SAFETY IN A DISTRICT'S **DIGITAL PLAYGROUND.**

MIKE MCINERNEY
MIDWEST REGIONAL SALES MANAGER

What **Digital Playgrounds** are being used in your classrooms?

ENSURE THE **SAFETY & WELL-BEING** OF YOUR STUDENTS ON THEIR SCHOOL-ISSUED ACCOUNTS

CONTENT ANALYSIS

Machine learning technology blocks potentially harmful content and images in students' gmail and drive accounts.

EXPERT REVIEW

An in-house team of trained safety professionals work 24/7 to evaluate all blocked content, categorize incidents, and determine severity.

RAPID RESPONSE

In severe situations, district-appointed contacts are immediately notified by phone, even after standard business hours.

WHY ARE WE HERE?

- 749,000 students were **victims of violence**
- 1,000,000 students were **threatened with a weapon** on school property
- 876,000 students were **afraid of attack or harm** at school
- 250,000 students seriously considered attempting **suicide**
- 1,000,000 students were harassed, threatened, or subject to other forms of **cyberbullying**

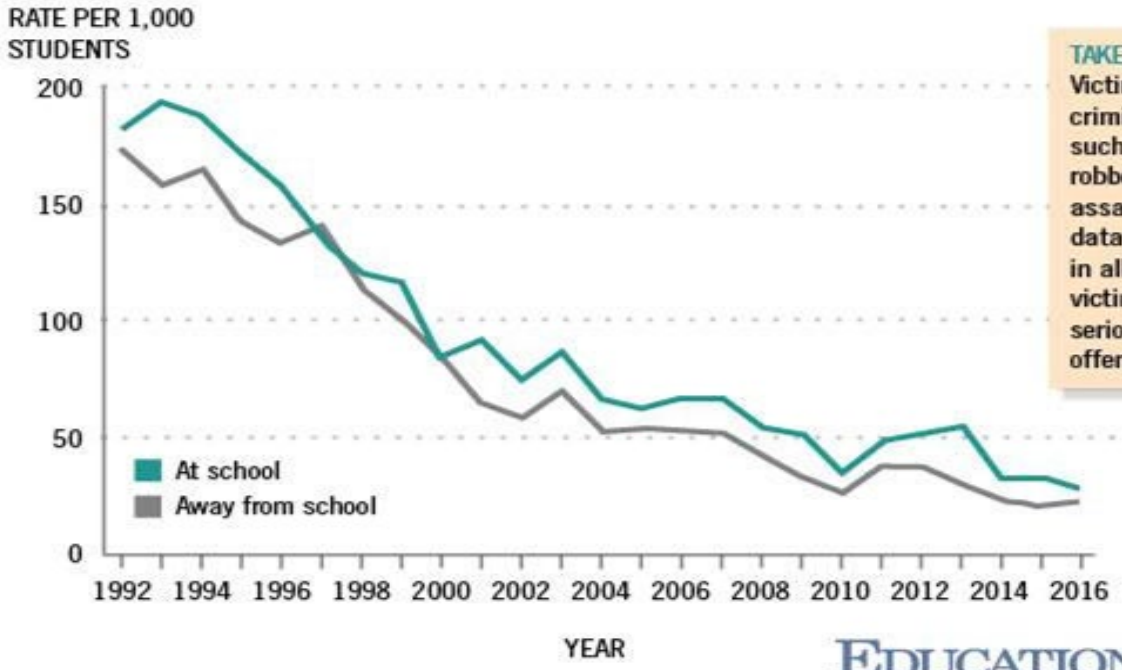
Source: Robers S, Kemp J, Rathbun A, and Morgan RE. Indicators of School Crime and Safety: 2013 (NCES 2014-042/NCJ 243299). National Center for Education Statistics, U.S. Department of Education, and Bureau of Justice Statistics, Office of Justice Programs, U.S. Department of Justice. Washington, DC; 2014

WHY ARE WE HERE?

