





Coordinated School Safety:

Incident Communication Protocols and Building Design Considerations

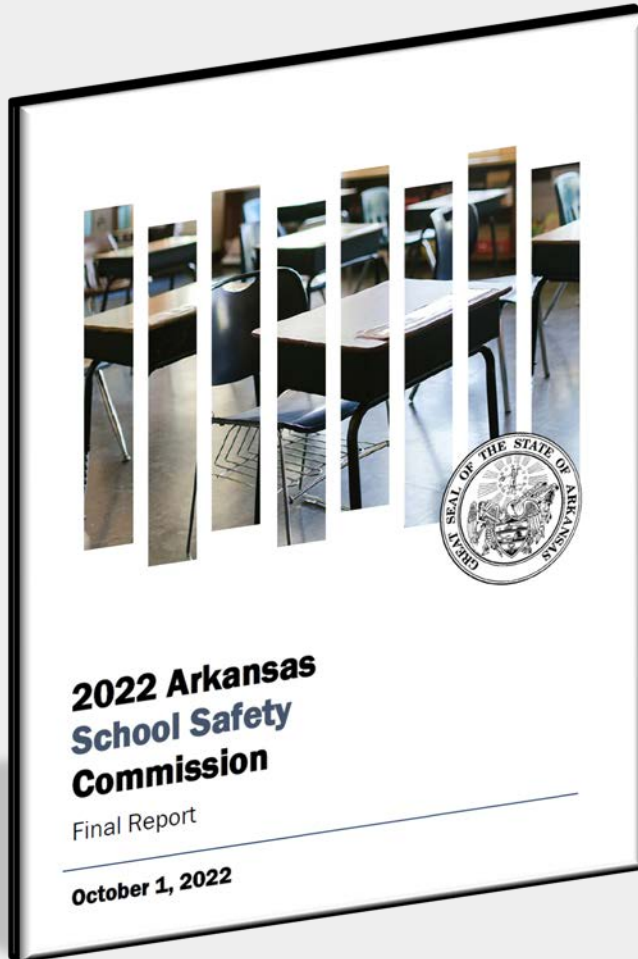
Dr. Jason Weatherly



Incident Communication Protocols



2022 Arkansas School Safety Commission



Intelligence and Communications Progress (p. 27)

Recommendation 1: Each school district should support, establish, and maintain a comprehensive, common communication plan to be utilized by school officials, students, parents, law enforcement, and other stakeholders.

“It is believed that the intent of the recommendation was to have a comprehensive communication plan that allowed for information to be shared to all potential stakeholders.”



Incident Communication Protocols

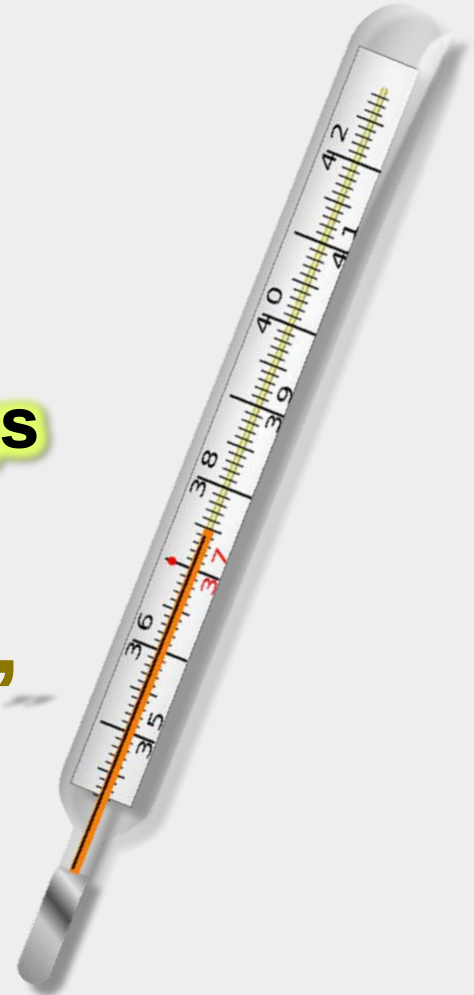


School Culture and Climate

CULTURE = shared beliefs, values, and practices; norms and customs; **how things are “really” done**

CLIMATE = the current feeling or mood within and outside of an organization; **how people “think” things are done**

Communication helps shape the “climate” of your school district



Incident Communication Protocols



School Culture and Climate

Never let other's social media posts be the substitute for your district's official public information source



Incident Communication Protocols



Poor or No School Safety & Security Communication

- **School is not transparent**
- **School is not trustworthy**
- **School does not prioritize students' safety**



Incident Communication Protocols



Public Information Officer / Director of Communications

- **District's official representative and source of communication**
- **Coordinates release of information with other county PIOs**
- **Coordinates information with all agency and system stakeholders**

