



November 2016

WSSCA Newsletter

The "news you can use" periodical for Wisconsin's school safety and security professionals



Social media sites have been on fire this year with all the news, opinions, accusations, and recriminations regarding the November 8 National election. Once that subsides, if it does, we must be vigilant regarding how social media are being used and misused in our schools and places of employment. John Stangler, WSSCA Board Director and Professional Development Committee Chairman, has offered a comprehensive article on this topic that I know you will find valuable. Ed

How to Create Social Media Guidelines for Your School

Social media is fast becoming as ubiquitous as the air we breathe. Many schools and districts around the

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- Which policies or guidelines would make sense for you to adapt?
- How should you use the feedback from your community to shape your decision making?

4. Draft Your Document and Incorporate Feedback

Questions for Reflection

- How will you make your drafts available to the community?
- How much input do you want? Should you set limits to prevent overload?

5. Make Sure the School Attorney and School Board See the Draft

Questions for Reflection

- Does the document violate any current policies, laws, or ordinances?
- What do you need to do to get buy-in from your school board?

6. Introduction to the School Community

Questions for Reflection

- How will you introduce the policy or guidelines to your community?
- Will you hold meetings at all schools? Send emails?
- Do any major themes emerge in your community's feedback?
- What will you do if the guidelines are not well received?

7. Review Periodically

Your new policy or guidelines should be a living document and should be revisited often. Social media products change. Your culture will change. Policies will change. Your team needs to look at your document at least annually to determine whether it is working and

IT Director

Stacy
Washington
Green Bay

Executive Director

Edward L. Dorff
Green Bay

whether any adjustments need to be made. (Steven Anderson -Edutopia)

Since social media is displayed on numerous devices inside and outside of your district. This may be a great time to inventory all district-owned electronic devices. Here are some questions to ask in your school or district.

- How are classroom devices inventoried?
- Are student/teacher laptops and desktops inventoried?
- Are devices data based, numbered, along with the name and location of the person that the device is checked out to?
- How are iPads, tablets, cameras, etc. inventoried?
- Who labels them?
- Sets them up?
- And checks them out to the teachers/users?

Resources and Case Studies

- [Social Media and Two-Way Communication](#) (Connected Principals): Make the case for integrating social media into your school community.
- [How Schools Are Using Social Media -- Infographic](#) (SocialTimes): Get statistics on classroom use and professional development.
- [Ten Ways Schools Are Using Social Media Effectively](#) (eSchool News): Educators from across the country share how they use social media.



Call For Nominations - Due by December 1, 2016

*Second Vice-President
Board of Directors
Coordinator of the Year
Lifetime Achievement
Outstanding Service*

We are calling for nominations from membership at large for any and all of the categories featured above.

If you are interested in serving as an officer of the organization, know that there are four positions on the Board of Directors that will be open for election, as well as the position of Second Vice-President which follows a path of succession to the Presidency.

*Additionally, we are looking for nominations for our annual **Coordinator of the Year** recognition. WSSCA members will receive a separate e-mail with information for nominations.*

Get Involved in Your Organization!



WSSCA's 49th Annual School Safety and Security Conference

March 6-7, 2017

Kalahari Resort, Wisconsin Dells, Wisconsin

Online registration opens on December 5, 2016.

Watch your email for more conference information in the weeks ahead.

The WSSCA Board of Directors and Advisors are putting the final touches on the agenda for our 49th Annual Conference. The preliminary lineup looks fantastic, and we anticipate another fantastic event.

This year we will open online registration on December 5, 2016.

Watch your email for more conference information in the weeks ahead.

School Security Assessments

This Bears Repeating!

Final Months of Grant Subsidies Ahead



Note: In 2013 WSSCA began providing Security Assessments to School Districts in our state. Thirty Districts have taken advantage of this opportunity, and thanks to a grant acquired by the Wisconsin Department of Public Instruction, the costs to the Districts were reimbursed up to \$2,000.00.

The Emergency Management Grant is due to expire in March 2017. If your District hasn't taken advantage of this excellent opportunity, now is the time! Ed

Wisconsin School Safety Coordinators Association

Security Assessment Program



Cost: The Wisconsin Department of Public Instruction, through an Emergency Management Grant, will reimburse a district the cost of the Security Assessment/s as follows:

**REIMBURSEMENT IS AVAILABLE ONLY UNTIL
MARCH 30, 2017**

If you would like an estimate for the full cost of a Security Assessment before the reimbursement please contact: Lynn Verage at lverage@cesa9.org Phone: (715) 453-2141.



Note: I occasionally receive emails from Corporate WSSCA members with good information for the entire organization. We do not provide a sales platform for our fine corporate members beyond the availability of placing advertisements. Occasionally though, I will pass along the information provided for everyone's benefit. I know that the issue that our colleague Jack Wilfong addresses here is something that many of our members deal

with. Ed

Are Cabinet Locks and Keys a Continual Frustration?

When we ask customers what is their single most lock and key frustration (with the exception of too many master keys being available), they almost always answer that it is cabinet locks and keys. There are so many types of locks and keying systems that it is virtually impossible to keep track of them. Very frequently the security they provide is compromised.



