



For immediate release

May 2, 2022

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Amesbury School Support & Empowerment Team (ASSET) Making Progress on School Safety Initiatives

Amesbury – Superintendent Elizabeth McAndrews is happy to share that the Amesbury School Support & Empowerment Team (ASSET) is launching new initiatives to improve school safety for students, teachers, and families. Members of the ASSET team will present on these initiatives at an upcoming School Committee meeting on Monday, May 2nd.

- [IN FORCE911](#) will enable all school staff to communicate directly with local law enforcement during an emergency. It will allow for instantaneous, two-way access through an advanced software tool that will be utilized in the event of an emergency or security breach. By partnering with Massachusetts-based In Force Technology Inc., the five public schools and the Amesbury Police Department will soon be equipped with the IN FORCE911 desktop software and mobile applications. The software is proven to significantly reduce police response time to buildings and specific locations inside buildings during a critical event at a school, while addressing the communications gap that unfortunately exists during active shooter incidents. Additionally, first responders are provided integrated access to floor plans, security camera feeds and other emergency information to create a safer, more effective, and efficient response.
- The [I Love U Guys Foundation](#) (ILUG) provides a simple Standard Response Protocol (SRP), “Hold, Secure, Lockdown, Evacuate and Shelter”, which replaces the ALICE framework. ILUG will help school staff, students, emergency responders, parents and community members be on the same page during an emergency. Everyone within the school community will be trained on the new protocols so that during an incident, everyone will understand what to do and where to go. Parents will receive trainings and

information on I Love U Guys so they are aware of drill types and how/why schools will respond in a certain way during an incident.

- ASSET is also working on a comprehensive **School Crisis Response Plan**, which will provide a solid framework for schools, social workers, and emergency responders to respond to an emergency within school buildings or grounds. The response plan will be tied into the I Love U Guys framework to keep language consistent, and is largely based on the framework provided by the Northeastern Massachusetts Law Enforcement Council's STARS toolkit.

School staff received an I Love U Guys training and an IN FORCE911 introduction during a professional development day in March. Additional training will be provided to staff in the fall, and additional information will be provided to the school community as these two initiatives move forward.

These initiatives also tie into the [Superintendent's goals](#), which include utilizing technology effectively within the district, providing proper communication to stakeholders, and being an effective leader for the Amesbury Public Schools district.

Quote from Superintendent Elizabeth McAndrews

"I'm proud of the work ASSET has done to improve support for our schools. IN FORCE911 will be a fantastic school for our district. The ability to communicate in the moment, with honesty and transparency, will provide necessary information to our staff and to emergency responders to help our entire community make the best decisions for our safety. Teachers used to ask me, 'how will I know what the right decision is during an emergency?' Now they'll be able to make informed decisions for their safety and the safety of our students."

Quote from Acting Chief Craig Bailey

"Clear, concise and most importantly, effective, communication is a must to ensure a successful outcome in any public safety event. IN FORCE 911 coupled with the I Love U Guys (ILUG) standard response protocol will greatly improve that communication and help keep our school community safe."

Quote from Brandon Flanagan, CEO, In Force Technology

"IN FORCE911 provides an immediate link to law enforcement that allows educators to contact them in quite literally *seconds*, compared to minutes. The alert provides police with invaluable information and actionable intelligence which will continue to reduce the time necessary to eliminate the threat. In these situations, the sooner the good guys show up, the sooner the event ends – which means seconds truly equal lives!"