

Vector Solutions Appeals To the Head and Heart To Support School Safety

Vector Solutions
Best Advance in Unique Learning Technology
May 2018



Company Background



Company At-a-Glance	
Headquarters	Tampa, Florida, USA
Year Founded	1999
Revenue	\$56 MM
Employees	291
Global Scale	United States and Canada
Customers/Output, etc.	Online training and performance support solutions for individuals and organizations
Industry	eLearning, Technology
Website	www.vector-solutions.com

Value Proposition

With increasing school-safety concerns, it's important to train all staff members on such topics as bullying, child abuse and youth suicide, and inspire them to be truly invested in making classrooms safer. The challenge is to convey the complexity and severity of such topics in a way that truly resonates with the audience while still effectively providing the necessary skills to address them.

Combining the emotive nature of storytelling with online-training technology effectively addresses this need while leveraging the added value of data analysis and performance-support management.

Vector Solutions' SafeSchools Online Staff Training System is specifically designed for schools. The system is easy to administer and use. The web-based training system includes multimedia-rich courses on more than 300 school safety topics, including Bloodborne Pathogens; Bullying Prevention: Diversity Awareness; School Violence Prevention; Slips, Trips & Falls; Youth Suicide Prevention, and more.

Every course has been written by a leading K-12 safety expert. The authoring team of 40+ nationally recognized experts includes Michael Dorn, executive director of the nonprofit school safety center Safe Havens International, a graduate of the FBI National Academy, and author or co-author of 27 books on school safety; Ted Finlayson-Schueler, school bus safety expert and Dr. Scott Poland, who has more than 26 years of experience in suicide prevention, school safety, school crisis management, adolescent mental health and anti-cyberbullying education. Online courses, for example, include "Active Shooter: Administrators" and "Active Shooter: Staff" that teach evidence-based strategies and proven techniques to increase the odds of survival in an active-shooter situation.

The system also includes a number of automated features that make training and compliance management easier for administrators — automatic email notification for assignments, automatic reminders, automatic tracking of course completions and more.

The SafeSchools System is offered at an affordable annual subscription that provides access to an entire school or district, so all staff can be trained on important school safety topics. In North America, Vector Solutions serves more than 5,000 academic customers, including 40 of largest U.S. districts.

The customer service team ensures that customers successfully implement and use the program. Vector Solutions has a 97% renewal rate.

The product has received numerous industry awards, including a prestigious District Administration Magazine Top 100 designation for seven consecutive years.

Client Testimonials

"We've seen an 18% decrease in accidents and claims since rolling out the SafeSchools Staff Training System! SafeSchools Training is an important part of our risk management program. Keeping up with staff training would be impossible without this system!" — **Kevin Wren**, an administrator at Rock Hill Schools in South Carolina and the 2016 Campus Safety Director of the Year, said that accidents and claims were reduced by 18% in the first year with the SafeSchools System.

“In a large district like ours, staff training is a major initiative every year and we needed an easier way to do it. We implemented SafeSchools Online Training System district-wide and now efficiently train 12,000 employees in 200 buildings. The system is so easy to use!”
– **Anthony Krone**, Risk Manager, Shelby County School, Tennessee

Product or Program Innovation

Vector Solutions’ SafeSchools Online Staff Training System provides eLearning content via media-rich, emotive storytelling, appealing to the head and heart of every user as well as teaching them their roles and responsibilities. This innovative technique helps the learner fully realize and experience the scope and severity of various school safety and inclusion concerns that students, teachers and staff face every day.

The training includes:

1. Powerful interviews of students, teacher, staff and experts.
2. Custom illustrations and animations.
3. Interactive scenarios, assessments, and activities

Breakthrough innovations of the Vector Solutions’ training include:

- **Variety of storytelling techniques.** Fictional scenarios using story arcs or vignettes, real interviews of real people who share stories related to the course topic, animated illustrations.
 - Story arcs are woven throughout the course and relevant to tutorial content—user is invested in the story, a story in which the user very well could be (and probably has been) involved.
 - Vignettes provide demonstrations and enactments or situations where the user may face an opportunity to determine a course of action.
- **Engaging content.** User becomes personally invested in the story and the instructional content.
- **Active vs. passive experience.** Makes the experience more meaningful for the user who often is required by law to take the training.
- **Head & heart.** Appeals to the head and heart of the user to emphasize the importance and relevance of the topic; lessons are remembered more acutely through the emotive experience of the story
- **Interactive.** Assesses users’ understanding of the concepts via interactive exercises following each story.

