

From: Caleb Francis <cfrancis@navigate360.com>
Sent: Sunday, December 20, 2020 12:37 AM
To: Earl Smith
Subject: [EXTERNAL] 11 Ways You Can Help Your Schools

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Hi Earl,

Did you know we have 11 different products and services for the education industry? We have strategically partnered with several companies to help round out school safety efforts. This way you only need one point of contact, one customer service number, one customer success manager. Just one. For everything!

Here are the different areas we help in:

Threat Detection and Prevention

1. [Behavioral Threat Assessment Manager](#)
2. [P3 Campus Anonymous Tip Reporting](#)
3. [Social Sentinel! Social Media & Email Scanning Technology for Schools](#)

Facility Safety and Preparedness

1. [School Emergency Management Suite](#)
2. [Site Mapping](#)
3. [Visitor Management](#)

Navigate360 Training Institute

1. [ALICE Training Active Threat Response](#)
2. [Comprehensive School Threat Assessment Guidelines Training](#)
3. [School Safety and Wellness Suite](#)

Safety and Security Analysis

1. [School Risk Assessment](#)
2. [School Security Audit](#)

Let me know if you want to talk about any of these solutions. I'd love to share how over 35,000 schools are leveraging these tools.

[Book a meeting with Caleb Francis](#)

Stay safe,
Caleb

Caleb Francis

Sales Development Representative



ALICE Training.com | P3Intel.com
SocialSentinel.com

Direct: 330-302-3821

Mobile:

Office: 330-661-0106

www.navigate360.com

3900 Kinross Lakes Parkway, Suite 200, Richfield, OH 44286



From: Jason Downey <jdowney@socialsentinel.com>
Sent: Thursday, November 19, 2020 1:56 PM
To: dtobelma@uncc.edu
Subject: [EXTERNAL] Social Sentinel - Contact Change

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Hello David,

I hope that this finds you well.

The reason for my message is to make you aware that we (Social Sentinel) have merged with a larger safety related company that now can offer a larger solution from ALICE training, to our scanning product, anonymous tip line, behavioral threat management, and even access control/visitor management. That being said we are still stand alone in that no one can do what we can here at Social Sentinel.

Mike has moved to a new role, so if there is any help or questions that you need answers to, I will be your point of contact. I know that the NC budget just passed and that may release some funds. If this was something you were considering, given the beating that 2020 has given most companies, we would be willing to listen to any fair offer. This is just me being fully transparent.

Be well, and let me know if there is any interest.

Jason Downey
Social Sentinel



From: JP Guilbault <email@navigate360.com>
Sent: Tuesday, October 27, 2020 8:36 AM
To: a.wilson@uncc.edu
Subject: [EXTERNAL] Harnessing the Power of Language to Maximize Safety

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Alan,

All too often, in the days and weeks before a tragedy, warning signs are overlooked by those who are capable of intervening. Today, I'm excited to share the news that linguistics technology company, Social Sentinel has joined the Navigate360 team, providing a leading digital threat detection software solution that will empower you with the tools you need to see these signs in advance.

Founded by Dr. Gary Margolis, Social Sentinel has blazed the way by designing AI-based linguistics technology that can recognize and report on digital communications that may signal the possible planning and implementation of a harmful or violent event as well as potentially dire mental health issues.

The Social Sentinel platform aligns perfectly with the Navigate360 threat prevention and detection portfolio which also includes tip reporting and management software and behavioral threat assessment solutions. What an important time to bring together such exceptional people and solutions to help schools, businesses and communities prevent the preventable.

Thank you for taking a moment to share this news and thank you for all you are doing to help build safer tomorrows.

Sincerely,

JP Guilbault
Chief Executive Officer

Be Kind. Be Passionate. Be Purposeful.

For more information about Social Sentinel's digital threat detection and prevention platform, please [visit our website](#).

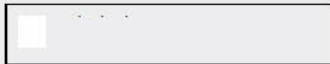


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To: cgonyar@uncc.edu
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Christopher,

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From: JP Guilbault <email@navigate360.com>
Sent: Tuesday, October 27, 2020 8:35 AM
To: xcullars@uncc.edu
Subject: [EXTERNAL] Harnessing the Power of Language to Maximize Safety

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Xavier,

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Chief Executive Officer

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Markeith,

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David,

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Chief Executive Officer

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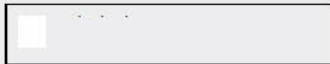


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From: JP Guilbault <email@navigate360.com>
Sent: Tuesday, October 27, 2020 8:35 AM
To: e.smith@uncc.edu
Subject: [EXTERNAL] Harnessing the Power of Language to Maximize Safety

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Earl,

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Sincerely,

JP Guilbault
Chief Executive Officer

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Matthew,

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Sincerely,

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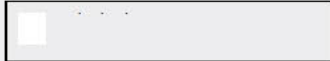


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From: JP Guilbault <email@navigate360.com>
Sent: Tuesday, October 27, 2020 8:34 AM
To: glecomte@uncc.edu
Subject: [EXTERNAL] Harnessing the Power of Language to Maximize Safety

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Gerard,

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To: aortiz9@uncc.edu
Subject: [EXTERNAL] Harnessing the Power of Language to Maximize Safety

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Angela,

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From: David Tobelman <dtobelma@uncc.edu>
Sent: Tuesday, September 29, 2020 11:14 AM
To: Mike DeCecco
Cc: Barnes, Ricky
Subject: Re: [EXTERNAL] Following up on Social Sentinel

Mike,

We are still in a holding pattern due to funding and an impending budget reduction. If that changes, Ricky Barnes, the project manager for this effort who I have copied on this email, will reach out to you.

Thanks for checking in,

David C. Tobelman
Executive Director of Digital Strategy for Business Affairs
Office of OneIT
UNC Charlotte | 310D Cone Center
9201 University City Boulevard | Charlotte, NC 28223
Phone: [704-687-5845](tel:704-687-5845)
dtobelma@uncc.edu

On Tue, Sep 29, 2020 at 10:57 AM mdececco@socialsentinel.com <mdececco@socialsentinel.com> wrote:

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Hi David:

Any update on how things are going with your budget and enrollment numbers?

