



"EDUCATING 20 MILLION PEOPLE BY 2020"  
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# SMART Safety & Security S3 Public Private Partnership P3

*"Partners in SMART Education - Operationalizing SMART in Communities, Organizations, Enterprises across USA"*



On March 12, 2018, President Trump called for immediate action on a range of policies designed to protect schools and students.<sup>1</sup> The Trump Administration worked to build a bipartisan coalition to garner passage and enactment of two bills: HR 4909, Students, Teachers, and Officers Preventing (STOP) School Violence Act of 2018<sup>2</sup> and S. 2135, Fix NICS (National Instant Criminal Background Check System) Act.<sup>3</sup>



Acknowledging there can be no one-size-fits-all solution to this complex problem, the US Government issued a report, which serves as a resource guide for families, educators, law enforcement officers, health professionals, and elected leaders to use as they consider the best ways to prevent, mitigate, and recover from acts of violence.



[US Federal Commission School Safety](#)

# Federal Government Impact Study

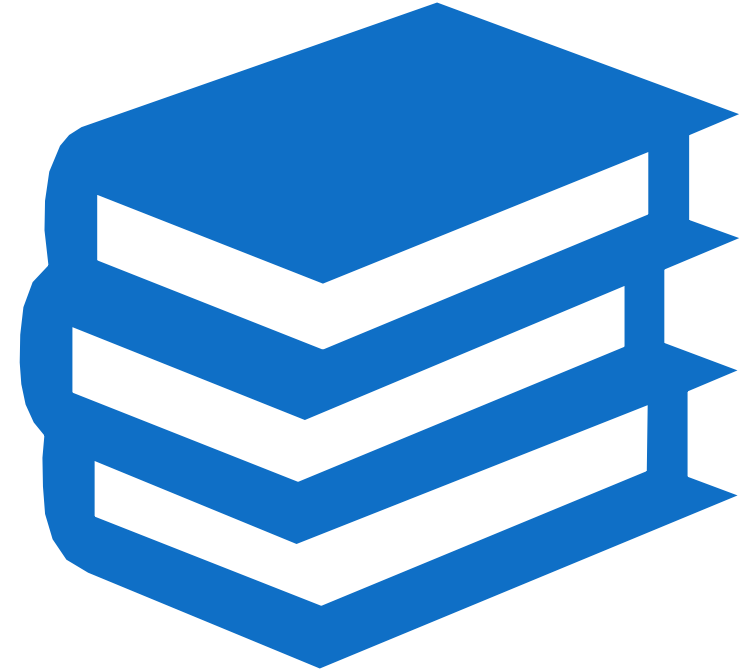
# Top Concern of Educators & Parents

Safety has become a primary driver for parents using school choice.

School safety has a central place in the minds of students and parents today. One report says school shootings are “this generation’s 9/11.” The study found that 68 percent of individuals aged 14-29 say that school shootings are the nation’s most important issue.

In the United States, about 69 million children are separated from their parents or caregivers every workday to attend school or childcare. Because an emergency can happen anywhere and at any time, it is important that schools and childcare providers prepare to protect the children in their care.

[School Safety is a Top Concern for Educators and Parents](#)