- Suicide is the **SECOND** leading cause of death amongst children/young adults 10-24
- **More teenagers and young adults die from suicide** than from cancer, heart disease, AIDS, birth defects, stroke, pneumonia, influenza, and chronic lung disease COMBINED
- Every day there are **3,041 suicide attempts** by kids in grades 9-12
- **4 out of 5 teens** who attempt suicide give clear warning signs

TOTAL STUDENT VICTIMIZATION

Rate of nonfatal victimization against students ages 12–18



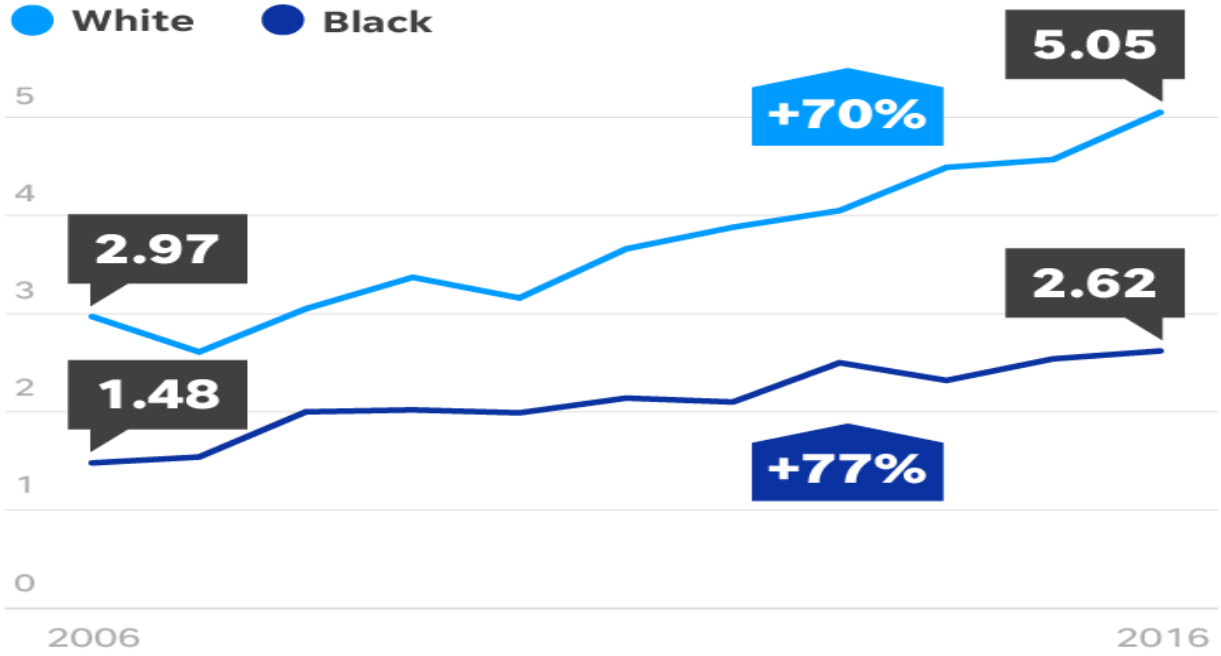
TAKEAWAY: Victimizations include criminal incidents such as theft, assault, robbery, and sexual assault. Federal data show declines in all categories of victimization, including serious violent offenses.