Mike DeCecco
Social Sentinel

From: Michael Dececco <mdececco@socialsentinel.com>
Sent: Thursday, August 20, 2020 8:36 AM
To: David Tobelman
Subject: Re: [EXTERNAL] Checking in

Thanks for the reply David. I do appreciate what you all are going through.

Best of luck with everything...

Thanks!

Mike

On Thu, Aug 20, 2020 at 8:11 AM David Tobelman <dtobelma@uncc.edu> wrote:

Mike,

I understand. And things have changed, but not for the better. I don't see us moving forward with this project any time soon. But if you want to check in again, I should know more about budgets by early October after our system office and state legislature react to our enrollment numbers.

Thanks,

David C. Tobelman
Executive Director of Digital Strategy for Business Affairs
Office of OneIT
UNC Charlotte | 310D Cone Center
9201 University City Boulevard | Charlotte, NC 28223
Phone: [704-687-5845](tel:704-687-5845)
dtobelma@uncc.edu

On Wed, Aug 19, 2020 at 10:53 AM mdececco@socialsentinel.com <mdececco@socialsentinel.com> wrote:

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Hi David:

You mentioned to check in with you after August 1st to see if anything has changed on the financial front with UNCC. I get it, crazy times to say the least, but I wouldn't be doing my job if I wasn't checking in.

Hope you are well.

Thanks,

Mike DeCecco
Social Sentinel

From: David Tobelman <dtobelma@uncc.edu>
Sent: Tuesday, June 23, 2020 12:10 PM
To: Mike DeCecco
Subject: Re: Would be awesome to hear back, thanks David!

Mike,

There has been no material changes in funding or priorities since we last traded email. Check back around August 1st.

Regards,

David Tobelman

On Tue, Jun 23, 2020, 11:52 AM mdececco@socialsentinel.com <mdececco@socialsentinel.com> wrote:
Hi David:

I hope you're having an awesome week!

I wanted to follow up with you and let you know we're still here for you. In fact, we've reduced our pricing even further to see if we can get in on this fiscal year's budget.

We're down from \$50k on our first quote to \$36,646 based on your enrollment of roughly 29,300.

So, does this help the two of us get UC Charlotte on board?

Looking forward to hearing back.

Thanks!

Mike DeCecco
Vice President
Social Sentinel
mdececco@socialsentinel.com

----- Original Message -----

From: **David Tobelman** <dtobelma@uncc.edu>
Date: March 5, 2020 at 1:38 PM

Mike,

Funding is definitely an issue. Too many other projects with higher priority right now and not enough money to go around. Social Sentinel is still on the wish list...just not at the top of that list.

Maybe next fiscal year (starting July 1) will be different.

Thanks,

David C. Tobelman | Director of Technical Operations and Planning
UNC Charlotte | 310D Cone Center
9201 University City Boulevard | Charlotte, NC 28223
Phone: [704-687-5845](tel:704-687-5845)
dtobelma@uncc.edu

On Thu, Mar 5, 2020 at 10:57 AM mdececco@socialsentinel.com <mdececco@socialsentinel.com> wrote:
Hi David:

Mike from Social Sentinel here. We're doing some great work for UNC Chapel Hill and working with the team there constantly. How about we re-connect?

We sent you a proposal back in July and since then it's been radio silence. I understand there are still some issues with the state budget, but I wanted to see if that was still the holdup or if there were some other reasons we could work through.

I'm looking forward to your response.

Thanks!

Mike DeCecco
Vice President
Social Sentinel

From: Michael Dececco <mdececco@socialsentinel.com>
Sent: Thursday, March 5, 2020 1:50 PM
To: David Tobelman
Subject: Re: Would be awesome to hear back, thanks David!

Hi David:

Thanks for getting back to me so quickly. I'll drop a reminder for myself to follow up in July.

All the best,

Mike

Mike DeCecco
Vice President
Social Sentinel

On Thu, Mar 5, 2020 at 1:38 PM David Tobelman <dtobelma@uncc.edu> wrote:

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Vice President
Social Sentinel

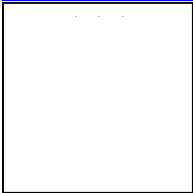
From: Ricky Barnes <RickyBarnes@uncc.edu>
Sent: Thursday, March 5, 2020 11:34 AM
To: David Tobelman
Subject: Re: Would be awesome to hear back, thanks David!

David,

In this morning's meeting I covered active projects. This one is on the S&S list, the last time I talked with Bogdan about this one he stated he does not have any funding. And there are more important projects ahead of it.

Plus, I believe there will be a fight to get this on campus.

Ricky K. Barnes, TOP Safety and Security Project Manager,
Certified Six-Sigma Green Belt
UNC Charlotte | 310C17 Cone Center
9201 University City Blvd. | Charlotte, NC 28223
Office: 704-687-5552 | Cell:
rbarne29@uncc.edu | <http://www.uncc.edu>



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On Thu, Mar 5, 2020 at 11:16 AM David Tobelman <dtobelma@uncc.edu> wrote:

Ricky,

Is this still something PPS is looking at? I don't see it on your agenda for the meeting we had this morning.

Or maybe it was BA Communications (Christy Jackson) who was looking at it. Can't remember now.

Thanks,

David C. Tobelman | Director of Technical Operations and Planning
UNC Charlotte | 310D Cone Center
9201 University City Boulevard | Charlotte, NC 28223
Phone: [704-687-5845](tel:704-687-5845)
dtobelma@uncc.edu

----- Forwarded message -----

From: mdececco@socialsentinel.com <mdececco@socialsentinel.com>

Date: Thu, Mar 5, 2020 at 10:57 AM

Subject: Would be awesome to hear back, thanks David!