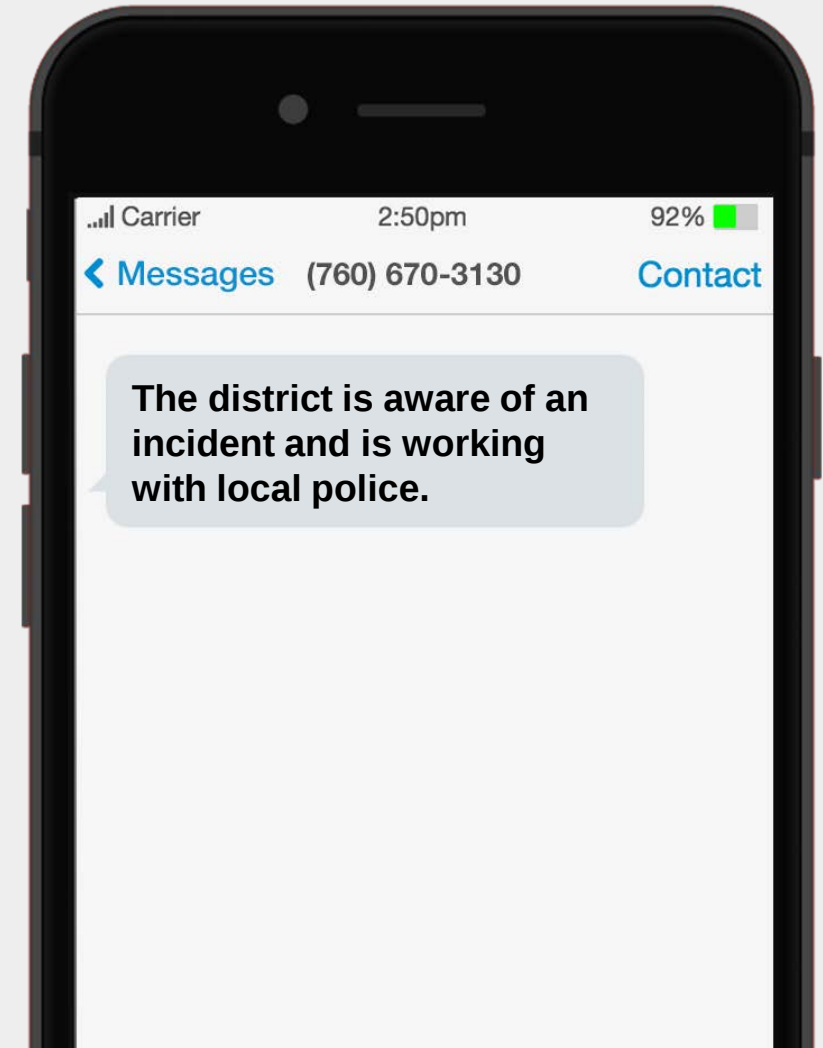


Incident Communication Protocols



Public Information Officer / Director of Communications

- **“The district is aware of a potential threat and is monitoring the situation in collaboration with local police.”**
- **“The district is aware of an incident and is working with local police.”**

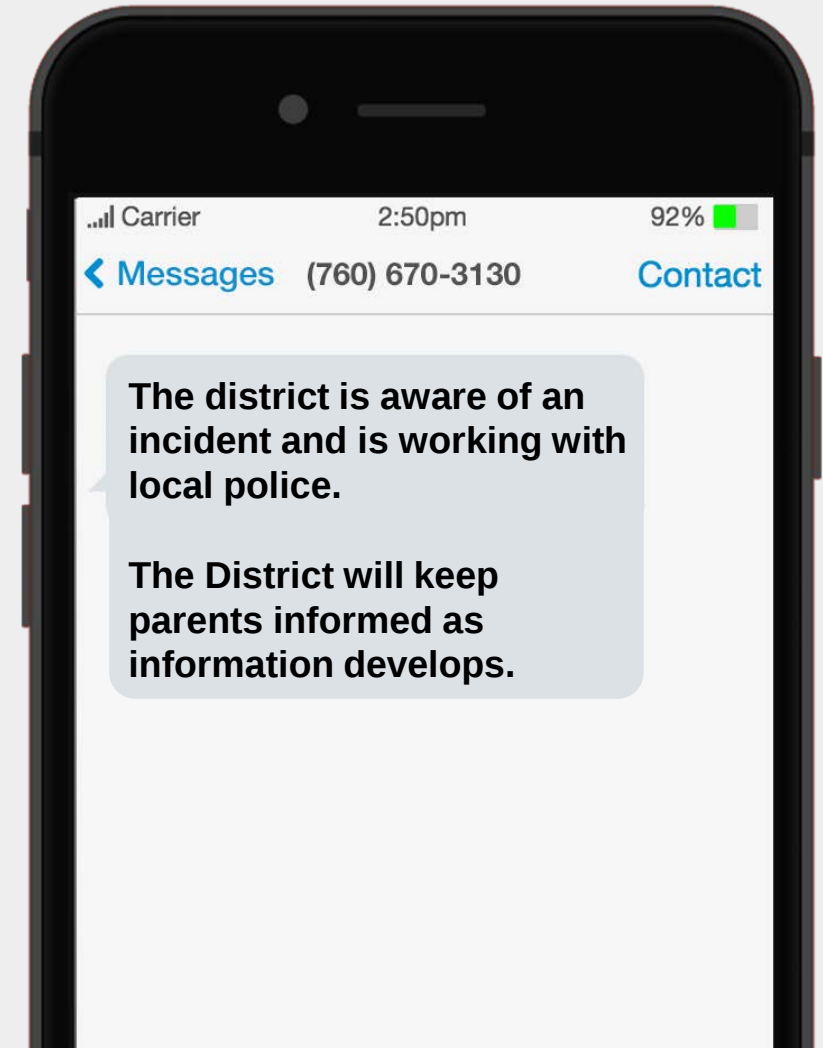


Incident Communication Protocols



Public Information Officer / Director of Communications

- **Recognizes that the district has knowledge of a particular threat or incident**
- **District **IS** monitoring or working on situation**
- **Local law enforcement is involved**



