

# 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



Istanbul Airport Attack



Brussels Airport Bombing



UCT Student Protests



# THE UNIQUE CHALLENGES IN STUDY ABROAD



# 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

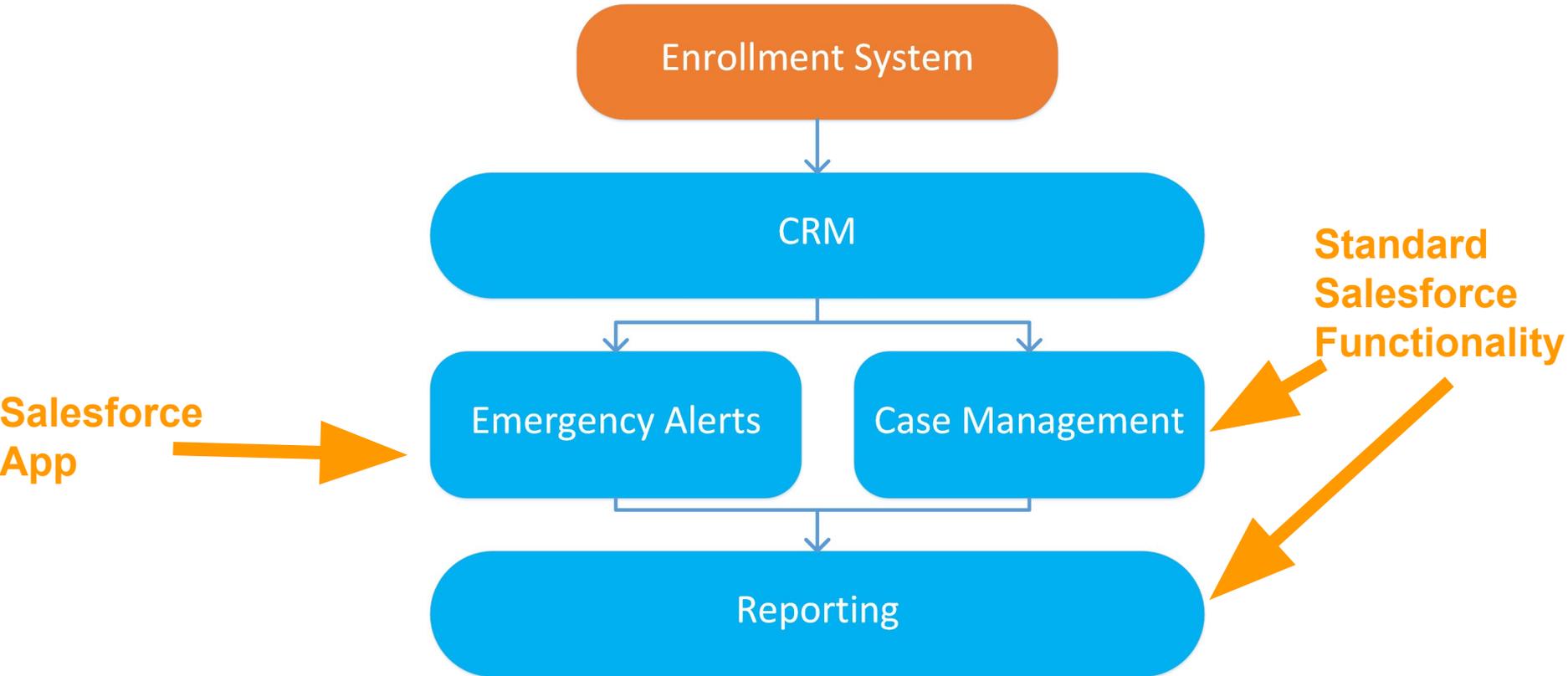


# HOW CAN TECHNOLOGY HELP?

## Areas of focus:

- **Real Time Emergency Communication**
- **Incident Tracking facilitated Case Management**
- **Staff Training**

# TODAY



# 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

## 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.



## 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

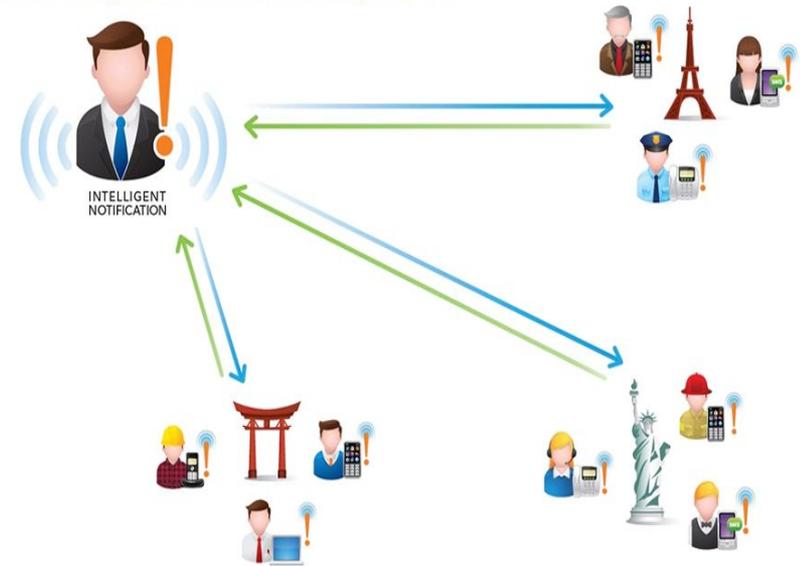
# Echo Key features for CIEE



**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

# How does Echo work?





## **Trial Access**

- Proof of concept
- Custom Objects within salesforce pertinent information specific to CIEE tied to Echo
- Sandbox