To: dtobelma@uncc.edu <dtobelma@uncc.edu>

Hi David:

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Thanks!

Mike DeCecco
Vice President
Social Sentinel

idadio@uncc.edu

From: Heather Hummer <hlhummer@northcarolina.edu>
Sent: Thursday, February 27, 2020 3:14 PM
To: Jeff.Baker@uncc.edu
Subject: RE: [External] Safety & Security Conference amended contract
Attachments: Safety & Security Conference Vendor Listing - 2020 - 2.27.20.pdf

Attached is a listing of both confirmed and potential sponsors. The list includes the last date that I (or someone else) has made contact with the vendor about sponsoring. Please let me know if you have any questions.

Thank you,
Heather

From: Jeffrey Baker [mailto:Jeff.Baker@uncc.edu]
Sent: Thursday, February 27, 2020 3:11 PM
To: Heather Hummer <hlhummer@northcarolina.edu>
Subject: Re: [External] Safety & Security Conference amended contract

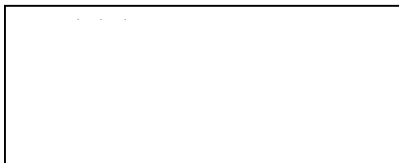
Thanks, Heather. Would you mind sending me the email for our potential vendors, please.

Thanks,

Jeff

"To Perform in a Crisis, You have to Prepare for One..."

Jeffrey A Baker I Chief of Police
UNC Charlotte Police & Public Safety I Division of Safety & Security
9201 University City Blvd.
Charlotte, NC 28223-0001
704-687-8300
Jeff.Baker@uncc.edu



On Thu, Feb 27, 2020 at 2:14 PM Heather Hummer <hlhummer@northcarolina.edu> wrote:

This is wonderful news. Thank you, Chief!

From: Jeffrey Baker [mailto:jbaker88@uncc.edu]
Sent: Thursday, February 27, 2020 1:50 PM
To: John W Chancey <jwchancey@northcarolina.edu>; Heather Hummer <hlhummer@northcarolina.edu>
Subject: [External] Safety & Security Conference amended contract

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Wes/Heather:

I have great news, most of the cost associated to rooms has been waived. The amended contract saves us approx. \$6500.00 in overall costs. I am also seeking to waive the majority of the room cost at our Center City Building for our social.

Thanks,

Jeff

From: Heather Hummer <hlhummer@northcarolina.edu>
Sent: Tuesday, January 14, 2020 9:37 AM
To: Jeff.Baker@uncc.edu; Michelle Hill
Cc: John W Chancey
Subject: Safety & Security Conference Vendor Listing - 2020 - 1.14.20.xlsx
Attachments: Safety & Security Conference Vendor Listing - 2020 - 1.14.20.xlsx

Good Morning,

Just wanted to give you an update on sponsor commitments so far and which vendors have been contacted. In addition to those listed below, Security Camera Warehouse (who exhibited last year) is definitely coming, but are internally discussing their sponsorship level.

Gold - \$2,500

Southern Software, Inc.

Exhibitor - \$500

Developmental Associates, LLC

ASSA ABLOY

Baron

Canopy Programs by United Educator

CEIA USA

Please let me know if you have any questions.

Thank you,

Heather

--

Heather L. Hummer, Business Compliance Analyst
The University of North Carolina System | Office of Compliance and Audit Services
910 Raleigh Road | PO Box 2688 | Chapel Hill, NC 27514
Office: (919) 843-0342
hlhummer@northcarolina.edu
www.northcarolina.edu

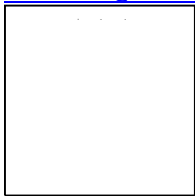


From: Ricky Barnes <RickyBarnes@uncc.edu>
Sent: Monday, January 13, 2020 8:55 AM
To: mdececco@socialsentinel.com
Cc: David Tobelman
Subject: Fwd: Social Sentinel?

Good Morning Mike,

I heard back from the customer, this project has not been funded. Also, since this software cost over \$25K, our Purchasing department will require us to do an RFP. When funding is available I will circle back to you and let you know what our process will be.

Ricky K. Barnes, TOP Safety and Security Project Manager,
Certified Six-Sigma Green Belt
UNC Charlotte | 310C17 Cone Center
9201 University City Blvd. | Charlotte, NC 28223
Office: 704-687-5552 | Cell:
rbarne29@uncc.edu | <http://www.uncc.edu>



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----- Forwarded message -----

From: David Tobelman <dtobelma@uncc.edu>
Date: Fri, Jan 10, 2020 at 2:33 PM
Subject: Fwd: Social Sentinel?
To: Barnes, Ricky <rbarne29@uncc.edu>

Ricky,

See below. Let me know how you want me to respond. I'm not sure where this was when these other people bailed.

Thanks,

David C. Tobelman | Director of Technical Operations and Planning
UNC Charlotte | 310D Cone Center
9201 University City Boulevard | Charlotte, NC 28223
Phone: [704-687-5845](tel:704-687-5845)
dtobelma@uncc.edu

----- Forwarded message -----

From: **Mike DeCecco** <mdececco@socialsentinel.com>

Date: Fri, Jan 10, 2020 at 11:28 AM

Subject: Social Sentinel?

To: dtobelma@uncc.edu <dtobelma@uncc.edu>

Hello David:

Mike DeCecco here from Social Sentinel. I understand that you were working with Heather and Alesha from our company on getting setup with Social Sentinel.

They are no longer with our organization, although we sincerely appreciate everything they did for us while they were here.

I'd like to pick up where they left off on your discussions. Are you still waiting on the state budget to keep this moving forward?

Looking forward to your response.

Thank you,

Mike DeCecco
Vice President
Social Sentinel



From: David Tobelman <dtobelma@uncc.edu>
Sent: Friday, January 10, 2020 4:22 PM
To: Mike DeCecco
Subject: Re: Social Sentinel?

Mike,

Thanks for the email. I've forwarded it to Ricky Barnes. Ricky is the project manager for this initiative. I'm sure you will hear from him very soon.

