



# School Safety Newsletter

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## MSU Team Comes Up With Plan to Fight ISIS, Violent Extremism

Springfield News-Leader, June 8, 2015

<http://www.news-leader.com/story/news/education/2015/06/08/msu-team-comes-plan-fight-isis-violent-extremism/28693133/>



A team from Missouri State University (MSU) came up with a marketing campaign to battle violent extremism around the globe and, along the way, won a world championship.

The College of Business Ad Team won first place in the U.S. State Department's Peer-to-Peer Challenging Extremism program, competing internationally against 21 other universities before emerging as the top finalist.

Now the team is receiving calls from international groups interested in using the campaign, including the Counter Extremism Project.

"The idea of using marketing and determining the best course of action to take to have an impact in battling violent extremism was exciting," said Melissa Burnett, professor of marketing and Ad Team adviser. "It seemed very important."

The semester-long challenge was to come up with an inventive way to battle terrorist groups, such as ISIS, which are increasingly using social media to recruit young people in the U.S. and around the world. ISIS stands for the Islamic State of Iraq and Syria and has been linked to violent attacks, largely in the Middle East.

MSU's 15-member Ad Team initially considered how to target college-age, or Millennial students, with a social media and marketing campaign aimed at empowering those students to get involved in fighting violent extremism.

Burnett said the team found that college-age students were highly desensitized and many didn't believe such extremist groups were a direct threat to their lives. So, the team turned its focus to Generation Z, or those born after 1998.

The team was pleased to discover that many children, in middle and high school, were aware of such global threats, worried about how it would affect their lives, and wondered how they could make a difference.

*Protecting our  
future through  
information  
sharing*

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Built with common core, these lesson packets are ready to go. Educate your students on violent extremism, empower them to create solutions, and connect with international schools in an uplifting virtual exchange.



## **MSU Team Comes Up With Plan to Fight ISIS, Violent Extremism (continued)**

“They were interested,” Burnett said. “They were extremely open-minded.”

The Ad Team conducted focused groups in a Kansas City school and found that while the topic of violent extremism periodically came up in social studies classes, and during discussions about current events, there was no structured way to educate students.

“No one is talking about it,” Burnett said. “If (young people) are going to be targeted, wouldn’t you want them to have the right information?”

The team developed the One95 campaign — which stresses the idea that change starts with one person but can impact all 195 countries — and recently presented it to the State Department in Washington, D.C. It was created as a digital, grassroots movement to unite the voices of any community interested in preventing violent extremism.

“It was a privilege to see the Ad Team in action,” said MSU President Clif Smart, in a news release. “I could not agree more with the panel of judges, who praised the students’ presentation as truly outstanding and polished. It makes me proud to lead Missouri State to see this caliber of students representing us on the world stage.”

The One95 campaign includes a curriculum, which fits within the framework of the Common Core standards, that will be made available to interested schools. The curriculum includes lesson plans and supporting materials, which are all available online. In addition to working with a district in Kansas City, the team also interacted with a school in Nicaragua.

The online portal ([www.one95.org](http://www.one95.org)) includes an interactive map pointing out the origins, history and goals of groups engaged in violent extremism as well as tips on how to stay safe and what an individual or group could do if targeted.

“We understand to end this, it’s not just a U.S. problem, it’s not another nation’s problem, it’s a global problem,” Burnett said.

This is the third consecutive year for Missouri State’s Ad Team to win first in this competition. The other two finalists were from Australia and Canada.

“After the response from the judges and audience members, we hope One95 will continue to grow and spread across the globe,” said Lanae Flatness, Ad Team president, in a news release. “Our team is proud of our program and presentation, and that we could represent Missouri State and the College of Business in D.C.”

Additional Resource: Using Community Policing to Counter Violent Extremism: 5 Key Principles for Law Enforcement (2014) <http://www.theiacp.org/Portals/0/documents/pdfs/Final%20Key%20Principles%20Guide.pdf>

## **School Start Times for Middle School and High School Students**

To see the full August 7, 2015 United States 2011-2012 School Year report visit: [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6430a1.htm?s\\_cid=mm6430a1\\_w](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6430a1.htm?s_cid=mm6430a1_w)

The American Academy of Pediatrics has recommended that middle and high schools start at 8:30 or later to allow students the opportunity to get the recommended amount of sleep on school nights, about 8.5-9.5 hours. Despite recommendations for later school start times, implementation of this practice varies greatly by state. In fact, most American adolescents start school too early.

Key points of the study in this week’s CDC Morbidity and Mortality Weekly Report:

- Less than 1 in 5 (17.7%) middle and high schools began at 8:30 or later during the 2011-2012 school year.
- The average start time was 8:03 AM among an estimated 39,700 public middle, high, and combined schools with an estimated enrollment of 26.3 million students.
- The percentage of schools with 8:30 AM or later start times varied greatly by state from 0% in Hawaii, Mississippi, and Wyoming to more than three-quarters of schools in North Dakota (78.5%) and Alaska (76.8%).
- Louisiana had the earliest average school start time (7:40 AM), while Alaska had the latest (8:33 AM).
- Biological rhythms during puberty commonly shift so that adolescents become sleepy later at night and need to sleep later in the morning.
- Insufficient sleep is common among high school students and is associated with several health risks including being overweight, drinking alcohol, smoking tobacco, and using drugs, as well as poor academic performance.

## **Monthly Webinars!**

First  
Wednesday  
of Every  
Month at 10  
am.

**Next  
Webinar -  
September  
2, 2015**

Each webinar  
has a round  
table discussion  
at the end.  
Questions are  
always  
welcome!