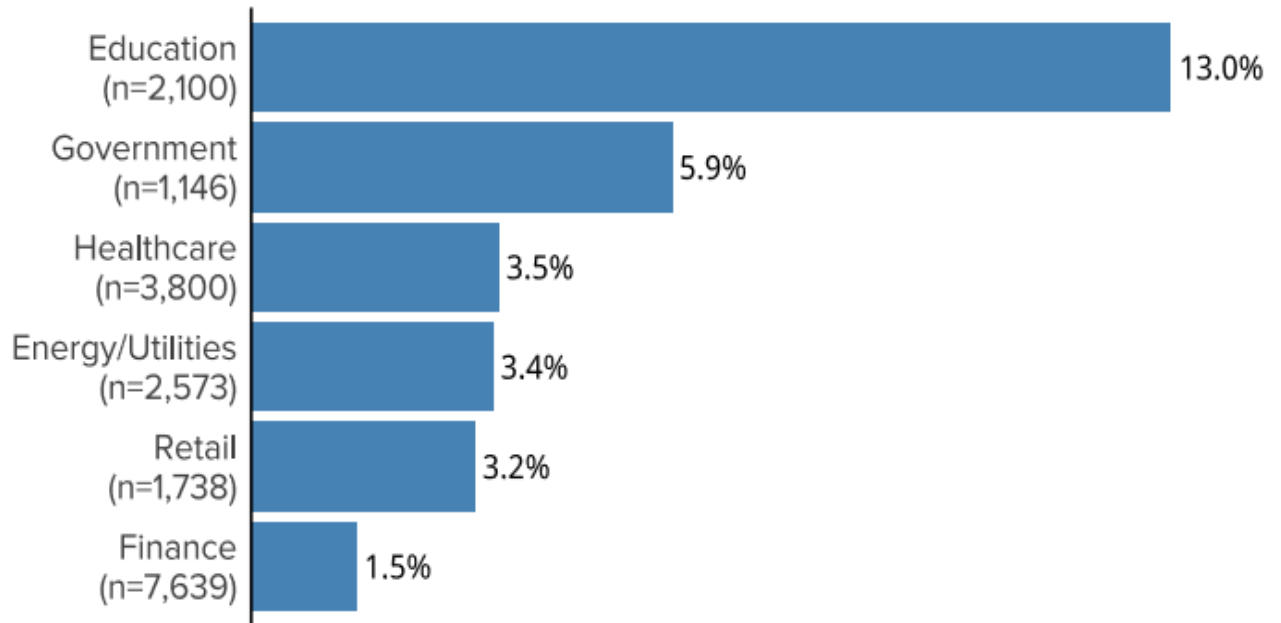
# Top Concern of Public Safety Officers

Biggest 2019 public threats: <https://www.hstoday.us/subject-matter-areas/infrastructure-security/americas-experts-on-the-biggest-threats-and-challenges-facing-us-in-2019/>

- Cybersecurity and Technology
- Ransomware and Criminal Attacks
- Terrorist Activity and Physical Attacks
- Protecting Our Critical Infrastructure
- Aviation Security
- Information Sharing
- Mother Nature
- Resilience Guards Against Complacency

# Ransomware Attacks

Researchers have found that over the past year, several industries have been victims of ransomware attacks. Education and Government exhibited the highest rates of ransomware out of the six industries examined.



**Figure 2.** Percentage of companies in each industry with ransomware.



# School Safety Plan

Schools have been tasked with implementing a safety action plan.

Schools are already faced with many challenges:

- Classroom Size.
- Poverty.
- Family Factors.
- Technology.
- Bullying.
- Student Attitudes and Behaviors.
- No Child Left Behind.
- Parent Involvement.

**Now add School Safety & Security**

# Path Forward for Schools

- U.S. schools need to implement an individual, comprehensive Safe School Plan, review and update the plan each year, and record and report the plan with law enforcement agencies.
- **Many schools lack clear guidance** on school safety plan development, accountability systems to document that plans have been completed, and process for assessments or feedback on school safety.
- With educational institutions tasked to do more with less, school safety cannot take a backseat.
- Administrators, staff and school resource officers are not properly trained nor equipped to develop a safety plan on their own.
- SMART Safety & Security S3 for schools is a proven program - a cloud-based platform and a unique digital tool ready for implementation in schools today.



# The SMART Safety & Security S<sub>3</sub> Platform for Schools

- Cloud-based Digital Tool
  - Leverages Machine Learning
  - Artificial Intelligence
  - Award-Winning
  - Offers Real-Time Crisis Communication
  - Step-by-Step Action Plan
  - Mobile Alarm
  - Digitized School Safety Plan
- This platform takes the guesswork out of safety and provides a step-by-step plan for easy rollout and implementation
  - This DIGITAL TOOL gives School Administrators, School Resource Officers, and Public Safety Officials a way to operationalize digital School Safety & Security today





# Path Forward for SMART Safety & Security S3

Smart Education Exchange SEE in partnership with K12, Vocational Schools, and Universities delivers SMART Safety & Security S3 Education Program” including:

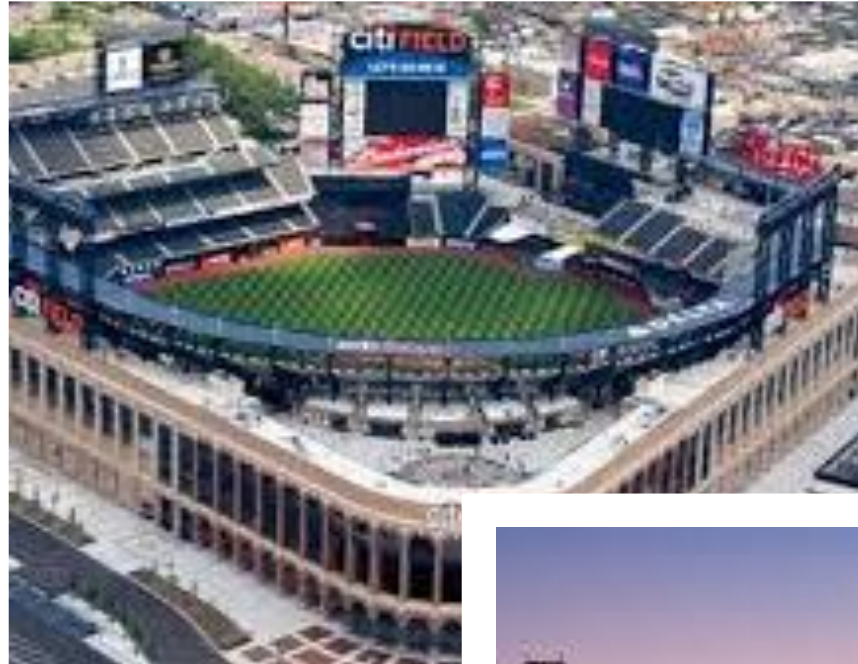
- Digital School Safety Plan
- SMART Education
- SMART Safety & Security Assessment
- Complimentary School Safety and Crisis Communication Guides
- SMART Safety Channel with critical information, videos, webinars, professional development
- Continuity in education and business for areas impacted by a natural or manmade disaster
- SMART Workforce Development and Training
- SMART Economic Development
- “Build Back Better” after a disaster strikes.

