

# Shine a Light on the Bully

IT IS ABOUT TIME

## INTRODUCTION

SMS Connections is pleased to present an aid for students in the fight against bullying. SMS (short message service) is the communications tool du jour. From the millions of cell phones in use today, texting is the second most popular activity with the mobile phone. With this product, the students will be able to report incidents of bullying directly to the school personnel who are able to do something about it. It's as easy as sending a text. Witness bullying? Report it now. Send an anonymous text to authorities and shine a light on the bully.

SMS has been in use in the USA since 1990. Most branches of law enforcement and first responders are using some sort of texting tool today. The time has come now for SMS to go to work within our school communities to help our students participate and drive the fight against bullying. The design and elements ensure this program can be added into your schools arsenal with the right fit amongst your existing programs. We understand school policies on cellphones and we understand state and federal laws on cell phone issues and privacy matters – all have been taken into account with this program. Have we answered all of the questions? No. But this program is the first step on a new journey that must be taken.

## THE COMPLETE PACKAGE

The cellular system to support the students texting along with an on-line secure computer system to setup, manage and monitor your organizations program AND a package to help your school personnel understand and manage SMS and AND a guide to you help announce the program to the students and their parents

- **SMS SYSTEM** - The SMS system is what allows the students the ability to text in reports of bullying from their cell phone. This program is just like you see on TV – vote for American Idol, text to enter, etc. The text-in provides an immediate reporting tool for the students; the reporting tool they want to use. The program provides for complete anonymity for students. Provided no laws are broken, the students reporting bullying can feel confident their identity will be withheld. The part of the program is all provided by the cellular industry now.
- **COMPUTER SYSTEM** - The computer system behind this program includes an on-line system from where the school will setup, manage and monitor the SMS operations. All you need is a computer connected to the Internet. Through your secure on-line account, you will be able to define how and where inbound bullying reports are routed. In the simple scenario, when a student sends in an SMS report of someone being bullied, the SMS will be logged in the school's account log file and the body of the message will be forwarded to the school safety resource officer (SRO). Immediate notice of anything the students want to report. Obviously providing strict guidelines and continued re-enforcement about what to report and what not to report is required.
- **SCHOOL IMPLEMENTATION PACKAGE (SIP)** - In addition to the two systems supporting this program, it also includes complete materials and direction for you to stage your implementation; announce the program to the community and launch the program. This SIP will also help you understand SMS and what you need to do to manage the program. SMS is a new and powerful medium changing our lives. It is being used all around us in society; from marketing and interactive TV, to ringtones and polling for presidential campaigns. It is highly regulated and this SIP will help your organization understand it and explain how to put it to work for you. Imagine, a self-policing student body.
- **STUDENT ANNOUNCEMENT PLANNING PACKAGE (SAP)** - The student announcement planning materials in this program are also a very important component. It provides advice and strategy for preparing the announcement to the students and your community. You are going to have to tell the students what to report and how to report it through this program. Suggested student policies governing this program are also provided. Additionally, this program includes a web site you can link to for complete details. Everything the student needs to know and everything their parents may want to ask are provided on in this site. SMS is powerful – Yes. Let's harness that power and begin to help our students to help themselves.

The program will help your organization implement a strategy or add to your strategy. We plan on that strategy to improve over time and mature as bullying is better understood and students become more and more committed to stopping it.

- STUDENTS TEXT IN REPORTS OF BULLYING
- SCHOOL PROVIDES MODERN AID TO THE SAFETY OF STUDENTS
- STUDENTS SHINE A NEW LIGHT ON BULLIES
- SCHOOLS COME TOGETHER TO SHARE PRODUCT EVOLUTION EXPERIENCES.

## THE TIME HAS COME

SMS is how our youth are communicating today; that is not changing in the near future. The only thing that a phone is used more for than texting is to tell time. Well, time has come. This product gives the students a tool of their choice to help fight a crime they dislike themselves. This product includes all the features SMS has to offer in a safe and well-defined manner to help engage our students and challenge them to shine a new light on bullying.

## A DELICATE BALANCE

School policy on cell phone usage is your law. It has been enacted and is being enforced. Will this program, asking the students to use cell phones, send a confusing message? Will this program mitigate your ability to enforce current policies on cell phones? The answers to those questions are: "no." Your existing policies and laws on: sexting, bullying, privacy, the use of cell phones in and around school, etc., will remain intact without influence from this program whatsoever.

## HELPING DIRECTION

This program allows students to send bullying reports anonymously. That means no one is going to know who sent the SMS report in and therefore who, if anyone, violated the cellphone policy. Will that send a message to the students that the use of SMS is okay during school if they are reporting a crime? "No." Children are going to be children no matter what policies or products we provide them. Just like we know the product and process will be challenged. Do we know all of the answers today? No. We do know children use SMS. We also know students do not like bullying. We also know you want to provide the students with a safe environment in which to learn and prosper. This product has the best systems, planning and instruction known on this subject to date. It is backed by a leading SMS vendor and brought to you with the best care and advice known on the matter today. Let us get started together with our students in fighting bullying.

## EVERYTHING YOU NEED

This program is self-contained and ready to go. Put in your order and when you received the program, everything you need to operate it is already in place. No special hardware or software is required. As long as your school has cellular coverage and you a one computer with Internet access, you are ready to go.

SMS Connections also provides complete customer service and hotline support. Our help is only a phone call away.

## A VENDOR THAT DELIVERS THE MESSAGE

SMS Connections has a history of delivering the message and has a long history of helping organizations apply wireless/mobile technologies/. Our first move into emergency messaging came when Columbine occurred. More advances emerged when VA Tech occurred. We have been helping hundreds of organizations around the world deliver the message. There has never been a greater pleasure for us then in helping contribute to the safety of our youth. Join us in delivering this message and shinning a new light on bullying.

SMS Connections is one of only three that provide an emergency-grade messaging solution; Here's why: O'Hare Airport, Ball State, U.S. Army, Sears, Ford, Pizza Hut, Chicago Public Schools, Head of the Charles race, Kaiser Permanente, Wells Fargo, Citibank, Chase, Kenny Chesney, NBC/Apprentice/Donald Trump, Battle of the Bands in the Super Dome, to name a few.