



Safety Challenges in Higher Education:

Leveraging Layered Security Solutions for Digital Signage, and Wayfinding

College campuses face growing safety challenges as incidents of violence, natural disasters, and personal threats continue to rise. With students transitioning from adolescence to adulthood, many lack the risk management skills to handle emergencies on their own, making it the school's responsibility for their safety. Research by MDPI (Molecular Diversity Prevention International) shows that while students may have knowledge of disasters, it often does not align with their practical readiness for real-life emergency situations. [\(1\)](#)

Shaping Trust: The Role of Safety Perception in Campus Success

The perception of safety on campus is more than just a security measure; it's a key factor in shaping a university's reputation, influencing enrollment numbers, and fostering a positive and inclusive campus environment. When students and parents feel confident in an institution's ability to safeguard its community, trust is established, making the campus a more attractive choice for prospective students. This trust directly affects not only student enrollment but also retention rates, campus morale, and alumni engagement.

High-profile incidents of violence or emergencies can severely impact the university's image. These incidents may lead to a significant decline in student enrollment, increased dropout rates, and a loss of confidence among key stakeholders, including alumni, donors, and prospective students. When safety measures are perceived as inadequate or reactive, the university risks long-term reputational damage and financial instability.

A campus that is well-prepared to handle emergencies projects stability and professionalism. Students feel secure in their daily activities, which enhances their academic experience and overall well-being. Parents are reassured that their children are in a protected environment, encouraging higher enrollment and retention. Staff and faculty also benefit from a secure workplace, resulting in higher job satisfaction and a stronger commitment to the institution.



Holistic Campus Security: A Layered Strategy for Safety

What is a layered approach to campus safety? A layered approach to campus safety is a comprehensive strategy that integrates multiple systems and technologies to enhance the security and well-being of students and staff. In a world where safety concerns are ever-present, this proactive methodology focuses on real-time communication, efficient management of safety protocols, and a commitment to fostering a secure educational environment.

Why do Higher Education Needs a Layered Approach? Colleges and universities are vibrant ecosystems where thousands of students, faculty, and staff interact daily. However, this bustling atmosphere can also present unique safety challenges. A layered approach not only safeguards individuals but also builds a culture of awareness and preparedness, ultimately promoting a more conducive learning environment. Here's how the key components of this strategy work together to enhance campus safety:

Safe Pathways: Elevating Daily Security with Safe Route Navigation

Safe Route Navigation, a crucial feature that empowers individuals to navigate the campus and surrounding area with confidence. This system provides continuous guidance, identifying safe pathways while avoiding potentially hazardous areas, including less-traveled streets, physical safety risks or undesirable locations. Safe Route Navigation ensures secure pathways, allowing administrators to confidently support the university community to explore their environment safely.

In the event of an emergency, the importance of this feature is magnified. Safe Route Navigation offers clear and designated pathways for students and staff to follow, enabling them to swiftly and efficiently reach safety. By removing uncertainty during crises, it minimizes panic and confusion, ultimately protecting lives and ensuring the well-being of everyone on campus.

Emergency Alerts: Ensuring Immediate and Effective Emergency Communication

In times of crisis, effective communication is paramount. The emergency alert system built into the 22Miles platform is designed to ensure rapid dissemination of critical information during high-stakes situations, such as natural disasters. This system is vital for keeping the campus community informed, prepared, and ready to act.

By providing real-time updates, the emergency alert system can significantly impact safety outcomes. Quick, clear communication can save lives by guiding individuals on what actions to take and where to go, helping to mitigate risks and enhance the overall safety of the campus environment.

Integrating Third-Party Solutions for Comprehensive Safety

The ability of 22Miles to integrate seamlessly with third-party safety systems enhances the effectiveness of campus safety measures. By connecting with surveillance cameras, public address systems, and emergency notification platforms, the 22Miles system creates a cohesive and comprehensive safety network. Additionally, the platform supports CAP-compliant emergency alerts through trusted partners like Rave Mobile, Everbridge, and e2campus. This integration ensures that safety information is disseminated promptly and accurately, bolstering the overall security framework of the campus and enabling a coordinated response during emergencies.

Unified Safety Management: Centralizing Control on One Platform

A key component of the 22Miles safety solution is its powerful and intuitive Content Management System (CMS). This centralized platform empowers administrators to manage digital signage content, emergency alerts, and safety protocols from a single interface.

How a Content Management System Supports Layered Security

- **Multi-Platform Communication:** The CMS supports rapid deployment of critical information across various channels, ensuring that everyone on campus receives timely updates, regardless of their location.
- **Quick Triggering of Alerts:** Administrators can swiftly activate emergency protocols with just a few clicks, ensuring timely responses that are crucial during crises.
- **Coordinated Management:** The centralized control offered by the CMS is especially vital for larger educational institutions that span multiple locations or expansive areas. It allows for the efficient management of emergency scenarios, ensuring that all safety measures are executed seamlessly and effectively.



Proactive Campus Safety: Addressing Rising Threats

Campus safety has become a top priority for higher education institutions facing an increasing number of complex and unpredictable threats. The National Center for Education Statistics indicates that there were over 27,000 criminal incidents reported at postsecondary institutions in the U.S. in a single year. (2) The consequences of not having a comprehensive safety system in place are severe, affecting not only the well-being of the campus community but also the institution's financial health and reputation.

Institutions that lack a proper campus safety system face serious consequences beyond the emergency itself, including harm to their reputation and financial stability. A failure to effectively manage emergencies can lead to decreased student enrollment, legal liabilities, and increased insurance costs. Additionally, poor safety measures can result in a loss of trust from students, parents, and staff, affecting the institution's ability to attract new students and secure funding.

Why 22Miles is the Best Choice for Campus Safety

To effectively address campus safety concerns, universities must implement a layered security strategy that integrates multiple protective measures, with safe routes and emergency alert systems as core elements. This comprehensive approach ensures that institutions are well-prepared to handle the diverse threats facing higher education today. Timely communication during crises is crucial for keeping the community safe, enabling universities to cultivate an environment where safety is always a priority.

By choosing 22Miles for your campus safety solutions, you're investing in a robust, reliable framework that prioritizes the security and well-being of your entire university community. Our layered approach, powered by advanced technology and seamless third-party integration, ensures that institutions can effectively address safety concerns while enhancing the perception of safety. This creates a space where students can focus on their academic journey without fear.

Partnering with 22Miles not only protects your campus but also strengthens your institution's reputation, fostering a positive and confident campus climate. Together, we can build a safer and more secure environment for everyone.