EDUCATION WEEK

TEEN SUICIDE

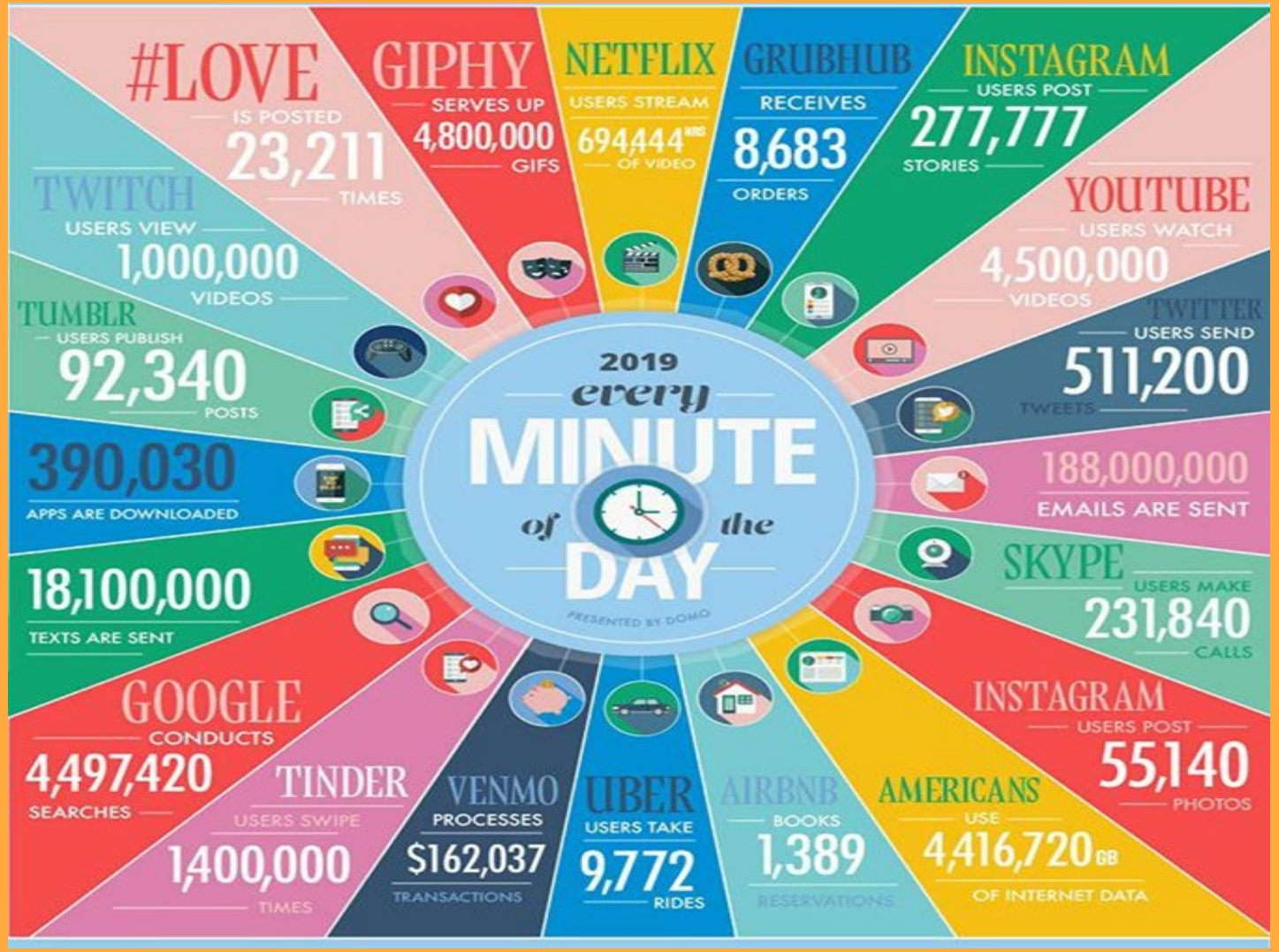
Teen suicide is soaring. The biggest rate increase was among black youth

Suicides per 100,000 10-to-17 year-olds from 2006 to 2016:



AS A RESULT, EDUCATORS AND STUDENTS EXPERIENCE

- **Loss of teaching time**, days at school
- Increased **stress**, unhealthy school climate
- **Trauma**, mental health and wellness issues
- School and community **violence and crime**
- At worst, the **loss of life**


#LOVE
IS POSTED
23,211
TIMES
GIPHY
SERVES UP
4,800,000
GIFS
NETFLIX
USERS STREAM
694,444 HRS
OF VIDEO
GRUBHUB
RECEIVES
8,683
ORDERS
INSTAGRAM
USERS POST
277,777
STORIES
TWITCH
USERS VIEW
1,000,000
VIDEOS
YOUTUBE
USERS WATCH
4,500,000
VIDEOS
TUMBLR
USERS PUBLISH
92,340
POSTS
TWITTER
USERS SEND
511,200
TWEETS
2019
every
MINUTE
of the
DAY
PRESENTED BY DOMO
390,030
APPS ARE DOWNLOADED
188,000,000
EMAILS ARE SENT
18,100,000
TEXTS ARE SENT
SKYPE
USERS MAKE
231,840
CALLS
GOOGLE
CONDUCTS
4,497,420
SEARCHES
INSTAGRAM
USERS POST
55,140
PHOTOS
TINDER
USERS SWIPE
1,400,000
TIMES
VENMO
PROCESSES
$162,037
TRANSACTIONS
UBER
USERS TAKE
9,772
RIDES
AIRBNB
BOOKS
1,389
RESERVATIONS
AMERICANS
USE
4,416,720 GB
OF INTERNET DATA

ONLINE SAFETY SURVEY

- Do you have anyone **combing through email or cloud storage** like Google Drive and OneDrive looking for inappropriate conversations, threats of violence, or obscene images?
- Are your **emails being blocked from delivery** if they contain bullying, inappropriate content, or imagery?
- If your students synced their phones to your cloud resources, would you be able to **identify inappropriate images** that may have been backed up onto a school resource?
- Can you identify a student **writing a suicide note** and sending it through email or sharing it with a friend in your cloud storage?