To participate, you  
must be a vetted  
member. For

## 2015's States with the Best and Worst School System

July 30, 2015

In light of back-to-school season, WalletHub compared the quality of education in the 50 U.S. states and the District of Columbia by analyzing 13 key metrics that range from student-teacher ratios to standardized-test scores to dropout rates. By shining the spotlight on top-performing school systems, the aim was to encourage parents to help their children realize their maximum potential and to call the attention of lawmakers on the work that remains to be done to improve America's schools.

According to the findings, Illinois ranks 10th overall, eighth for school system quality and 32nd for school safety. School system quality and safety are combined for an overall rank. The top 10 overall ranking states are listed below.

Overall Rank	State	"School-System Quality" Rank	"Safety" Rank
1	Massachusetts	2	1
2	Colorado	1	47
3	New Jersey	5	9
4	Wisconsin	4	14
5	Kentucky	10	4
6	Vermont	6	12
7	North Dakota	3	46
8	Minnesota	9	16
9	Connecticut	7	28
10	Illinois	8	32

**Methodology:** As back-to-school season arrives, WalletHub compared the school systems among the 50 U.S. states and the District of Columbia across two key dimensions, "School-System Quality" and "Safety." Thirteen relevant metrics were then compiled, which are listed below with their corresponding weights.

### **School-System Quality – Total Weight: 20**

- Presence of State's Public Schools Within the "Top 700 Best U.S. Schools": Full Weight  
Note: The number of schools in top 700 was adjusted by the number of schools for each state in the US News sample.
- Remote-Learning Opportunities from Online Public Schools: Half Weight
- Dropout Rates: Double Weight
- "Bookworms" Rank: Half Weight
- Pupil-Teacher Ratio: Full Weight
- Math Test Scores: Double Weight
- Reading Test Scores: Double Weight
- Percentage of Graduates Who Completed an Advanced Placement (AP) Exam in High School: Double Weight
- Average SAT Score: Double Weight
- Percentage of High School Graduates Who Completed the ACT: Double Weight

### **Safety – Total Weight: 4**

- School Safety (percentage of public school students in grades 9–12 who reported being threatened or injured with a weapon on school property): Double Weight
- Bullying-Incidents Rate: Double Weight
- Youth Incarceration Rate per 100,000: Full Weight

To view the whole report, visit: <http://wallethub.com/edu/states-with-the-best-schools/5335/#methodology>



## August 13 Event Launches First-Ever Comprehensive Campus Safety Assessment Tools

Fairfax, Va. August 7, 2015 PRNewswire

To help colleges and universities be more safe and secure, the VTV Family Outreach Foundation (<http://www.vtvfamilyfoundation.org/>) will release on August 13 a new integrated framework for improving campus safety called the 32 National Campus Safety Initiative (32 NCSI - <http://www.32ncsi.org/>). This first phase of 32 NCSI offers institutions of higher education a series of free, confidential, online self-assessment tools to improve comprehensive campus safety programs. Several schools including the University of Florida and George Mason University have already completed a pilot version of 32 NCSI.

VTV, a national non-profit organization founded by the families of the victims and survivors of the Virginia Tech tragedy, will launch 32 NCSI in a ceremony on August 13, 11:00 a.m. at the Center for the Arts on the campus of George Mason University in Fairfax, Virginia. Registration begins at 10:30 a.m.

Using these new tools, colleges and universities will be able to better assess themselves across nine important areas: Alcohol and Other Drugs, Campus Public Safety, Emergency Management, Hazing, Mental Health, Missing Students, Physical Security, Sexual Violence, and Threat Assessment.

"We are providing a revolutionary resource for higher education fueled by the passion of victims from one of our nation's worst tragedies and driven by multidisciplinary experts," said Peter Lake, the Chairman of 32 NCSI's Advisory Council and a professor of law at Stetson University. "Institutions are sometimes criticized for campus safety efforts. For the first time, there is now a tool to help campuses implement effective programs across a wide variety of safety metrics."

"The tragedy at Virginia Tech remains an incredibly impactful determinant of current best practice in campus safety," said Jen Day Shaw, associate vice president and dean of students at University of Florida. "The 32 NCSI is designed to bring professionals together with a multi-department team approach that breaks down potential school silos. Institutions will benefit from doing the process together as a team. Institutions will also benefit from the assessment results – determining areas that need improvement, prioritizing those, and utilizing the VTV panel of experts and professional staff to receive resources to address those priorities."

Institutions signing up for this program at [www.32ncsi.org](http://www.32ncsi.org) will have free and confidential access to these tools and can become part of a new community of campuses committed to safety.

### **About VTV - 32 National Campus Safety Initiative** (<http://www.32ncsi.org/about-us/>)

The 32 NCSI offers innovative self-assessment instruments and educational programming designed to empower college and university community safety. Inspired by the lessons learned from the April 16, 2007 shooting tragedy at Virginia Tech and guided by a panel of the nation's leading experts, 32 NCSI aspires to raise the bar and awareness on a full range of campus safety issues.

32 NCSI offers resources in the following key focus areas:

- Alcohol and Other Drugs
- Campus Public Safety
- Emergency Management
- Hazing
- Mental Health
- Missing Students
- Physical Security
- Sexual Violence
- Threat Assessment

The VTV national non-profit organization founded by the families of the victims and survivors of the April 16, 2007 mass shooting tragedy at Virginia Tech, brought together professional staff and a multidisciplinary Advisory Council of expert practitioners to create 32 NCSI and foster ongoing development. 32 NCSI is chartered as a living memorial to the 32 innocent students and faculty lost on April 16, 2007 to help ensure safe learning and working environments on all campuses.

### **School Safety Newsletter**

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