



Improve Campus Safety

Every day, your college or university strives to make your campus as safe as possible. You develop plans, deploy systems, and train your staff on how to *prevent*, *deter*, *detect*, and *respond* to safety incidents. And you are doing a great job. Statistics show that colleges and universities continue to reduce the number of safety incidents on campus.

However, it just takes one incident to realize your safety plans and systems can always be improved. Incidents ranging from staff and student violence to community violence, including vandalism and bomb threats, to natural disasters can push your plans and systems to the limit.

Today, colleges and universities just like yours are looking for ways to improve communication, collaboration, and cooperation to help ensure students and staff remain safe.

A Converged Network Fosters a Safer Campus

You have invested in systems to enhance physical safety on your campus. Facilities have worked with campus police to deploy monitoring systems, paging systems, phone systems, radio systems, and more. And while all these systems do their job well, they are lacking one important feature. They do not interoperate with one another or communicate with first responders.

A 2007 report by market analyst firm Forrester Research states that “the physical security environment has been dominated by analog, standalone control systems with limited interconnectivity, digital communications, or integrated management capability.”

However, changes are occurring to overcome these issues. First and foremost is the convergence of physical safety systems and network infrastructures. Physical safety systems are taking advantage of network features to authenticate and segment users, monitor rogue behavior, implement policy-based responses, and improve communication between systems. In short, networks are providing collaborative services that enhance safety on campus.

A Look at Convergence: Before

The following scenario could happen on any typical campus with disparate systems: A hazardous chemical leaks in a science building, emitting toxic fumes into the air. A professor smells a noxious odor, initiates the safety protocol, and calls the campus safety officer. The safety officer then calls the fire department and local Hazmat team. The Hazmat team arrives and notifies the dean to cordon off the building. The dean asks an administrator to e-mail the students who have classes scheduled in that building to notify them that classes are cancelled. However, 20 minutes later, students show up for class.

“Convergence is not about the unification of security into one environment, but about collaboration between environments.”

—Trends 2007: Physical and Logical Security Convergence, Forrester Research

A Look at Convergence: After

Using networked technologies, the scenario unfolds more efficiently. Chemical sensors in the building detect and identify the fumes before they are discernible to people. The sensors trigger predetermined actions in the campus safety plans, while simultaneously alerting the safety department, fire department, Hazmat team, and the dean. First responders determine the need to close the building, which leads to the automatic notification of students via SMS texting, campus voicemail, e-mail, and digital signs spread throughout the campus.

“Increasingly as a means of reducing costs, increasing efficiencies or making better use of technology investments, organizations are integrating physical security devices for access control, monitoring and process control into the IT infrastructure.”

—“Convergent Security Risks in Physical Security Systems and IT Infrastructures,” The Alliance for Enterprise Security Risk Management 2006

Enhance Campus Safety with Networked Services

Cisco® Safety Solutions for Higher Education make it easy for colleges and universities to use the power of their IP network to enhance campus safety. This unique solution set provides networked services across your campus to support your safety plans as outlined by your campus and community police. As seen in Diagram 1, this solution set addresses the four primary areas of campus safety.

Diagram 1. Cisco Safety Framework for Higher Education



Table 1 takes a closer look at the networked services enabled with Cisco Safety Solutions for Higher Education.