Incident Communication Protocols



Public Information Officer / Director of Communications

Sample Public Information Release

Check as appropriate:

- ☐ District/District-wide
☐ School

Date: _____

Time: _____

Note: If this is used as a script, read only those items checked. Make no other comments (Check off, fill in, and cross off as appropriate)

School: _____ has just experienced _____

- ☐ The (students/employees) [(are being) or (have been)] accounted for.
☐ No further information is available at this time.
☐ Emergency medical services [(are here) or (are on the way) or (are not available to us)].
☐ Police [(are here) or (are on the way) or (are not available to us)].
☐ Fire Dept./paramedics [(are here) or (are on the way) or (are not available to us)].
☐ _____ [(are here) or (are on the way) or (are not available to us)].
☐ Communications to parents (is/are) being posted (on the school's web site, elsewhere?) and delivered by phone (and/or email?) through _____.
☐ Reunification center(s) for parents to pick up their student(s) (is/are) being s





[Insert Name] School District

Delete this shape
and/or replace it
with your school
district's logo.

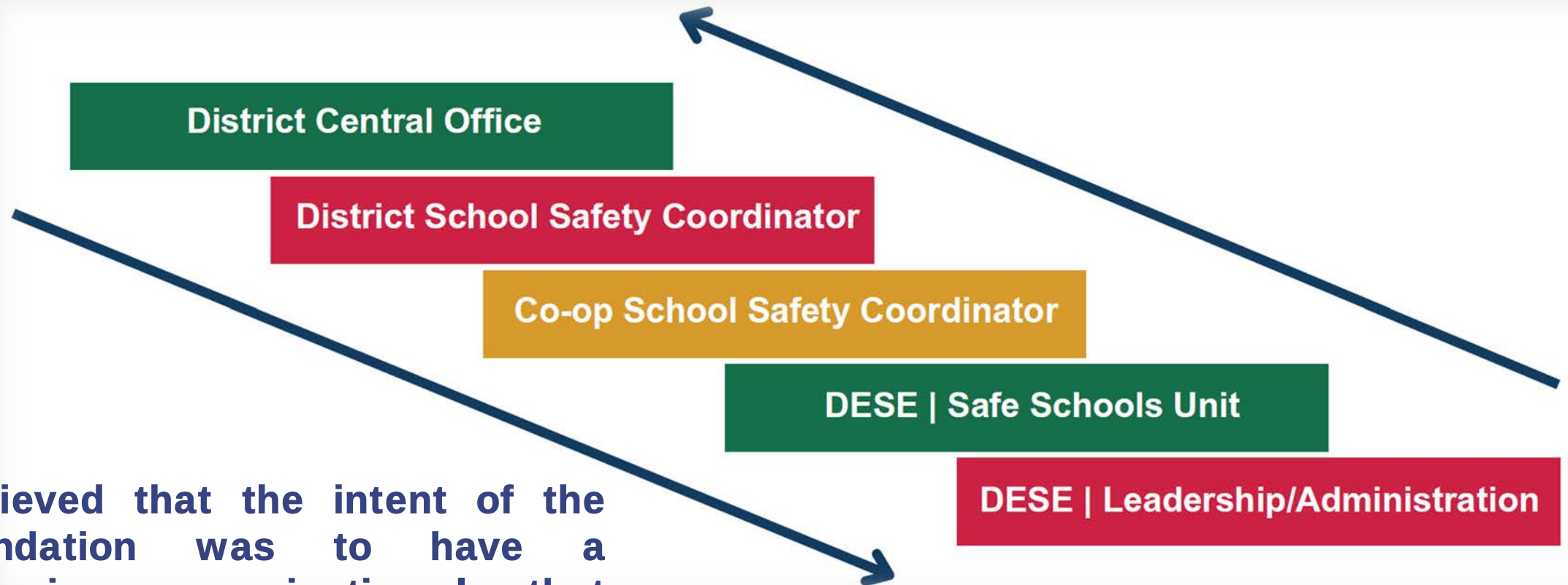
**District
Emergency Operations Plan**

August 2024

Incident Communication Protocols



DESE Communication Flow



“It is believed that the intent of the recommendation was to have a comprehensive communication plan that allowed for information to be shared to all potential stakeholders.”