GAGGLE’S RECOMMENDATIONS

GAGGLE'S RECOMMENDATIONS for school-provided, student communication

✔ Encourage usage of these platforms. Digital communication is not going away. **Help them learn from their mistakes.**

✔ Visibility is key. You can **address a student's issues** when you know about it before it becomes an incident

✔ District staff can't monitor everything, all the time. **Partner with companies** that can manage this for you.

✔ **Have a plan in place** for when you are alerted to a situation

ENCOURAGE STUDENTS TO **SPEAKUP**

Provide a robust way (more than just on the website) for students to reach out pro-actively around incidents like…

- Bullying, Planned fights
- Students in crisis
- Threats of violence
- Weapons brought to school
- Other urgent situations

PROVIDE MULTIPLE WAYS TO **SPEAKUP**

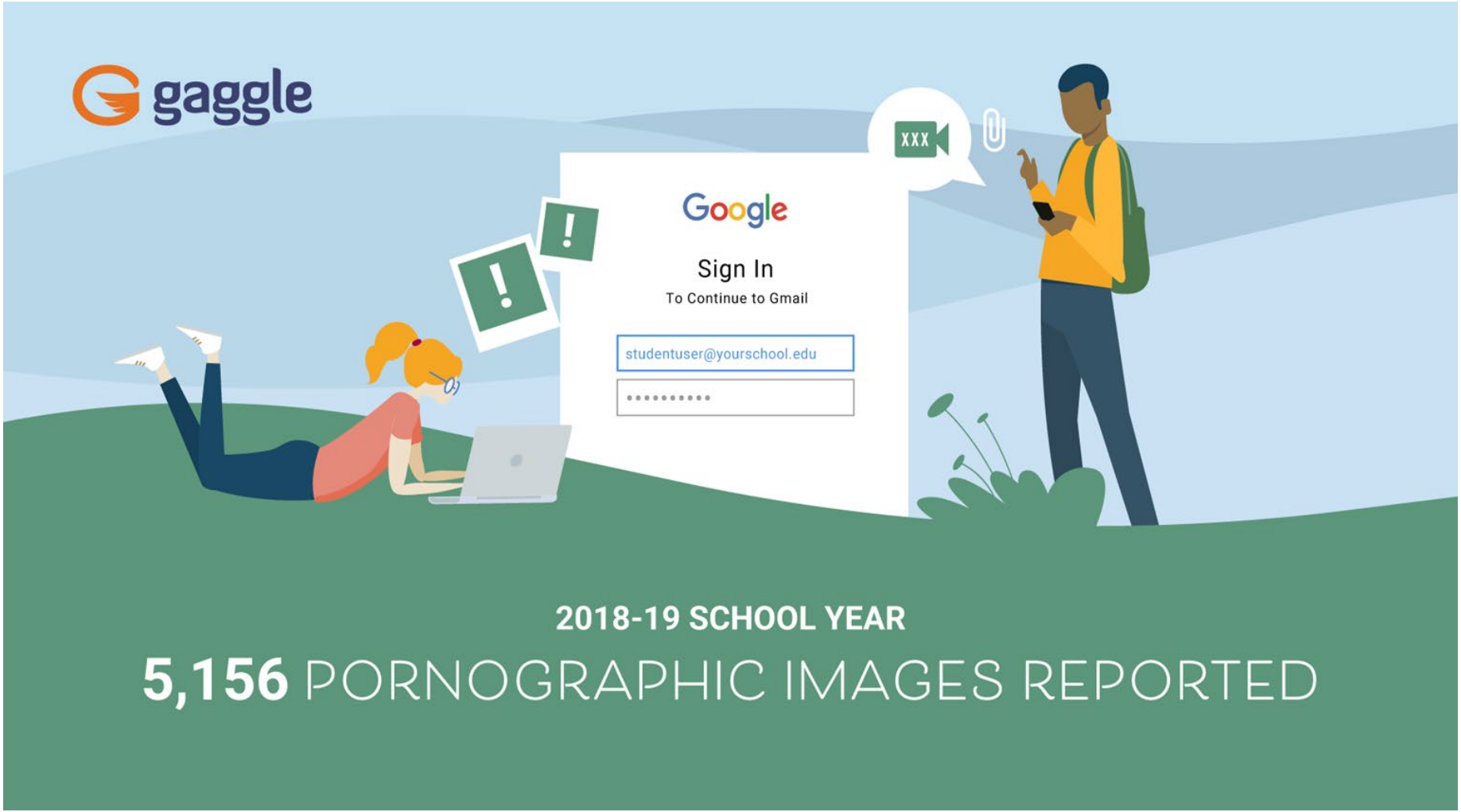
- Email
- Phone Call
- Text Message
- Website

