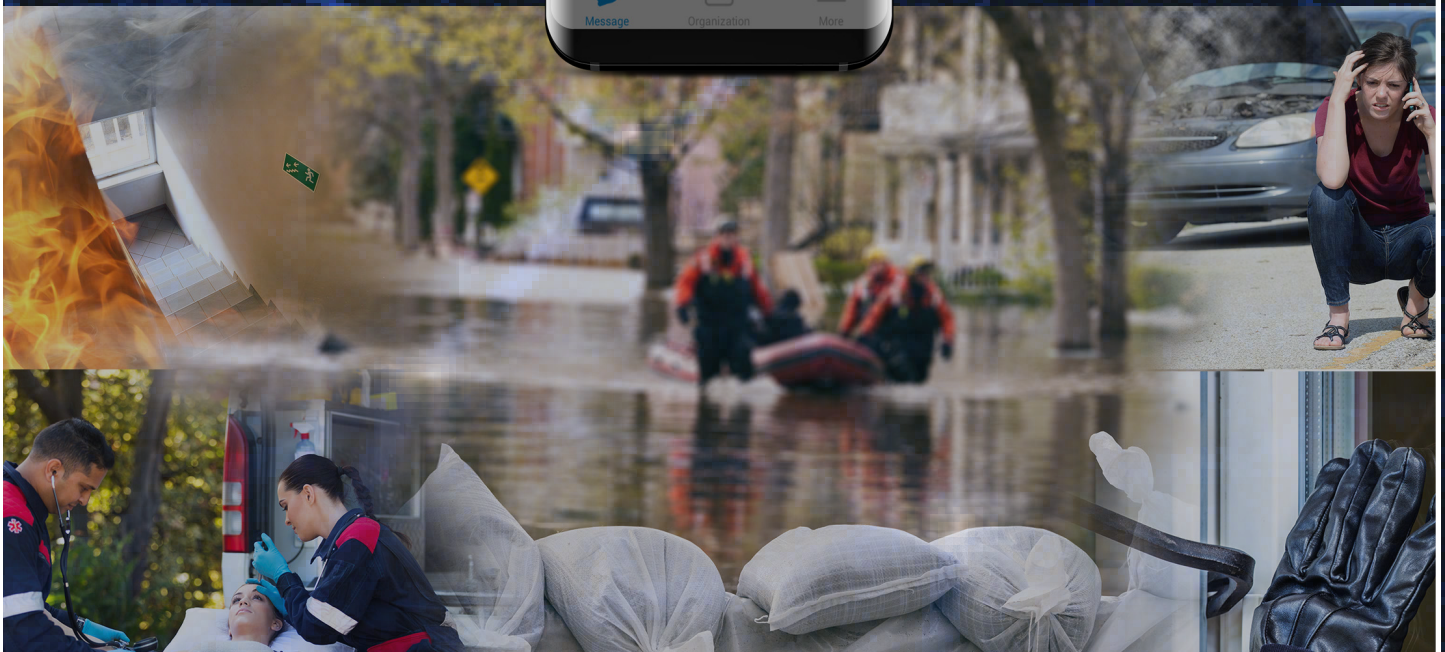
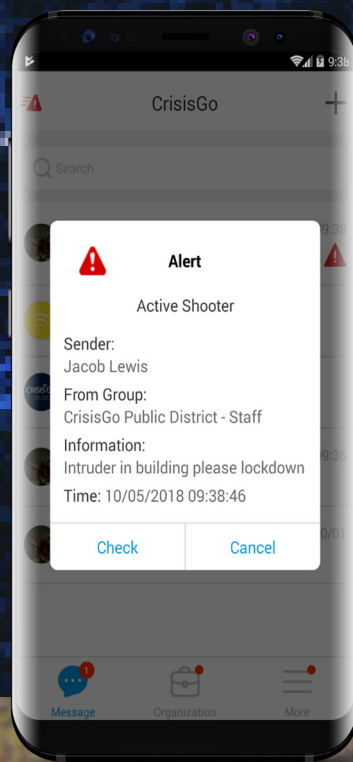


Emergency Response Platform Evaluation Guide



Emergency Response Platform Evaluation Guide

At a time when emergency response is on everyone's mind, the criteria for evaluating emergency alerting and response systems continue to evolve. Today, many districts are turning to strategic emergency management solutions—to platforms that unify industry-leading crisis response tools like alerts, panic buttons, multimedia messaging, and checklist management. This evaluation guide is designed to help you stay informed about these evolving criteria and raise questions and considerations about potential solution providers.

Why choose an emergency response platform with mobile capabilities?