## **Capturing SMS responses from specific countries**

- Entering a number for response versus link

## **Reporting capabilities feature enhancement**

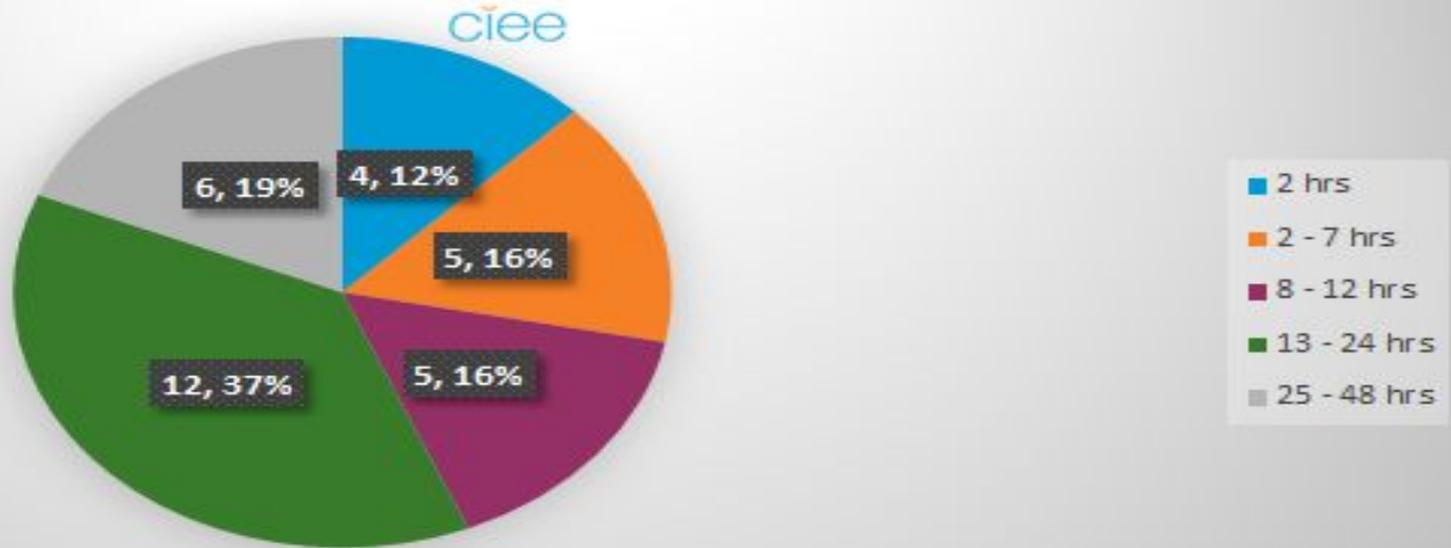
## Echo in Action

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- 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.

# Does it Work? Results from London Attack

## Response Times for June 3, 2017 London Attack



- Top 12% of response times (~ 2 hours) out of 32 organizations.
- The majority of organizations' response time was 13-48 hours.

# About those Results...

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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

The screenshot displays the Canvas LMS interface for a course titled "CIEE Health, Safety, & Security Training". The left sidebar contains navigation options: Account, Admin, Dashboard, Courses, Calendar, Inbox, Commons, and Help. The main content area shows the course syllabus with two modules: "Welcome!" and "Safety and Security".

**Course Navigation:** CIEE Health, Safety, & Security Training > Modules

**Module: Welcome!**

- Introduction (Completed)
- In This Manual (Completed)
- Welcome Module Quiz (1 pts | Score at least 1.0) (Completed)

**Module: Safety and Security**

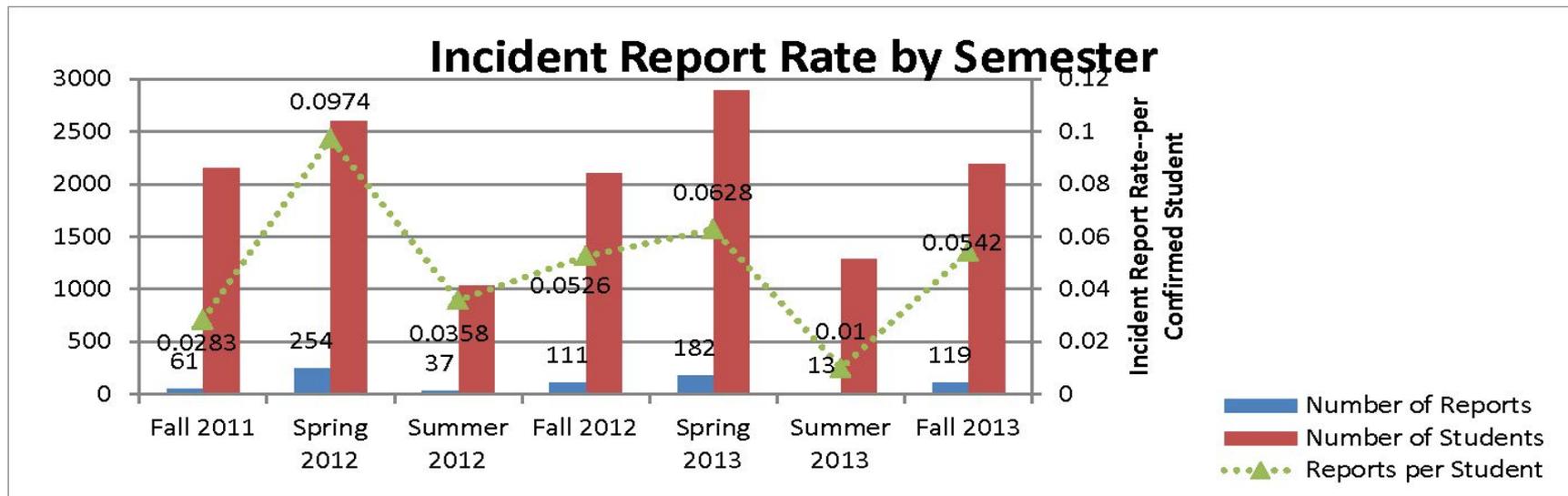
- Health, Safety, and Security (Completed)
- Emergency Management Overview (Completed)
- Student Safety Standards (Completed)
- Monitoring and Incident Management (Completed)
- Study Center Timely Warning Policy & Procedures (Completed)
- Study Center Emergency Notification Policy & Procedures (Completed)

Buttons for "View Progress" and "+ Module" are visible at the top right. A "Copy" button is present next to the "Emergency Management Overview" item.