Regards,

David C. Tobelman | Director of Technical Operations and Planning
UNC Charlotte | 310D Cone Center
9201 University City Boulevard | Charlotte, NC 28223
Phone: [704-687-5845](tel:704-687-5845)
dtobelma@uncc.edu

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Looking forward to your response.

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Mike DeCecco
Vice President
Social Sentinel

7 

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Subject: Fwd: Social Sentinel?

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David C. Tobelman | Director of Technical Operations and Planning
UNC Charlotte | 310D Cone Center
9201 University City Boulevard | Charlotte, NC 28223
Phone: [704-687-5845](tel:704-687-5845)
dtobelma@uncc.edu

----- Forwarded message -----

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Looking forward to your response.

Thank you,

Mike DeCecco
Vice President
Social Sentinel



idadio@uncc.edu

From: Heather Hummer <hlhummer@northcarolina.edu>
Sent: Monday, January 6, 2020 10:43 AM
To: Michelle.P.Hill@uncc.edu
Subject: RE: [External] Re: 12.09 Conference Planning Follow-Up
Attachments: Safety & Security Conference Vendor Listing - 2020 - 12.2.19.xlsx

Good Morning Michelle,

We have received 5 commitments so far totaling \$4500 (1 gold & 4 exhibitors). Attached is a list of who has been contacted and who has been invoiced.

Thank you,
Heather

From: Michelle Hill <Michelle.P.Hill@uncc.edu>
Sent: Monday, January 6, 2020 10:17 AM
To: Heather Hummer <hlhummer@northcarolina.edu>
Subject: [External] Re: 12.09 Conference Planning Follow-Up

[CAUTION: External email. Do not click links or open attachments unless verified. Send all suspicious email as an attachment to spam@northcarolina.edu]

Hello Heather,

Can you send me an updated list of potential Sponsors that have been contacted so far for the UNC System Safety & Security Conference? Chief Baker has several that he would like contacted, but I just want to make sure that they have not already been contacted.

Thanks,
Michelle

Michelle P. Hill | **Business Services Coordinator**
UNC Charlotte | Safety & Security | FM & Police Building
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-5935 | Fax: 704-687-3217
mphilipp@uncc.edu | <https://safetyandsecurity.uncc.edu>

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On Mon, Dec 9, 2019 at 5:12 PM Heather Hummer <hlhummer@northcarolina.edu> wrote:

Thank you, Wes! Below is a list of the potential sponsors that have been contacted so far. Southern Software, Inc. has confirmed as a Gold level sponsor.

Vendor Name
All Clear
Allied Universal Security
Assa Abloy
AT&T/FirstNet
Baron Weather
Campbell-Brown Inc.
CEIA
Dana Safety Supply
Developmental Associates, LLC
Enterprise Fleet Management
Life Safety Power
Mallory Safety & Supply
Motorola Solutions
NCHERM Group
Open Options
SCW (Security Camera Warehouse)
Social Sentinel
Southern Software, Inc.
Veoci
Verizon Wireless
Weather Stem

From: John W Chancey <jwchancey@northcarolina.edu>
Sent: Monday, December 9, 2019 3:21 PM
To: Heather Hummer <hlhummer@northcarolina.edu>; Banks, Austin J. <banksa@wssu.edu>; srbrowning@email.wcu.edu; michelle.reinken@uncc.edu; stognerjr@wssu.edu; lgrant@nccu.edu; kkauer1@unca.edu; eboyce@unca.edu; mcgowanwj1@appstate.edu; Sarah Smyre <sasmyre@uncc.edu>; sklein5@uncc.edu; cgonyar@uncc.edu; mphilipp@uncc.edu; brad.trahan@uncc.edu; jfiorel3@uncc.edu
Cc: Lynne Sanders <slsanders@northcarolina.edu>; Edward R. Purchase <erpurchase@northcarolina.edu>; jbaker88@uncc.edu; btrahan@uncc.edu; mfreema2@uncc.edu; David Weldon (dweldon@unca.edu) <dweldon@unca.edu>
Subject: 12.09 Conference Planning Follow-Up

Dear colleagues,

Thank you for sharing your time and expertise on today's call. I think we are well on our way to an impactful conference. Here are a few general items on our "to-do" list. For the remaining items, I'll reach out to individuals directly.

1. **Sponsorships.** Here is a link where potential sponsors can indicate their interest and support level: <https://app.smartsheet.com/b/form/0f929c901b8d4fd3b621ae83aa380604> A sample sponsor email, complete with suggested language, is attached. (Please do not forget to copy Heather Hummer on your emails to sponsors so that we don't duplicate our efforts).

2. **Theme.** If you have ideas for a potential theme, please feel free to send to me directly. Words like "resilience," and "grit," were popular. Also, because the conference will facilitate cross-disciplinary learning, there may be a word or phrase we can incorporate that conveys this idea.

Thanks, everyone. I'm grateful for your continuing efforts.

J. Wesley Chancey

University Compliance Director

The University of North Carolina System | Office of Compliance and Audit Services

910 Raleigh Road | Chapel Hill, NC 27514

Office: 919.962.6077 | Mobile:

Email: jwchancey@northcarolina.edu

www.northcarolina.edu

From: Heather Harer <hharer@socialsentinel.com>
Sent: Wednesday, December 4, 2019 7:39 AM
To: John Bogdan
Subject: Re: Social Sentinel, Inc.

Sounds good, thanks!
Heather

On Wed, Dec 4, 2019 at 7:25 AM John Bogdan <jbogdan1@uncc.edu> wrote:
Heather

Thanks, I'll keep that option in mind.

best

jb

On Tue, Dec 3, 2019 at 4:38 PM Heather Harer <hharer@socialsentinel.com> wrote:

Well, I think we can look at the pricing structure very differently, ultimately a 6 month reduced contract to get you protected and using the solution through June 2020.

It's what a lot of my clients are opting to do.