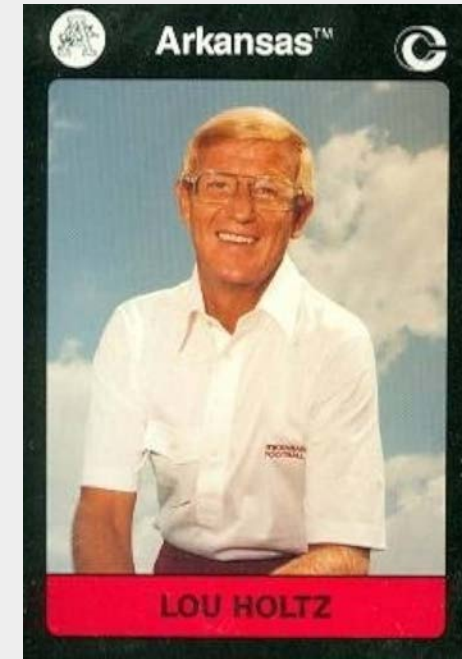


Incident Communication Protocols



Lou Holtz – “It’s about the team, stupid!”

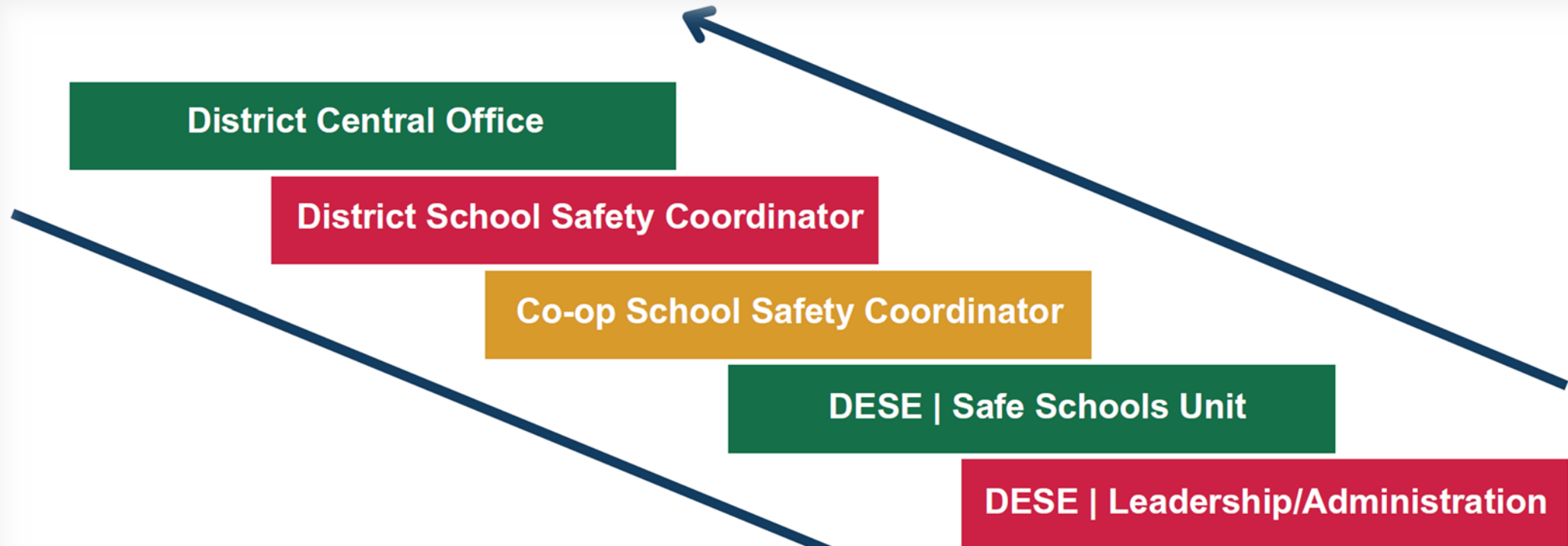
- **U of A – 11-1 season and 1978 Orange Bowl victory**
- **Only NCAA coach 6 bowl games**
 - William & Mary
 - NC State
 - Arkansas
 - Minnesota
 - Notre Dame
 - South Carolina
- **Guided 4 teams to final Top-20**
- **Notre Dame – 1988 undefeated national championship**
- **2008 –College Football Hall of Fame**



Incident Communication Protocols



DESE Communication Flow



“Sharing Information” not “Reporting”



Incident Communication Protocols



“Elevated Circumstances”

When incidents involve **elevated circumstances, such as a law enforcement response, credible threats to student or staff safety, potential criminal activity, or media attention, the priority is always the immediate safety and control of the situation. Once the incident is under control and students and staff are safe, districts should notify their regional co-op to initiate the state-level communication process. If circumstances require support during an ongoing response, early contact is encouraged. The co-op acts as a liaison, relaying information from districts to the Safe Schools Unit.**



Incident Communication Protocols



“Elevated Circumstance”

- Threat of an active attack at school
- Death of a student or staff member
- Discharge of firearm (w/ or w/o injury)
- Other violent attacks (w/ or w/o injury), including sexual assault
- Missing student or kidnapping
- Use of defibrillator on campus
- Attempted suicide by student or staff
- School bus collision
- Vehicle collision on campus w/ injury
- Fire on campus
- Any firearm-related incident or possession of firearm (student or non-student) even without injury
- Bomb threat
- Possession or use of weapons other than firearms on campus
- Natural disaster causing damage to the school
- Lockdown due to a false threat involving a firearm
- Lockdown initiated due to a report from law enforcement
- Any other significant incident



Incident Communication Protocols



Contacting the Safe Schools Unit



Director

Jerry Keefer

Office Phone: (501) 683-5266

Cell Phone: (501) 256 - 2959

Email: jerry.keefer@ade.arkansas.gov



Safe Schools Coordinator

Jason Weatherly, Ph.D.