# Case Management and Managing Data

# Overall Report Rate 2011-2013 (Old System Of Email Reporting)

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  $\approx 0.0544$ , or 1 incident for every 18.4 participants.

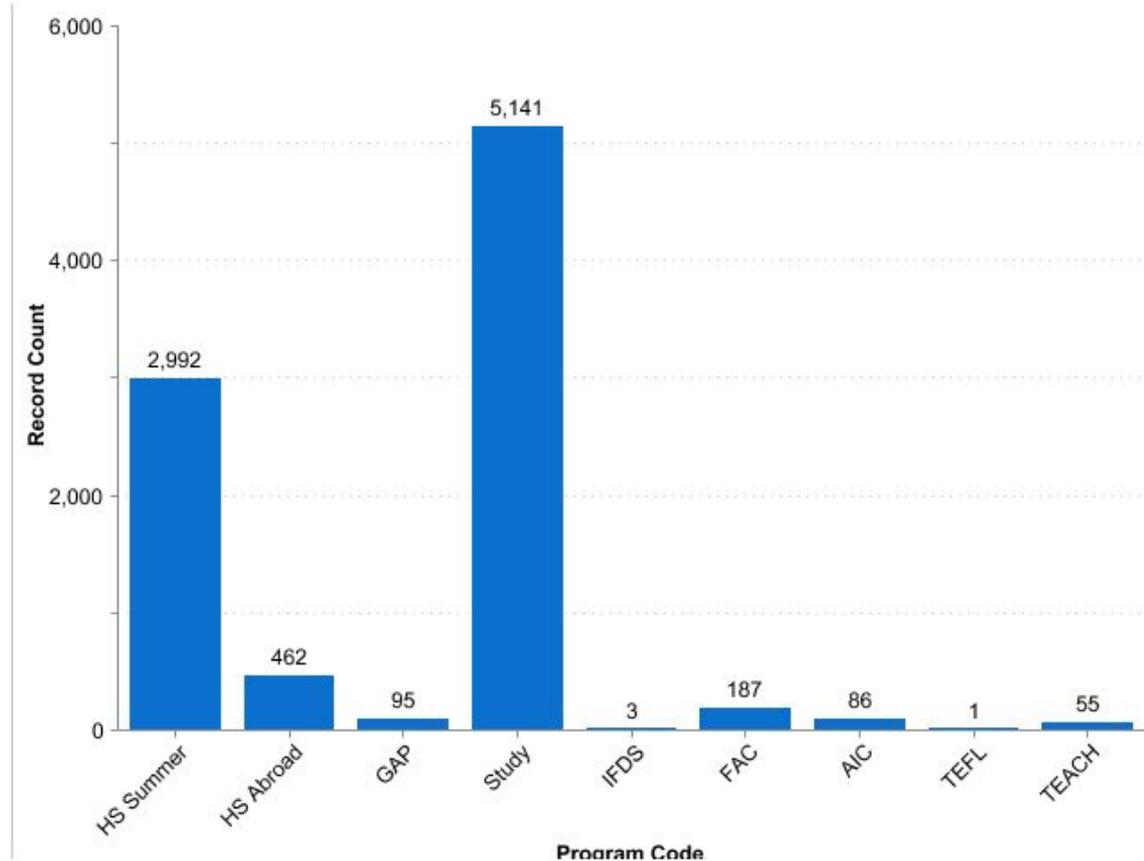


# SALESFORCE DATA COLLECTION

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.



# Standardized Categories

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Check-In

Crime

End Program

**Health**

Housing

Insurance

Nothing to Report

Participant Issue

Registration

Safety/Security

**Health**

Accommodation Health & Wellness

Alcohol/Tobacco Issue

Death/Dying

Emotional Distress

Epidemics (No Direct impact)

