

WHEN YOUR SCHOOLS AND BUSES NEED HELP, UNRELIABLE CELL PHONES ARE NOT WHAT YOU NEED.

LEARN WHAT MAXIMIZES SAFETY AND MINIMIZES SPENDING.

Discover why digital radios can lower security risks and costs by 50 percent.

 **DOWNLOAD THE DETAILS** 

TIGHTEN SECURITY ON TIGHTER BUDGETS

A RISE IN VIOLENCE IN U.S. SCHOOLS

7,478 EXPLOSIVES/FIREARM INCIDENTS IN 1 YR.¹
30,193 KNIFE/SHARP OBJECT INCIDENTS IN 1 YR.¹
80% VIOLENCE EXPECTANCY RATE IN 40,000 U.S. SCHOOLS²

A DROP IN EDUCATIONAL FUNDING

35 STATES FUNDING BELOW 2008 LEVELS³

CELL PHONES OFFER FRAGMENTED COMMUNICATIONS.

- GAPS IN COVERAGE AND SIGNALS
- UNRELIABLE IN EMERGENCIES WHEN CELL TOWERS OVERLOAD
- DIFFICULTY TRACKING STUDENTS/STAFF
- SLOWER EMERGENCY RESPONSE
- RESTRICTED BY U.S. DOT
- 50% HIGHER TOTAL COST OF OWNERSHIP OVER 5 YRS.⁴
- 25% FAILURE RATE/YR.⁵

DIGITAL RADIOS OFFER ALWAYS-ON COMMUNICATIONS.

- VIRTUALLY ANYWHERE COMMUNICATION TO STAFF/BUS DRIVERS
- INSTANT STAFF AND EMERGENCY ALERTS
- FASTER RESPONSE TO HELP PREVENT/CONTROL SITUATIONS
- STUDENT AND BUS TRACKING
- APPROVED BY U.S. DOT
- MINIMIZED TOTAL COST OF OWNERSHIP

TO LEARN MORE, VISIT WWW.MOTOROLASOLUTIONS.COM/MOTOTRBO

WHITE PAPER
K-12 EDUCATION COMMUNICATIONS



SAFETY FIRST MAXIMIZING COMMUNICATIONS IN K-12 SCHOOLS

GROWING CONCERNS. GREATER CHALLENGES. TIGHTER BUDGETS.

K-12 schools are under enormous pressure to strengthen safety and improve efficiency with dwindling dollars. A recent survey of American educators emphasized how top of mind this is: 99 percent said creating a safe, secure environment for students and staff is their most important priority.¹ Yet elementary and high schools in 26 states received fewer funds in 2012-13 than in the year before. In 35 states, funding plummeted below 2008 levels.²

The mandate for 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.

The bottom line is, parents want to be confident their children are learning in a safe, secure place. School personnel need to know they can effectively communicate and interact together. And administrators must be equipped to coordinate a rapid response to any situation with up-to-date technology that fits their funding.

WHAT CAN SCHOOLS DO TO INCREASE STUDENT SAFETY AND IMPROVE EFFICIENCY WITH FEWER DOLLARS?

PROVEN TECHNOLOGY PUTS SAFETY AT THE HEAD OF THE CLASS

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.

What today's administrators realize is that a coordinated, integrated and reliable communication system needs to be in place for this to happen smoothly. Two-way radios fit that criteria; it's why they play a major role in school districts for coordinating response and enhancing student safety.

In fact, the reliability, efficiency, clarity and coverage of two-way radios is so trusted and 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 other modalities. Eighty-five percent of schools that use two-way radios have their own private system and 15 percent lease access time.³

99%
OF EDUCATORS SAY CREATING A SAFE, SECURE ENVIRONMENT FOR STUDENTS AND STAFF IS THEIR MOST IMPORTANT PRIORITY.¹

7,478
INCIDENTS INVOLVING A FIREARM OR EXPLOSIVES IN ONE YEAR IN K-12 SCHOOLS¹

30,193
INCIDENTS INVOLVING A KNIFE OR SHARP OBJECT IN ONE YEAR IN K-12 SCHOOLS¹

FIND OUT WHY DIGITAL RADIOS GET HIGHER MARKS IN SAFETY.