Let me know what you think. If you're interested I can see how well we can do for you.

Heather

On Tue, Dec 3, 2019 at 2:49 PM John Bogdan <jbogdan1@uncc.edu> wrote:
Heather

I remain interested in your product - but as yet we still haven't received a budget from the state and are expecting very limited resources even when we finally do.

When you say "creative"... what did you have in mind?

thanks

jb

On Tue, Dec 3, 2019 at 11:48 AM Heather Harer <hharer@socialsentinel.com> wrote:
Hi John,

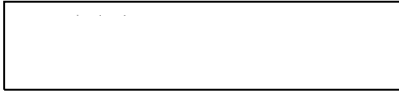
I hope you are well. I want to check in on you and see how you are doing. We've talked about the opportunity to work together and we are holding off on your funding.

With the time period that we are in with our calendar year, I am thinking we could even look at the contract and now and be creative to get you on board.

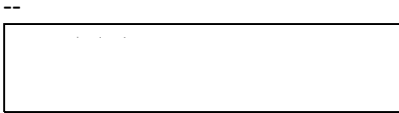
Please let me know your thoughts and if you are still interested.

Be well,

Heather



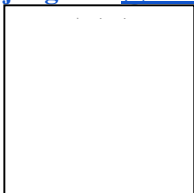
Heather Harer
Vice President, Business Development/Educational Partnerships



Heather Harer
Vice President, Business Development/Educational Partnerships



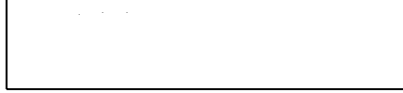
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John V Bogdan | Associate Vice Chancellor for Safety and Security
UNC Charlotte | 263 FM & PPS Building
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>



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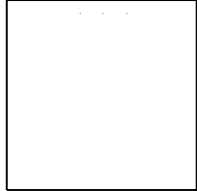


Heather Harer
Vice President, Business Development/Educational Partnerships

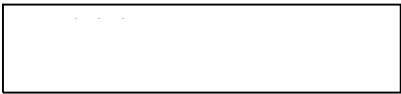


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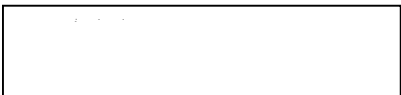
John V Bogdan | Associate Vice Chancellor for Safety and Security
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--



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Vice President, Business Development/Educational Partnerships



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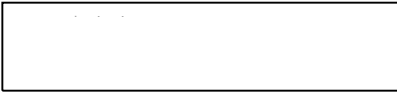
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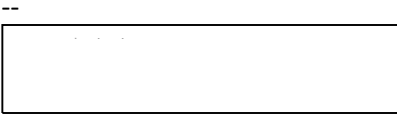
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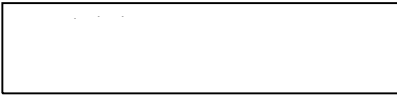
Heather



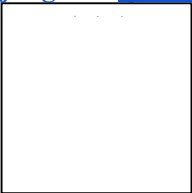
Heather Harer
Vice President, Business Development/Educational Partnerships



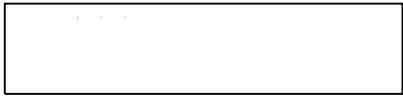
Heather Harer
Vice President, Business Development/Educational Partnerships



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John V Bogdan | Associate Vice Chancellor for Safety and Security
UNC Charlotte | 263 FM & PPS Building
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

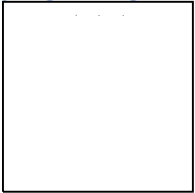


Heather Harer
Vice President, Business Development/Educational Partnerships



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Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>



idadio@uncc.edu

From: Leigh Murray <E.L.Murray@uncc.edu>
Sent: Friday, November 15, 2019 8:58 AM
To: Randy Duncan
Subject: Fwd: Social Sentinel, Inc.

This is the original email.

Leigh Murray | Purchasing Agent
UNC Charlotte | Reese Building, Room 336
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-7328 | Fax: 704-687-1414
e.l.murray@uncc.edu | <http://www.uncc.edu>

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----- Forwarded message -----

From: John Bogdan <jbogdan1@uncc.edu>
Date: Fri, Aug 2, 2019 at 9:34 AM
Subject: Fwd: Social Sentinel, Inc.
To: Leigh Murray <E.L.Murray@uncc.edu>
Cc: Bronwyn Jarsocrak <bjarsocr@uncc.edu>, Denise Barnett <DMBarnett@uncc.edu>

Leigh

We have a need for social media monitoring capability.

I'm considering purchasing a social media monitoring program from a company called Social Sentinel (they currently have a contract with other NC System Schools, ECU, WSSU, and I think NCSU). They have a purchasing vehicle through an Omnia Partnership Contract

<https://www.omniapartners.com/publicsector/contract/supplier-contracts/social-sentinel>

The current cost is \$50k/year. Would this vehicle allow us to sign a year's contract without an RFP?

What's your recommended way ahead?

thanks

jb

--

John V Bogdan | Associate Vice Chancellor for Safety and Security
UNC Charlotte | 263 FM & PPS Building
9201 University City Blvd. | Charlotte, NC 28223

Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

From: Heather Harer <hharer@socialsentinel.com>
Sent: Monday, October 7, 2019 11:35 AM
To: John Bogdan; bcc
Subject: Social Sentinel Update

Hi John,

As we are now in October, I know that we have been waiting and dependent on the State Budget in order to move forward. Has there been any movement on this since we talked last?

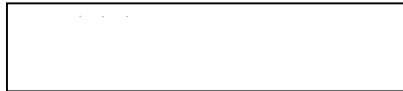
Also, with this timing in mind, we have an opportunity to look at the contract a bit different and think about a partial period to bring you to the 2020 FY, which would also have a positive financial impact, as we'd consider 9 months instead of 12.

Please let me know how I can be helpful to you.

