







CASE STUDY

Springdale Public Schools Overview

-  **31 Schools**
Equipped with Automated Emergency Response
-  **7 School Support Facilities**
Equipped with Automated Emergency Response
-  **3,800+ Staff**
Trained and Onboarded
-  **22,900+ Students**
Protected



How Springdale Public Schools Used CatapultEMS to Boost Efficiency in Emergency Management & Anonymous Tips

A Drive for Innovation in School Safety: ‘Getting Better at Getting Better’

According to Damon Donnell, Director of Student Services at Springdale Public Schools, ***the worst thing school safety leaders can do is become complacent.*** If you truly want to create a safer environment for students, teachers, and staff, Donnell says you can’t settle for “good enough.”

Instead, you must always be in a state of self-evaluation, determining how your school district can improve its technologies, processes, and safety culture. “We’re always getting better at getting better,” Donnell said.

And that’s what drove the school district leader to switch to a new emergency management system for Springdale Public School’s 31 campuses in and around Springdale, Arkansas. Donnell said he was looking for a more comprehensive system that could be self-managed, that was easy for staff to use and adopt, and that fit well with the district’s safety-first culture.

The school district found the answer in CatapultEMS, an all-in-one emergency management solution that comes with a built-in dashboard and a hands-on support team.



We started with just looking for something that we could self-manage. We were looking for something that was going to be more user-friendly, that would have less false alarms, and that our staff could just coalesce around and support.”



Damon Donnell
Director of Student Services, Springdale Public Schools

The Goal: A User-Friendly, Easy-to-Manage System That Could Help Maximize Safety

1. Better clarity into emergencies and incidents

Always looking to improve their safety processes, Springdale Public Schools' leadership was searching for an emergency management system that made it easy to report and classify school-related incidents. With better clarity into the incident type and severity, there would be opportunity for fewer false alarms and more effective response. Donnell also said he and his team wanted a system that provided more advanced features while also being simple to use for staff.

2. The ability to self-manage staff lists

Donnell knew the importance of keeping staff lists up-to-date in the district's emergency management system, as this helps ensure staff members are able to properly report and respond to incidents. As a result, he wanted the district's next solution to allow for self-management of the emergency management system's staff roster – that way he and his team would not have to wait on a third-party vendor for time-sensitive updates.

3. A system that aligned with the district's focus on safety innovation

With Springdale Public Schools always striving to be an example for ahead-of-the-curve school safety practices, Donnell wanted an emergency management system that aligned with the district's focus on forward-thinking solutions. He wanted a comprehensive system that worked like a well-oiled machine for keeping all parties properly informed and prepared in the event of a potential on-campus threat.

The Solution: A Robust Yet Easy-to-Manage Platform with More Precise Incident Reporting

1. An emergency management system that properly classifies incidents for better response

With CatapultEMS, the staff at Springdale Public Schools are now able to get more detailed in their incident reporting and management with **the option to upgrade an incident to a Caution Alert or an Action Alert**. CatapultEMS also allows staff members to check when an incident is resolved.

With more detailed reporting options, CatapultEMS gives school administrators and safety leaders better insights into the nature of reported events, thus allowing them to take the most appropriate action. Donnell also said clearer instructions for staff in CatapultEMS also help prevent false alarms, especially during safety drills.

2. Greater autonomy and agility for the school district

With CatapultEMS, Donnell said he and his team are now in the driver's seat for updating their staff rosters whenever there is a change. This means the leadership at Springdale Public Schools can now move at their desired pace in keeping their emergency management platform properly updated..

3. A system jam-packed with advanced features for improving safety communication and management

Donnell said Springdale Public Schools enjoys a much more robust emergency management system with CatapultEMS. In addition to more precise incident reporting, the platform also gives users easy access to emergency maps and scripts, and it provides administrators with a comprehensive, mobile-enabled dashboard that serves as their emergency management control center. Now Springdale Public Schools has an emergency management system that keeps them agile and better aligns with their tip-of-the-spear mentality when it comes to innovation in school safety.



CatapultEMS has been a great partner with us. I really like the responsiveness of their customer service. They've customized our platform based on input from our teachers and our administrators, and anything we've asked Catapult to do, they've done, which makes us feel more confident about using the platform."



