Information, Coordination, and Control: Unifying Campus Safety

James Podlucky, CEM, MEP
Industry Solutions Manager
Everbridge

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CampusSafetyConference.com

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- Access to the presentation

- Q&A

- Evaluations

- Social Media

- Special Announcements

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f CampusSafetyEvents

⊙ CampusSafetyEvents

🐦 CSEventTweets

in CampusSafetyConference

James Podlucky, CEM, MEP

- Industry Solutions Manager, *Everbridge*

- Certified Emergency Manager, *IAEM*

- Master Exercise Practitioner, *FEMA*

- National Emergency Management Advanced Academy, *FEMA*

- Emergency Management
  – City, County, State and Private Sector

- EOC Activations
  – Hurricanes (Hurricane Irma), Flooding, Special Events (World Rowing Championship, Presidential Inauguration), Winter Storms
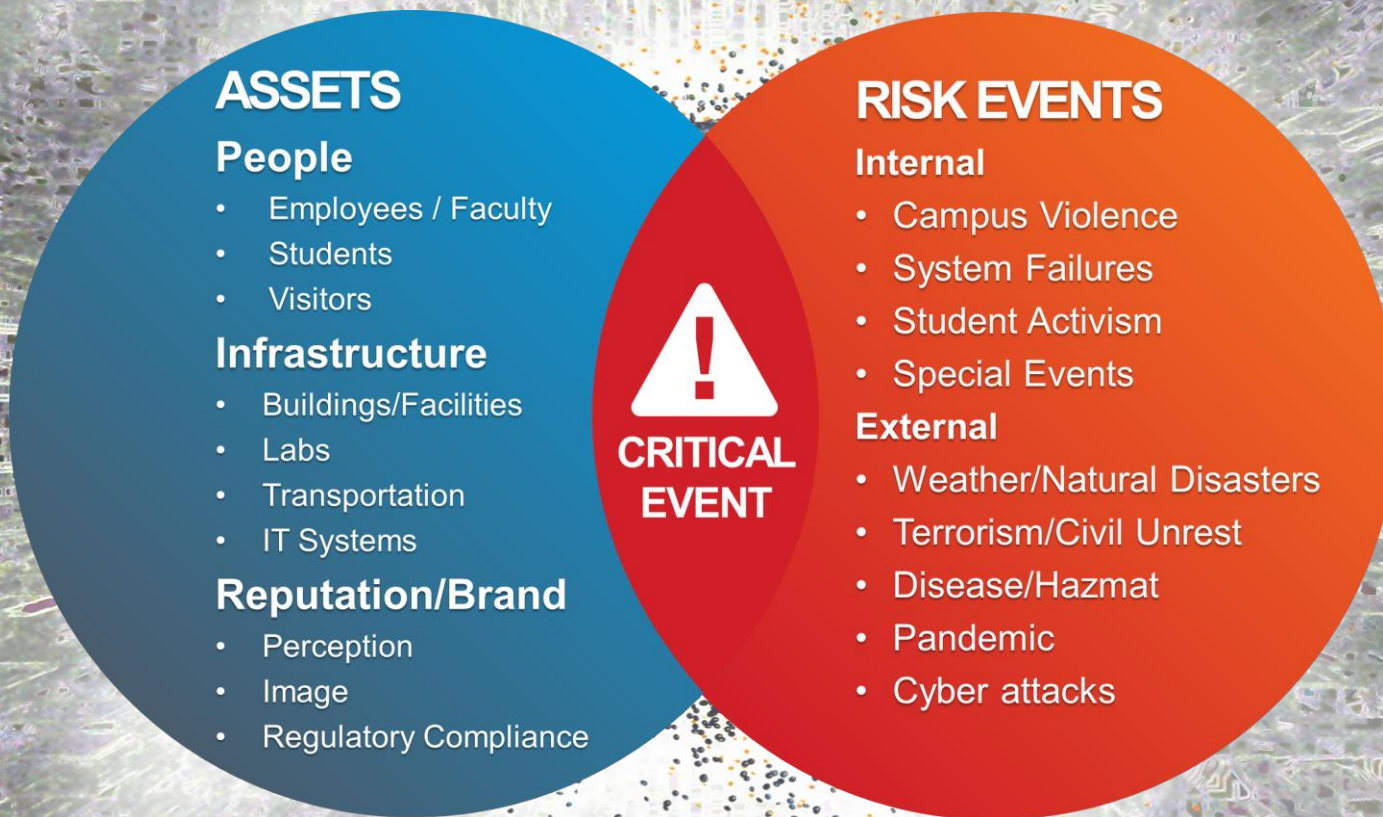
Attendees Will:

- Understand threats to your campus.

