



STRENGTHENING SCHOOL SAFETY WITH SEAMLESS COMMUNICATIONS

FACING GREATER CHALLENGES WITH FEWER DOLLARS

K-12 schools are under enormous pressure to strengthen safety and improve efficiency with tighter budgets. Ninety-nine percent of educators say creating a safe, secure environment for students and staff is their top priority¹. Although federal funding is not increasing, state and local dollars account for 90 percent of funds². The key to tapping into these grants is a school safety plan, especially one that identifies needed equipment upfront.

School safety extends beyond classrooms and corridors. It includes preparing institutions for disasters and weather events, coordinating a rapid response throughout a school or district, and keeping students safe off property – as they travel on buses, to field trips, tournaments and more.

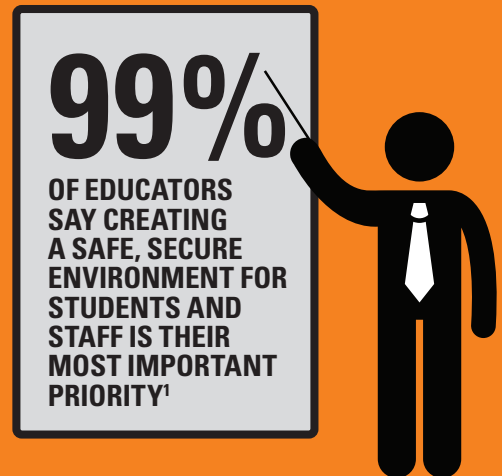
Parents want to be confident their children are learning in a safe, secure place. School personnel need to know they can effectively communicate among themselves and instantly interoperate with first responders. And administrators must be equipped to coordinate a rapid response to any situation with up-to-date technology.

PUT SAFETY AT THE HEAD OF THE CLASS WITH PROVEN TECHNOLOGY

Educators know that ensuring physical safety for students is paramount to their performance and success. This sphere of safety starts at the bus stop, continues as children move from classroom to cafeteria to off-site activity, and follows them as they board the bus and arrive home.

Administrators realize that a reliable district-wide communication system needs to be in place to streamline safety operations and coordinate an emergency response. Two-way radios fit that criteria; it's why they play a major role in collaborating with first responders and enhancing student safety.

The reliability, efficiency, clarity and coverage of two-way radios is so time-tested, they are the go-to technology for nearly half of the nation's schools. Forty percent of schools rely on radios as their primary form of communication; an additional six percent use them in conjunction with email, text messaging and more. Eighty-five percent of schools with two-way radios have their own private system and 15 percent lease access time⁵.



TAKE THE STEPS TO ENSURE SCHOOL PERSONNEL INTERACT AND REACT


Radio communications have the potential to connect superintendents, principals, teachers, security, maintenance, bus drivers, coaches and law enforcement agencies. By equipping staff and bus fleets with two-way radios and bridging software, schools can communicate directly with first responders when an emergency occurs. Whether providing care to an injured student or dealing with a potential intruder, real-time information can be shared instantly with responding agencies and other school personnel.

Just as instructional tools – like tablets, e-books and interactive video – have evolved, so have two-way radio systems. Savvy educators are taking note of the improved capabilities, from loud, clear audio to integrated voice and data. They're finding they can efficiently and affordably connect staff to each other, neighboring districts and first responders – even if a smartphone or tablet is their main communications device.

School districts are adopting safer solutions for transportation personnel, too. Bus drivers can talk using hands-free accessories approved by the U.S. Department of Transportation (DOT) as a safe means of communicating while operating commercial vehicles.

OPEN A DIRECT LINE TO FIRST RESPONDERS

SOFTWARE LINKS SCHOOL RADIOS WITH PUBLIC SAFETY P25 RADIOS



The illustration depicts a communication network. On the left, a school building with a flag on top is connected by a white arc to a bus. In the center, a 9-1-1 dispatch center with a person at a desk is connected by white arcs to both the school building and a police car on the right. The background is orange, and the foreground is black.

