

MARKET BRIEF

Making and Keeping Schools Safe

Anyone who has watched the headlines for the last few years knows the importance of maintaining security in primary and public schools. Educators are responsible for student safety from the time children board the school bus in the morning until they are picked up by parents after the last after-school athletic competition, play or social event.

Federal laws also require that most schools protect their students from viewing or receiving inappropriate content over the Web, and preserve the confidentiality of students' school records.

AT&T offers a broad range of security and network offerings that can help schools meet these challenges without excessive strain on their budgets or their staffs.

Student Safety

To help schools assure student safety, the U.S. Department of Education has developed a crisis planning framework that addresses areas such as mitigation and prevention, preparedness and responding to an emergency.

Network-enabled applications can help prevent or mitigate the effects of violence in schools. Video surveillance systems linked by IP networks have been shown to help deter some offenders, and can provide first responders valuable information about the location and condition of perpetrators and victims. Web sites allowing students and school staff to post anonymous tips about suspicious behavior can also help prevent serious incidents or mitigate their impact.

Network-enabled applications can also help schools and first responders prepare for, and respond to, emergencies. Audio, video and Web conferencing services help school administrators and public safety officials plan their responses to emergency situations, resulting in faster and more efficient action in an actual crisis. They can also be used to quickly broadcast updates to the emergency plan.

Voice over IP (VoIP) solutions make it easier and potentially more cost-effective to provide a telephone for each classroom, assuring more timely notification of problems. In addition, VoIP systems can also enable other applications such as student attendance tracking and emergency alert notification, increasing their return on investment.

When seconds count, it's imperative that first responders have the highest degree of situational awareness (such as the exact location of callers reporting an emergency) so they can best coordinate their actions. AT&T offers services that school district administrators can implement that will ensure that first responders can pinpoint the location of an incoming 9-1-1 call by provisioning station level

Key Benefits

AT&T Solutions Help Schools:

- **Plan their responses to emergency situations**
- **Communicate and coordinate in the wake of emergencies**
- **Monitor school environments to help deter criminal activities**
- **Monitor Web content to help protect students from inappropriate content**
- **Protect the privacy of student records**

information (the phone number and physical location of the phone from which the call was made) in the 9-1-1 database. GPS devices on buses can transmit location information via the AT&T cellular network, giving administrators instant updates on the location of students. RFID tags can help prevent incidents and give administrators and first responders real-time updates on the location of students.

Information Security

Like private businesses, schools must comply with laws governing the information they gather about their students as well as the information students can access electronically while in school.

The Children's Internet Protection Act (CIPA) requires that schools receiving discounted services such as Web access through the Schools and Libraries Program of the Universal Services Fund (E-rate) must use filtering or blocking technology to help ensure their students cannot access inappropriate Web content.

The Family Educational Rights and Privacy Act (FERPA) protects the privacy of student education records much the same way that laws protect the privacy of consumers in the private sector. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education.

AT&T at Work: Helping to Create Safe Schools

Applications enabled by AT&T networks such as video surveillance help deter wrongdoers, while video- and audio-conferencing services help schools and local officials plan for emergencies. VoIP services running on AT&T-provided networks provide the communications needed to promptly notify teachers and staff of emergencies.



AT&T offers a service that users of PBX (and, in certain regions, Centrex) systems can utilize to populate and maintain station level information in the 9-1-1 database. This service, commonly known as Private Switch/Automatic Location Information or PS/ALI, ensures that first responders can pinpoint the exact location of an incoming 9-1-1 call, a sometimes difficult task in large school campuses.

AT&T offers a variety of managed security services that can help schools cost-effectively protect student records from unauthorized access. AT&T's Intrusion Prevention Service can help detect, contain and neutralize known threats from hackers, viruses and worms attacking any IP-enabled endpoint on the school network. AT&T also offers network-based, premises-based and endpoint firewalls and VPN Services over public data, voice and Wi-Fi networks. AT&T Internet Protect® security analysis and notification service offers advance information on viruses, worms and Distributed Denial of Service attacks, while the AT&T Secure E-mail Gateway service provides spam filtering, virus blocking, content management, email policy enforcement, message archiving, and disaster recovery for both inbound and outbound messages through AT&T Internet data centers.