- Respond to a threat in a timely manner.

- Foster positive cyber behavior to protect college/university networks.

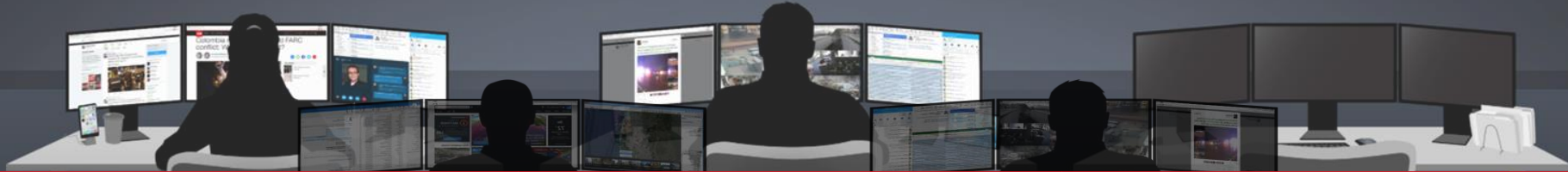# Critical Events' Impact on People, Assets & Operations

ASSETS

People
- Employees / Faculty
- Students
- Visitors

Infrastructure
- Buildings/Facilities
- Labs
- Transportation
- IT Systems

Reputation/Brand
- Perception
- Image
- Regulatory Compliance

⚠ CRITICAL EVENT

RISK EVENTS

Internal
- Campus Violence
- System Failures
- Student Activism
- Special Events

External
- Weather/Natural Disasters
- Terrorism/Civil Unrest
- Disease/Hazmat
- Pandemic
- Cyber attacks

Essential Elements of Information

USE CASE: **HURRICANE** | **TODAY** | **CEM PLATFORM**

- Reactive
- Lots of Noise
- More Analysts
- Silos of Information
- Lack of Visibility
- Time Consuming

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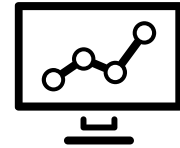
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Understanding Threats to Campus

Severe Weather

Cyber-Attack

Protests

What threats and hazards can affect the campus?

Pandemic

Campus Violence

Special Events

Understanding Threats to Campus

Campus Safety CONFERENCE CSC AT EDspaces

Campus Closure

Economic Impact

Damage

If they occurred, what impacts would they have on the community?

Loss of Life

Disrupt Research

Decrease Enrollment

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Based on these impacts, what capabilities should the community have in place?

Assessment

Campus Risk

- Identifying potential threats
- Likelihood
- Strengths and weaknesses
- Gauging damages
- Understanding the cost

- Large stadiums on campus?
- Parking lots and garages – all entry points monitored by surveillance cameras? Lighting?
- Dorms have access control?

"Institutions do not need to have all the answers to all the risks they face. But they can be more aware of the increasingly wide spectrum of threats affecting them and thus more proactive, taking action to avoid what they can but also prepare for worse case scenarios to lessen the damage of events that are out of their control."