PROMOTE USAGE THROUGH

- POSTERS
- EMAIL REMINDERS

Gaggle’s 2018-2019 Snapshot

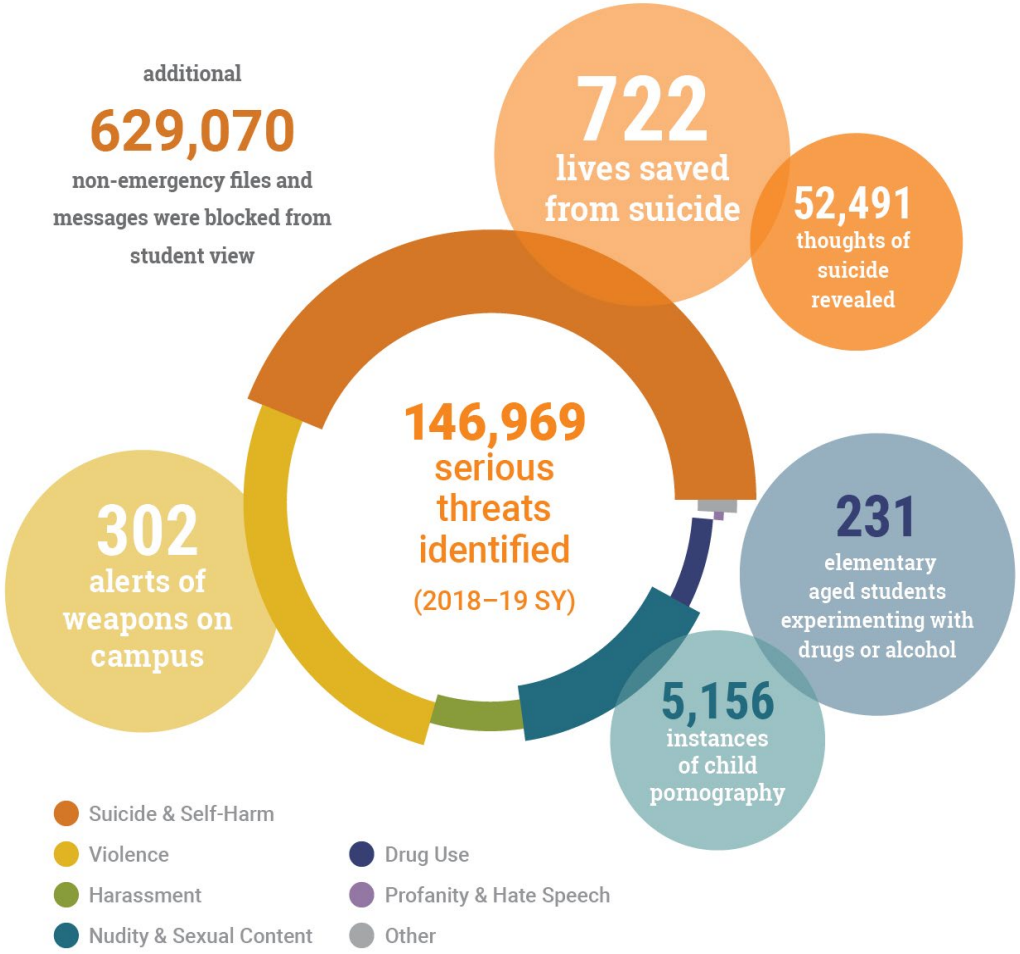
gaggle
Google
Sign In
To Continue to Gmail
studentuser@yourschool.edu
SOS
2018-19 SCHOOL YEAR
772 PLANS OF SUICIDE INTERCEPTED

