

## MARKET BRIEF

# Wireless Helps Keep Students Safe and Parents Involved

A mobile lifestyle can make it hard for parents to stay connected with schools, and for schools to assure the safety and well-being of their students. Wireless solutions from AT&T can help K-12 schools achieve both of these critical goals by allowing parents to stay in touch with school administrators to communicate with each other and personnel to remotely monitor the location of students while they're out of the school building.

### Student Achievement

It's a well-accepted fact that a student's success in school is closely tied to how engaged their parents are with their education and their school. Regular teacher-parent consultations help ensure the parent and the teacher have similar expectations of the student, and show the student that education is important to their parent – and thus, should be important to them as well.

Parents who must work multiple jobs or commute long distances to work, however, can't always make time to visit their child's school in person. Cellular voice and data networks, accessed through intelligent devices such as smartphones, allow parents to share voice conversations and emails with teachers and other administrators despite the demands of busy schedules and long commutes. Even if parents, teachers and administrators cannot be in the same physical place, they can be "on the same page" when it comes to a student's education. Teachers, faculty and staff can also send each other updates on students' progress, curriculum development and other issues through intelligent wireless devices linked to cellular or Wi-Fi networks.

The Internet has become an essential component of teaching and learning. Students can interact with experts and other students around the world and can view educational material whenever they need it. Teachers have come to rely on the Internet to enrich curriculum, develop classroom collaboration projects, and complete professional development courses. For the school and district as a whole, the Internet is their means for reporting student performance results as mandated by state and federal authorities.

### Key Benefits

#### AT&T Wireless services and applications:

- **Allow faculty, staff and parents keep in touch to encourage student learning**
- **Help staff administrators coordinate daily school operations**
- **Allow students and teachers to make the most of their days by accessing information wherever and whenever wireless service is available**
- **Instantly alert students, faculty and staff to emergency situations**
- **Help track the location of students and school personnel through RFID solutions, and**
- **Help school officials coordinate the location and actions of first responders to emergencies**

Wireless access to the Internet throughout schools and district offices allows schools to implement one-to-one laptop programs without expensive internal wiring projects to support the federal requirements that all students have Internet access.

### Student Safety

Wireless LANs can also support school safety applications such as IP video surveillance, while wireless cellular service helps safeguard students' safety by providing instant notification of emergency situations, and coordinating the actions of public safety personnel in the wake of the emergency.

Wireless cellular and Wi-Fi networks can provide instant notification of emergency situations, as well as help in locating students and coordinating the actions of public safety personnel in the wake of the emergency. Cellular systems can allow an operator to rapidly transmit,



via voice mail or text message, warnings to cell phones aimed at keeping students or others out of harm's way. E-911 solutions can quickly transmit the location of the caller to the Public Safety Answering Point (PSAP), allowing a dispatcher to send a first responder to the area of need most quickly.

GPS-enabled transmitters on school buses can help prevent accidents by reporting on the speed of the bus, the route taken by the driver, and the location of the bus if it is involved in an accident or other emergency. GPS/Cellular systems allow the district to track buses beyond the range of the radio tower owned by the school district, a critical feature for long distance bus trips.

### Summary

Cellular or Wi-Fi wireless data access is an increasingly useful tool to improve students' academic performance, to increase the level of involvement by parents in their children's education, and even in keeping schools safe. Schools need a wireless provider who can provide the highest levels of network speed, reliability and support.

As the operator of the largest wireless voice and data network in the country, AT&T and its partners can provide the wireless network services, support and applications schools need to provide the best possible education.

AT&T's wireless voice and data network, the largest in the country, is the foundation for a wide range of applications enabling more efficient and effective educational services. The AT&T EDGE network is the fastest national wireless data network offering average data download speeds of 100 to 130 Kbps, nearly twice the speed of the technology (CDMA 1xRTT) used by other carriers. Its dedicated data time slot design maintains consistent data transfer rates during periods of high voice usage in specific locations.

AT&T Unified Messaging<sup>SM</sup> allows faculty, parents and students to check and receive all their email, landline voicemail, wireless AT&T voicemail and faxes through a personal computer or touchtone telephone. With text-to-speech technology, they can even have the contents of an email message and/or fax header information read to them.

**For more information contact your AT&T Representative or visit us at [www.att.com/edu](http://www.att.com/edu).**

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