


securly://  TRINITY3  
TECHNOLOGY

# Transitioning from classrooms to distance learning with Securly

June 2020

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One of the big takeaways in this time of COVID-19 is that there seem to be far more questions than there are answers. For schools that suddenly found themselves having to pivot to a distance learning model, the number of unanswerable questions still being asked is too many to count.

The question we'd like to do our best to address is "Should we be planning for long-term distance learning?" The answer is, unfortunately, we just don't know.

**A study published by Center for Infectious Disease Research and Policy (CIDRAP)** predicts additional peaks and valleys of infection rates through the next 18-24 months as a result of many factors, including relaxations on shelter in place orders as well as no real timeline for the development of a vaccine.

In short, we may be in store for a rollercoaster of our daily lives being upended again, including school closures and a return to distance learning. Will this happen for sure? We really have no idea as we are but a nimble group of engineers and educators.

So while Securly maybe can't offer concrete answers, we can definitely offer concrete solutions that will take the pain and frustration out of pivoting to distance learning environments if and when the need arises once again.

“At this point, our approach is to just hurry up and wait. But somehow still be proactive with planning because we have no idea what next school year is going to look like. Our approach has to be very broad but also be flexible and will likely be a hybrid model on an A/B schedule. This (the virus) isn’t going away any time soon.”

**Jeanine Leys,**

Director of Digital Learning and Innovation,  
Stratford Schools

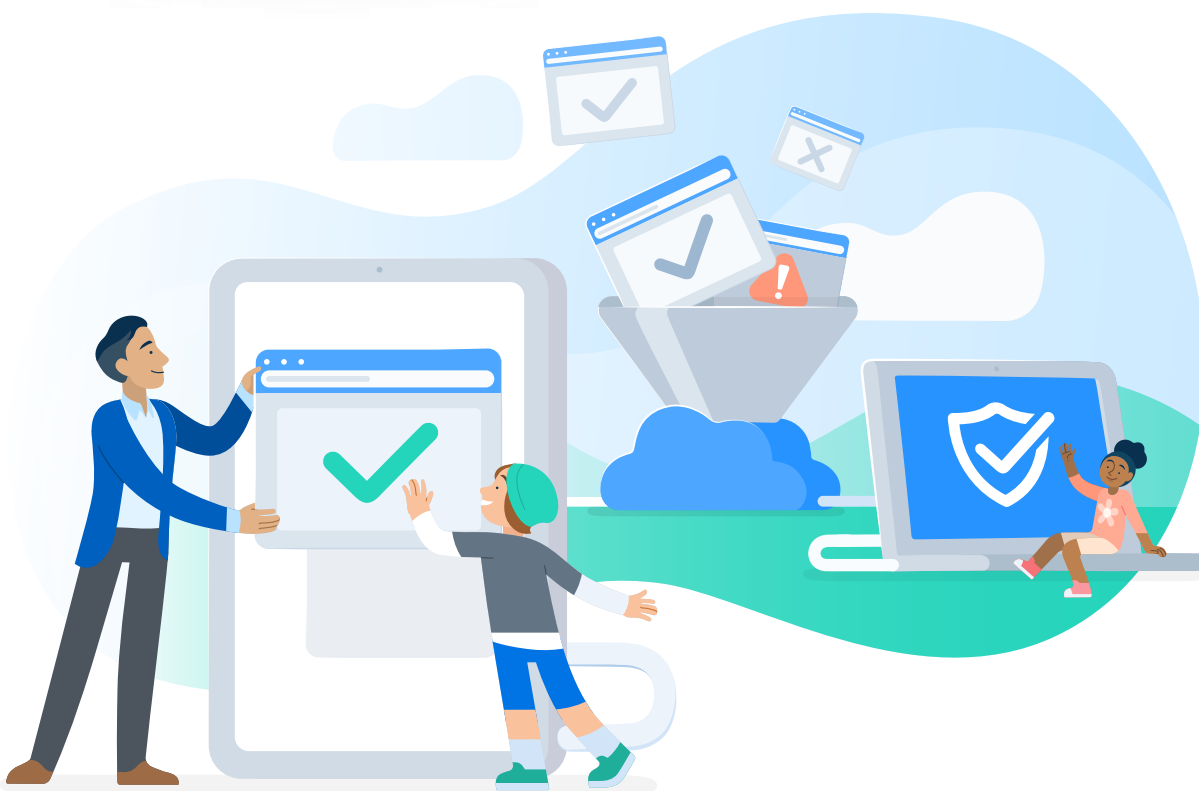
Securly is able to provide schools with a near-seamless transition from on-campus to off-campus learning. We know because so many districts that already use our cloud-based solutions converted to distance learning with little interruption to the learning process or to the safety of their students. One district even described it as “painless”.

Granted, we never set out to design school solutions that would help in the event of a pandemic, but it turns out that we did just that. In fact, our solutions empower schools in this time of large-scale distance learning. Filter offers unprecedented online safety; Securly Classroom gives teachers the ability to do their job effectively; Auditor looks for signs of trouble over email and docs; MDM lets admins manage 1:1 devices regardless of location; 24 keeps an eye on the emotional well-being of your students; and Home helps parents become partners in at-home schooling.



# Filter

Securly's Cloud-based web filter works across all remote devices.



## How Filter keeps kids safe and schools compliant

There was a time when 1:1 initiatives were technical infrastructures that schools could choose to employ based on resources and community support.