As an educational institution, you have a tremendous responsibility of keeping your students, employees, and visitors safe. In today's volatile world, anything can happen, and smart district leadership must know exactly what the emergency essentials are for all situations. Your teachers, staff, and administrators all utilize computers and mobile devices throughout their day, so it only makes sense to leverage the technology they use every day to strengthen school safety.

By ensuring that your stakeholders always have access the safety technology and information needed to navigate emergency situations, your school district will be better prepared to assess risks and prevent safety threats, rapidly respond to any crisis that does occur, connect your organization through safety communication, resolve the situation utilizing the proper safety resources, and recover from the initial incident.



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Strategic Platform

User Experience			
Easy to use, yet it also provides sophisticated features and functionality for advanced emergency management.			
Provides a single tool that all stakeholders can use (staff, students, volunteers, first responders, etc.).			
Ability for your district to grant access to certain features and functions based upon an individual's permissions, role, and group.			
All stakeholders can utilize permission-controlled access on all computers and mobile devices from any network.			

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Strategic Platform

Technology Infrastructure

The solution is scalable and robust.

The platform provides a unifying solution that provides comprehensive emergency management (e.g. planning, emergency communication, recovery, etc.) for your district.

Ability to connect to your district's Student Information System to automatically update classroom rosters.

Ability to connect to your district's staff management system to automatically update emergency communication group information.

Ability to have access to your emergency plan and communication tools on Android, IOS, and PC, MAC, and Chromebook platforms.

Ability to provide first responders the application so they can monitor all school districts in their jurisdiction with a single app.

All actions, communications, videos, and messaging are captured and encapsulated in an event. The data is stored, and it is available for post-event reporting and review by administrators.

Ability to manage your emergency plan at the district level and the building level.

Ability to share elements of your emergency plan with local law enforcement and fire responders. Ability to share maps, messaging, and video.

• Vendor provides an integrated electronic calendar system for planning and scheduling engagements and drills within the District.

Strategic Platform Sub Total

Rate vendors on a scale of 1-5 , with 5 being excellent.

Vendor's Name

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User Management and Integrations			
Self-Registration			
Ability to notify building administrators when new accounts or changes are submitted for approval.			
Ability to have staff apply account, building, or role changes easily through a web form.			
Ability to notify staff of the audit result of the account, building, or role changes.			
Auto-maintained Message Group Ability to have the system automatically maintain group members based on the District/ Building level with the pre-set synchronization rules.			
Batch Import Ability to mass upload users through a CSV file.			
LDAP Ability for your IT Department to make a connection to cloud-based services to upload users, and automatic daily updates are included			
ADFS Ability your IT Department to utilize Active Directory Federated Services to make a more secure connection between your district's active directory and the cloud-based services on AWS			
Single Sign-On Ability for your stakeholders to use their district credentials (e.g. district email and password) to sign in to the app.			
Integrations Ability to integrate the product with other safety and monitoring systems in your district to ensure instant notification if there are any issues in your system.			
User Management and Integrations Sub Total			

Rate vendors on a scale of 1-5 , with 5 being excellent.

Vendor's Name

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Communication Capabilities

Two-Way Emergency Communication			
Ability to utilize two-way communication before, during, and after an incident.			
Ability to utilize communication group hierarchy (members and managers) to ensure the right people always receive the appropriate message.			
Ability to send a text, voice to text, audio, image, video, file, or GPS pin to another member of the district's emergency response team or local fire responders and law enforcement.			
Ability for administrators to establish groups for messaging based on the NIMS protocol.			
Ability for administrators to change a pre-set group distribution list from their phone at any time to adjust for staff that is not available at the time of the crisis.			
Ability to record messaging on the portal for post event review.			
Ability to have all people in the group respond to everyone.			
Redundant SMS notification for multi-media messages, text, audio, video, location, or files.			
Ability to have crisis team send messages on behalf of the Organization.			
Ability to have the crisis team send a message to all staff, but staff can only respond to the crisis			
Email/SMS Ability to send direct email/SMS messages to internal contacts and external contacts.			
Invitation/Subscribe Ability to invite students/parents/crisis team to join a communication group via email/SMS/ web links. Ability to join message group via group ID or QR code.			

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Communication Capabilities (cont.)

Web Resources Ability to include internal web resources (web links to videos, FAQs, PDFs, etc.) in specific communication groups.			
Mass Notification Vendor provides ability to message parents, students, and staff using app messaging system and SMS. Any communication channel can be deemed a mass notification channel.			
Student and Parent Two-Way Safety Communication Ability for parents and students to have access to two-way communication with the school safety team to ensure all stakeholders are connected during an emergency.			
Supplemental Communication Groups The ability to quickly and easily create and manage communication groups for any type of team, event, department, or club (e.g. sports teams, field trips, bus services, etc.).			
Communication Capabilities Sub Total			

Rate vendors on a scale of 1-5 , with 5 being excellent.