Health - Other

Hospitalization

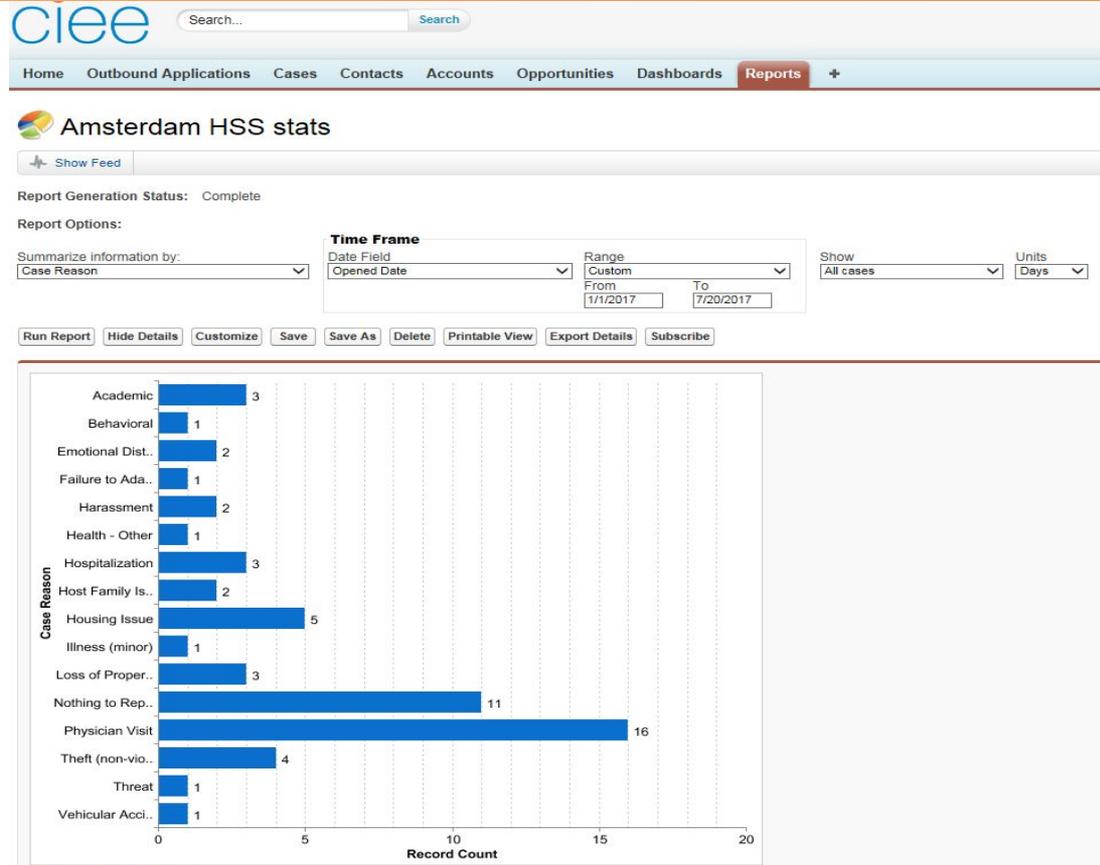
Illicit/Dangerous Drug Use

Illness (Minor)

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# Site Specific Data Reports in Salesforce (Micro Use)

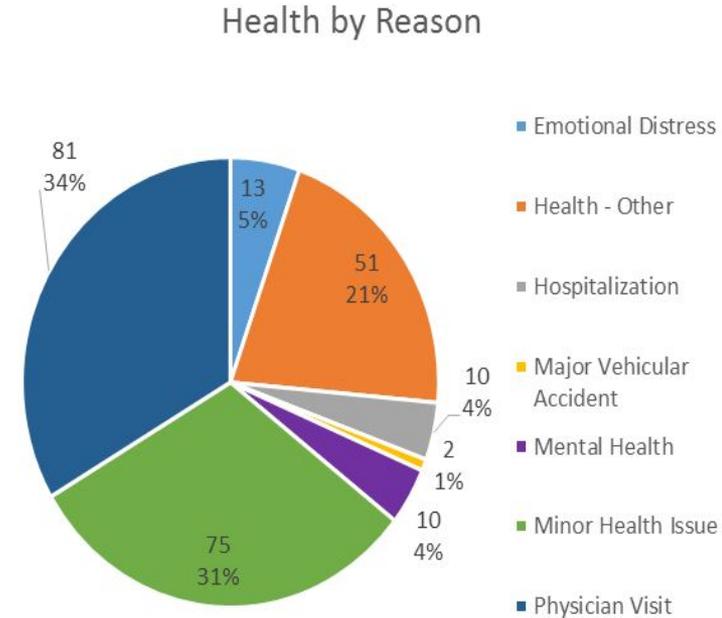
- All Sites have a Custom HSS Reports and Dashboards in Salesforce.
- Is incorporated into HSS orientations.
- Data driven risk assessments and briefings.