Office Phone: (501) 537 - 5327

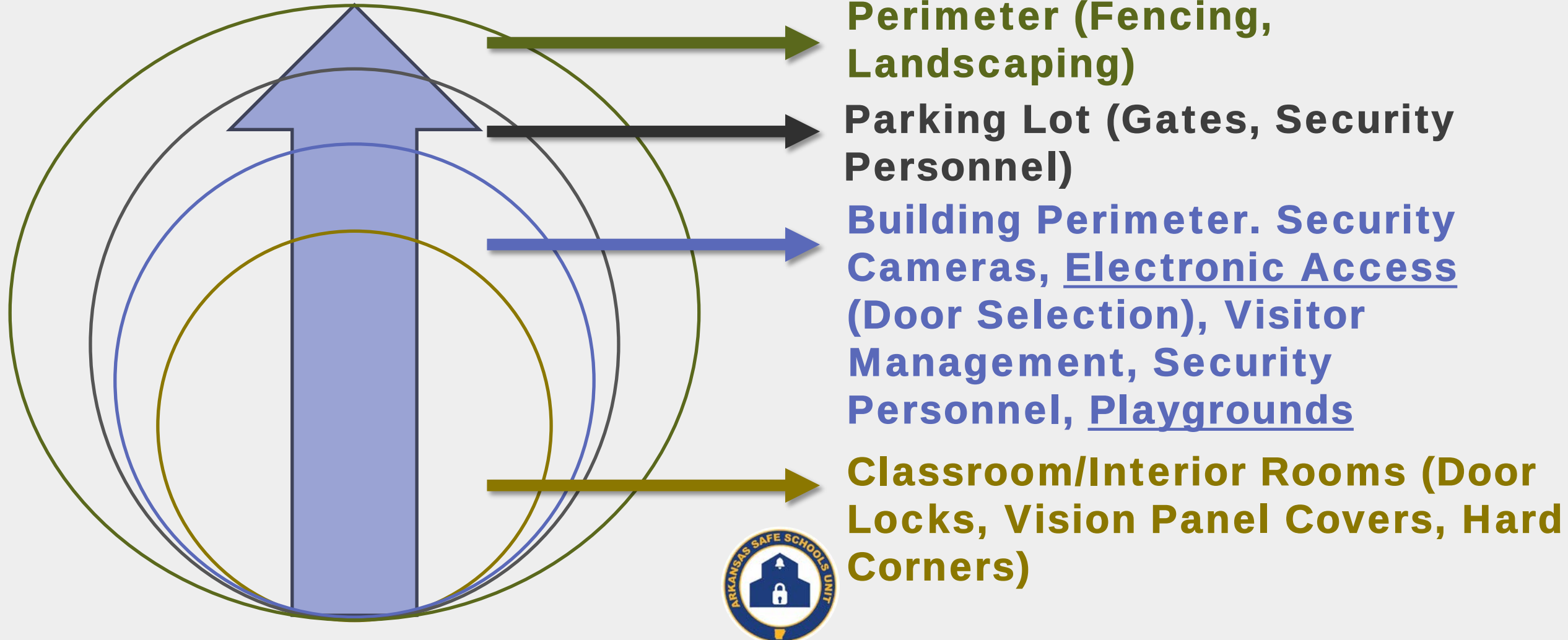
Email: jason.weatherly@ade.arkansas.gov



Building Design Considerations



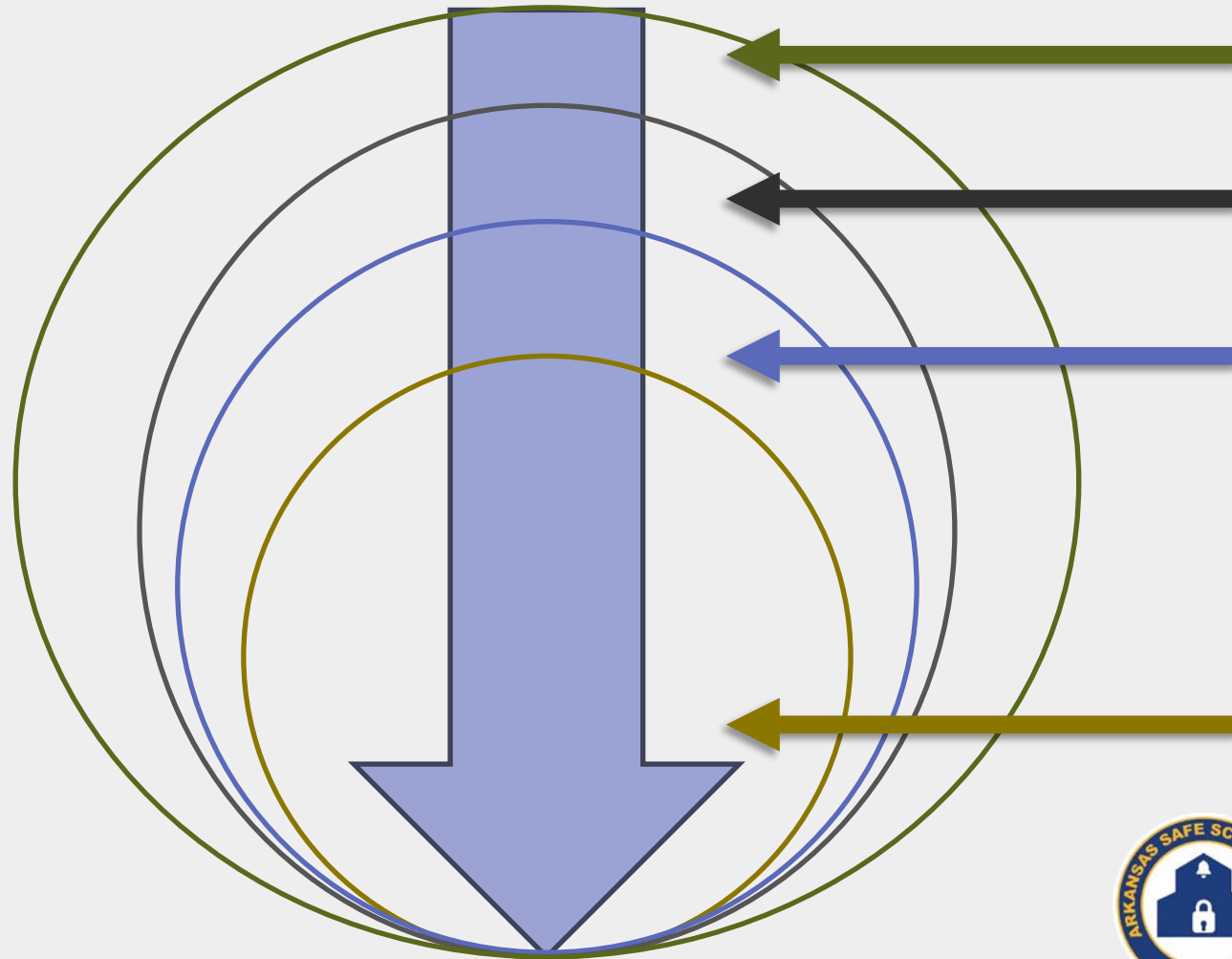
Circles of Protection — Existing Building



Building Design Considerations



Circles of Protection — New Construction



Perimeter (Fencing, Landscaping)

Parking Lot (Gates, Security Personnel)

Building Perimeter. Security Cameras, Electronic Access (Door Selection), Visitor Management, Security Personnel, Playgrounds

Classroom/Interior Rooms (Door Locks, Vision Panel Covers, Hard Corners)



Building Design Considerations



Wants versus Needs



Building Design Considerations



Aesthetics: School or Prison ?



Building Design Considerations



Aesthetics: School or Prison ? — Institutional Similarities



- **Standardized Architecture**
- **Controlled Movement**
- **High-Durability Construction**
- **Centralized Maintenance Requirements**
- **Safety-Driven Design**

**"Never live in the past
but always learn from it"**

▪ **Anonymous**



Building Design Considerations



Aesthetics: School or Prison ? — Prevention not Confinement



**"Never live in the past
but always learn from it"**

▪ **Anonymous**

- **Safety Measures Protect, Not Punish**
- **Visible Security Builds Confidence**
- **Modern Safety Design Is Welcoming**
- **Preparedness Is Not Aesthetic**
- **Security Enhancements Are Customizable**



