

Creating a culture of safety and wellbeing for students and staff



SafeZone
by criticalarc

For over a decade CriticalArc's SafeZone solution has been enabling measurable improvements in personal safety for those working and studying in higher education. SafeZone has been adopted by universities across the globe, improving personal safety for millions of individual users, while studying on campus and traveling abroad.

The safety and wellbeing challenge

Universities risk serious reputation damage when students are harmed or have bad experiences, especially where there is a perceived failure by institutions to respond. Safety is now a top three consideration for prospective students and their parents, and it can impact recruitment and retention.

The solution: CriticalArc's SafeZone

Combining multiple essential functions, SafeZone allows individual users to request immediate assistance at the touch of a button, using a range of devices. It makes it easy to ask for emergency help or routine advice, or to report concerns.

SafeZone shows response teams the precise locations of all checked-in users, allowing the fastest and most appropriate response whatever the incident, from active shooter threats to extreme weather events, from medical emergencies to accidents. It also improves team coordination by showing the locations of responders.

In addition, SafeZone is a robust platform for mass communications, and targeted communications directed at specific groups (e.g. by location, or by role).

SafeZone combines essential communications, personal alarm, team coordination and management functions within one powerful platform.

Benefits for students and staff

The SafeZone app makes it easy for users to request help at the touch of a button, in any location, at any time, removing cultural, geographical and language barriers.

In emergencies, it puts the user immediately in contact with first responders; it saves time by presenting operators with information about that person's location, their identity, and any pre-registered vulnerabilities.



Safety is now a **top three consideration^[1]** for prospective students and their parents

^[1] Source: https://resources.idp-connect.com/hubfs/IDP_BuyerBehaviour_2019_infographic_WEB-V5.pdf

SafeZone also supports anonymous tip reporting, providing an easy, discrete route for individuals to request support for others; and SafeZone enables up-to-the-minute mass communications alerts.

Mental wellbeing, and crisis response

Students or staff experiencing mental health difficulties can use SafeZone 24/7 to easily access support and information. For individuals in crisis, a unique patent pending SafeZone feature, supporting CAPS and EAPS programs, allows timely intervention based on who that person is, where they are located, and what time of day or night it is. For anyone dealing with depression or anxiety, SafeZone makes it OK to ask for help.

Benefits for universities

At multiple universities, SafeZone has proved to be the catalyst for reform of safety and security services, and collaboration between departments.

SafeZone not only keeps people safe, it ensures they feel safe. By improving student wellbeing and satisfaction, and reducing corporate risks, it supports universities' recruitment and retention efforts. For international students, it allows focused 'welcome' services to be provided.

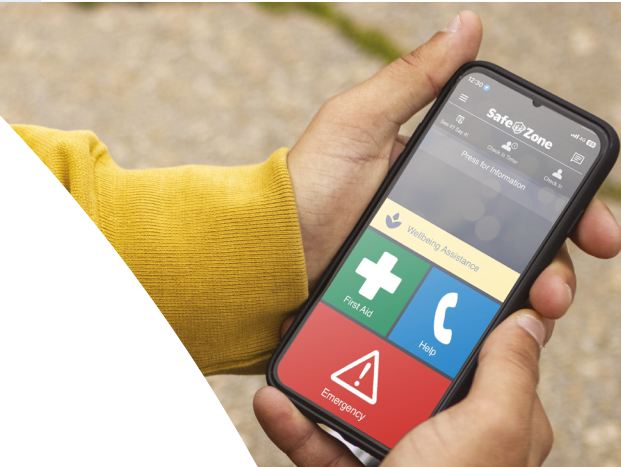
SafeZone also typically delivers better financial value than the multiple older solutions it replaces.

Mutual support between institutions

Alliances between SafeZone institutions now let users access help services across safer cities and wider geographical areas. These alliances bring together neighboring universities, hospitals, and local agencies. As a result, students and staff working at, on placement with, or simply visiting friends at other institutions, are assured of the same immediate support as they get on their own campus.

Easy steps to adopting SafeZone

The SafeZone customer success program establishes high levels of community engagement and confidence at each institution, ensuring support from students, staff, and stakeholders. Roll-out is rapid and efficient, typically taking less than four weeks, and continual measurement and quarterly reporting ensures ongoing success of every user.



Foster a culture of safety – join
the growing number of universities
adopting SafeZone

To learn more, visit CriticalArc.com

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