With Coronavirus, however, sending devices home with students has become an operational necessity in order for schools to maintain a certain level of instruction. Through government and private resources, the necessary 1:1 devices were supplied to millions of students, but schools were still left wondering how to make distance learning viable.

When devices go home, schools less concerned about CIPA-compliance may still need to take into account any community standards or expectations and personal beliefs of parents, which still makes the filtering of take-home devices a must. Unfortunately for many districts, the reality quickly became clear that web filtering appliances simply cannot handle these new remote learning environments.

Here's why:

- **Appliances represent a single point of failure.**

With proxy traffic funneling back through the network from take-home devices, a single failure (e.g. an appliance overheats, runs out of hard drive space) will lead to a massive disruption for admins, teachers, and students.

**The answer:** A cloud-based multi-tenant system such as Securly's eliminates any risks posed by a single point of failure.

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- **Appliances need timely software updates.**

**The answer:** A cloud-based system like Securly's Filter allows admins to completely offload the headache of managing software updates to your provider.

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- **SSL decryption on appliances is computationally intensive.**

Appliances need to be turned off periodically which, in turn, limits visibility.

**The answer:** Securly's decryption is set up out of the box and crowdsourced from thousands of schools around the globe.

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- **Many appliances require Active Directory for authentication.**

This requires another on-prem server which the school is required to maintain, which suddenly becomes more difficult when the admins are forced to work from home.

**The answer:** Securly leverages cloud IDPs (Google and Azure) for 99.95% uptime and optimized speed. For iPads specifically, Securly supports user injection via MDM which eliminates the need to authenticate the devices when they're sent home while still providing admins in-depth visibility into how the iPads are being used.

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- **Many offsite filtering solutions are difficult to install.**

**The answer:** Securly was designed 100% in the cloud, meaning that it can be installed from the comfort of your couch and with zero risks of taking your network down.

On average, it takes less than 30 minutes for a district to get set up with Securly, including defining unique filtering policies, empowering staff with reporting access, and setting up alerts. It also provides the luxury of Zero Touch authentication for 1:1 environments. Securly leverages Cloud Identity Providers such as Google and Azure, thereby removing any dependency for an on-prem Active Directory, Radius, or LDAP.

\*Find additional details on the benefits of cloud-based filtering [here](#).



# Securly Classroom

Real-time classroom management  
for teachers.



## How Securly Classroom keeps students focused on learning

Securly Classroom was originally designed to give teachers control over the devices within their actual classroom environment. It allowed teachers to keep students focused, communicate with individuals, and push out content.

With distance learning, Securly Classroom has proved that teaching can continue uninterrupted even in the absence of an actual classroom. Regardless of the style of instruction teachers are adopting, Classroom has proven itself a nimble and invaluable resource in the age of distance learning.



## **Securly Classroom for synchronous learning**

For teachers opting for live synchronous classes (via Zoom or Meet), they've found that Securly Classroom augments the experience exponentially.

Simply put, Securly Classroom plays much the same role as it does in a physical classroom. In distance learning ecosystems, Securly Classroom puts teachers in charge through remote visibility of desktops, the ability to push resources, plus remote assistance capabilities like 1-1 chat communication when individual students need help.

## **Securly Classroom for asynchronous learning**

For those teachers whose classes simply can't be live, an asynchronous model has been adopted that allows students to self-pace through pre-set lesson plans. In these models, the teacher sets time aside for office hours during which students can drop-in via Securly Classroom for support.

Teachers can also monitor remotely to see if students are getting stuck on a lesson and then communicate with them to see if they need help.

Regardless of the teaching model adopted for distance learning, Securly Classroom still provides teachers with an array of capabilities, including the ability to view screens and push out content. For more detailed information, click [here](#).

## **Updates are driven by user feedback**

The moment that users of Securly Classroom turned their focus towards distance learning, our product management team made it their ongoing mission to actively gather input on their current needs. The result has been our ability to execute and release updates in record time that enable teachers to better educate students in a world where they aren't sharing a physical classroom.

Examples of requested updates that were released include chat notification sounds, notifications when students enter a classroom session, faster refresh rates when viewing student screens remotely and an option to force the chat window open on student devices. With user feedback, updates to Securly Classroom will continue to happen often and as quickly as possible.



# MDM

Provides simplified mobile device management to Apple devices.



## How it ensures remote devices stay protected

For schools with Apple devices, the need for management exists whether the devices are in the school or at home. With a cloud-based MDM like Securly, moving between school and home is completely seamless. Administrators can still manage apps and restrictions on the devices. Teachers can still utilize our integrated teacher tools to control individual student devices. Teachers have the same access to request new apps for vetting and approval (an exclusive Securly-only feature in the world of MDMs) at home or school.



# 24

A team of specialists works alongside our AI to analyze flagged activity 24/7.



## **Its most important job is to keep students alive**

When distance learning began, Jeanine Leys, Director of Digital Learning and Innovation at Stratford Schools noted, “...an uptick in searches for suicide prevention hotlines, etc. A lot of it was tied with assignments that were being pushed out - gives you a window into what kids are talking about in their natural habitat when adults are not around. Students being overwhelmed with not being connected to friends, feeling lonely.”

In late March of 2020, as many schools rushed to distance learning, The American School Counselor Association (ASCA) hosted two webinars to answer questions about how to ethically and logistically approach the new virtual reality of counseling.