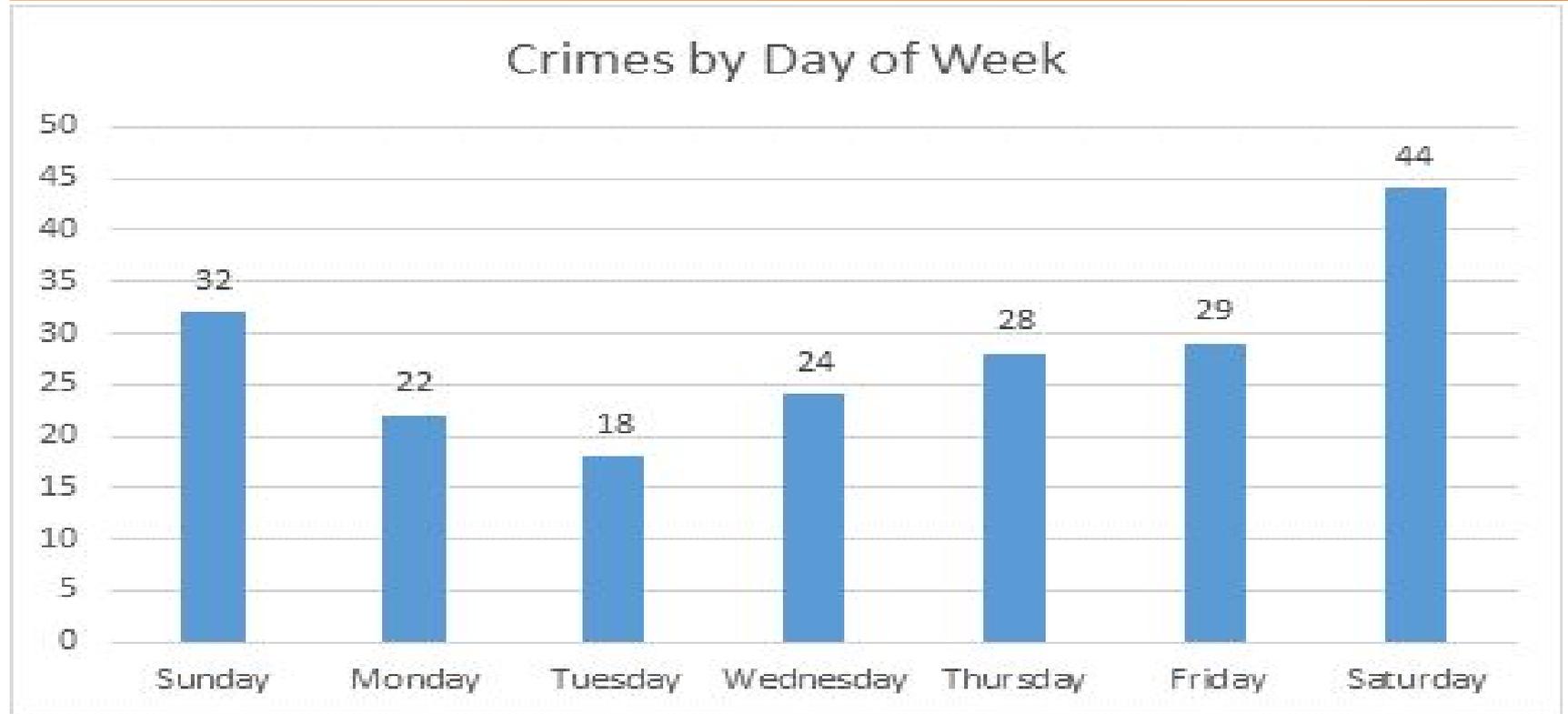
# Let's Contextualize

## Approximately:

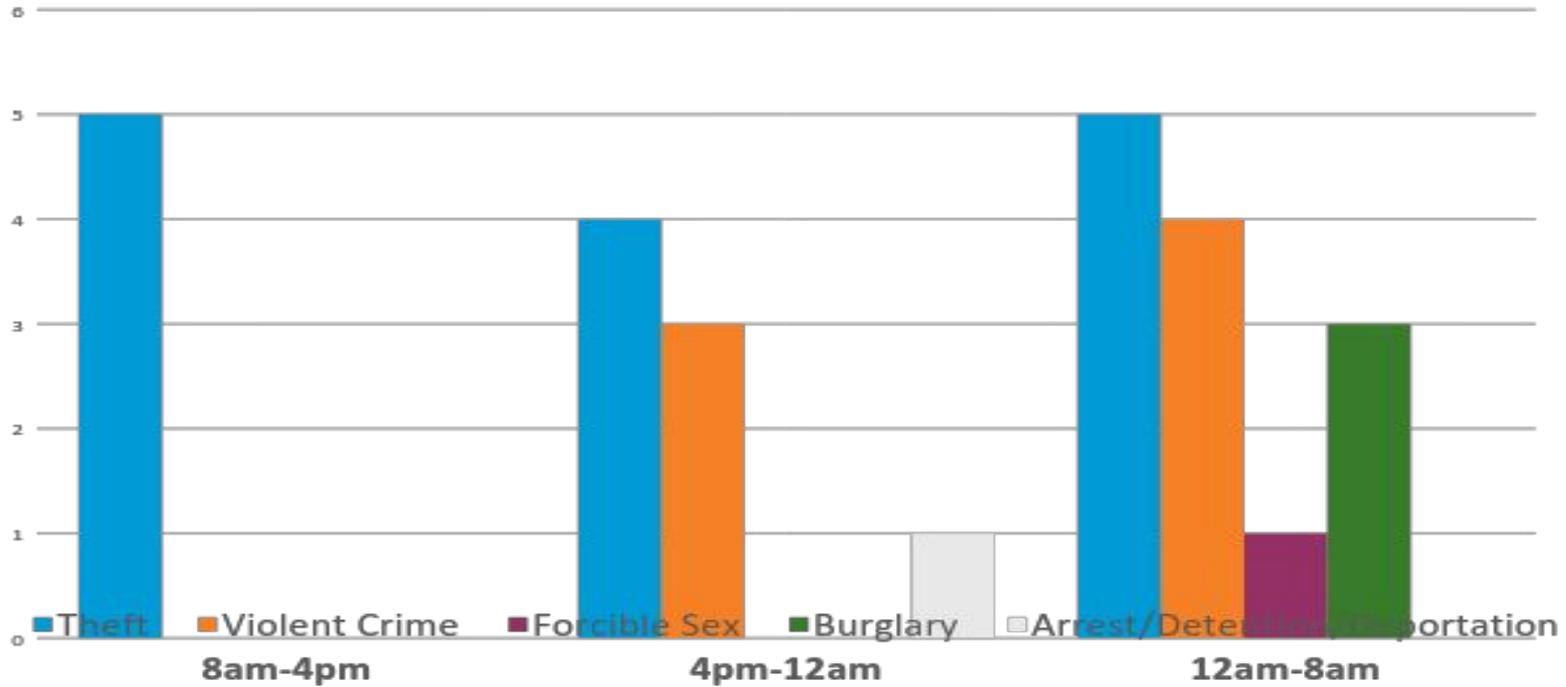
- 75% of all students have nothing to report
- 90% of reports are minor health issues
- 96.5% of our students do not report a crime
- Less than 1% of all of our students report a violent crime



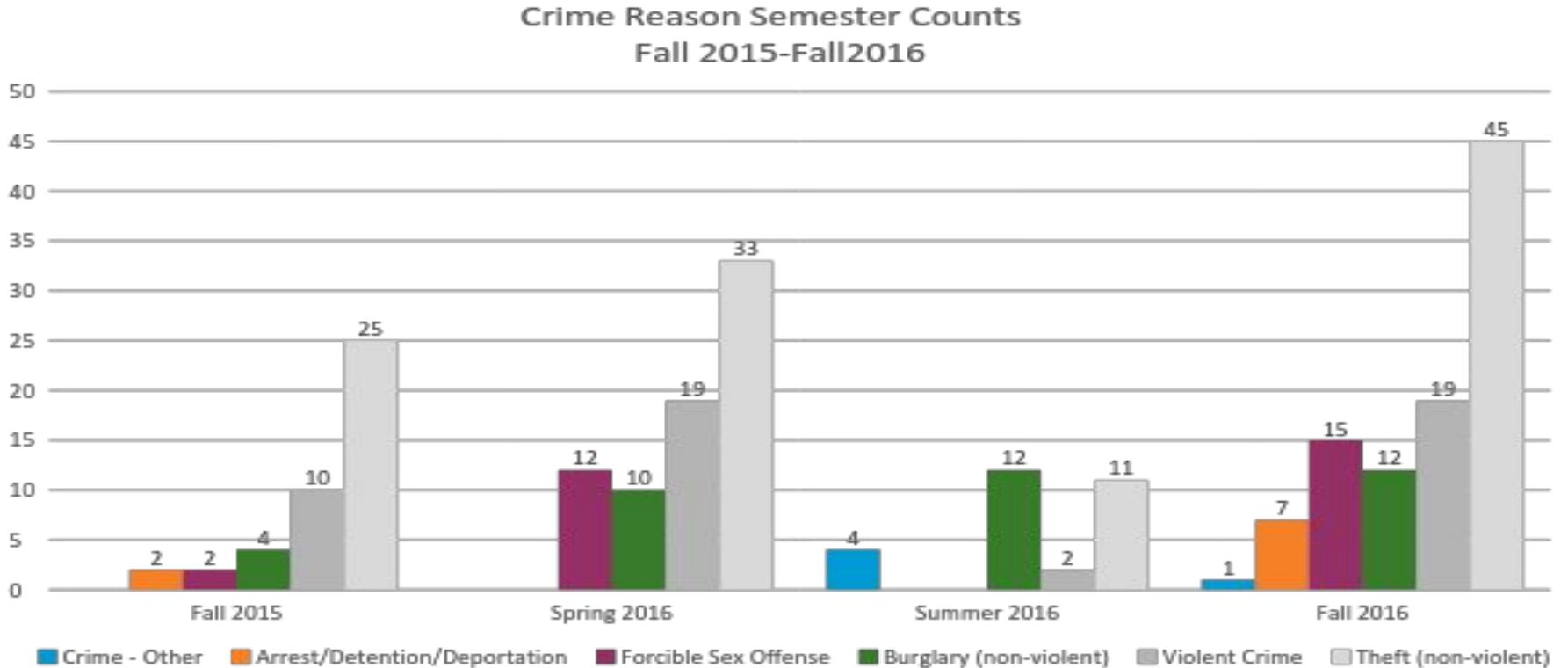
## Crimes by Day of Week (2016)