Significant risks facing higher education | Taking an enterprise approach to risk management

Deloitte
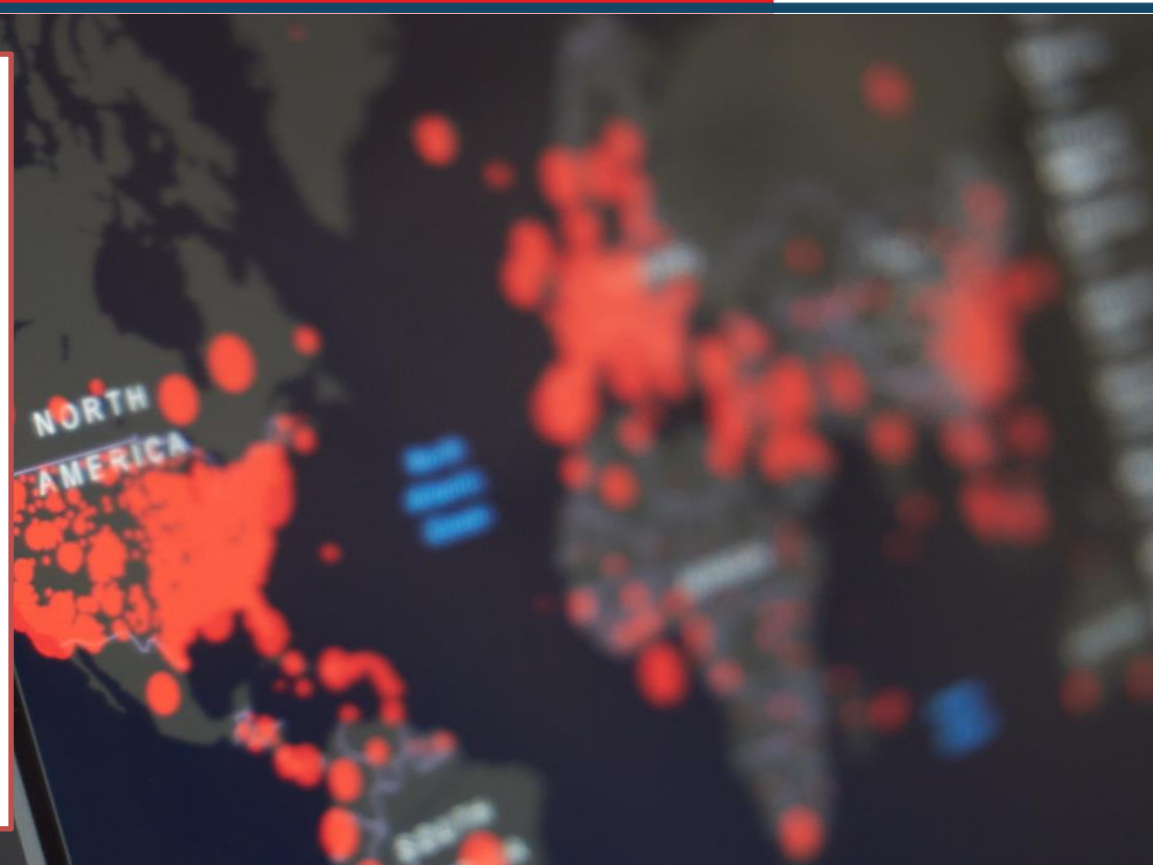
Assets

Safeguarding Campus Assets

- Infrastructure / Facilities
  - Laboratories
  - Museums
  - Stadiums

- Resources
  - People
  - Equipment
  - Vehicles

- What types of items are on campus?
- Significant artifacts, dangerous chemicals?
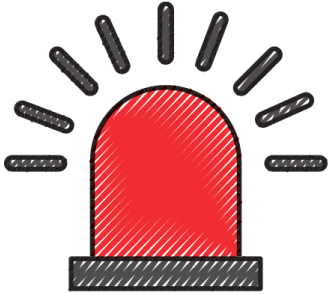- Research projects require restricted access?

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Communication

COLLABORATION

Common Operating Picture

Community vs Emergency Alerting

- **Setting the expectations**
  - Event vs Emergency Alert Opt-In
  - Alert Analysis
- **Multi-modal Communications**
  - Is text really the preferred method
  - Escalations
  - When seconds count
- **Using all the tools in the toolbox**
  - Size up the situation
  - Who is affected
  - Urgency, Severity, Impact

Community vs Emergency Alerting

Community Alerting

- Informational Messages

- Set a Cadence

- Clear and Actionable

- Multi-Platform

  – SMS

  – Facebook

  – Twitter

  – Google

Emergency Alerting

- Geo-targeted

- Life safety

- Multi-modal

- Clear and actionable

Overuse of Emergency Platform

- Administrative "Routine Messaging"
- Emergency Alerting

Alert Fatigue

- 2019 – 3.5B
- 2020 – 5B

Too much information across too many platforms can reduce effectiveness.