Vendor's Name

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Safety Tools and Features

Emergency Alerts and Notifications			
Ability to alert staff to an emergency based on the type of incident, role, and location.			
Ability for administrators to release an alert when the emergency is determined closed.			
Ability to have a siren sound when the alert is sent to make sure that staff takes immediate action.			
Ability to mute all in-app sound after a specific alert, like hard lockdown, is sent.			
Ability to have multiple siren sounds so different crisis types can have different alert sounds.			
Ability to see exact times and dates of all alerts by emergency type.			
Ability to redirect to the appropriate checklist when an alert is sent.			
Ability to have a redundant SMS message sent when an alert is sent.			
Provides a quick-access button within the app for sending alerts quicker and easier during an emergency.			
Allows you to send alerts via widgets or swipe menus on mobile devices.			
Allows you to send alerts by right clicking the app icon on PCs and Macs.			
Drill Management and Reporting			
Ability to schedule all of your safety drills for all of your buildings from an online dashboard to achieve compliance with state laws.			
Ability to monitor the status of all of your scheduled safety drills for all of your buildings.			
Ability to setup notification for which drills have been completed and which ones need to be completed.			
Ability for building admins to mark safety drills completed in an online dashboard and record any valuable notes about the drill.			
Ability to export drill reports based on the type of drill or the building where they were performed.			

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Safety Tools and Features (cont.)

Escalation of Emergencies to First Responders			
Ability to automatically escalate significant emergencies to first responders (law enforcement, fire department, and EMS) by instantly alerting them to the specific emergency, which is received at the same time as staff members.			
Ability to automatically include first responders in your emergency communication channel.			
Ability to escalate panic button activations and safety tip reports to parties outside your school building (district admin, law enforcement, counselors, etc.).			
Ability to allow first responders to directly connect with and monitor school safety as significant incidents arise.			
Emergency Contacts			
Ability to have internal and external contacts on the mobile devices in the app, so they are not in the users' personal contacts.			
Ability to find a contact by name or category like police, hospitals, state agencies.			
Ability to send an email to emergency contacts allowing them to update their current contact information.			
Ability to mass uploads contacts from csv files.			
Ability to include permissioned-based access to internal contacts to control who can see specific contact information for staff.			

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Safety Tools and Features (cont.)

Safety Maps and Documents			
Ability to have multiple maps for any building (like evacuation, reunification, and other maps).			
Ability to permission access to the maps based on role for one building or all buildings.			
Ability to share maps with local law enforcement and fire responders.			
Ability to update maps quickly and easily through a web portal and publish to all users without technical support.			
Ability to have access to CPR and AED graphical instructions.			
Ability to permission access to the contact details based on role or individuals.			
Ability to upload and update internal and external contacts in the console.			
Emergency Protocols Checklists			
Ability to create action steps for each role by crisis type.			
Ability to choose different standard operating procedures for a single crisis, such as an intruder could require lockdown, lockout, or evacuate.			
Ability to upload crisis checklists by csv file quickly and easily for all crisis types.			
Ability to click on an action step on the device and date and timestamp when the step was completed.			
Ability to add comments to any checklist step to collect additional information about the required steps.			
Ability to submit the checklist steps back to the web portal for post-crisis review.			
Ability to export the crisis checklist steps in Excel to review in crisis team meetings.			
Ability to export all crisis checklist steps submitted after a crisis to an Excel spreadsheet for post event review.			

Emergency Response Platform Evaluation Guide

Safety Tools and Features (cont.)

Student Rosters			
Ability to automatically download the roster to the devices by working with the student information systems (updated on a daily basis).			
Ability for the teacher to see all the periods in his/her day and all the students in each period.			
Ability to check all students as accounted for and submit the attendance to the portal for review.			
Ability to easily upload and update roster by csv file.			
Ability for principals to have the rosters for the whole building.			
Ability to view the building wide roster by teacher or grade level.			
Ability to choose a student and display all emergency contacts, relationships, and phone numbers.			
Ability to account for students with detailed statuses (present, injured, absent that day, etc.) and additional notes.			
Ability for admin to view the staff progress from their mobile devices or computers.			
Ability for admins to see the statistical breakdown of student statuses from their mobile devices or computers.			
Check in			
Ability to quickly and easily take attendance for staff in a message group during a crisis.			
Ability to quickly create a custom check in prompt from any device.			
Fast status update from all staff, including comments delivered directly to the safety team members' devices.			
Ability to export a check in report in the console for post-event review.			

