GLOBAL SAFETY:
A CASE STUDY IN USING TECHNOLOGY TO ENHANCE STUDENT SAFETY AND INFORM DECISION-MAKING

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“A ship in the harbor is safe, but that is not what ships are built for.”

John A. Shedd
Challenges in the World - Unrest, Natural Disasters, and Terror

Paris Attacks

Brussels Airport Bombing

Istanbul Airport Attack

UCT Student Protests
THE UNIQUE CHALLENGES IN STUDY ABROAD

EXPERIENCE THE WORLD

THE WORLD IS OUR CLASSROOM. JOIN US.
THE DAYS OF YORE

- Participant data stored in proprietary enrollment system
- Paper-based incident tracking
- Study Center processes varied
- Limited central oversight and visibility
- Insight was only gleaned through memory and personal experience
HOW CAN TECHNOLOGY HELP?

Areas of focus:

● Real Time Emergency Communication
● Incident Tracking facilitated Case Management
● Staff Training
TODAY

Enrollment System

CRM

Emergency Alerts  Case Management

Reporting

Salesforce App

Standard Salesforce Functionality
Revisiting Bill Gates’ rules on automation

Automation applied to an efficient operation will magnify the efficiency.

Automation applied to an inefficient operation will magnify the inefficiency.
Step 1: EMERGENCY ALERTS with Real Time Response
The Holy Trinity- Need, Policy and Technology

- Center staff needed to ensure that participants were informed of an incident.
- Stakeholders- sending schools, parents, leadership needed to know 1st that students were ok and then all wanted to know if students were aware of issue.
- The need for a two way method of informing and capturing that all were informed became clear.

- The solution could not depend upon students having smart phones.
- The solution needed to work across multiple channels to increase the odds of reaching students.
- The SMS and Voice options needed to work in as many countries as possible.
- Student lists needed to be easily available--no manual generation of lists in a time of crisis.
- We needed trackability and accountability.
Technology Supports Policy

Emergency Notifications

**Policy:** CIEE Study Center Resident Directors or their designee shall issue Emergency Notifications for events potentially posing a serious and immediate threat to the health, safety, or security of students.

**Guidance:** Alerts in this realm might be used to provide warning and advisory as well as to check on student safety.

Should go out immediately after learning of and reasonably substantiating such events.

Timely warnings

**Policy:** CIEE Study Center Resident Directors or their designee shall issue timely warnings for events that represent a serious or continuing threat to the health, safety, or security of students.

**Guidance:** Relate to threats that are ongoing or may be repeated and place students in danger.

Should go out *promptly*—that is, as soon as pertinent information is available to assist people in protecting themselves from the threat.
About OnSolve

Leading provider of Critical Event Management (CEM) and response services

- Provides advanced, reliable notification software for quickly and reliably delivering critical information to anyone, anywhere

- West Coast, East Coast, Mid-West, London, Dubai, Asia-Pac Offices

- Highly-redundant, hosted subscription services-industry leading availability

- Global Footprint (data centers in USA, Europe and Canada)

- Over 37,000 SMB customers; over 6,200 enterprise and government customers, including over half of the Fortune 500
WHAT DOES ECHO PROVIDE?

✓ Unlimited messages
✓ Two-way communication
✓ Records updated
✓ Multi-language support
✓ Call bridge/ Conference Call
✓ Message Retrieval & Response
✓ Recorded voice or text-to-speech (TTS)
✓ Real-time status reporting
✓ 24x7 global technical support
Echo Key features for CIEE

The ability to send emergency notifications via email, phone and SMS to students abroad.

- Visibility on who received message,
- Request that students reply they are “safe” or “in danger and need assistance’
- All activities logged
- Follow-up Alerts to pass safety updates
- Real-time reporting

Deliver important messages ...

... and receive meaningful responses
Echo for Salesforce.com Implementation

Trial Access

▪ Proof of concept
▪ Custom Objects within salesforce pertinent information specific to CIIEE tied to Echo
▪ Sandbox

Capturing SMS responses from specific countries
▪ Entering a number for response versus link

Reporting capabilities feature enhancement
Echo in Action

- Predefined notifications determine how it is sent and the number of repetitions; no “figuring it out” in the midst of an emergency situation.

- Dynamic, location-based lists eliminate the need for manual list generation.
Top 12% of response times (~2 hours) out of 32 organizations.