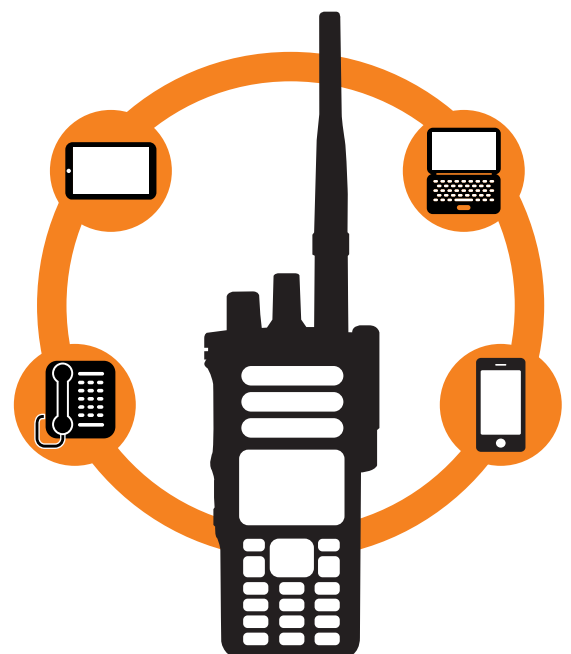
- 9-1-1 dispatchers control and monitor the calls from a school
- Information is shared and updated as an incident unfolds
- They connect school personnel to first responders in real-time
- Regular training helps schools interoperate effectively

CONNECT ANYONE ON ANY DEVICE, ON OR OFF CAMPUS

Unified communications is one of the most pressing concerns for educators around the country⁶. This is especially true when it comes to reaching personnel wherever they go, such as bus drivers on daily routes or superintendents traveling on business.

Today, educators tote an array of devices, from personal smartphones to digital tablets. Now, work group communication applications can be installed on virtually any device to extend the reach of school radios to those who may not carry them. This enables the principal at a convention or the superintendent off campus to talk on their smartphones with radio users at school.

Radios can be linked to smartphones, tablets, laptops, PCs, landlines and even intercoms on any public or private mobile data network, including Wi-Fi. Schools maximize the resources they already have and let staff keep their own devices and service plans.



DRIVE SAFETY HOME WITH OPERATIONS-CRITICAL APPLICATIONS

GPS location tracking on two-way radios helps schools monitor bus locations and manage logistics. Bus-fleet managers can determine the speed and location of vehicles, engine alerts, hard braking, fuel consumption and ignition status. They can re-route buses around local accidents and traffic jams, pinpoint where a bus is in real time, and see whether a driver is deviating from the route. Other apps enable schools to inspect buses, track upkeep and inform them if bus doors are left open and if drivers are on duty.

Operations-critical apps beyond the fleet also enhance safety, increase efficiency and reduce costs. Security personnel can be automatically notified if a school door or gate is breached and remotely open or close it. Maintenance can turn lights on or off, control sprinklers and handle a multitude of other tasks with their two-way radios.

MAKE EMERGENCY PREPAREDNESS PART OF THE LESSON PLAN

Sixty-eight million children are in school or day care every day, yet over 50 percent of states do not mandate that schools meet minimum standards to protect children during emergencies⁷. Add to this the increase in severe weather events and the need for immediate, reliable, always available communications can't be overstated.

The more information school officials have at their fingertips, the more effectively they can prepare and respond. For example, before a storm strikes, NOAA weather alerts can be transmitted directly to two-way radios or smartphones to warn of impending conditions.

Scalable, multi-site digital trunking systems that link hundreds or thousands of radios also connect institutions or districts. Even users who don't carry a radio can access the system using a work group communications application on their smartphone, tablet or PC.

Calls can be queued during busy times until an open channel is available, key personnel can be assigned priority status when the system is in high demand, and a wireline console can be used for centralized dispatch.

ALERT PUBLIC SAFETY WITH THE PRESS OF A BUTTON



The illustration features a large hand on the left, with the index finger pressing a button on a radio console. A circular inset shows a close-up of the hand and the console. A white line connects the button to a radio on a desk inside a school building. The school building has a flag on its roof and a radio antenna. A white line also connects the radio to a 9-1-1 dispatch center on the right, which has a traffic light and a person at a computer workstation.