AT&T's offering of Federal Signal's Codespear® flagship product, SmartMsg, enables interoperability among all UHF, VHF, Digital Band and HAM radio systems. This allows voice, data and video-based communications for wide-area alerting and data sharing among agencies, communities and citizens regardless of communication device. Codespear can also help mitigate the effects of a situation by broadcasting alerts which warn students, faculty and staff away from dangerous areas.

Another service that does not require investing in expensive hardware or in-house staff is AT&T Web Security service. This managed service provides Web Filtering, which is designed to block undesirable Web content and monitors Internet activity, Web Virus Scanning which helps eliminate Web-borne threats before they enter and infect networks, and Web Spyware Screening which helps block spyware attacks, identify malware infections in the network and enables schools to control student's use of Instant Messaging applications.

AT&T's Voice DNASM service enables schools to take advantage of Priority 1 E-rate funds to implement a hosted VoIP service. Voice DNASM provides greater productivity through advanced features including Unified Messaging, VIP routing, collaboration, conferencing, click-to-call and remote worker/mobility support as well as reduced complexity through centralized control of communications across the entire school district.

AT&T RFID and Mobile Resource Management (MRM) solutions enhance visibility into the facility and vehicular operations of K-12 education organizations, helping to improve staff productivity and reduce costs while enhancing student safety. AT&T's RFID application is designed to work seamlessly with any 802.11 standards-based wireless LAN network infrastructure and offers, on-demand tracking. Wi-Fi based RFID tags, placed on ID badges that can be attached to equipment, bracelets, lapels, shirt pockets or book bags, send a wireless signal to locate, monitor, and report on assets, students and educators. MRM is a nationwide, location-based service that uses GPS technology and specialized, hosted managed applications powered by the AT&T nationwide wireless data network to enable K-12 institutions to track school buses, monitor their speed and condition while on the road, and report on location. These two services provide schools information to help maximize situational awareness and mitigate and respond to emergencies.

For more information contact your AT&T Representative or visit us at www.att.com/edu.

Six Rules for Helping to Ensure Data Privacy in Schools

Look in The Closet

School districts that lack proper physical security are essentially sabotaging their IT staff's efforts. The most commonly overlooked and vulnerable network component is the wiring closet. With physical access to the closet, a malicious third party can access and compromise all data on the network.

Provide End-User Security Training

Staff that unwittingly open suspicious E-mails or attachments, use unapproved technologies, and employ weak passwords put the enterprise at risk. In fact, these actions account for over 50% of all security breaches. Training will cost the school district much less each year than the potential cost of mitigating security breaches caused by untrained staff.

Increase Awareness of Social Engineering

Social Engineering (SE) is a method that hackers use to manipulate and deceive staff to gain access to sensitive or confidential information. One simple form is creating situations where key personnel rush out of their office and leave the doors unlocked, giving students or identity thieves enough time to gain access to private information. A quick fix is to equip all doors with automatic closers and ensure they lock once they are closed.

Make Database Encryption Native

Database vendors traditionally left it to third-party software developers to provide database encryption. The recent spate of high-profile data thefts and data losses, however, has forced database vendors to provide strong security capabilities to ward off these threats. Districts should migrate to databases that have native encryption capabilities.

Wipe All Hard Drives Clean

Adopt and enforce a policy of thoroughly cleaning the hard drives of all decommissioned computers and servers. Recent research shows that over 70% of hard drives still contain retrievable personal and confidential information after disposal.

Don't Forget The Wireless LAN (WLAN)

A wireless network will enhance the learning experience of the students. It can also help school districts centralize their infrastructure and reduce operational costs. To help maintain their security, keep access points outside of the firewall and do not allow staff to set up unauthorized "rogue" wireless networks.

References

Info-Tech Research Group. www.infotech.com

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