# SMART Safety & Security S3 Platform

- Cloud-based SMART Learning Environment
- Digital Tool
- Leverages Machine Learning
- Artificial Intelligence
- Award-Winning
- Offers Real-Time Crisis Communication
- Step-by-Step Action Plan
- Mobile Alarm
- Safety Management and Training Plan
- Designed to improve safety & security, and save money and resources

This platform takes the guesswork out of safety & security plan management and provides a step-by-step plan for easy rollout and implementation

The digital tool, machine learning and AI gives safety professionals a way to operationalize safety & security



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### **S3 PLATFORM**

Grounded in research, developed and time-tested in partnership with 100 Educational Institutions, 2500 Educators, 40.000 Students.

Designed by thought experts in public safety, digital security, pedagogy, education, machine learning and AI.



### **DIGITAL TOOL**

Leverages Machine Learning and AI for communication, management of safety & security, training, and alarm signaling in crisis situations.



### **PREVENTION**

An important part of Safety & Security is prevention to address situations before they become a crisis.

# Built By Experts



S3 Workshop



S3 Assessment



S3 Plan

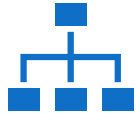


S3 Implementation



S3 Execution

## How it Works



Operational Environment Review  
Organization of Safety Operations



Review of Current Safety & Security  
SMART Education Assessment (SEA)  
SMART Community Assessment (SCA)



After the Assessment is complete, the S3 team reviews areas of opportunity, improvements, and implementation of the S3 program..



Launch of Action Plan for S3 training and Practice Plan  
Communication Plan Rollout



Introduction of Strategic P3  
And Trusted S3 Solution Providers

Typical timeline and plan is approximately 8-10 weeks for assessment and then recommendation