[According to an AZCentral article](#), over 13K people signed up and crashed the servers. In some states, the ratio of students-to-school-counselor is at its lowest since 1986 ([according to The Hechinger Report](#)), evidence that SEL is viewed as important and necessary to the health of students. However, as counseling roles are funded locally and/or by state, not all schools share the same student to counselor ratio.

When AZ, for example, slashed its funding for public schools, the ratio of students to counselors rose from about 736-to-1 in 2000 to 905-to-1 in 2019, according to data from the National Center for Education Statistics. In many cases, teachers are stepping in to assist students emotionally, as well as academically.

“Digital learning has transformed us into 24/7 teachers,” said one of several teachers [interviewed by The Verge](#). Others said they’ve given students and their parents/guardians their personal contact information, telling them to reach out anytime hours of the day. “The students just miss each other, they miss school, and they miss us. They are craving interaction,” she says. “Many are profoundly depressed, they don’t know how to manage time and work throughout the day, many are emailing me at 12 to 4AM.”

Even as counselors and teachers do their best to connect with students, an important question for schools to be asking during these check-ins is this: If a student is truly desperate, will they be forthcoming about those feelings or whether they’ve formulated a plan?

It’s not safe to assume that because kids are home that parents have eyes on them at all times. Depending on the household, parents may have no other choice but to leave children home alone or with the minimal supervision of a sibling. Even when parents are home, though, kids are not always forthcoming and may hide their desperation behind a mask of contentment.

These reasons and more are why getting insight into a child's emotional health is critical. That's where 24 comes in. It can act with the empathy and professional insights of a guidance counselor but at all hours. Learn more about how 24 works [here](#).

*"Kids are going through something they had never gone through. Without 24, we would not know what they're going through."*

**Berryessa School District**

As noted in the table below, alerts the 24 Team determine to be extreme (those that require an immediate response) have not gone down in frequency in a post-COVID environment. The difference, however, is in the times that the largest number of alerts are occurring.

### **Extreme alerts screened by the 24 Team**

<b>When alerts occur</b>	<b>Pre-Covid</b>	<b>Post-Covid</b>
In school hours	70%	25%
Out of school hours	30%	49%
Weekends	0%	26%

### **A shift towards shared responsibility**

When distance learning began, the 24 Team heard from many schools that their escalation preference for high-risk alerts had changed. Instead of the pre-Covid process where the 24 Team reached out to the school's designated contact, schools now preferred their local police to perform the necessary wellness checks. The reasons for this are twofold: First, police can respond faster to an alert regarding a desperate student. Second, police are able to respond to high-risk alerts at all hours, whereas individual teachers and administrators simply cannot be available round-the-clock.



# Auditor

AI-based notifications and scanning of nudity, cyberbullying, suicide, and violence for email, Docs, and Drive.



## How it keeps students safe and schools in the know

With remote learning and shelter in place, social isolation can become a very real problem for many people, adults and children alike. With a school-provided device as the primary window into the outside world, a sense of boredom or ennui can spiral into a full-blown depression, which can lead to a lower sense of self-worth and an increase in suicide ideation.

It is because of this very real danger in remote learning environments that Auditor has become incredibly useful in allowing schools to better understand and address the emotional well-being of their students.

Powered by the industry's most mature AI (it even stays current on slang and trends, which also makes it the industry's only hipster AI), Auditor scans Gmail, Docs, and Drive for signs of suicide and depression. If any of these are found, Auditor will alert the school and provide it with the relevant information so that they can make an informed decision on how to address the situation.

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## **Cyberbullying and violence**

Auditor scans Docs because kids have taken to creating and sharing live documents. These can act as a harmless way for kids to have private conversations, but live docs are also being used for spreading rumors or active harassment. Docs are also used for penning farewell notes, as well as dangerous items like manifestos or violent plans to be carried out.

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## **Nudity**

Auditor monitors for nudity within email attachments and within files stored in Google Drive. Securly's AI has become very adept at keeping inappropriate photos away from innocent eyes.