# Crime Reasons by Time of Day



# Crime Reason Semester Counts Fall 2015-Fall 2016



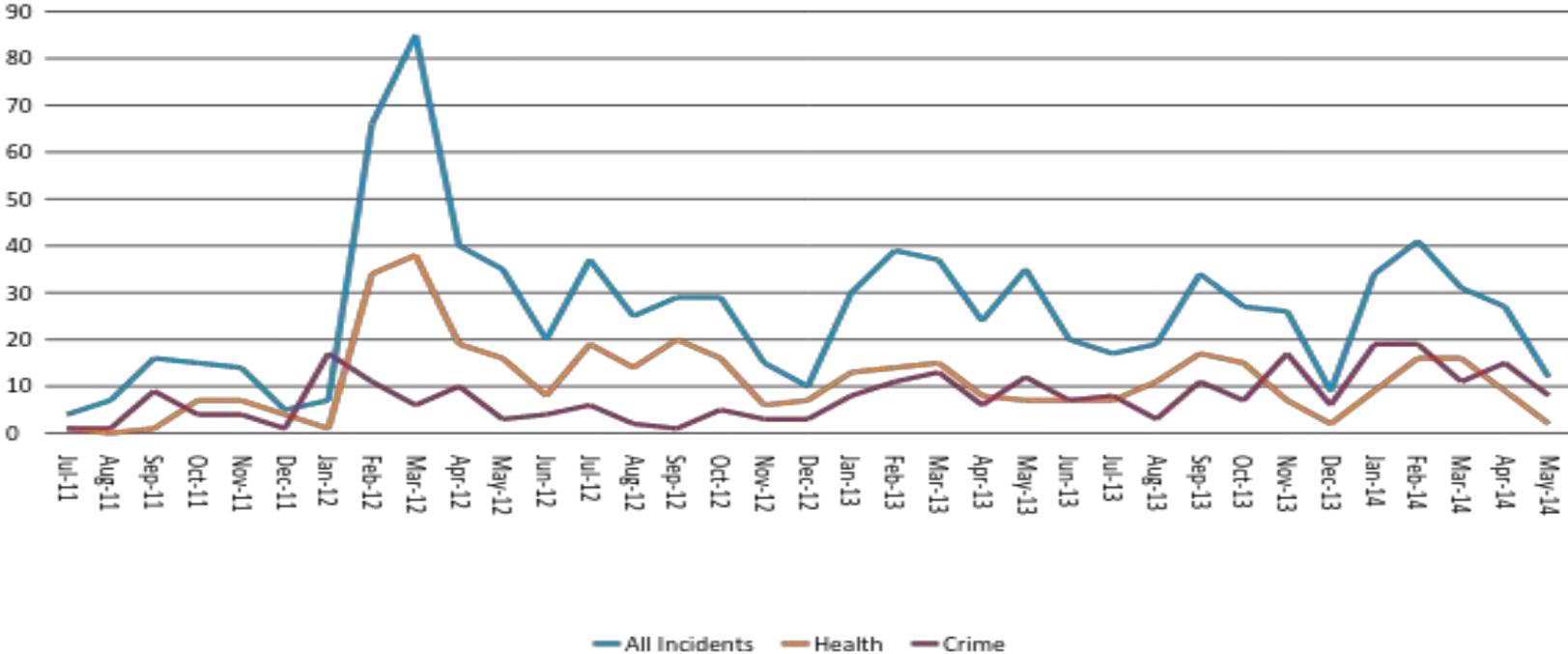
# Knowing this...what would you do?