Define Appropriate Platform

- SMS

- Email

- Phone

- Social Media

Retraining Users

- Social Behaviors

- Actionable Messaging

- Achievable Outcome

Awareness of new messaging approach

- Decision making
- Consistency in messaging
- Following up
- Subscriptions
- Timing of alerts
- Modality decision
- Confirmations
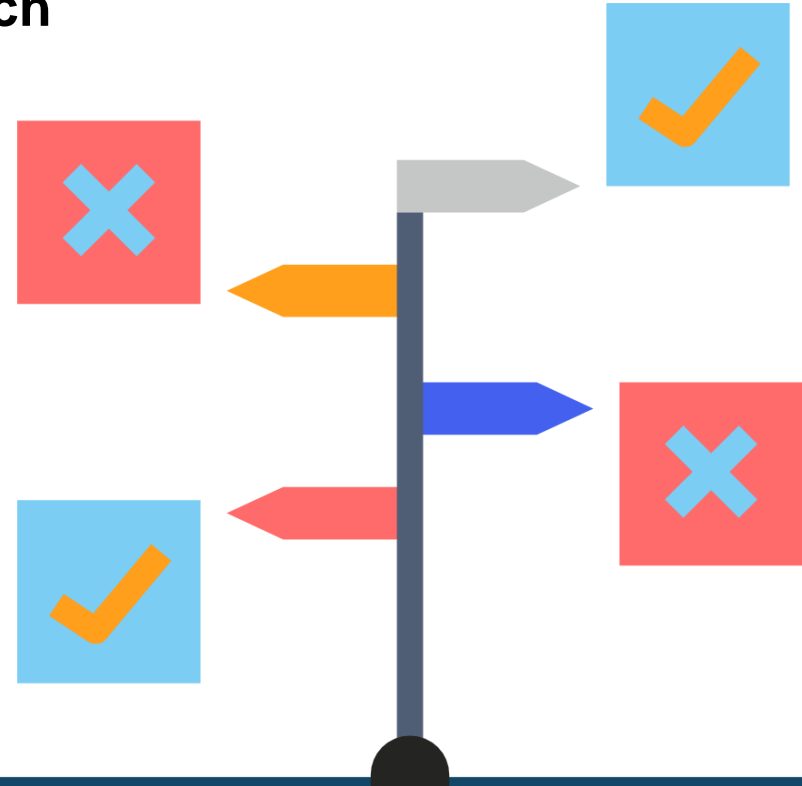
- Desktop Alerting

- Email Message Overload

- SMS Alerting

- Informational
  - Directions, Floor Information, Advisories

- Action Needed

- Emergency Override

- Digital Signage

- Evacuation Instructions

- Cybersecurity Experts
- Emergency Management
- First Responders
- National Weather Service
- Supply Chain Stakeholders
- Private Sector Partners
- Volunteer Organizations
- Transportation Organizations
- Emergency Planning Committees
- Fusion Centers