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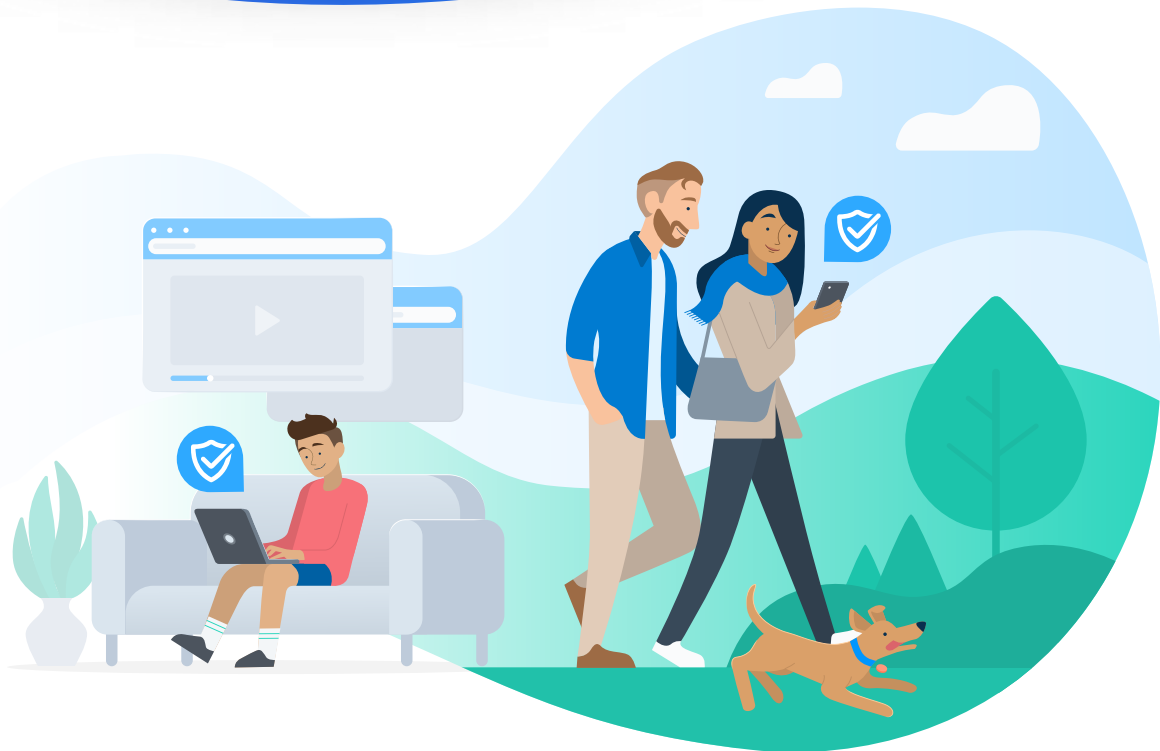
## **Remind kids they're not alone**

As social isolation and loneliness become more rampant in the world of remote learning, Auditor is an important tool for schools to be aware of the emotional health of their students. Kids that are experiencing depression can very easily convince themselves that they are alone or that nobody truly cares about them. Auditor alerts schools to those students for whom an adult reaching out to ask, "Hey, how are you feeling?" can make a world of difference.



# Home

Gives parents visibility and controls for those school-issued devices at home.



## **Why working alongside parents is necessary and beneficial**

When schools pivoted to distance learning, millions of parents suddenly found themselves having to act as teachers and administrators in their own homes.

They also had a lot of questions about online safety and privacy. Fortunately for Securly parents, Home provided them with full visibility and hands-on controls for those school devices that suddenly came home.

Quintana Patterson, Sr. Information Security Analyst at Jefferson County Schools, recognized that her parents needed a tool like this in place at the very onset of the school closures:



*“Our parent community is extremely in tune with what their students are doing online. During normal times, we have a constant stream of Helpdesk tickets from parents asking for activity reports. With all of our students at home 24/7 we anticipated an increase in this regard and turned on the parent portal for each of our 86,000 students.”*

As a free Android and iOS app, Home provides parents with a stronger sense of control over the dangers online or the concern that their child is shunning their schoolwork altogether.

First and foremost, admins determine the level of control parents get, and parents only control at-home activity. An admin’s filtering rules cannot be overridden by parents. So what exactly can parents use Home for? For starters, it lets parents view online activity and comes with a pause button for the internet. Learn more about Home [here](#).

In the early days of school closures, Securly sent a real-time alert to a parent’s Home app regarding a young girl’s search of the phrase, ‘how to hurt yourself’. The parents immediately started a conversation with the girl who, as it turned out, was very frustrated with distance learning and was missing her friends. Because of the notification, a conversation was able to take place before the issues the girl was experiencing became too overwhelming.

## Funding and the CARES Act

In response to the Coronavirus, the federal government provides states \$13B to support school districts, with each state determining how those funds will be allotted.

To assist you in better understanding your state’s allocation, reach out to us at [solutions@securly.com](mailto:solutions@securly.com).

# Conclusion

*Securly provides, "...a comprehensive solution ensuring that our students are safe, devices are monitored and that we can truly partner with parents on one platform, plus get a high-level view of their (students') usage."*

**Jeanine Leys,**

Director of Digital Learning and Innovation,  
Stratford Schools

When it comes to COVID-19, none of us can predict what direction this will all go. Maybe a vaccine developed in the fifth inning will give us back the sense of normalcy we've lost. Or maybe the 12-18+ month estimate is accurate in which case all any of us can do is plan ahead the best we can.

For districts everywhere, planning for the 2020-2021 school year involves a lot of guesswork and hoping for the best. Many of the admins we've spoken with were asked a simple question: Are you planning for next year's learning to be in the classroom or remotely from home? The overwhelming majority simply answered, "Yes."

We at Securly cannot see into the future nor can we do anything to stave off the spread of a virus. We can, however, offer schools the solutions they need to operate effectively from any environment while providing them with the ability to transition from one to the other seamlessly, with little to no hiccup to the education of its students.



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🌐 [www.securly.com](http://www.securly.com)

## Introducing Securly's unparalleled product solutions

Whether you want end-to-end coverage, safety that goes beyond filtering, or the ultimate 1:1 experience, our solutions help you bring student safety to the next level. Compare product solutions to find the one that fits your needs.