Building Design Considerations



Aesthetics — Building Safety

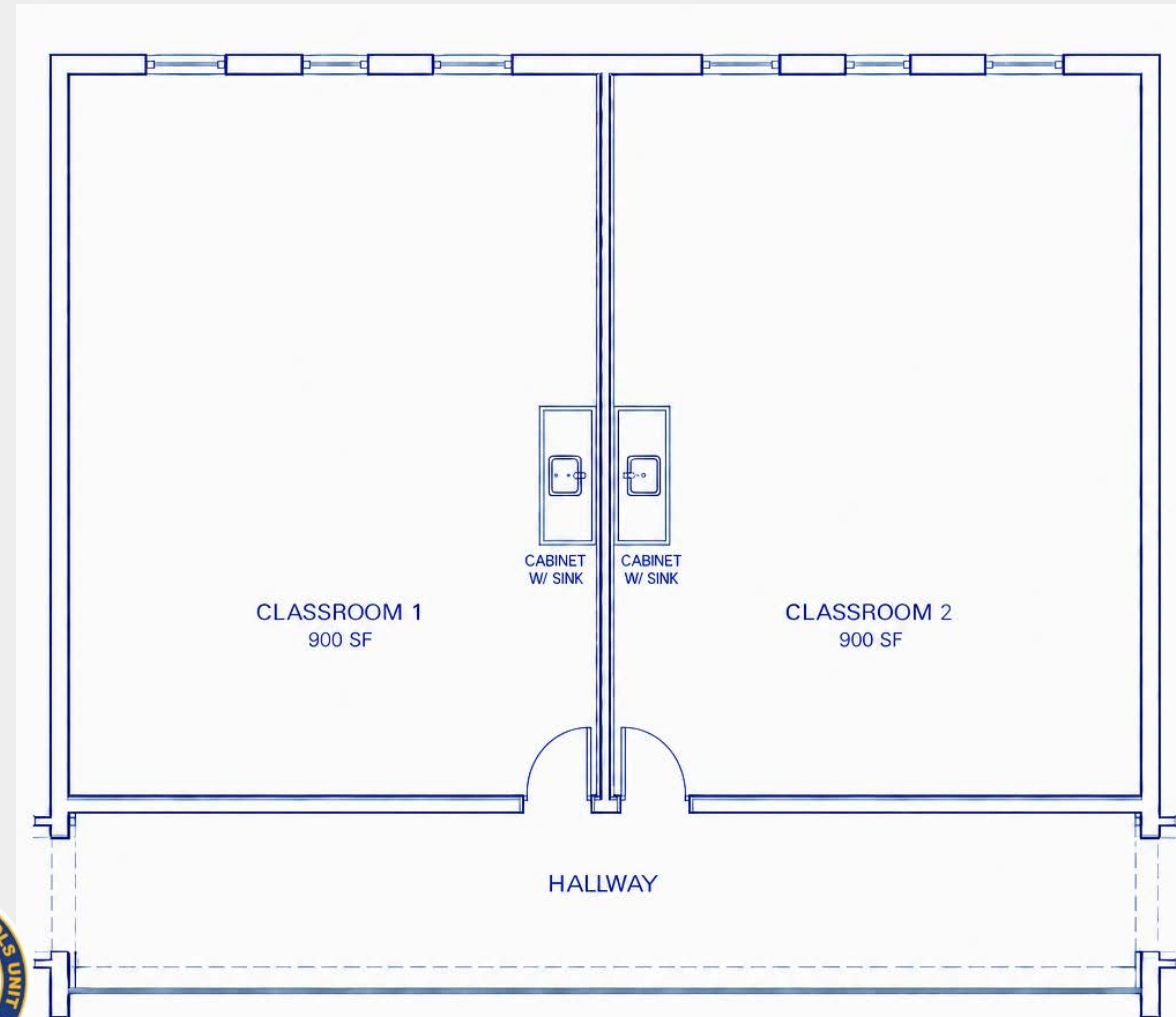
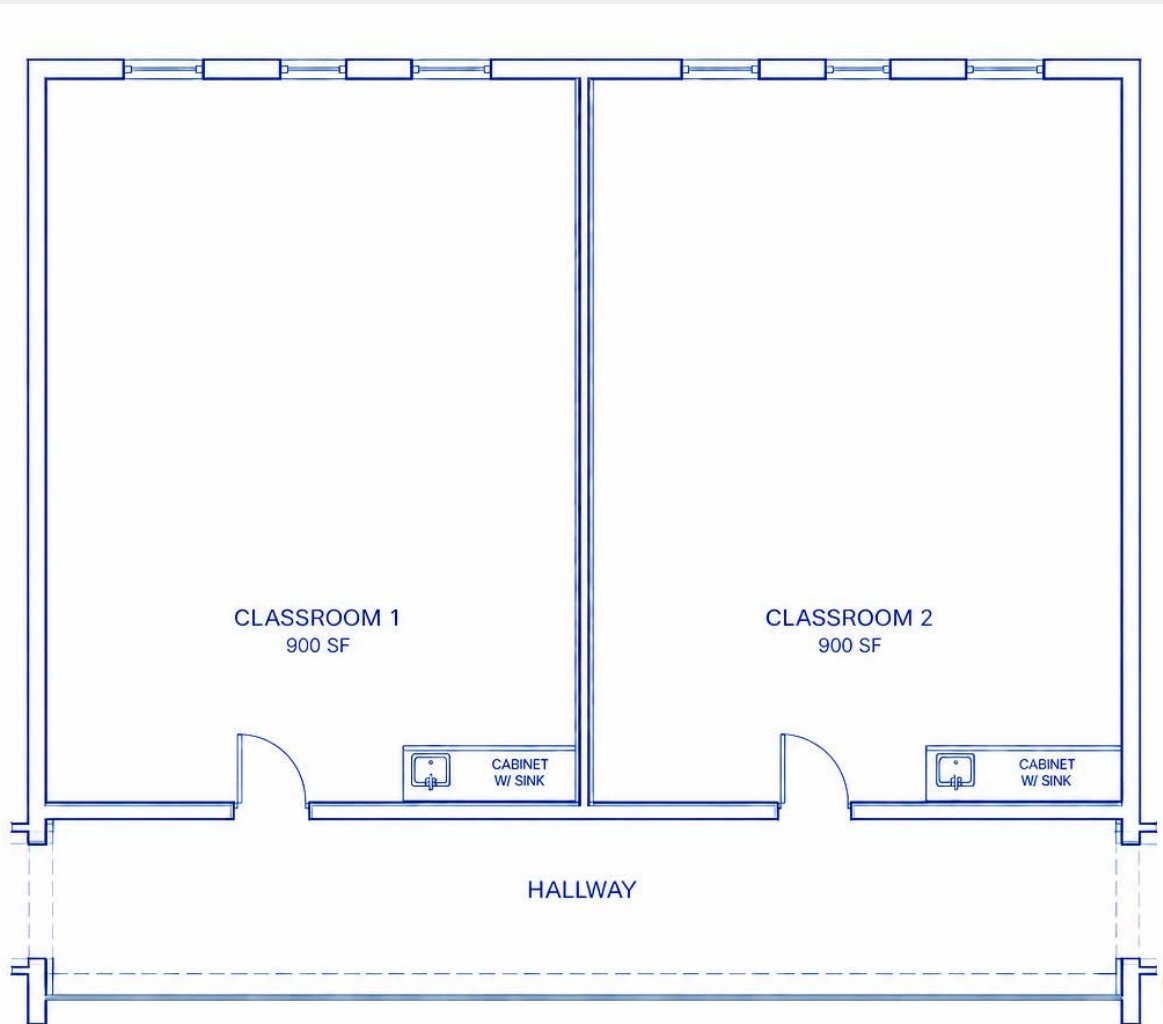
- **Cost versus Function**
- **Security & Force-Entry Concerns**
- **Single-Building Campus**
- **Electronic Access**
- **Secure Vestibule**