In this white paper, you'll learn how digital radios can better prepare schools than cell phones in protecting students and staff.

For your free copy of the white paper, tell us about yourself.

Email*

First Name*

Last Name*

Company*

Phone*

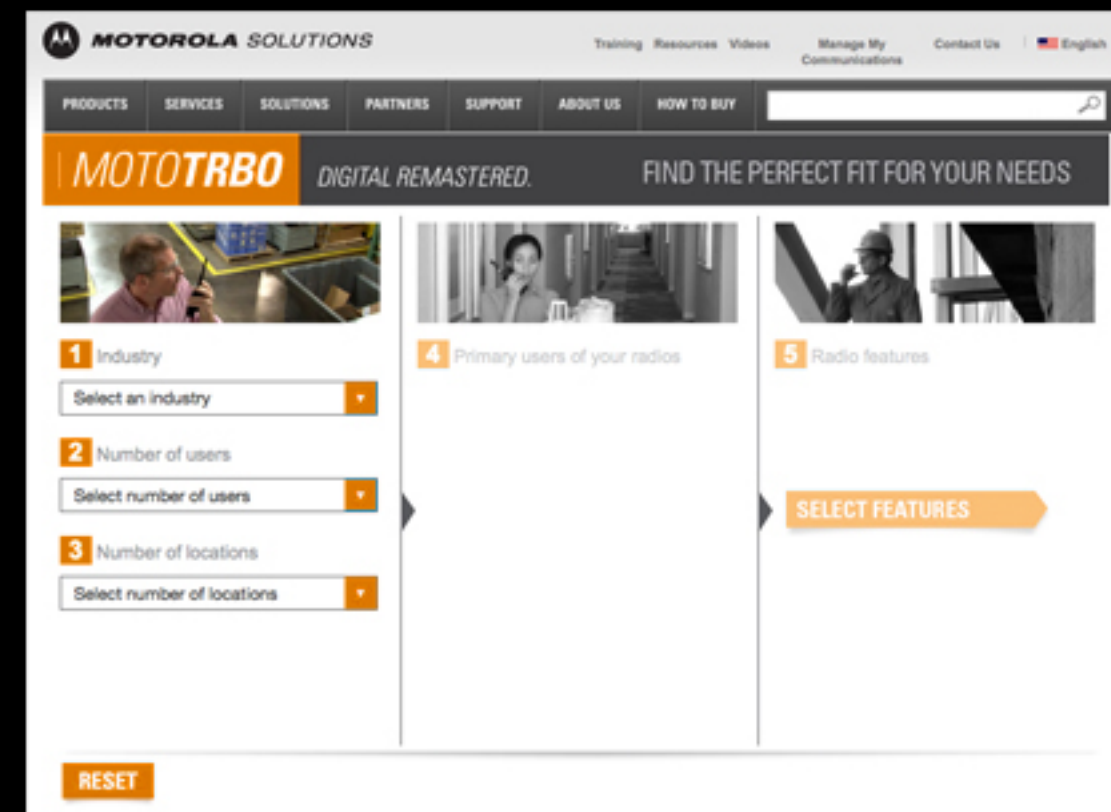
Industry*

READ THE "SAFETY FIRST" WHITE PAPER  **→**

FIND THE RIGHT DIGITAL RADIO FOR YOU.

Enter your information, and the interactive tool will do the rest, presenting you with the best options based on your needs.

USE THE RADIO SELECTOR TOOL  **→**



The screenshot shows the Motorola Solutions website with the MOTOTRBO Digital Remastered banner. Below the banner is the Radio Selector Tool interface. It consists of five numbered steps: 1. Industry (Select an industry), 2. Number of users (Select number of users), 3. Number of locations (Select number of locations), 4. Primary users of your radios, and 5. Radio features. A 'SELECT FEATURES' button is located at the bottom right of the tool. A 'RESET' button is located at the bottom left of the tool.