The majority of organizations’ response time was 13-48 hours.
From a colleague:

“Your student response time is very admirable, and enviable, especially for a Saturday night when students are out and in noisy places, have their phones turned off, have cell data turned off, are already asleep, see messages but ignore them etc. We experienced all of that and it took all night to finally tick off all 429 of our London students.”
Online Training - Canvas
Case Management and Managing Data
Between Fall 2011 and Fall 2013 there were 777 incidents reported, involving 850 students or groups of students (in the case of security/safety events that affect many students), and 926 instances of the various incident types. During this period, there were 14296 confirmed participants. The overall incident rate was ≈0.0544, or 1 incident for every 18.4 participants.
Since June of 2015:

9,022 cases entered in Salesforce

• About 11.6 cases per day
Current System Using Salesforce (Since September 2015)

- Staff trained and re-trained to report all incidents, regardless of severity.
- We use this data for many purposes, including:
  - Trend Analysis to improve safety messaging
  - More accurate determination of site specific risks that is data driven.
  - Mitigating identified risks to students
  - Identification of high-risk study centers/cities
  - Share with our partner sending institutions for program selections and Clery requirements.
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<thead>
<tr>
<th>Check-In</th>
<th>Health</th>
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<tbody>
<tr>
<td>Crime</td>
<td>Accommodation Health &amp; Wellness</td>
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<tr>
<td>End Program</td>
<td>Alcohol/Tobacco Issue</td>
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<td><strong>Health</strong></td>
<td>Death/Dying</td>
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<td>Housing</td>
<td>Emotional Distress</td>
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<td>Insurance</td>
<td>Epidemics (No Direct impact)</td>
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<td>Nothing to Report</td>
<td>Health - Other</td>
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<td>Participant Issue</td>
<td>Hospitalization</td>
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<td>Registration</td>
<td>Illicit/Dangerous Drug Use</td>
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<td>Safety/Security</td>
<td>Illness (Minor)</td>
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Site Specific Data Reports in Salesforce (Micro Use)

- All Sites have a Custom HSS Reports and Dashboards in Salesforce.
- Is incorporated into HSS orientations.
- Data driven risk assessments and briefings.
Let’s Contextualize

Approximately:

● 75% of all students have nothing to report
● 90% of reports are minor health issues
● 96.5% of our students do not report a crime
● Less than 1% of all of our students report a violent crime
Crimes by Day of Week (2016)
Crime Reasons by Time of Day

- Theft
- Violent Crime
- Forcible Sex
- Burglary
- Arrest/Detention/Deportation

Time of Day:
- 8am-4pm
- 4pm-12am
- 12am-8am
Crime Reason Semester Counts Fall 2015-Fall 2016
Knowing this...what would you do?

Discuss!!
What Data Can Tell Us 2011-2014
Targeting Safety Messaging

Crime (2016 vs. 2017 vs. Legacy Trend)

- Spring Safety Message
- Sexual Assault Safety Message
- Travel Safety Message
Contributing Factors 2011-2013

The incident database contains information about contributing factors such as drugs and alcohol.

Alcohol is a much larger factor in conduct incidents than crimes. Our data does not suggest that crimes are more likely when participants are intoxicated.
Excludes “multiple” and “other” contributing factors

“Alcohol/Tobacco” reasons excluded.
Forcible sex includes one “perpetrator” incident.
Concerning Trends

- Significant Increase in Emotional Distress/ Mental Health concerns.
- Moderate Increase in incidences of Petty Theft / Pickpocketing.

1= January; 2= February etc
Then and Now (Snapshot on 28 March 2017)

Crime rates from Spring 2016 to Spring 2017 have changed only slightly from 1.98% to 2.60% (0.62% upward trend). Health rates from Spring 2016 to Spring 2017 have changed significantly from 9.36% to 20.78% (11.42% upward).

Crime Statistics comparing JAN – MAR of 2016 to JAN - MAR of 2017:

• Forcible Sex Offenses count shows no change. Rate increase of 0.01% (.28% to .29%).
• Burglary count down by 17% (6 to 5). Rate decrease of 0.02% (.18% to .16%).
• Violent Crime count down by 24% (13 to 10). Rate decrease of 0.08% (.40% to .32%)
• Non-Violent theft count up by 40% (35 to 49). Rate increase of 0.49% (1.10% to 1.59%)

Health Statistics comparing JAN – MAR of 2016 to JAN - MAR of 2017:

• Emotional Distress / Mental Health is up 200% (10 to 30). Rate increase of .66% (.31% to .97%).
• Physician Visits are up 68% (247 to 415). Rate increase of 5.74% (7.78% to 13.52%).
• Minor Illness / Health-Other are up 815% (13 to 119). Rate increase of 3.47% (.40% to 3.87%).
COMMENTS?
SUGGESTIONS?
IDEAS?
DISCUSSIONS?

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THANK YOU