Table 1. Networked Services and Benefits

Networked Services	Benefits
<p>Video surveillance Monitor activities across your campus environment to prevent, deter, detect, and respond to safety incidents.</p>	<ul style="list-style-type: none"> • Provides maximum flexibility for campus camera placement without additional wiring • Enables immediate monitoring for prompt response and resolution • Enables central or remote monitoring of video by emergency personnel • Saves money and time for system maintenance and operations
<p>Unified communications Provides common communication platform for enhanced inbound and outbound communications.</p>	<ul style="list-style-type: none"> • Provides one-touch phone access to first responders • Enables emergency alerting to multiple devices via SMS text, voice, video, etc. • Delivers advanced 911 services to improve response • Easily integrates your communication systems with your public safety answering points and first responder agencies • Lowers number of dedicated phone lines to reduce overall infrastructure costs
<p>Radio interoperability Modular and integrated platform links radios and communication devices of campus security personnel with administrators and local first responders.</p>	<ul style="list-style-type: none"> • Enhances operational effectiveness and helps protect property • Provides communications interoperability between wired and wireless networks • Easily activates predefined security plans with a single click
<p>Digital signage Post safety messages, monitoring information, and more to students and faculty across campus.</p>	<ul style="list-style-type: none"> • Create, publish, and distribute emergency information across your campus for instant, coordinated communication • Increase flexibility and lower operational costs over standalone systems • Scale your message across campus(es) to thousands of devices • Deliver robust video over the network
<p>Desktop video Develop and distribute customized training for students, faculty, and staff.</p>	<ul style="list-style-type: none"> • Help ensure all staff, faculty, and students know how to respond to various incidents • Quickly and easily update training materials
<p>Location services Track wireless-enabled devices and tag assets (non-wireless-enabled devices) across campus using online maps.</p>	<ul style="list-style-type: none"> • Improve recovery of missing items • Reduce replacement equipment costs and improve inventory management • Reduce financial liability by minimizing loss of campus equipment • Location services can easily include visitor management
<p>Campus transportation Monitor and track campus shuttles during travel to, from, and across campus.</p>	<ul style="list-style-type: none"> • Provide remote video monitoring capabilities to campus police and first responders • Accelerate response to safety incidents on campus shuttles
<p>Visitor management systems Automatically log visitors in and out of buildings and capture credentials.</p>	<ul style="list-style-type: none"> • Eliminate inefficient, paper-based logging systems • Maintain an accurate visitor record for auditing and safety-incident reporting • Automatically identify unwanted visitors and deny them access to campus buildings • Reduce personnel resources needed to help with visitor registration
<p>Access control Control who enters campus buildings.</p>	<ul style="list-style-type: none"> • Reduce unauthorized access to campus buildings • Lock down area remotely to isolate safety incident • Reduce personnel requirements for entry monitoring • Receive an accurate log about who enters your buildings
<p>Building system monitoring Monitor alarms, climate control, and other building systems.</p>	<ul style="list-style-type: none"> • Identify incidents and trigger appropriate policy-based response • Reduce personnel requirements for building system monitoring • Eliminate the need for multiple costly proprietary systems
<p>Acoustic and motion sensors Detect motion and sounds that trigger appropriate safety response.</p>	<ul style="list-style-type: none"> • Reduce manual building checks and enhance campus patrolling • Trigger predefined responses to reduce response time

“Everyone at the university benefits from voice interoperability—from the president, who can communicate with public safety personnel from home during a hurricane, to students locked out of their rooms, to anyone on campus who experiences an injury and needs emergency medical services.”

—Art Gloster, Vice President for Information Services, Bryant University, Rhode Island

By using your IP infrastructure to deploy networked services you can:

- Enhance safety on your campus
- Deliver effective methods for preventing, deterring, detecting, and responding to incidents
- Improve response times of campus and community first responders
- Communicate quickly to students, faculty, staff, and surrounding community during an event
- Improve operational efficiencies of your physical security systems and resources
- Identify/eliminate security gaps
- Reduce financial and legal liability
- Realize significant cost reduction/savings over standalone systems

Total Solution Financing

Colleges and universities realize the decision of how to acquire technology and services is just as critical as the investment decision itself.

Cisco Capital® gives you access to the technology you need to deliver the next generation of services. By creating innovative, flexible financing, Cisco Capital bridges the gap between technology requirements and budget availability. It makes it easier for your institution to get the right technology without being constrained by your current budget cycle.

Cisco Capital can:

- Offer total solution financing that allows for one simple, periodic payment for all products and services
- Customize payment plans to match and take advantage of the currently available budget and anticipated future funds
- Provide flexible, end-of-lease term options; depending on the type of lease or finance structure, colleges and universities may take title to the equipment, purchase it, renew the financing agreement, or return the equipment

Let Networked Technology Enhance Safety on Your Campus Today

Cisco can help your campus police and community first responders create safety plans that take advantage of the power of your IP network to maximize campus safety. For additional information about Cisco Safety Solutions for Higher Education or about how to enhance communication and increase efficiencies, contact your Cisco representative or reseller, or visit:

www.cisco.com/go/campussafety



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