SAVE UP TO \$1,250 ON MOTOTRBO™ DIGITAL RADIOS **→**

JAN 1 – APR 25, 2014



 **Click Chat with a Representative** **→**

 **Speak to a Representative Now**
800-367-2346



**WHEN YOUR SCHOOLS AND BUSES NEED HELP,
UNRELIABLE CELL PHONES ARE NOT WHAT YOU NEED.**

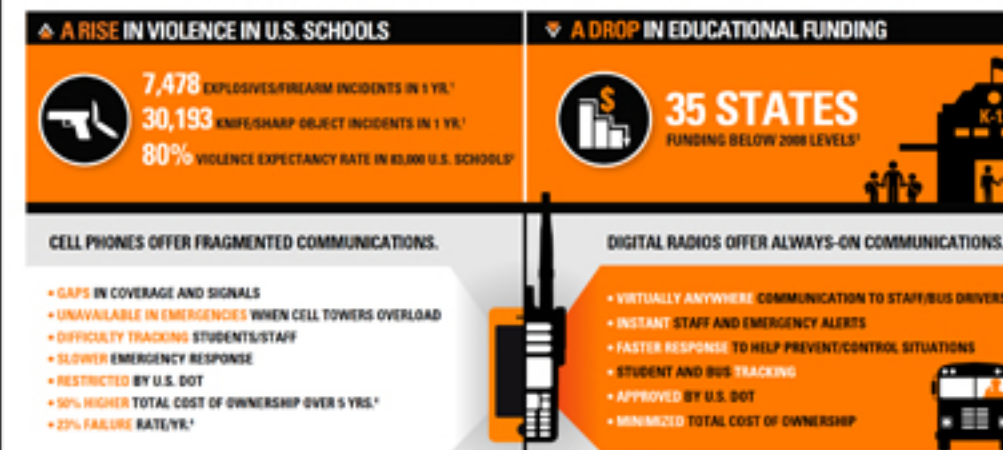
LEARN WHAT MAXIMIZES SAFETY
AND MINIMIZES SPENDING.

Discover why digital radios can lower security risks and costs by 50 percent.



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TIGHTEN SECURITY ON TIGHTER BUDGETS



TO LEARN MORE, VISIT WWW.MOTOROLA.SOLUTIONS.COM/MOTOTRAC

Reagan J. "Introduction of Federal Safety 'Index,' Also 10,000 to 150,000 More." *New York Times* (New York: New York Times Company, Sept. 1, 1981), in: *Index*. *Food Safety Inspection Service for Food Safety and Health*. Available at: <http://www.fda.gov/oc/ohrt/foodindex.htm>.

WHITE PAPER
K-12 EDUCATION COMMUNICATIONS



SAFETY FIRST MAXIMIZING

FIND OUT WHY DIGITAL RADIOS
GET HIGHER MARKS IN SAFETY.

In this white paper, you'll learn how digital radios can better prepare schools than cell phones in

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**MOTOROLA**

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TIGHTEN SECURITY ON TIGHTER BUDGETS



▲ A RISE IN VIOLENCE IN U.S. SCHOOLS



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30,193 KNIFE/STAB SUBJECT INCIDENTS IN 1 YR.²
80% VIOLENCE EXPECTANCY RATE IN K-12 U.S. SCHOOLS³

▼ A DROP IN EDUCATIONAL FUNDING



35 STATES
FUNDING BELOW 2010 LEVEL⁴



CELL PHONES OFFER A COMMUNICATION LINE.

- HIGHER TOTAL COST OF OWNERSHIP OVER 5 YRS.⁵
- DFL-FAILING BATTERY⁶
- UNAVAILABLE IN POWER OUTAGES AND CELL TOWER OVERLOAD
- SLOWER EMERGENCY RESPONSE
- GAPS IN COVERAGE AND SIGNALS
- FRAGMENTED DISTRICT COMMUNICATION
- DIFFICULTY TRACKING STUDENTS AND STAFF
- RESTRICTED BY U.S. DOT



DIGITAL RADIOS OFFER A LIFELINE.

- LOWER TOTAL COST OF OWNERSHIP
- BETTER AID
- ALWAYS AVAILABLE COMMUNICATION
- FASTER RESPONSE TO PREVENT CRITICAL SITUATIONS
- INSTANT STAFF AND EMERGENCY ALERTS
- ANYWHERE COMMUNICATION TO STAFF AND DRIVERS
- STUDENT AND BUS TRACKING



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