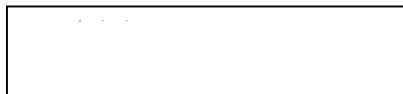
Talk soon,

Heather

--



Heather Harer
Vice President, Business Development/Educational Partnerships



From: Heather Harer <hharer@socialsentinel.com>
Sent: Thursday, September 12, 2019 4:01 PM
To: John Bogdan
Subject: Re: Social Sentinel/National Leader in School Safety

Thanks John,

Heather

On Thu, Sep 12, 2019 at 3:55 PM John Bogdan <jbogdan1@uncc.edu> wrote:
Still waiting on funds

thank

jb

On Tue, Sep 10, 2019 at 9:54 AM Heather Harer <hharer@socialsentinel.com> wrote:
Hi John,

I'm checking in with you, I know the last we spoke you were waiting to hear about the State Budget for purchase of Social Sentinel.

Do you have an update and if there is anything i can do to assist, please let me know.

Enjoy your day.
Heather

On Mon, Aug 26, 2019 at 9:24 AM Heather Harer <hharer@socialsentinel.com> wrote:
Hi John,

As school starts and incidences continue to increase, I wanted to share this article with you.

<https://www.mysuncoast.com/2019/08/26/local-school-police-lookout-red-flags-amid-threats-around-state/>

Social Sentinel is a critical component that supports everyday safety and security around the country at colleges/universities and K12 Districts.

I look forward to our continued collaboration.

Heather

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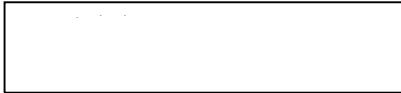
Heather Harer
Vice President, Business Development/Educational Partnerships



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Heather Harer
Vice President, Business Development/Educational Partnerships



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Heather Harer
Vice President, Business Development/Educational Partnerships



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To: Heather Harer
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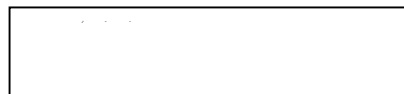
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Heather Harer
Vice President, Business Development/Educational Partnerships



--



Heather Harer
Vice President, Business Development/Educational Partnerships



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Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

From: Heather Harer <hharer@socialsentinel.com>
Sent: Monday, August 19, 2019 12:43 PM
To: John Bogdan
Subject: Re: Social Sentinel, Inc.

Thanks John for the update. I am hoping that your budget comes through as you'd hope. Looking at the importance of the partnership that we are looking to build, let me know if we can look at a way to support your safety and security needs that fit within your budget process. I am happy to brainstorm with you, at your convenience.

Heather



Heather Harer
Vice President, Business Development/Educational Partnerships



On Mon, Aug 19, 2019 at 12:21 PM John Bogdan <jbogdan1@uncc.edu> wrote:

Heather

As David last said it's in the IT governance track right now - thus far looks like we should get clearance from their end.

However, we remain without a state budget and guidance to expect significantly reduced funding this year. That being said, while I remain VERY interested in your tool, I'm growing skeptical of funding availability this year.

I will let you know when things change.

thanks

jb

On Mon, Aug 19, 2019 at 10:34 AM Heather Harer <hharer@socialsentinel.com> wrote:

Good morning John,

I hope you had a great weekend. I know the last we spoke you were hoping to have Social Sentinel in place for the opening of school.

Can you give me an update on process, and please let me know if there is anything I can do to help move this along.

Heather



Heather Harer

Vice President, Business Development/Educational Partnerships



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John V Bogdan | Associate Vice Chancellor for Safety and Security
UNC Charlotte | 263 FM & PPS Building
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

From: John Bogdan <jbogdan1@uncc.edu>
Sent: Monday, August 19, 2019 12:22 PM
To: Heather Harer
Subject: Re: Social Sentinel, Inc.

Heather

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Vice President, Business Development/Educational Partnerships



Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

From: Heather Harer <hharer@socialsentinel.com>
Sent: Wednesday, August 14, 2019 8:57 AM
To: David Tobelman
Cc: John Bogdan
Subject: Re: Social Sentinel, Inc.

Thank you, I did send in your suggestion, let me follow up today for you.

Heather

On Wed, Aug 14, 2019 at 8:54 AM David Tobelman <dtobelma@uncc.edu> wrote:

Hi Heather,

It will take some time to get this acquisition through our IT governance process, secure funding, and establish where on our priority list this project falls. I wish I could be more specific about a timeline, but right now it would be a guess. I'm happy for you to check in with me or John for updates, but right now I don't have much for you.

Did you get any feedback on the single sign-on issue from your development team?

Thanks,

David C. Tobelman | Director of Technical Operations and Planning
UNC Charlotte | 310D Cone Center
[9201 University City Boulevard | Charlotte, NC 28223](https://www.uncc.edu/9201-University-City-Boulevard-Charlotte-NC-28223)
Phone: [704-687-5845](tel:704-687-5845)
dtobelma@uncc.edu

On Wed, Aug 14, 2019 at 8:24 AM Heather Harer <hharer@socialsentinel.com> wrote:

Good afternoon David and John,

I was hoping to get an update from you on moving forward with Social Sentinel's solution. Never more important than now, with our most recent tragic events, should we prioritize understanding the digital conversation and how it can impact our communities. Together we can support and provide a proactive solution to your campus and student safety initiatives.

I look forward to hearing from you. Please let me know how I can be of assistance to you.

Be well,
Heather

On Thu, Aug 1, 2019 at 3:46 PM Heather Harer <hharer@socialsentinel.com> wrote:

Thank you David,

Yes, all of us here at Social Sentinel are also very interested in working together as well.

I will pass this along to our internal team as I mentioned earlier. I do understand your desired standard, for now please let me know how I can assist in satisfying your CIO.

I look forward to hearing from you next week.