Products	<b>360 Cloud</b> The end-to-end student safety and device management solution	<b>Safety Cloud</b> Student safety that goes beyond filtering	<b>1:1 Cloud</b> The ultimate 1:1 solution
<b>Filter:</b> Safer web experiences for students	✓	✓	✓
<b>Auditor:</b> Real-time scanning of email, Docs, and Drive	✓	✓	
<b>Tipline:</b> Tip assessments for staying ahead of threats	✓	✓	
<b>24:</b> A team of highly-trained specialists, 24/7 monitoring	✓	✓*	
<b>MDM:</b> Mobile device management for Apple devices	✓		✓
<b>Classroom:</b> Classroom management for Chromebooks	✓		✓
<b>Visitor Management:</b> Instant identity checks for school visitors	✓	✓	
<b>Home:</b> Parent partnership for all devices at home	✓	✓	✓
<b>Go:</b> Parent protection for personal devices, everywhere	✓	✓	✓

\*Available as an add-on

[Request a demo today](#)

Simply fill out the form and one of our student safety experts will reach out within 48 hours.

# Get to know our groundbreaking products

## Filter

- Cloud-based web filter
- Works on all devices
- Real-time activity feed
- Download or email reports
- Receive notifications for flagged content

## Tipline

- Anonymous tipline to encourage communication when something is wrong
- 24/7 specialists analyzing tips and performing risk assessments
- Receive the alerts that need your attention

## Classroom

- Cloud-based classroom management for Chromebooks
- Allows teachers to guide, focus, and communicate with their students
- Freeze screens, lock students into websites, and more...

## Home

- Admin-granted parental control over their child's school device when it goes home
- Parents can view their child's online activity, "pause" the internet, and set their own filtering rules

## Visitor Management\*

- Visitor management system with facial recognition and automatic badge printing
- Immediately know on-campus visitors with instant identity checks
- Alert authorities when a visitor is flagged during a background check

\*Coming soon

## Auditor

- AI-based notifications for bullying, self-harm, and violence in email and Docs
- AI-based nudity detection for Gmail attachments and files in Drive
- Get alerts based on context, not just keywords

## 24

- Human-enhanced AI, 24/7
- When the 24 team calls, you know it's critical
- Pair with Filter, Auditor, and Tipline

## MDM

- Mobile device management for Apple devices
- Powerful classroom management tools for teachers
- Bulk reset devices, set up app approval processes, and more...

## Go\*

- Parent visibility into their child's online activity, no matter what network the device is on
- Parents can view their child's online activity in real-time, pause the internet, and more

### [Request a demo today](#)

Simply fill out the form and one of our student safety experts will reach out within 48 hours.



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TECHNOLOGY

**New technologies to  
ensure student safety in  
the digital age**





# About Securly

Securly was founded in 2013 with a single intention: to keep kids safe online. Securly develops solutions that keep kids safe and engaged online, at school, and at home.

From tools that help adults create a kid-friendlier Internet to an AI that recognizes signs of bullying and even intuits risks of self-harm, Securly breaks new ground and innovates to meet modern problems head-on. For every child that we empower to stand strong, for each kid that chooses hope over hopelessness, Securly is motivated to continue forging ahead.

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## Student safety in the digital age

Keeping students safe used to be a lot simpler. But the rise of technology in the classroom and beyond has forever changed the scope and requirements of student safety—and the role IT professionals play in school settings.

It started with web filtering and blocking designed to protect students from exposure to pornography and explicit content. Next came unified threat management (UTM) solutions that consolidated multiple security and networking functions in a single device or service on the network, providing even more protection from increasing threats.

**There have been 490 cybersecurity-related incidents involving U.S. public schools since 2016.<sup>1</sup>**

These once leading-edge defenses are now table stakes. And CIPA compliance is just the tip of the iceberg. As 1:1 device and BYOD initiatives take hold in schools and resources increasingly move to the cloud, K-12 network administrators face new challenges.

Scalability limitations, bandwidth bottlenecks, and SSL filtering problems (both performance and security related) are common complaints. It's also taking longer to run reports and becoming more difficult to authenticate users off site, not to mention the issues with maintaining data accessibility and decrypting secure websites.

To address these challenges, schools are buying more and faster hardware like load balancers to accommodate the bandwidth and using multiple web filtering products just to get by. But these measures are barely adequate. And they do little to address the broader scope of threats to student safety, like cyberbullying and school violence.

There's no denying that technological advancements are creating new and bigger problems for those tasked with ensuring student safety. But while some blame technology for the increasing threats our kids face today, technology also holds the power to protect students and provide potentially life-saving information to parents and administrators.

Read on to deepen your understanding of both the challenges school IT administrators face and the latest solutions available to address student safety.

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<sup>1</sup> Levin, Douglas A. (2019). "The State of K-12 Cybersecurity: 2018 Year in Review." Arlington, VA: EdTech Strategies, LLC/The K-12 Cybersecurity Resource Center.

# New challenges require new solutions



The student safety technology of the past relied heavily on web filtering products that could block pornography without blocking legitimate websites. Even as new products entered the market—like malware detection, firewalls, email archiving, and other tools enabling greater control and visibility across a network—their primary value was in helping districts maintain CIPA compliance and obtain E-rate funds rather than fully addressing the complex nature of student safety threats.

While these technologies addressed the challenges of their times, the times are changing. New challenges are arising, causing forward-thinking IT professionals to seek new solutions.

## Emergence of cloud-based technologies

Cloud computing is gaining popularity because of the low-cost infrastructure, scalability, and new opportunities for classroom collaboration it offers. But the off-premises nature of cloud solutions brings additional challenges around mitigating risk from phishing, session hijacking, IP spoofing, and other malicious actions that put students' personal information in jeopardy of falling into the wrong hands and potentially being used against them or their families.

