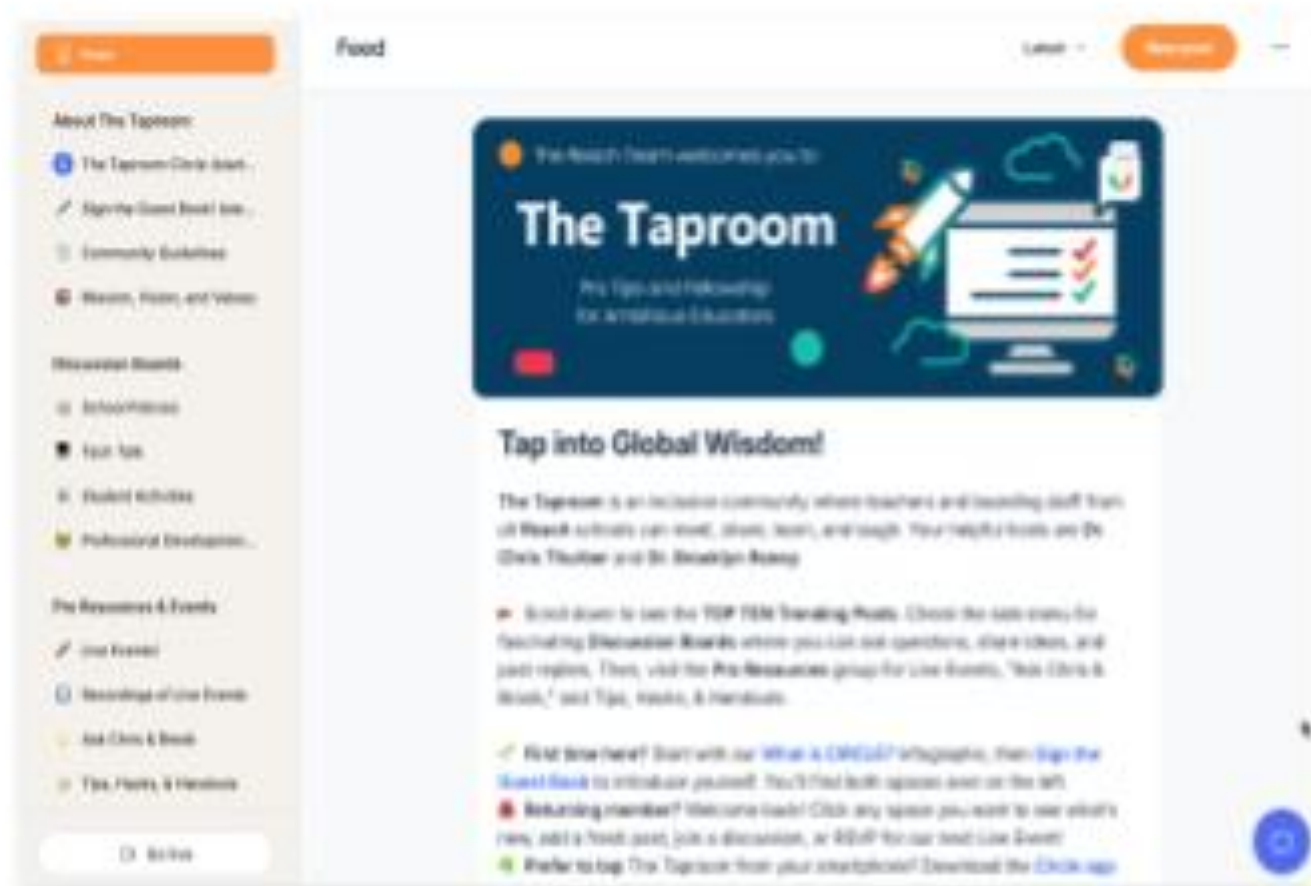


1. Incident Command Protocols
2. Preparation, Action, Debrief (Left, Bang, Right)
3. Integrations with other Systems
4. Redundancy
5. Real Time Information is critical
6. The differences between **what Schools Need to Know** and **what Responding Services Needs to Know**

Because We Are Friends Now

Here are some freebies to take away!