- **Professional and creative.**
 - Written in collaboration with expert authors on course topics.
 - Cast with actors of all ages, ethnicities, backgrounds; children and adult actors.
 - Shot by internal A/V crew in such locations as schools, classrooms, school buses, and cafeterias.
 - Edited and implemented seamlessly into the core course content.
- **Affordable.** The online training system is offered at an affordable annual subscription that provides access to an entire school or district, so all staff can be trained on important school safety topics.
- **Mobile-friendly.**

Unique Differentiators

What makes the SafeSchools Training System so unique is that every course is 100% school-focused and written by a leading K-12 industry expert. Generic industry content isn't repurposed. A "Slips, Trips and Falls" video for a factory worker doesn't work in a school setting.

Instead, Vector Solutions' courses use school-based scenarios, so content is relevant and immediately applicable. The training system also includes a custom-course tool that allows clients to build their own content to assign to staff.

This past school year, Vector Solutions started publishing "Gold" courses of the most popular titles. Gold courses have enhanced multimedia and include storytelling elements that bring the content to life for the learner.

Measurable Results

Client Case Study: Hope County Schools, SC

Like many districts nationwide, Hope County is committed to providing a safe learning environment for students and a safe workplace for staff.

In reviewing work-related injuries, district administrators found:

- A high number of injuries.
- Many same-type injuries.
- Many serious, life-changing injuries.
- Mod Rate and WC premiums that were too high.

With a tight fiscal budget, leaders knew it was time for a significant change. After conducting a needs assessment, district administrators discovered that one major area that needed improvement was training.

Training more than 5,800 staff members in 56 locations on multiple topics can be quite a challenge. Most Hope County trainings were conducted as live meetings, but those were no longer efficient or cost effective. Tight travel budgets and personnel cuts made it even more challenging to meet the district's training requirements.

After reviewing a number of staff training programs, the district selected the SafeSchools Online Staff Training System because the program includes 100% school-focused courses with scenarios that are relevant to what educators face every day. SafeSchools Training also includes a compliance-management system that completely automates the training and tracking process for an entire district.

Hope County now can train all staff members with SafeSchools Training in less time and for less money. The district assigned courses on July 1st. By the time school started, Hope County employees already had completed more than 55,000 courses in less than 90 days.

Now that employees are better trained, there are fewer serious injuries. The district reports saving \$787,000 in Workers' Comp claims in one year!

"These results are directly tied to our use of SafeSchools Training!"— **Connie Jordan**, Workers' Comp Specialist, Hope County Schools

Client Case Study: Auburn City Schools

Auburn City Schools in Alabama is home to more than 24,000 students and 6,000 employees in 39 schools, so administering and tracking mandatory training is a big challenge for administrators.

In 2013, Auburn selected SafeSchools Training to not only be compliant with federal and state mandates like FERPA and Bloodborne Pathogens but also to have educators review district policies. Staff members have completed more than 53,000 SafeSchools Training courses.

The district does a safety analysis by looking at each position and the specific hazards related to that job. Based on the analysis, Ben Bowdin, Risk Manager, assigns targeted courses for each position so the completed courses are 100% related to each staff member.

Case Study: Summerville Public Schools, Louisiana

For more than a century, Summerville Public Schools has been providing a caring environment for learning, challenging and relevant curriculum, and solid student achievement. One of the highest-rated school systems in the state, Summerville has more than 5,500 employees who have completed 50,000+ Vector Solution's SafeSchools Training courses.

Before adopting the SafeSchools Training System, the district utilized professional-development days to lecture staff to complete mandated training. Administrators tracked employee training and school-policy acceptance using paper documents, which proved to be both challenging and time consuming.

Now in its second year using Vector Solutions' training, Summerville provides all mandatory training to employees without having to use professional-development work days.

Since implementing SafeSchools Training, the district has seen a reduction in bullying due to awareness of what bullying is and how to deal with it. In addition, principals can easily assign and track job-specific training as well as mandatory sexual harassment and suicide prevention courses.

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