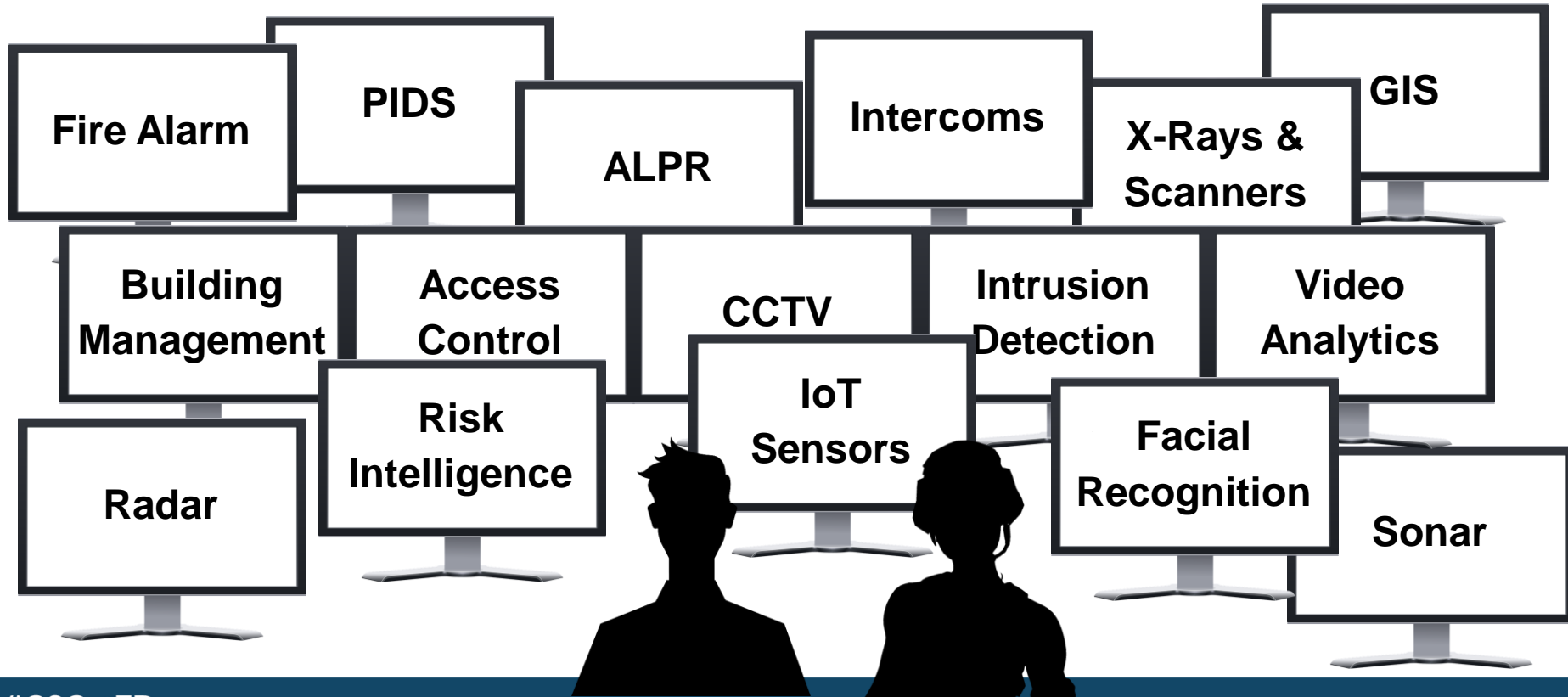UNIVERSITY

Breaking Down Silos

- Community Approach

- Bridging Public Sector to Private Sector

- Clear Responsibilities

- Regional Resiliency

- Situational Awareness

"When you pull on that jersey, you represent yourself and your teammates. And the name on the front is... a lot more important than the one on the back!"

Miracle (Director, Gavin O'Connor 2004)

Focus Attention on the Things that Matter Most

Why?

- Integration does not always provide situational awareness

- Prevent information overload

- Reduce risk of missing key events

- Ensure the right people see the right information at the right time.

How?

- Unified view of all integrated data

- Dynamic role-based user interface

- Flexible UI configuration

Ensure the Right Actions Get Taken at the Right Time

- When seconds matter, automation is critical to ensuring the right actions get activated immediately.

- Without orchestration, you rely on users having in-depth knowledge of every system and procedure.

- Without event correlation, you rely on users understanding the relationship between events in different systems.

- Independent systems build up data silos of valuable information but cannot relate to each other.

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- Focus on the "must see" policies

- Connect to 'hot buttons'

- Use targeting to improve relevance

- Repeat key messages in multiple channels

- Use senior leaders to help you

- Challenge beliefs of safety

- Include visual cues

- Use past security breaches as learning examples

- WIIFM (What's in it for me?)

- Become a storyteller

- Emphasize the why

- Define behavior changes and measure the impact

According to a study by IBM, human error is the main cause of **95%** of cyber security breaches. In other words, if human error was somehow eliminated entirely, 19 out of 20 cyber breaches may not have taken place at all!

https://thehackernews.com/2021/02/why-human-error-is-1-cyber-security.html

Q&A

Reminders

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