



## School Violence Mitigation Program (SVMP)

In the 2017-18 school year, U.S. schools experienced 3,375 school threats and [297 violent incidents](#) -- 113% more than the previous year. Since the February 2018 shooting in Parkland, Florida, there have been over [2,203 threats and violent incidents](#) – over 70 per day – impacting 2,947 U.S. schools within a six-month period. This sharp escalation in school violence incidents (e.g., bullying, self-harm, gang activities, suicides, and shootings) is unlikely to abate without innovative solutions that go beyond existing initiatives.

Current solutions by school administrators, law enforcement officials, education professionals, child psychologists, and security consultants offer reactive, narrow approaches to the problem. These include gun control measures, mental health initiatives, active shooter training, facial recognition, bulletproof backpacks, arming teachers and even active shooter insurance policies.

Schools deserve proactive solutions that enable stakeholders to uncover underlying causes, predict violent incidents, prepare for potential threats, and reduce their occurrence. ENODO Global's *School Violence Mitigation Program* (SVMP) provides insights into the student body and culture at a given school to identify and address specific [Social Risk](#) factors (e.g., social media use, sexting, body shaming, video games, drugs, gang activity, etc.) that trigger school violence.

***“ENODO bridges the gap between data and human understanding to uncover how and why school violence has become a part of Student Culture.”***

SVMP is a two-phased approach that uses data-driven analysis and real-time social media monitoring to diagnose the problem from a student perspective and inform effective strategies to mitigate school violence. ENODO customizes each technical platform to the schools' specific social, demographic, and informational environments. The platform



Figure 1. SVMP Phases and Activities



collects and analyzes open-source, publically available information to comply with legal and technical requirements and ensure confidentiality.

### **Phase I: Problem Diagnosis (42 days)**

ENODO conducts an in-depth examination of the information and social environments to create Social Media and Social Risk Analyses. When combined, the reports identify student online activities and behavior, create a baseline assessment to monitor potential threats, and deliver actionable insights to optimize existing violence prevention initiatives.

*Social Media Analysis:* Analysts collect, filter, and synthesize social media data over a twenty-one (21) day period to create a detailed analysis that:

- Maps the information environment for a specific geographic area, school district, campus, university or school
- Defines student social media use by online platform
- Identifies key individuals or groups influencing online discussions
- Provides a breakdown of student sentiment (e.g., positive, negative, neutral)
- Pinpoints key and trending topics discussed by students online
- Measures school administrators' social media reach in terms of saturation and penetration (i.e. ability to engage students through online communications)

*Social Risk Analysis:* Analysts identify and measure the different Social Risk factors and their influence over a twenty-one (21) day period to:

- Provide an internal School Violence Risk rating (high, medium, low) based on the types, magnitude, and frequency of school violence trends
- Quantify the impact of specific Social Risk Factors at a given school
- Determine student sentiment about key and trending topics, issues, individuals, and events
- Measure student perception of existing school violence prevention initiatives to determine effectiveness
- Uncover differences amongst the student body (based on factors such as race, religion, ethnicity, gender, age)
- Provide recommendations to enhance existing violence prevention initiatives

### **Phase II: Solution Implementation**

ENODO creates a customized data collection and analysis platform to conduct real-time Social Media Monitoring, which informs the development of a Social Risk Action Plan designed to reduce the School Violence Risk rating (identified in Phase I) and lessen the



likelihood of violent incidents. ENODO personnel actively monitor online and social media to measure effectiveness of the Social Risk Action Plan, to provide indications and warnings of potential threats, and to identify new Social Risk Factors that have the potential to trigger violent behavior.

*Social Media Active Monitoring:* ENODO analysts actively monitor students' social media use and online discourse to:

- Provide regular updates (e.g. daily, weekly, monthly, or quarterly) that track student behavior and sentiment associated with critical Social Risk Factors
- Identify trends and report deviations from the baseline assessment
- Deliver real-time indications and warnings of impending school violence events through (Emergency Alerts)
- Measure progress of the Social Risk Action Plan and on-going engagement activities
- Provide recommendations to modify or enhance stakeholder communication and engagement activities

*Social Risk Action Plan:* The ENODO team designs a dynamic, comprehensive Communications and Engagement strategy to:

- Develop clear, quantifiable goals based on baseline measurements, Social Risk Factors identified in Phase I, and client specifications
- Use data-backed findings to direct resources, focus efforts, and inform targeted engagement activities that address Social Risk Factors
- Improve client's / stakeholders' ability to connect with students by increasing social media penetration and leveraging social reach of key influencers
- Create strategic communications and engagement activities tailored to the local Student Culture
- Positively shape student culture, sentiment, and behavior to reduce incidents of violence

**Bottom Line:** SVMP delivers a Social Risk-based approach to forecast and mitigate violence in schools across the country. It produces timely, quantifiable, data-driven solutions that enable stakeholders (e.g., students, school administrators, teachers, and parents) to understand and address the issue of school violence through an entirely different lens – students themselves. ENODO's approach provides powerful insights by leveraging the voice of those most affected by school violence, giving stakeholders the tools they need to uncover and address its root causes and reduce the risk of violence plaguing U.S. schools today.