Damon Donnell
Director of Student Services, Springdale Public Schools

Bonus Benefit: CatapultEMS Anonymous Tip Reporting

Both Donnell and Rusty Johnson, the District Safety Liaison at Springdale Public Schools, said one of their favorite features of CatapultEMS is its anonymous tip reporting platform, which aligns with their districtwide "See Something, Say Something" initiative. The school district previously had a tip reporting system, but Donnell said they saw the volume and quality of tips soar once they transitioned to the CatapultEMS tip reporting tool, which allows for anonymous two-way communication and photo uploads.

As of mid-April 2024, Springdale Public Schools has **received a total of 1,152 anonymous tips** since transitioning to the CatapultEMS tips in 2020. And looking at the span of a year, Springdale Public Schools received 347 anonymous tips in the 2022-2023 school year.

Donnell said the system has been critical for helping staff and administrators catch potential threats and issues right from the start.



The CatapultEMS anonymous tip reporting makes a big difference. We have staff utilizing this much more often than we ever had with any other system that we have used. I think establishing a strong communication piece right at the beginning is critical, and I believe that WeTip has been really instrumental in stopping small things from becoming major issues very quickly."



Damon Donnell
Director of Student Services, Springdale Public Schools



With CatapultEMS anonymous tip reporting, we have been able to interdict major and minor safety issues. The CatapultEMS team has always been easily accessible and has worked to solve any issue that we have contacted them about."



Rusty Johnson
District Safety Liaison, Springdale Public Schools

According to Donnell, a tip reporting platform that allows for full anonymity gives students the confidence to report potential threats and safety concerns while it equips staff members with the real-time information they need to take swift action.

Springdale Public Schools is working to raise awareness about the importance of reporting issues and working together to create a safer learning environment. The district is even investing in a safety truck that will feature a "Say Something, Say Something" QR code that will link to the anonymous tip reporting platform. Donnell said the truck will make stops at schools throughout the district and serve as the centerpiece for outdoor safety classes conducted by their safety coordinator.

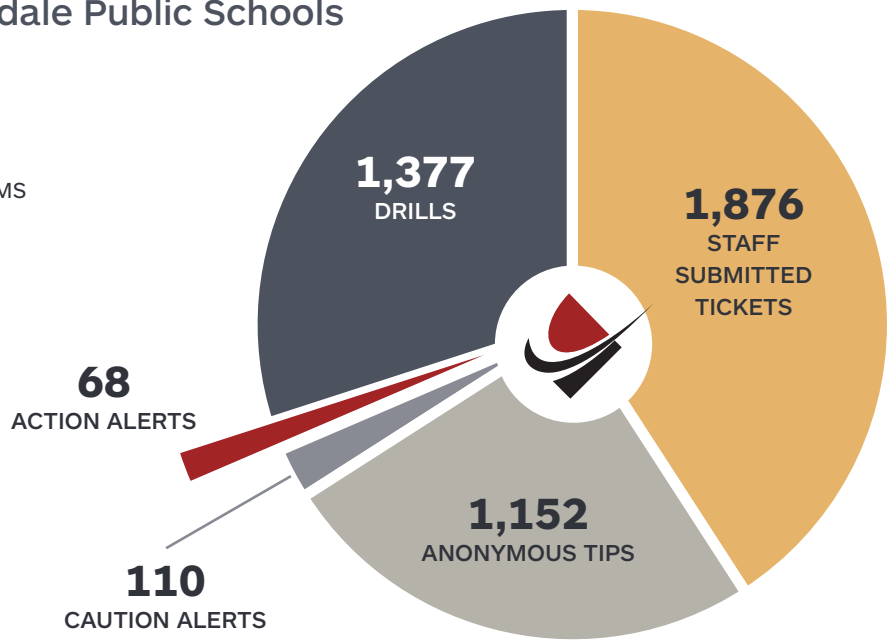
CatapultEMS Usage by Springdale Public Schools

(From September 2020 to April 2024)

3,019

Total Emergency Response Events with CatapultEMS

- ▶ 1,876 Staff-Submitted Incidents
- ▶ 1,152 Anonymous Tips
- ▶ 110 Caution Alerts
- ▶ 68 Action Alerts
- ▶ 1,377 Drills



About CatapultEMS

CatapultEMS is a fully integrated emergency response and crisis management system designed for K-12 school districts. With features such as automatic emergency alerts, real-time student accountability, and child-guardian reunification assistance, CatapultEMS is a life-saving solution that allows school staff, administration, and law enforcement partners to work together to identify, address, communicate, and resolve threats faster.



Find out how you can use CatapultEMS to keep your students and staff safe!

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