Building Design Considerations



Aesthetics — Classroom Safety

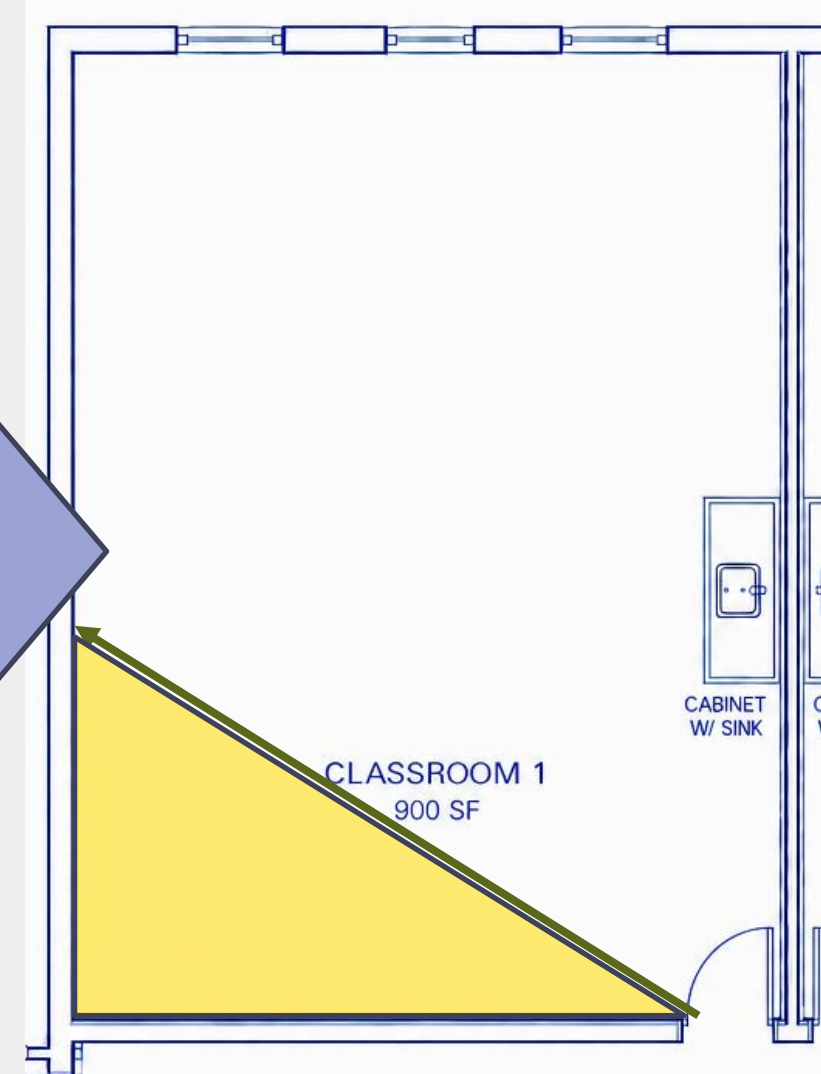


Building Design Considerations



Aesthetics — Classroom Safety

- Solid-core interior doors
- **Storeroom-type door levers**
- Limited vision panel design
- **Vision panel covers**
- Maximum hard corner space
- **No permanent fixtures in hard corner**
- No heavy furniture in hard corner



Coordinated School Safety



Incident Communication Protocols and Building Design Considerations