In safety,

Heather

On Thu, Aug 1, 2019 at 3:39 PM David Tobelman <dtobelma@uncc.edu> wrote:

Heather,

Thanks for your quick response to my question about single sign-on using shibboleth. It is a university standard for third party software we acquire, but not necessarily a deal breaker. We just have to jump through an extra hoop or two to satisfy our CIO. If your development team could make SSO using shibboleth an option, I think you will find a lot of higher ed clients would welcome that enhancement.

We have some due diligence to do before inking a contract with you, but John Bogdan is very interested in moving forward. You will hear more from us (myself, John, or someone on my staff) in the next week or so.

Thanks again,

David C. Tobelman | Director of Technical Operations and Planning
UNC Charlotte | 310D Cone Center
[9201 University City Boulevard | Charlotte, NC 28223](https://www.uncc.edu/9201-University-City-Boulevard-Charlotte-NC-28223)
Phone: [704-687-5845](tel:704-687-5845)
dtobelma@uncc.edu

On Thu, Aug 1, 2019 at 3:28 PM Heather Harer <hharer@socialsentinel.com> wrote:

Hi David,

I noticed you sent in a request for me to contact you. I am looking forward to speaking with you and wanted to include John Bogdan for consistency, as we have had several meetings. Currently, we do not have that, however I will mention that with our internal team. As of now, while you will need a unique username and password for the Social Sentinel platform, if you are active in the platform, even once every 7 days, a user won't need to input or even remember their credentials as they'll be able to just auto log right in.

Please feel free to contact me at _____ with any questions.

Heather Harer
Vice President, Business Development/Educational Partnerships

--



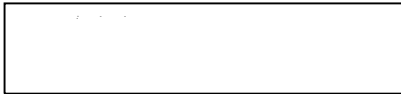
Heather Harer
Vice President, Business Development/Educational Partnerships



--



Heather Harer
Vice President, Business Development/Educational Partnerships



--



Heather Harer
Vice President, Business Development/Educational Partnerships



From: Heather Harer <hharer@socialsentinel.com>
Sent: Thursday, August 8, 2019 1:28 PM
To: John Bogdan
Subject: Social Sentinel, Inc

Good afternoon John,

Unfortunately, since last we spoke our country has had a really difficult weekend. Never so important then now, do we need to have a solution to understand the digital conversations within our educational communities.

You mentioned you had meetings at the beginning of the week to discuss Social Sentinel and our implementation.

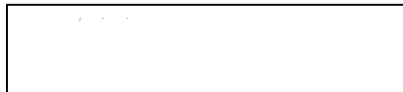
Can we jump on a call today or tomorrow for an update?

Thanks,
Heather

--



Heather Harer
Vice President, Business Development/Educational Partnerships



From: Denise Barnett <DMBarnett@uncc.edu>
Sent: Tuesday, August 6, 2019 11:55 AM
To: Ricky Barnes
Cc: John Bogdan; Bronwyn Jarsocrak
Subject: Fwd: Social Sentinel, Inc.

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Ricky:

Based on Leigh's response, I wanted to forward this information to you since it may require ITS involvement. Let me know if it needs to go on your project list.

Denise

----- Forwarded message -----

From: Leigh Murray <E.L.Murray@uncc.edu>
Date: Mon, Aug 5, 2019 at 4:54 PM
Subject: Re: Social Sentinel, Inc.
To: John Bogdan <jbogdan1@uncc.edu>
Cc: Bronwyn Jarsocrak <bjarsocr@uncc.edu>, Denise Barnett <DMBarnett@uncc.edu>

Hi John,

Thank you for sending this over. I do have some additional questions. Can you request the vendor to send over a PDF of the Terms and Conditions that would apply to this purchase? I can ask the person listed on the quote if you prefer. I will need to review them prior to signature because the quote references terms and conditions. We have to request modifications as required by NC law. I will need to send all of this over to ITS for approval prior to the purchase (part of the process). I did see your note about review by David Tobelman. It does appear that we may have a need for a data security plan depending on how this product is going to be used and a Data Protection Agreement in addition to the original contract. Once IT approves it for purchase, I will work with legal affairs on the contract review. Also, the quote does not reference the OmniaPartners contract number. We will need that reference to be added.

Leigh Murray | Purchasing Agent
UNC Charlotte | Reese Building, Room 336
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-7328 | Fax: 704-687-1414
e.l.murray@uncc.edu | <http://www.uncc.edu>

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On Fri, Aug 2, 2019 at 12:43 PM John Bogdan <jbogdan1@uncc.edu> wrote:

Leigh

1. Contract/ quote is attached.
2. I assume the reports they produce/supply would be protected - but I would need clarification to the what "protected" means.
3. This is NOT software - simple access(via web login) to a system that they mange and host. That being said I have already asked David Tobelman to research any IT governance requirements that might apply.
- 3.

Anything else?

thanks

jb

On Fri, Aug 2, 2019 at 11:24 AM Leigh Murray <E.L.Murray@uncc.edu> wrote:

Hi John,

Thank you for your email. Omnia Partners is one of our consortium vendors. We do utilize them for contracts. I would reach out to Social Sentinel and let them know what you are requiring for this purchase and request a quote with that contract pricing. They should list the Omnia Partners contract number on their quote. I would want to know if they have a contract for us to review and sign. Also, would we need know if there would be any data that would need to be protected by either party. Would this be considered software?

Leigh Murray | Purchasing Agent
UNC Charlotte | Reese Building, Room 336
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-7328 | Fax: 704-687-1414
e.l.murray@uncc.edu | <http://www.uncc.edu>

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On Fri, Aug 2, 2019 at 9:34 AM John Bogdan <jbogdan1@uncc.edu> wrote:

Leigh

We have a need for social media monitoring capability.

I'm considering purchasing a social media monitoring program form a company called Social Sentinel(they currently have a contract with other NC System Schools, ECU, WSSU, and I think NCSU). They have a purchasing vehicle through an Omnia Partnership Contract

<https://www.omniapartners.com/publicsector/contract/supplier-contracts/social-sentinel>

The current cost is \$50k/year. Would this vehicle allow us to sign a year's contract without an RFP?