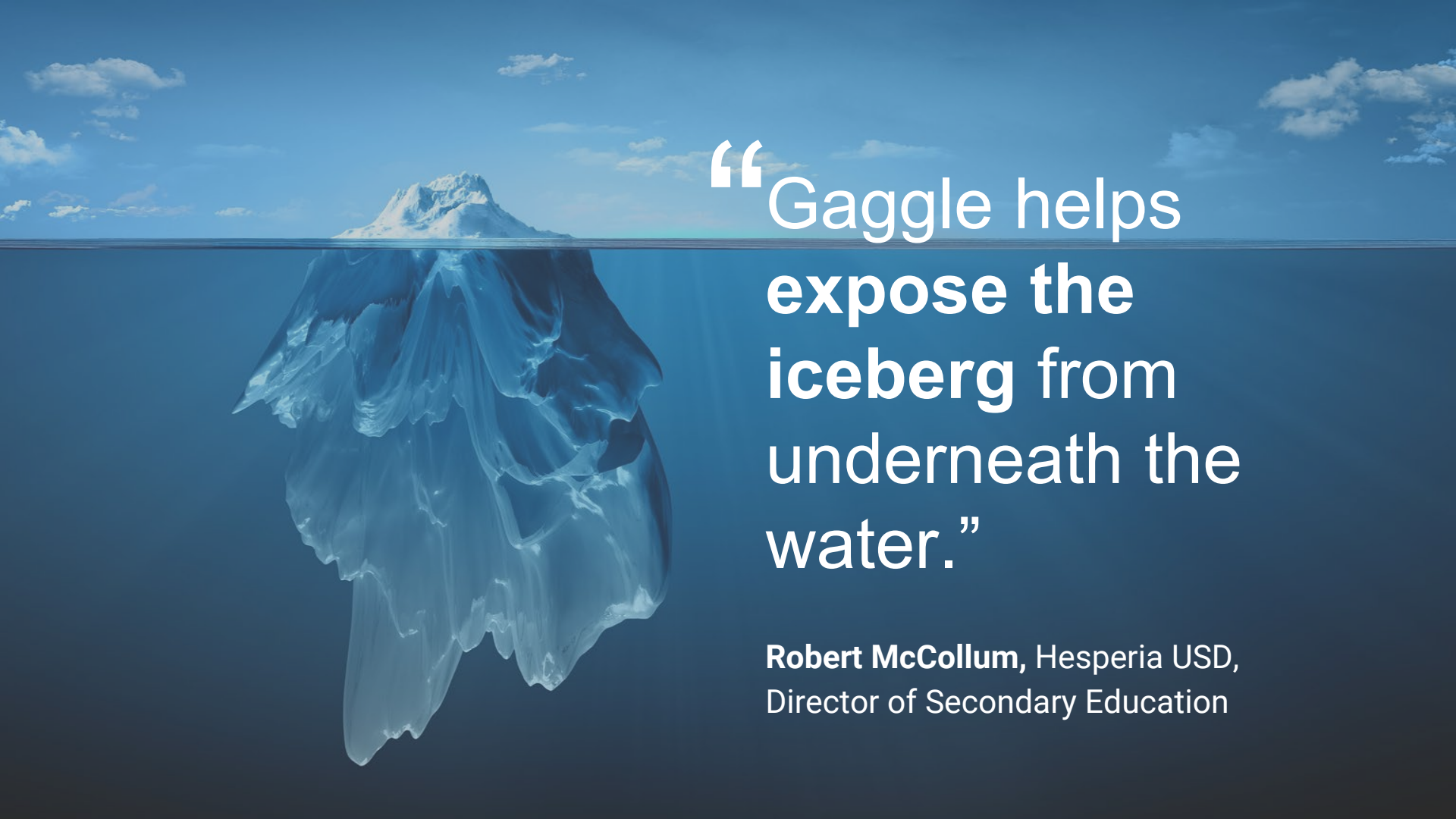

gaggle
Google
Sign In
To Continue to Gmail
studentuser@yourschool.edu
XXX
2018-19 SCHOOL YEAR
5,156 PORNOGRAPHIC IMAGES REPORTED

gaggle
Google
Sign In
To Continue to Gmail
studentuser@yourschool.edu
$%#@*
2018-19 SCHOOL YEAR
1,647 VIOLENT THREATS RESOLVED

National Statistics by Gaggle

2018-19 School Year





“Gaggle helps **expose the iceberg** from underneath the water.”

Robert McCollum, Hesperia USD,
Director of Secondary Education