# Safety & Security S3 Evaluation Steps

Cloud-based Platform

Digital Tool

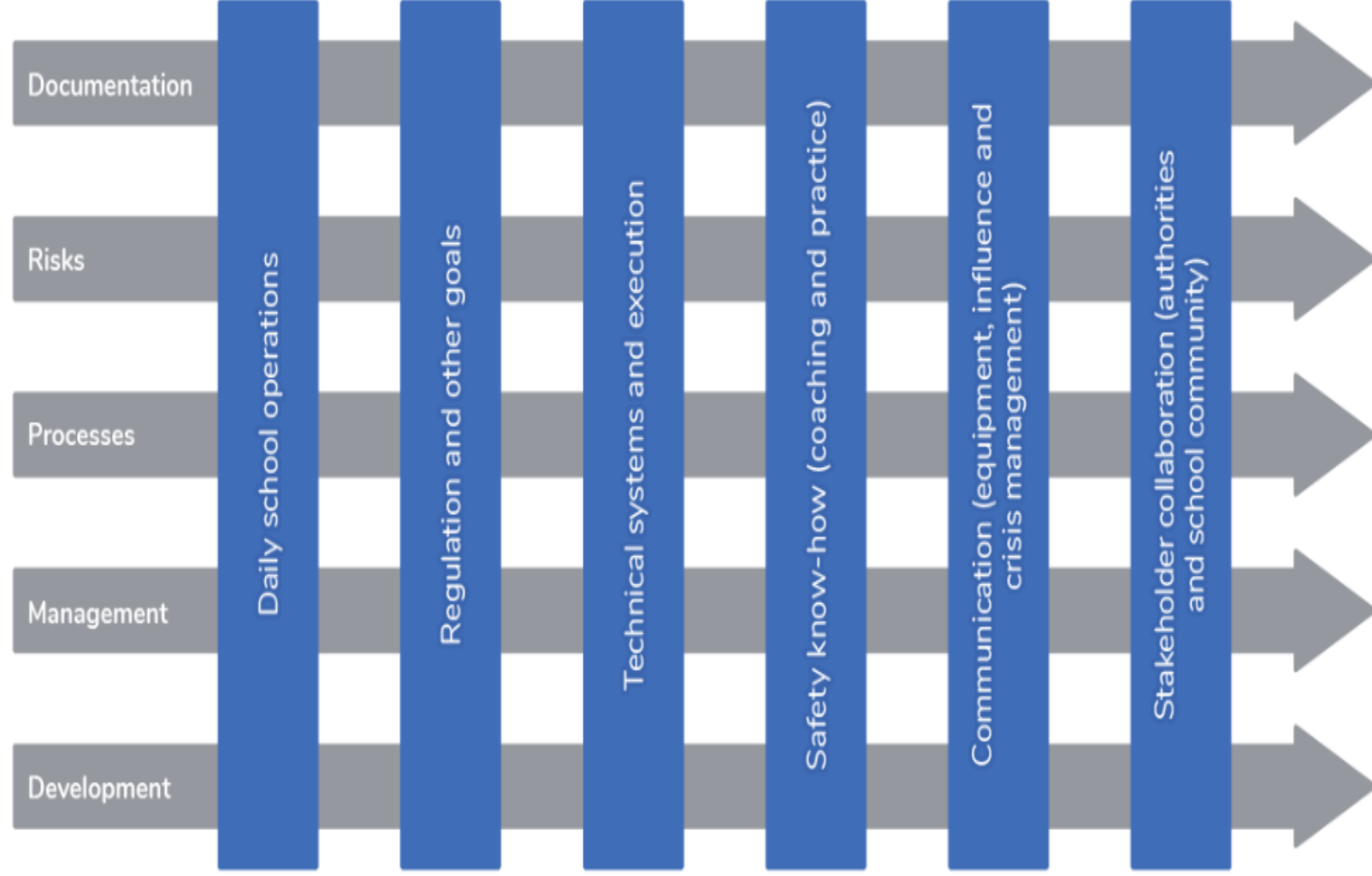
Machine Learning

Artificial Intelligence

## Managing Safety Operations



# Safety & Security Plan S3





# Risk Assessment



# Partnership Opportunities



**SMART SAFETY & SECURITY (S<sub>3</sub>) PLATFORM** is seeking partners to join the S<sub>3</sub> in the rollout of the S<sub>3</sub> training program in Private and Public K12 and Vocational Schools and Universities across the USA.



Partnership includes involvement with the K12 and Vocational Schools and Universities in US communities - participation in the assessment and suggesting/training/implementing 21<sup>st</sup> century safety & security solutions.



Partners become a trusted resource not only for the K12 and Vocational Schools and Universities but citizens in US communities; School Administrators and Staff, Educators, Students, Parents, School Resource Officers, Public Safety Officers, and Business and Policy Leaders.

# SMART Safety & Security S3

## Leadership

## Advisory Board

- S3 internationally recognized Advisory Board helps create, advise, and implement S3 programs, campaigns, and solutions to improve the Public Safety & Cyber Security in communities, educational institutions, enterprises, organizations.
- [Ms. Minna LeVine](#), Founder SMART Community Exchange.
- [Ms. Tana Torrano](#), Founder SMART Community Exchange.
- The S3 Advisory Board is led [by Mr. Jeff Gaynor](#). Jeff Gaynor's Homeland and National Security career spans better than a half-century. During a highly decorated 30+ years in uniform, Jeff served in assignments from foxholes to the White House as the Communications Security Officer and Alternate Military Aide to Presidents' Ronald Reagan and George H.W. Bush. Upon his retirement, Jeff became the Principal Action Officer for the creation of the Defense-wide Information Assurance Program. Appointed a Defense Intelligence Senior Executive, he served as a Special Assistant for Homeland Security; Principal Director for Security and Information Operations; and the Director of Defense Department Year 2000 Transition (Y2K) Operations. In the wake of Y2K and the events of 9/11, Jeff created and directed the Emergency Response Senior Advisory Committee and Critical Infrastructure Task Force (CITF) of the Homeland Security Advisory Council (HSAC).

# S3 Partner Benefits

SMART  
Awareness  
Campaigns  
Press Releases

SMART  
Trusted  
Solution Provider  
Service Provider

SMART  
Research  
White Papers  
Articles

SMART  
Community  
Assessment

SMART  
Advisory Board  
Speakers Bureau

SMART  
Implementation Workshops  
Pilots  
Projects

SMART  
Education  
Professional Development  
Economic Development  
Workforce Development

SMART  
"Built in America" for US:  
Communities  
Enterprises  
Organizations

SMART  
Impact Investment  
Branding  
Philanthropy  
Public Service

# Thank You

Contact:

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