## Increase in 1:1 technology initiatives and BYOD programs

Approximately 40% of school districts nationwide have either implemented a 1:1 initiative or authorized a bring-your-own-device (BYOD) program.<sup>2</sup> Given that nearly 95% of teenagers<sup>3</sup> and almost 70% of children under 10 have access to a smartphone, tablet, or other Internet-connected device,<sup>4</sup> IT professionals have more devices to monitor, more reports to create, and more users to authenticate—all without the benefit of more resources.

<sup>2</sup> "CoSN's 2018-2019 Annual Infrastructure Report." Consortium for School Networking (CoSN). COSN.org. 2018.

<sup>3</sup> Anderson, Monica and Jian, JingJing. "Teens, Social Media & Technology 2018." Pew Research Center. May 31, 2018.

<sup>4</sup> Versel, Leo. "As Cell Phones Proliferate in K-12, Schools Search for Smart Policies." Education Week. [www.blog.edweek.org](http://www.blog.edweek.org). February 8, 2018.

## Rise in cyberbullying and safety concerns

While bullying was once limited mostly to the hallways and playground—areas that weren't under IT's purview—cyberbullying is now pervasive online and over digital devices. At the same time, school shootings are on the rise as are depression and suicide among young people. Youth suicide rates are now the highest they've been since 1960, when the government began keeping track.<sup>5</sup> As the use of devices proliferates in our schools and classrooms, IT departments have a unique opportunity to proactively identify cyberbullying and other threats.



## Sobering statistics about student safety

- More than 59% of students have been bullied or harassed online.<sup>6</sup>
- Teen depression, self-harm, and cyberbullying have increased by as much as 70% in a decade.<sup>7</sup>
- At least one in four teens are receiving sexually explicit texts and emails, and at least one in seven are sending them.<sup>8</sup>
- Just 23% of teens who have been cyberbullied report notifying an adult.<sup>9</sup>
- Between 2005 and 2017, the number of teens 12-17 reporting symptoms of a major depressive episode within the past year rose 52%.<sup>10</sup>
- Suicide is the second-leading cause of death among individuals ages 10-34.<sup>11</sup>
- In 2015, 40% of high school students who identify as gay, lesbian, bisexual, or questioning were seriously considering suicide.<sup>12</sup>

<sup>5</sup> Healy, Melissa. "Suicide rates for U.S. teens and young adults are the highest on record." Los Angeles Times. June 18, 2019.

<sup>6</sup> Anderson, Monica and Jian, JingJing. "Teens, Social Media & Technology 2018." Pew Research Center. May 31, 2018.

<sup>7</sup> O'Donnell, Jayne and Saker, Ann. "Teen suicide is soaring. Do spotty mental health and addiction treatment share blame?" USAToday.com. March 19, 2018.

<sup>8</sup> Rapaport, Lisa. "Teen sexting may be more common than you think." Reuters Health, Reuters.com. February 27, 2018.

<sup>9</sup> Musu-Gillette, L., Zhang, A., Wang, K., Zhang, J., and Oudekerk, B.A. "Indicators of School Crime and Safety: 2016." The National Center for Education Statistics, U.S. Department of Education, and Bureau of Justice Statistics, Office of Justice Programs, U.S. Department of Justice.

<sup>10</sup> Twenge, Jean M., Cooper, A. Bell, Joiner, Thomas E., Duffy, Mary E., Binau, Sarah G. "Age, Period, and Cohort Trends in Mood Disorder Indicators and Suicide-Related Outcomes in a Nationally Representative Dataset, 2005–2017." Journal of Abnormal Psychology. March 14, 2019.

<sup>11</sup> Centers for Disease Control and Prevention (CDC) WISQARS Leading Causes of Death. 2017.

<sup>12</sup> Centers for Disease Control and Prevention Youth Risk Behavior Surveillance - United States. 2015.



*2018 U.S. K-12 School Shooting Statistics. Image and data sourced from:*  
<https://www.edweek.org/ew/section/multimedia/the-school-shootings-of-2018-whats-behind.html>

While web filtering products have long been the first line of defense, they aren't sufficient to address the challenges of today. They often focus on just one type of threat and rely heavily on the keyword or phrase searches that won't pick up on more nuanced threats or coded language.

Other point solutions take screenshots of documents, videos, and web forums that are automatically emailed to administrators when a blacklisted word or phrase appears. But these technologies frequently deliver false positive alerts and unreliable data with no context to guide administrators to an appropriate response. Adding to the complexity, each of these tools has its own reporting suite and dashboard, creating data silos that dramatically limit visibility and transparency across all digital platforms. And the task of compiling all that information into meaningful context often falls to already overwhelmed IT staff.

To address the challenges you face, you don't need another point solution. You need an intuitive and integrated approach that breaks down data silos to enable deep-dive insights, actionable intelligence, and the ability to collaborate closely to protect students from online and offline threats without extensive manual report creation or other intervention. You'll find it in Securly.

## 5 reasons web filtering and point solutions aren't enough

Web filtering was once the de facto standard for securing student technology devices. But it falls short of providing adequate safety for today's student safety concerns. The shortfalls of web filtering are many:

- Misses nuanced or coded language since it's only keyword or phrase based
- Leads to inaccurate results and frequent false positives
- Creates blind spots from data silos and disparate tools
- Focuses on only one type of threat
- Excludes parental involvement

# Comprehensive student safety made surprisingly simple

You need a new approach to security, but you don't want to add complexity. Securly is revolutionizing school and student safety with an easy-to-use and quick-to-deploy cloud-based solution developed specifically for K-12 schools.