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Safety Tools and Features (cont.)

Reunification			
Ability for staff to swipe the phone to record a child into the kidhold area, identify if the child is absent, or identify the child is at another location.			
Ability to see all emergency contacts and mark the emergency contact that picked up the child.			
Ability to release a child from the school district and have a record of every step in the reunification process.			
Ability for administrators off-site to monitor the progress of the reunification.			
Ability to have multiple staff members work in any step of the process to increase the speed of reunification.			
Ability to assign staff to the correct reunification roles in the app, which gives each staff member specific tools for reunification.			
Ability to import all students from a school Student Information System into a missing group for reunification, so they can be accounted for as they arrive at the reunification site.			
Panic Button for Staff and Students			
Ability to allow staff to set off a panic button to notify multiple security people in the building by an audible alarm and GPS location of a need for personal assistance.			
Ability to allow students to set off a panic button to notify multiple security people in the building by an audible alarm and GPS location of a need for personal assistance.			
Ability to monitor panic status inside the mobile/desktop app.			
Ability to escalate panic button activations to the district office and/or responders.			

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Safety Tools and Features (cont.)

Anonymous Bullying and Safety Tip Reporting

Ability to allow students to report bullying to school personnel, report tips on guns, drugs or general school safety issues.

Ability to easily report bullying and safety tips to the crisis team from a web page without having to install the app.

Ability to export the bullying and safety tips reports for post-event review.

Ability to assign bully reports and safety tip reports to be handled by specific staff.

Ability to escalate Bully/Safety Tip reports to specific communication groups.

Provides a comprehensive console to help manage post-event review.

Safety Awareness System

Ability to schedule events/drills in a digital safety calendar.

Ability to schedule safety content for parents/students.

Ability to send training cards for continued in-app training.

Access to an immense library of diverse safety content taken from industry experts for physical, cyber, and mental health safety.

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Safety Tools and Features (cont.)			
Flashlight Ability to have the flashlight in the app used during the crisis.			
Siren Ability to have an audible personal siren in the app used during the crisis.			
Point to Point Video Call Ability to have a two-way video call from app user to app user.			
Broadcast Video Ability to take a video on the phone or iPad and instantly stream it to other responders so they can join the broadcast and view what is currently taking place.			
Product Training			
Ability to have staff/crisis team learn features in-app.			
Provides leaders guides to support the train the trainer model of training.			
Provides console training to train administrators to manage their platform.			
Provides webinar-based training for staff and administrators.			
Provides simulation trainings to show users how the app works in action.			
Provides opportunities for onsite training.			
Access to a library of training content that can be sent to app users to teach how to use features of the app.			

Rate vendors on a scale of 1-5 , with 5 being excellent.

Vendor's Name

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Company Considerations			
Vendor Credibility			
Vendor is committed to focusing on and meeting the unique needs of K-12 school districts and working toward expanding solutions and services as client's needs evolve.			
Vendor facilitates compliance with The Children's Online Privacy Protection Act (COPPA).			
Vendor performs all the initial set up and implementation of the Districts custom emergency plan, operating procedures, user access, and student rosters.			
Vendor has knowledgeable client support staff who are based in the United States and are available to personally take your call and provide you with immediate assistance.			
Performance			
Hosted at a state-of-the-art facility that provides 99.9% uptime, reducing your IT burden and increasing your productivity through always-on, secure, and accessible hosting.			
Vendor's hosting environment provides your district with 24/7, 365 monitoring of critical systems and applications.			
Vendor's hosting environment provides your district with secure, reliable, and redundant data protection and disaster recovery.			
Vendor's hosting environment provides your emergency app with a high capacity internet connection with multiple carriers to ensure consistent, reliable message delivery and page load times.			
Vendor provides enterprise-class Tier 3 hosting services that protect your data with physical security, data encryption, user authentication, and application security using the latest firewall protection, intrusion detection systems, SSL encryption, and other security products.			
Vendor provides a connector to synchronize identities between LDAP and Active Directory and mobile emergency management solution.			

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Company Considerations			
Service and Support			
Vendor is committed to your success by requiring expert installation, initial training, and responsive support services tailored to your specific needs.			
Solution provides you with access to comprehensive online training material and video tutorials enabling your teachers and staff to learn at their own pace and convenience.			
Customer support is available 24/7 via phone, email, or online support portal with a minimum guaranteed response of one business day after receiving notice of issue.			
Company Considerations Sub Total			

Rate vendors on a scale of 1-5 , with 5 being excellent.

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