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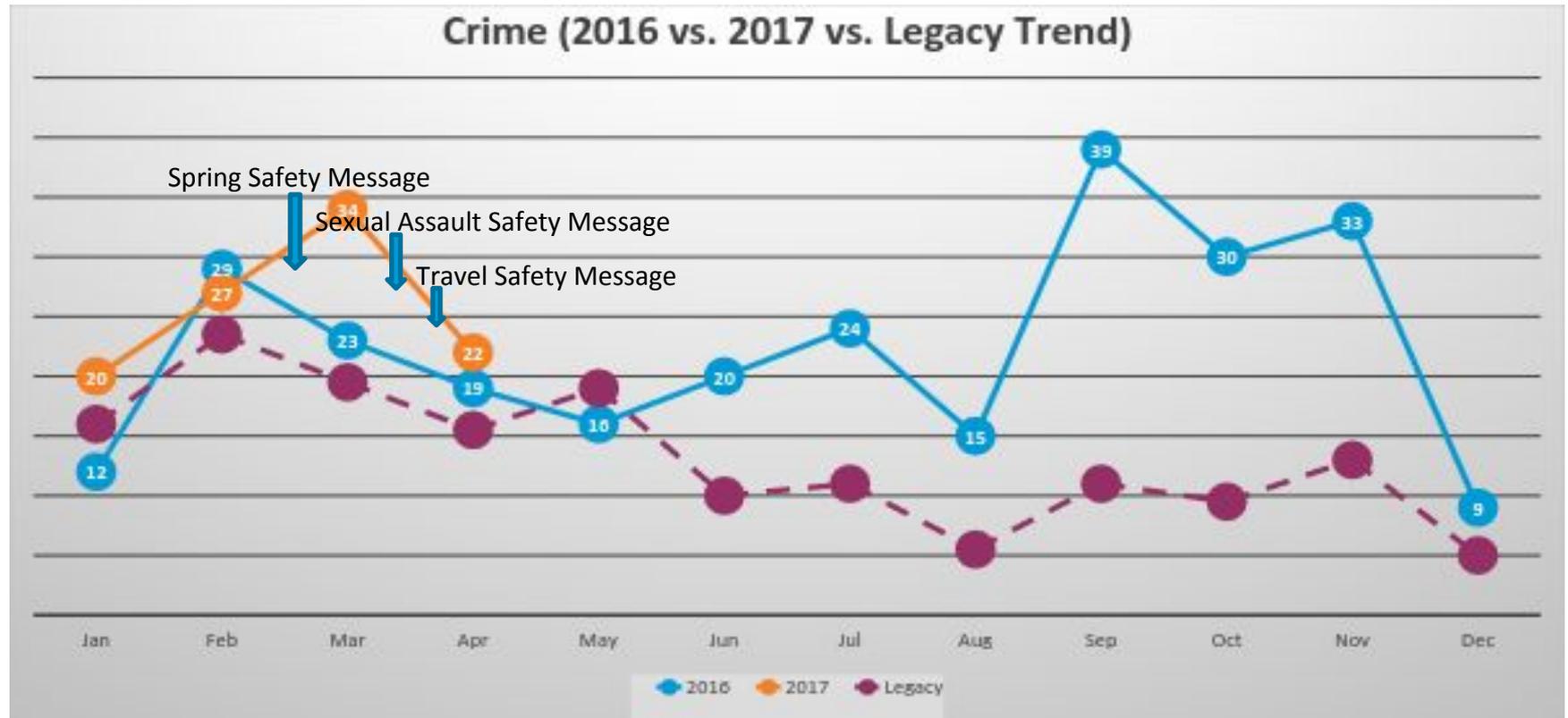
**Discuss!!**

# What Data Can Tell Us 2011-2014

Number of Incidents by Month

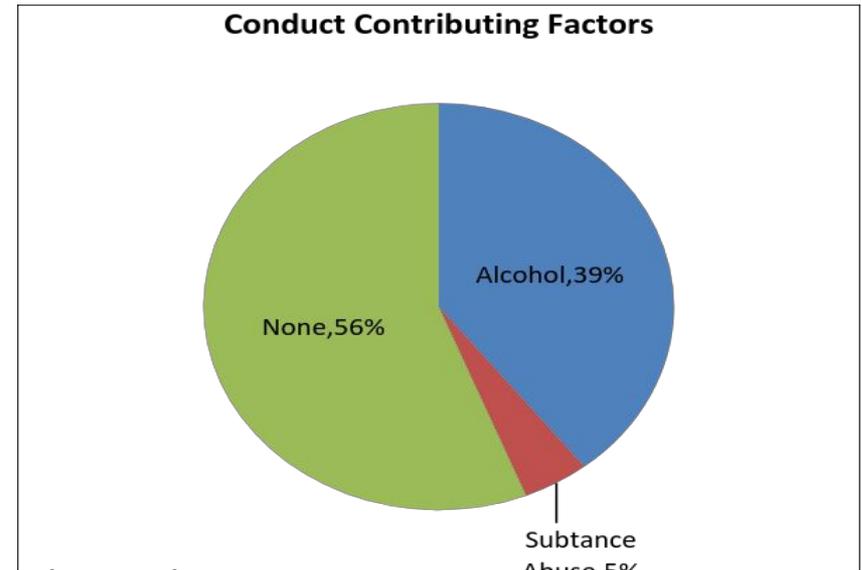
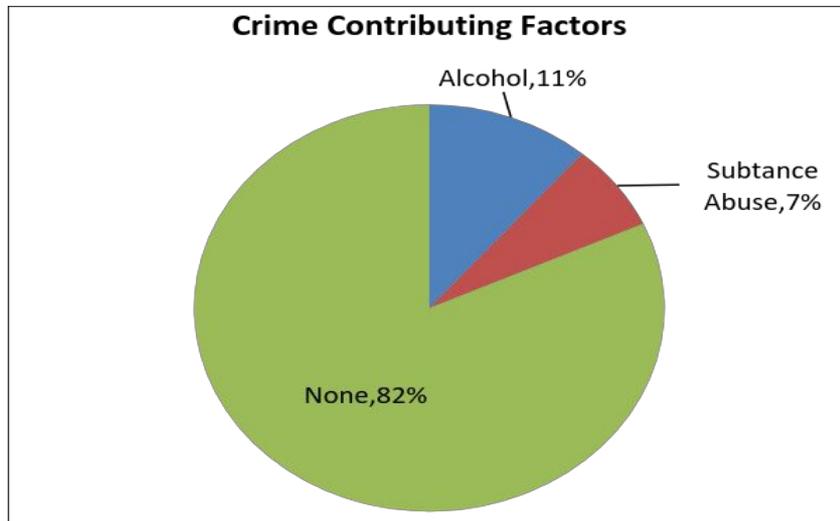


# Targeting Safety Messaging



# Contributing Factors 2011-2013

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

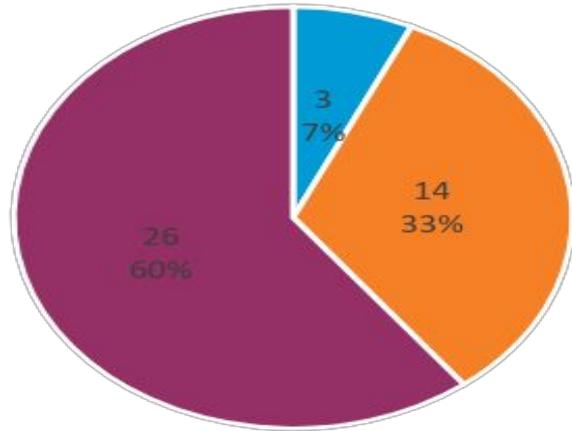


Alcohol is a much larger factor in conduct incidents than crimes.