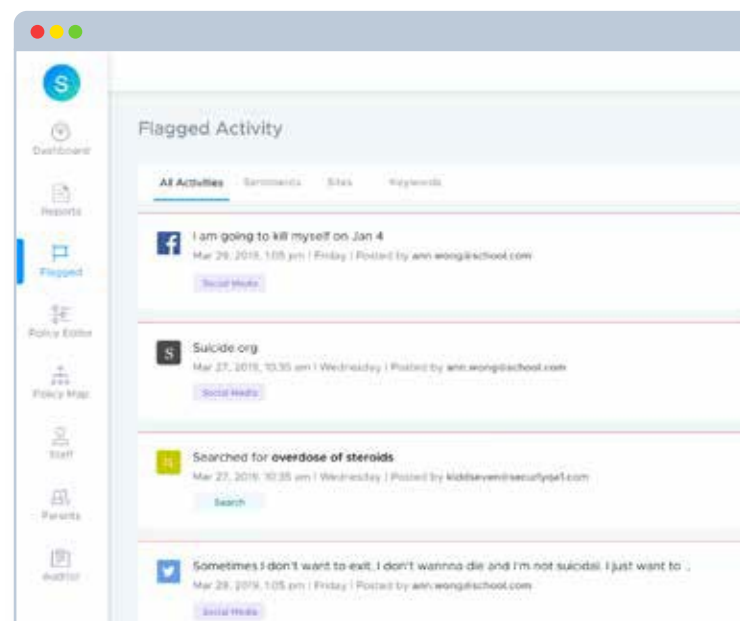
## Proactively identify safety red flags

To address the full scope of student safety issues, you need more than just keyword detection or the ability to see what websites kids are accessing. Sentiment Detection uses advanced artificial intelligence (AI) designed to detect cyberbullying, self-harm, depression, violence, and other threat factors. By analyzing search engine queries and posts made on social media websites, Sentiment Detection can detect the emotional sentiment behind the words being used, while applying contextual intelligence to differentiate between benign and potentially dangerous language. For example, “I don't know how much longer I can take this” will be triggered, but “to kill a mockingbird” will not.

**1 in 5 U.S. public school districts use Securly's advanced cloud-based web filter.**

Once activity has been flagged, you can use delegated reporting and alerts to notify building-level administrators within seconds when a student is at risk. Delegated administrators can also access reports quickly and easily, and without changing filtering policies—taking the burden off of district technology staff to provide access.

- Detect cyberbullying, self-harm, depression, violence, and more using advanced AI
- Minimize false alarms by applying contextual intelligence
- Notify building-level administrators within seconds and delegate access to reports





Our students are safer due to the monitoring of bullying and self-harm. The quick turn around from incident to reporting to administration is amazing.

**Chris Parker**

Technology Coordinator, Gateway Regional School District



## Extend threat identification to emails and documents

The ability to filter web data in a better and more meaningful way is just the beginning. With Securly, you can apply advanced auditing capabilities to ensure you have a safe environment everywhere your students are active. By applying Sentiment Detection to emails and G Suite and Office365 cloud drives, you can identify harmful content in emails sent and received, as well as in attachments and stored documents. Administrators are instantly notified of flagged activity, including copies of the actual content that needs review.

**An audit of 150 devices issued to students in nine of the 144 school districts in Mississippi found that 20% contained explicit material.<sup>13</sup>**

This threat detection also encompasses pornographic content. Most school districts have child pornography present in their cloud environments, whether they realize it or not. This raises concerns about CIPA compliance, and for good reason. With Securly's image detection capability, you're notified when pornographic and inappropriate images are found in emails, attachments, and documents.

- Apply advanced filtering to emails, attachments, and G Suite and Office365 files
- Detect pornographic content in images
- Instantly notify administrators and include flagged content with blurred versions of images

<sup>13</sup> Wagner Pettus, Emily. "State audit finds pornography on school-issued computers." Clarion Ledger. April 5, 2017.





We have loved the added protection and notifications from Securly!

**Jeremy Hudson**

IT/Tech Specialist, High Point Academy Fort Worth



## Partner with parents to protect students

The best approach to student safety is one that facilitates partnership and collaboration between the school and parents. With Securly, you can empower parents to take an active role in their children's online safety by offering them a fully integrated companion application that gives them visibility into their child's online activity on a school device. You can choose to provide visibility over at-home activity alone or expose educational activity if desired.

**More than 1 million parents are partnering with schools to protect their students' safety.**



Parental controls can be applied to allow parents to have direct input over what their child does on school devices in their own home. They're able to take an active role in their kids' online activities and be notified of risky behavior. With multiple settings that can fit most any school take-home policy, you can give parents the access they're legally entitled to through Family Educational Rights and Privacy Act (FERPA) regulations, as well as the involvement they need to fully address student safety. In fact, Securly offers a suite of products specifically designed for parents, so you can all be on the same page.

- Facilitate parental involvement in students' online safety
- Provide parents visibility into activity on school devices
- Apply controls consistent with your take-home device policy



Securly offers our district a way to partner with families to help students establish those important digital citizenship footprints.