- Would it be helpful to have cabinets keyed to the room key?
- Would it be helpful to have them keyed by department?
- Is key duplication a problem?
- Would a combination lock, that the combination could readily be changed, be helpful and get rid of keys altogether?
- Would it be helpful to have cabinet locks keyed alike in specific groups?
- Would a master key to all cabinets be helpful?
- Would it be helpful to have cabinet locks keyed into the master key system?

Consider the possibilities that meet both your security needs and budget.

Five Tips to Help Security Directors Get Administrative Buy In

By Paul C. Boucherle · October 20, 2016

The following article originally ran in Campus Safety's sister publication [Security Sales & Integration](#).



It sounds like it could be something out of a Pirates of the Caribbean movie, featuring swashbuckling heroes on the high seas attempting to protect their vessels and treasure from the likes of sea monsters, mutinies and marauders. But this tale takes place today in real-time in every corner of the world: Security professionals fighting life-and-death battles, literally, to gain senior management support and adequate funding.

The strategies they use in that fight have one end game: To get the necessary budget resources to protect people, property and assets. Period! You may think it's a no-brainer to execute the maneuvers necessary to reach that end game, right? Not so fast.

• **Job Well Done Might Mean a Tougher Sell**

The hard truth in the physical security world is that the better the security directors are at their profession, the less visibility they create in the boardroom. Mitigating and eliminating risks means nothing bad happens, so convincing the board more funds are needed ... well, you get the picture.

Essentially, most security practitioners are great security experts, but not so great at selling the ideas that gain budget commitment to mitigate risks. I know because I have taught security practitioner clients how to sell (and you

thought I only trained installing security contractors and systems integrators). They now have selling skills, strategies and tools to reposition their value proposition in their companies. So for those we have not worked with what can you do starting tomorrow to build selling skills?

• **5 Keys to Unlocking Budgetary Treasure Chests**

While security consulting is a passion I have had for 19 years, I have taken my security consulting clients to the dark side — sales training. I know, a bit strange for a security consultant; however, my second passion, besides the mysterious elements of security integration, is professional sales. I have done this in both my corporate and entrepreneurial careers, and frankly, it is how stuff gets done.

Here are five steps I know work pretty well that you can learn.

1. Always do your homework. Understand what makes your business tick. I know you understand security, but do you know the three key performance goals of the organization's CEO or president this year? Do you know how your program can support these goals? Do you know how your systems integrators can help?

2. Ask the right business questions based on your homework. This should be as second nature as investigating, interviewing and finding truth is part of security professionals' core competencies.

3. Use silence as a tool by actively listening to people when they answer questions. What words do they choose and how are they delivered? What does their body language say about what's important to them and requested of you?

4. Figure out the departmental wins that support their goals and quantify them if possible. Some things can't be measured, but that doesn't mean they are not important.

5. Communicate with senior management in their language. The way they "hear" things can make all the difference if you can successfully speak the lingo, mate.

The moral of our tale? Those who help steer ship more effectively will get to reap the riches onboard, or else it's time to walk the plank.

Paul C. Boucherle, Certified Protection Professional (CPP) and Certified Sherpa Coach (CSC), is Security Sales & Integration's "Convergence

Channel" columnist.

Quotes of the Month

"It's up to you today to start making healthy choices. Not choices that are just healthy for your body, but healthy for your mind."

- [Steve Maraboli](#), [Unapologetically You: Reflections on Life and the Human Experience](#)

"A boss says "go and make sure you do it." A leader says "let's go and make it happen." Bosses control people, leaders involve them."

- [Israelmore Ayivor](#), [Leaders' Ladder](#)

Borrowed Humor

"Poor Old fool," thought the well-dressed gentleman as he watched an old man fish in a puddle outside a pub. So he invited the old man inside for a drink. As they sipped their whiskeys, the gentleman thought he'd humor the old man and asked, "So how many have you caught today?"

The old man replied, "You're the eighth."

A reminder to be safe if you're going out deer hunting this month: On the first day of the season, a hunter fell out of his deer stand and broke both of his legs. "Why couldn't this have happened on my last day of hunting?" he complained to the doctor.

"It did," said the doctor.

Happy Thanksgiving to You and Your Family. Be

Safe and Be Well!



**School Safety Certification
Course Schedule
2016-2017**

MODULES	COURSE TITLES	DATES (S)
3 & 8	Environmental Health/Safety Compliance School Threats and Vulnerability	Oct 26, 2016
4&9	Health and Safety Compliance Part C Post Incident Recovery and Planning	March 6-7, 2017
RE-Cert Refresher	Recertification and Refresher Electives To Be Determined	March 6-7, 2017
5 & 10	Sound Risk Management Practices Emergency Response Practicum	April 2017
1 & 6	Health and Safety Compliance Part A General Aspects of Crisis Management	Oct 2017



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WSSCA CONTACT INFORMATION
Mr. Edward L. Dorff Executive Director
Telephone: 920-615-3926
Email: wssca@wssca.org:
web: wssca.org

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\$100 per month

\$200 for 3 months

\$300 for 6 months

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