Our data does not suggest that crimes are more likely when participants are intoxicated.

# Contributing Factors FY2016

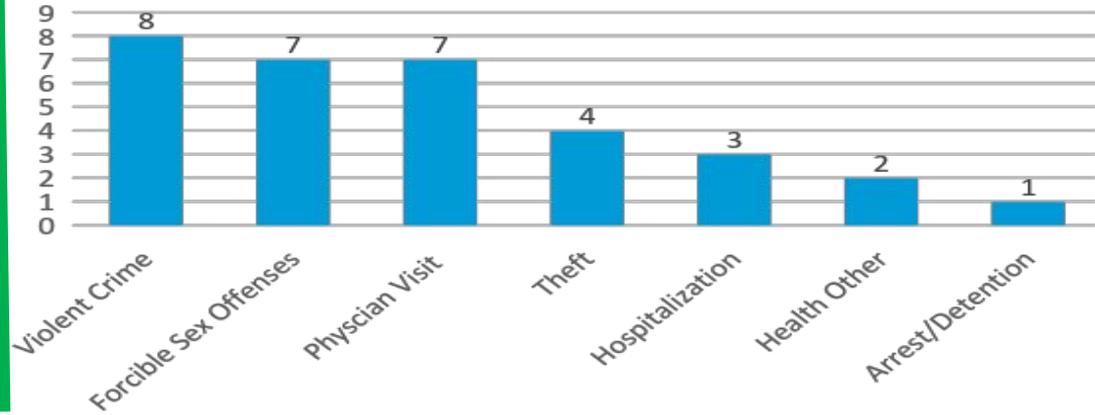
## Contributing Factors FY2016



Behavior Walking Alone Alcohol

Excludes "multiple" and "other" contributing factors

## Reasons w/Alcohol as a Contributing Factor FY2016

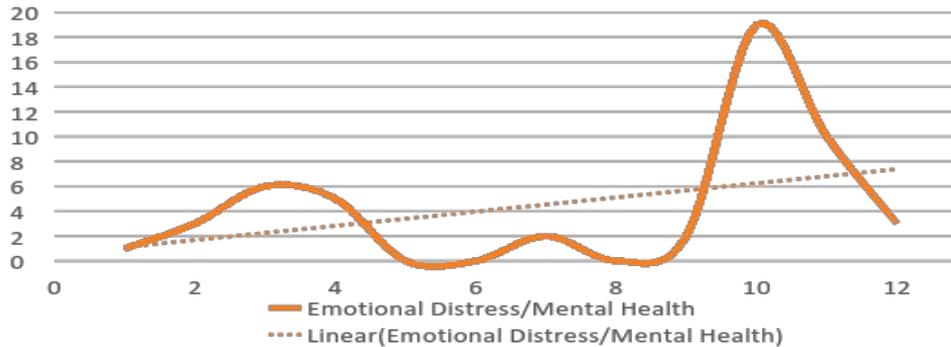


"Alcohol/Tobacco" reasons excluded.  
Forcible sex includes one "perpetrator" incident.

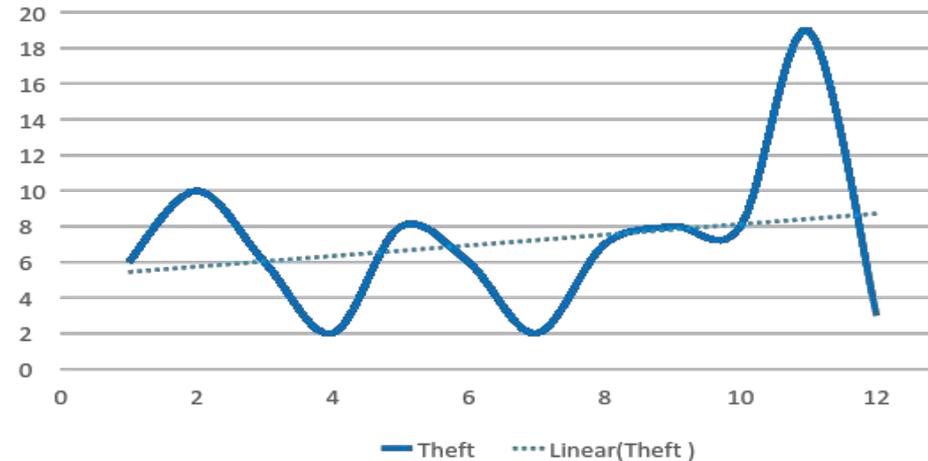
# Concerning Trends

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

Emotional Distress by Month 2016



Theft by Month 2016



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 .01% (.28% to .29%).
- Burglary count down by 17% (6 to 5). Rate decrease of .02% (.18% to .16%).
- Violent Crime count down by 24% (13 to 10). Rate decrease of .08% (.40% to .32%)
- Non-Violent theft count up by 40% (35 to 49). Rate increase of .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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A vibrant city skyline is shown under a clear blue sky. In the foreground, a multi-arched bridge with a white railing spans across the frame. The background is filled with various skyscrapers, including a prominent blue glass tower with a curved top, a red and white brick high-rise, and a purple-tinted building with a triangular top. The text "THANK YOU" is overlaid in large, white, sans-serif font in the upper center of the image.

THANK  
YOU