**Justin Webb**

Director of Technology, Unionville-Chadds Ford



## Provide life-saving alerts

As school shootings make headline news and youth suicide rates continue to rise, many feel powerless to make a difference. Securly gives you access to experts trained to identify the signs of severe bullying, depression, and violent acts. You'll be supported by a team of analysts with expertise in criminology and psychology who work 24/7 to review social media posts, websites visited, flagged emails, and tipline data to identify potential threats among your student population and alert your staff or local authorities.

## Real-life scenarios aided by Securly alerts

@K heard back from @M after turning off their trial a half hour ago. "Last weekend, your staff contacted our tram after hours after a student searched **how to bring harm to themselves**. While the parents knew the child was having issues; she did not know the level until the police showed up to do a wellness check and explained what was reported. This parent was a teacher in our district. This platform saved a life and I'm wondering if what we need to do to keep on the last two weeks of school. I also need to know the next steps for a full implementation starting fall."

After finding a student doing these searches—"overdose+on+painkillers," "what+happens+when+you+overdose+on+painkillers," and "overdose+on+ibuprofen," plus an earlier unflagged search about the **effects of taking 15 ibuprofen**—@R made 10 calls to each contact at the school. She then called the police to request a wellness check. She later got a call from the police saying they were at the house, the student had overdosed, and an ambulance was en route.



@P and @R notified a district last night about a student searching for

**“how+does+one+make+a+bomb”** and

**“how+does+one+make+a+bomb+with+stuff+at+home.”** After calling the district, @R followed up with another notification letting them know the student had continued, searching for **“how+does+one+make+a+bomb+list”** and **“ingredients+for+a+bomb.”** The district responded to let us know they were turning the information over to law enforcement.

With an average response time of three minutes, our alerts have included suicidal behavior, imminent suicide threats, and calls for wellness checks. Securly’s tipline service also provides students the ability to anonymously report being bullied, as well as report anything they believe may be a threat or safety risk.

- Gain 24/7 expert analysis of potential threats
- Act on potentially life-saving alerts within minutes
- Provide tipline service for students to report perceived threats and safety risks

## Take advantage of advanced features and functionality

When you rely on Securly for your student safety solutions, you gain the peace of mind that you’re doing all you can along with advanced capabilities to protect your students from a range of threats to their online, physical, and emotional safety.

You also gain access to advanced features that strike the just-right balance between security and user experience, including:



### True cloud deployment

Get the core capabilities of a web filter with absolutely no hardware appliances or software agents to deploy—and less than 10% of your traffic being sent to the cloud. You reduce deployment time and stay up-to-date with software bugs and updates.



### Seamless authentication

Authenticate against Google, Azure, and Active Directory—as well as on domain machines if desired—using G Suite or Office365 to give your students and staff a simple and streamlined authentication experience.



### **Simplified device management**

Managing the student experience at the device level is the most effective way to keep students safe online, but managing all of those devices can be expensive and complex. Designed specifically for education, SchoolMDM makes device management easier and more cost effective.



### **Unlimited data retention & reporting in seconds**

There are times when you need to follow a trend of behavior for a student as you investigate their online activity. If you need the data, you'll always have it, without running user-audit reports that are limited and time-consuming.



### **Selective SSL decryption**

When you use our unique approach to filtering and decrypting secure web traffic, you virtually eliminate performance issues and the need to whitelist sites—not to mention the security concerns when your superintendent accesses online bank accounts from a personal device.



### **Unlimited scalability**

Cloud deployment allows for filtering and authenticating your traffic and users to virtually unlimited amounts of bandwidth and concurrent connections—without proxying or decrypting most traffic. You can say goodbye to appliances and load balancers, as well as annual bandwidth upgrades.



### **Fast deployment and adoption**

Web filtering has become complex and difficult to manage. With Securly's set-and-forget cloud filter designed for schools, you get only the functionality you need in an interface that deploys in under an hour and can be learned in just minutes.



### **Greater cost efficiency & simplified administration**

Managing and maintaining disparate point solutions is costly and adds complexity. By consolidating your web filtering and student safety needs in the cloud, you simplify your administrative requirements and save money.



### **Unlimited support**

When you need help, you don't want to wait. You get unlimited access to friendly and knowledgeable technical support staff 12 hours per day to help you quickly resolve issues.



### Integrated applications for parents

You can collaborate with parents to ensure student safety with SecurlyHome and The Hub, two fully integrated companion applications that provide online visibility and device monitoring.



Securly provides tools and proper access for districts looking to expand learning outside of the traditional walls, while still giving insight into safety and well-being.

**Rob Dickerson**

Executive Director, Omaha Public Schools



# Step up student safety with Securly

When you're responsible for the IT needs of schools and their students, you have plenty of challenges to navigate. And you must find solutions to those challenges despite staff and budgetary limitations.

Student safety isn't your only priority, but it's a critical one. Our students face more threats than ever, both inside and outside of the classroom. And while technology is often cited as the problem, it also holds the solution.



But the tools that worked yesterday are no longer enough to protect against the range of safety risks and threats. And keeping students safe at school, in the classroom, and at home must be a collective effort among schools and parents.

With Securly's student safety solutions, you're able to provide proactive protection against a range of threats and facilitate the partnership necessary between schools and parents to protect our kids in a digital world. Armed with our simple-to-deploy-and-use tools, you can feel confident that you're using the best technology to ensure student safety, while making the best use of your available resources.

**Ready to see how Securly can help you step up student safety?**

**[Sign up for a free, no-obligation trial today at securly.com/free-trial.](https://securly.com/free-trial)**

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