When emergencies erupt and personnel must communicate instantly, schools can use their radio technology to prioritize critical communication the moment it is needed. With the touch of a button, they can instantly send an alert to public safety without having to speak. The dispatcher hears what is going on in the background – even when school personnel can't talk – and shares that information with first responders.

DIVERSE STAFF. DIFFERENT LOCATIONS. ALL CONNECTED WITH INTEGRATED RADIO COMMUNICATIONS.

SUPERINTENDENTS AND PRINCIPALS

Digital voice and data communications with crystal-clear audio, text messaging and productivity-enhancing data applications. Can use their smartphones to communicate with radio users, from school personnel to first responders.



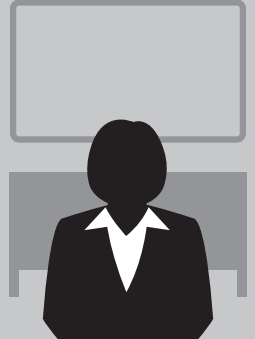
HALL MONITORS AND MAINTENANCE

Compact, rugged portable radios. Digital voice communications with crystal-clear audio that overcomes noisy hallways, loud boiler rooms and bustling playgrounds.



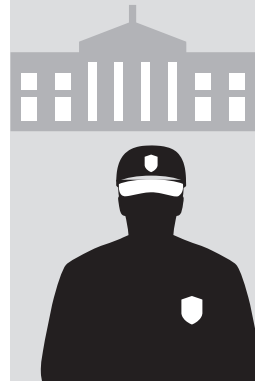
TEACHERS AND ADMINISTRATORS

Sleek and light digital-capable radios for clear voice and excellent audio. Ideal for coordinating tasks and activating rapid response. Simple, rugged and easy to use.



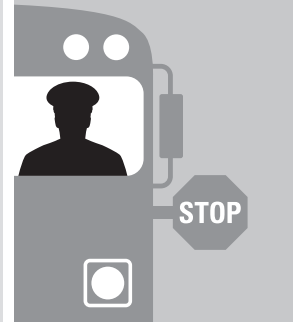
SECURITY AND POLICE OFFICERS

Portable radios with digital voice and data. Rugged and reliable for an instant connection and direct communication with first responders in emergencies.



BUS DRIVERS AND TRANSPORTATION MANAGERS

Mobile radios with digital voice. Crystal-clear audio overcomes noisy environments. Reliable, rugged and affordable. Hands-free accessories for safe communication on the road.



INCREASE SAFETY AND EFFICIENCY, DOWN THE HALL AND ACROSS THE DISTRICT

Dollar-challenged districts know that radio communication is an affordable way to stay connected. They deliver better coverage and clearer voice, a must-have for noisy classrooms and loud buses. Their greater capacity connects more people – from building to building or throughout a district. Two-way radios have advanced features, such as data applications, and seamlessly link to other devices, including smartphones, tablets, landlines, PA systems and wireless call boxes.

Today more than ever, student safety is a sweeping priority. It's why we work closely with schools nationwide to create safer environments for students and staff. Our innovative solutions, reliable and resilient systems and expert partner network can help your district increase safety and efficiency and foster a better learning experience – from the classroom to the stadium to the bus ride home.

SOURCES

1. Motorola 2013 Nationwide Education Survey
2. 10 Facts About K-12 Education Funding, U.S. Department of Education
3. Report: School Crime and Violence Rise, U.S. News and World Report, June 10, 2014
4. Motorola 2013 Nationwide Education Survey
5. Motorola 2013 Nationwide Education Survey
6. Motorola 2013 Nationwide Education Survey
7. "Half of states lack disaster plans for schools, day care," USA Today, Sept. 4, 2013

To strengthen school safety with seamless communications, contact your local Motorola representative or visit www.motorolasolutions.com/education

Motorola Solutions, Inc. 1301 E. Algonquin Road, Schaumburg, Illinois 60196 U.S.A. motorolasolutions.com
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