Fee To Join: The Taproom



Campus and Student Privacy, Safety, and Security



**Campus
Security**



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Best Practices for Using Cameras on Campus

Enhancing Safety, Privacy, and Situational Awareness



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Defining Security & Risk

What Are We **Really** Trying to Manage?

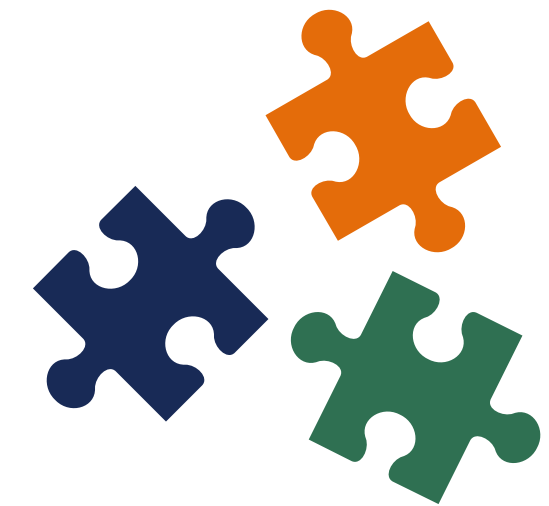
- **Security:** Protecting people, assets, and systems from threats.
- **Risk:** Where threat and vulnerability overlap.
- Risk can't be eliminated—but it *can* be measured, reduced, and planned for.



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
- Lighting
- Security Personnel
- Cyber Security Measures
- Incident Management Software

(Water, fire, gas)



Four Core Functions of Camera Use

Detect:

*Potential
Threats*



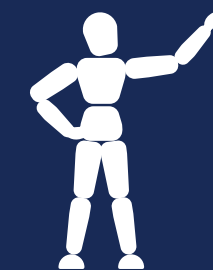
Track:

*Movements &
Behavior*



Respond:

*To Incidents
Quickly*



Report:

*Insights to
Improve Safety*



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



Key Areas to Monitor - or - Avoid

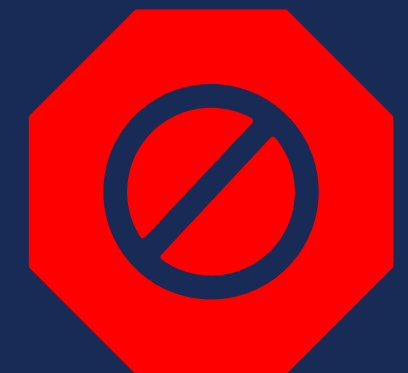
High-Value Coverage Zones:

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

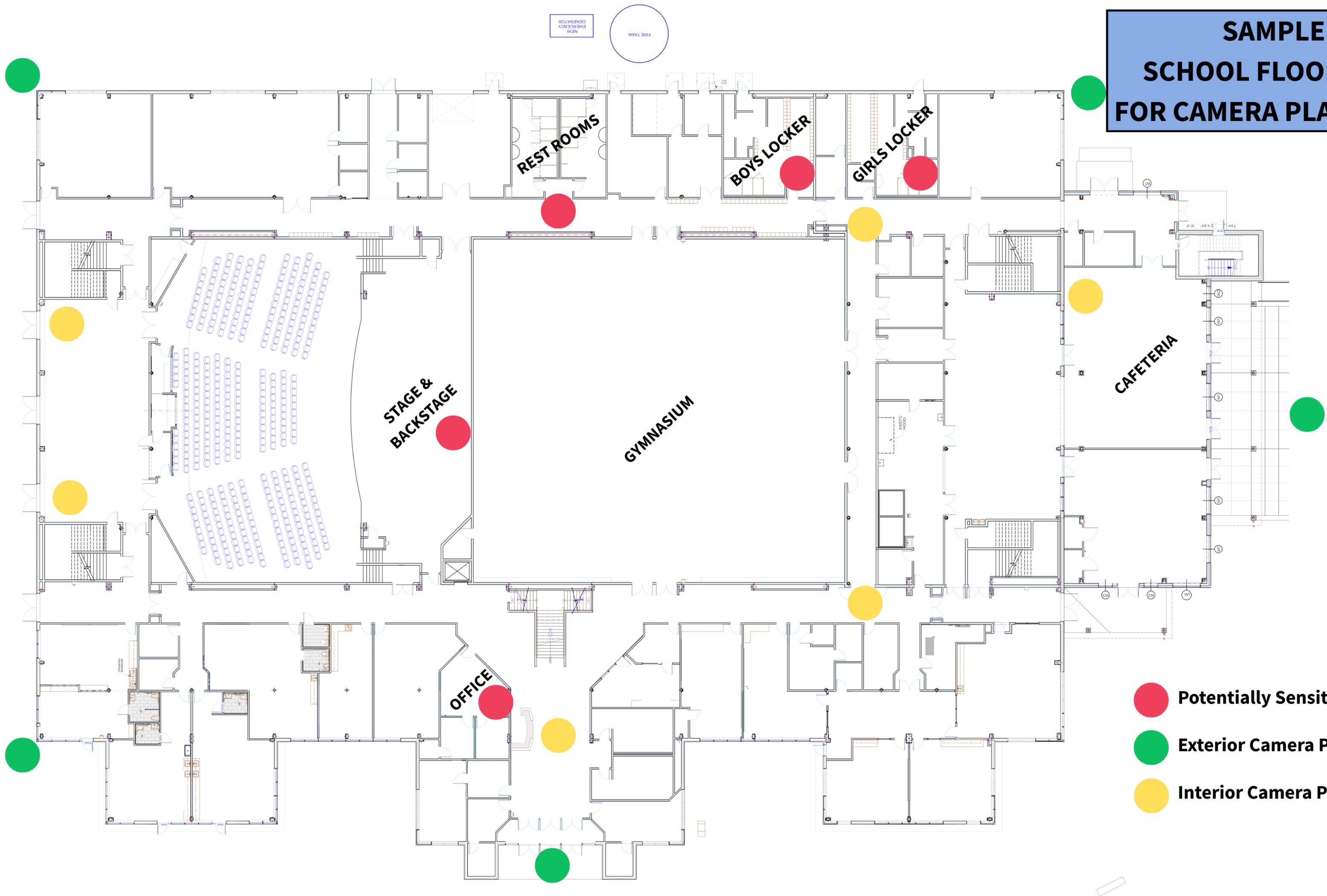


Respect Privacy Zones:

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



**SAMPLE
SCHOOL FLOORPLAN
FOR 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!



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Matching Cameras to Use Cases

Step 2:

Choose the Right Camera

- **Detection**

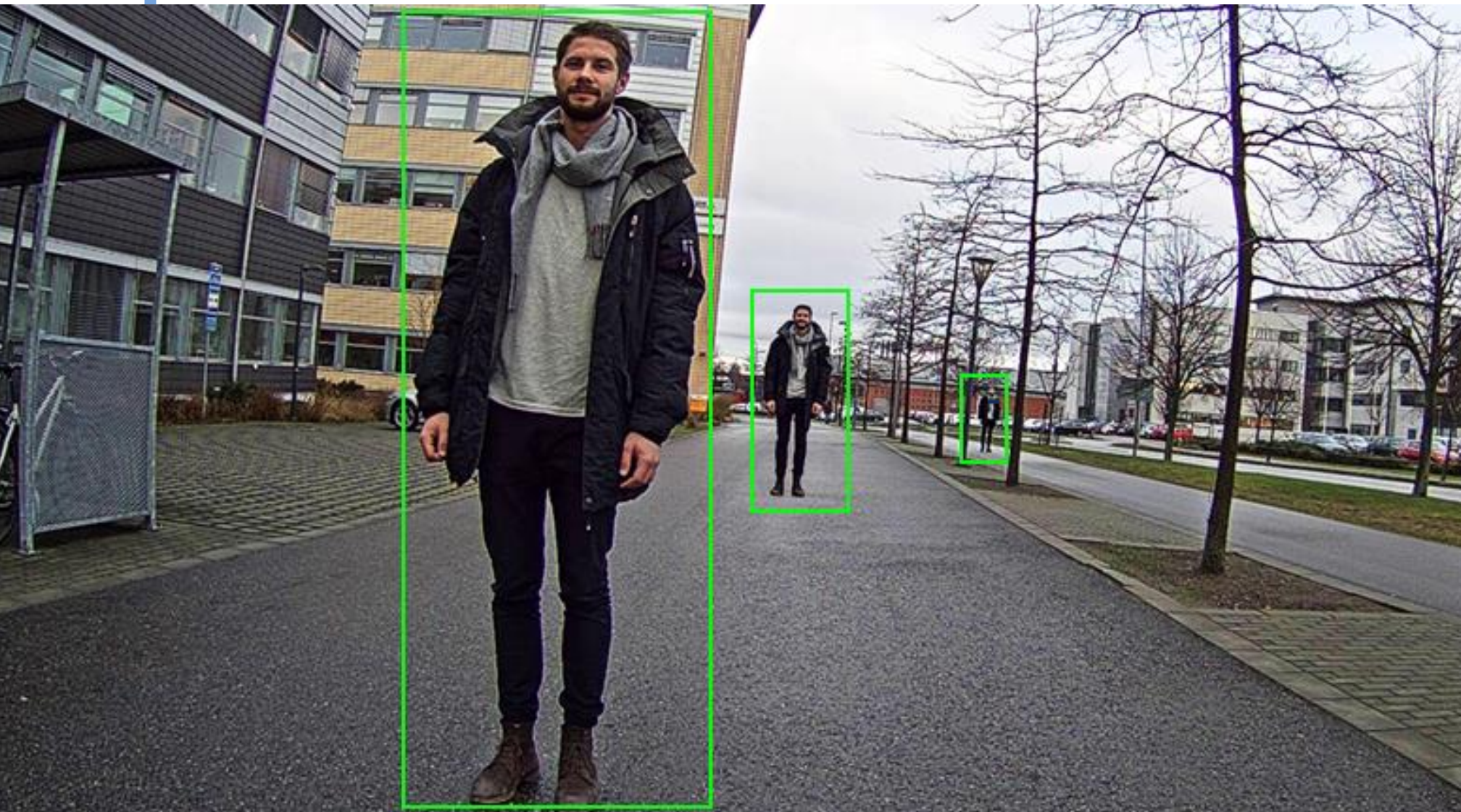
Is there an object, motion, or activity?

- **Recognition**

What type of object is it?

- **Identification**

Who exactly is this?



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.



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
- Stay tuned for a survey about future forums and content – early June!



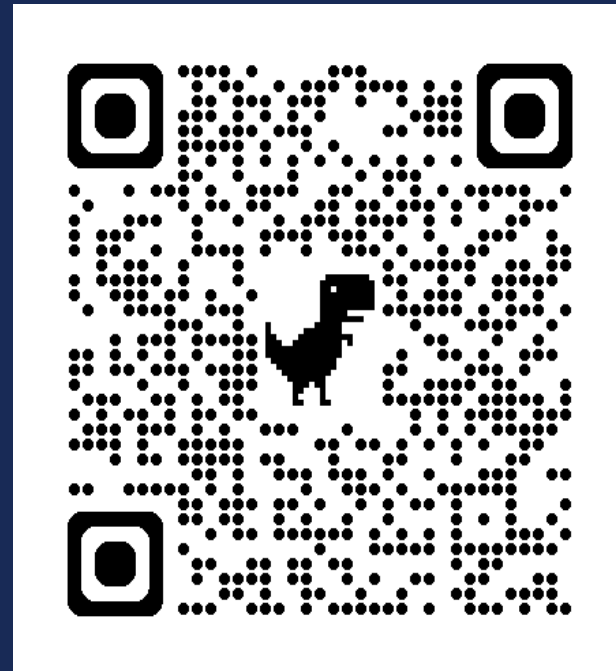


QUESTIONS?



To Get In Touch:

Brian Murray:



John Booth:



THANK YOU!

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