What's your recommended way ahead?

thanks

jb

--

John V Bogdan | Associate Vice Chancellor for Safety and Security
UNC Charlotte | 263 FM & PPS Building
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

--

John V Bogdan | Associate Vice Chancellor for Safety and Security
UNC Charlotte | 263 FM & PPS Building
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

--

Denise

Denise M. Barnett, PMP, MBA, MPH | Operations Officer
UNC Charlotte | Safety & Security | FM & Police Building
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-8458 | Fax: 704-687-0901
dmbarnett@uncc.edu | <http://safetyandsecurity.uncc.edu>

idadio@uncc.edu

From: Judy Stanwyck <jstanwyck@uncc.edu>
Sent: Monday, August 5, 2019 1:57 PM
To: Leigh Murray
Subject: Re: Social Sentinel, Inc.

I found this. <https://www.socialsentinel.com/email-integration/>

It sounds like it may be a separate integration, but I would just confirm exactly what they are purchasing.

Thanks.

Judy Stanwyck | Senior Buyer
UNC Charlotte | Purchasing, Reese Rm 338
9201 University City Blvd. | Charlotte, NC 28223
Phone: [704-687-7321](tel:704-687-7321) | Fax: [704-687-1414](tel:704-687-1414)
jstanwyck@uncc.edu | <http://www.uncc.edu>

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On Fri, Aug 2, 2019 at 12:46 PM Leigh Murray <E.L.Murray@uncc.edu> wrote:

What do you think? See below and attached.

Leigh Murray | Purchasing Agent
UNC Charlotte | Reese Building, Room 336
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-7328 | Fax: 704-687-1414
e.l.murray@uncc.edu | <http://www.uncc.edu>

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----- Forwarded message -----

From: John Bogdan <jbogdan1@uncc.edu>
Date: Fri, Aug 2, 2019 at 12:43 PM
Subject: Re: Social Sentinel, Inc.
To: Leigh Murray <E.L.Murray@uncc.edu>
Cc: Bronwyn Jarsocrak <bjarsocr@uncc.edu>, Denise Barnett <DMBarnett@uncc.edu>

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1. Contract/ quote is attached.
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3. This is NOT software - simple access(via web login) to a system that they manage and host. That being said I have already asked David Tobelman to research any IT governance requirements that might apply.

3.

Anything else?

thanks

jb

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Hi John,

Thank you for your email. Omnia Partners is one of our consortium vendors. We do utilize them for contracts. I would reach out to Social Sentinel and let them know what you are requiring for this purchase and request a quote with that contract pricing. They should list the Omnia Partners contract number on their quote. I would want to know if they have a contract for us to review and sign. Also, would we need know if there would be any data that would need to be protected by either party. Would this be considered software?

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<https://www.omniapartners.com/publicsector/contract/supplier-contracts/social-sentinel>

The current cost is \$50k/year. Would this vehicle allow us to sign a year's contract without an RFP?

What's your recommended way ahead?

thanks

jb

--

John V Bogdan | Associate Vice Chancellor for Safety and Security
UNC Charlotte | 263 FM & PPS Building
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Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

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UNC Charlotte | 263 FM & PPS Building
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Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

From: Heather Harer <hharer@socialsentinel.com>
Sent: Thursday, August 1, 2019 3:46 PM
To: David Tobelman
Cc: John Bogdan
Subject: Re: Social Sentinel, Inc.

Thank you David,

Yes, all of us here at Social Sentinel are also very interested in working together as well.

I will pass this along to our internal team as I mentioned earlier. I do understand your desired standard, for now please let me know how I can assist in satisfying your CIO.

I look forward to hearing from you next week.

In safety,

Heather

On Thu, Aug 1, 2019 at 3:39 PM David Tobelman <dtobelma@uncc.edu> wrote:

Heather,

Thanks for your quick response to my question about single sign-on using shibboleth. It is a university standard for third party software we acquire, but not necessarily a deal breaker. We just have to jump through an extra hoop or two to satisfy our CIO. If your development team could make SSO using shibboleth an option, I think you will find a lot of higher ed clients would welcome that enhancement.

We have some due diligence to do before inking a contract with you, but John Bogdan is very interested in moving forward. You will hear more from us (myself, John, or someone on my staff) in the next week or so.

Thanks again,

David C. Tobelman | Director of Technical Operations and Planning
UNC Charlotte | 310D Cone Center
9201 University City Boulevard | Charlotte, NC 28223
Phone: [704-687-5845](tel:704-687-5845)
dtobelma@uncc.edu

On Thu, Aug 1, 2019 at 3:28 PM Heather Harer <hharer@socialsentinel.com> wrote:

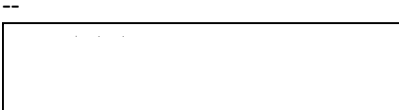
Hi David,

I noticed you sent in a request for me to contact you. I am looking forward to speaking with you and wanted to include John Bogdan for consistency, as we have had several meetings. Currently, we do not have that, however I will mention that with our internal team. As of now, while you will need a unique username and password for the Social Sentinel platform, if you are active in the platform, even once every 7 days, a user won't need to input or even remember their credentials as they'll be able to just auto log right in.

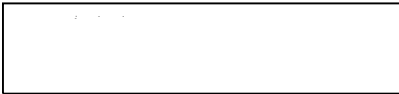
Please feel free to contact me at _____ with any questions.



Heather Harer
Vice President, Business Development/Educational Partnerships



Heather Harer
Vice President, Business Development/Educational Partnerships



From: Heather Harer <hharer@socialsentinel.com>
Sent: Thursday, August 1, 2019 3:24 PM
To: John Bogdan
Subject: Social Sentinel, Inc.

Hi John,

It was great to catch up with you today. I appreciate you sharing with me your intentions of how Social Sentinel can partner with you to support your campus safety needs at the University of North Carolina - Charlotte.

I understand your meeting next week will give a better idea of timing. I look forward to hearing from you to discuss how we move forward.

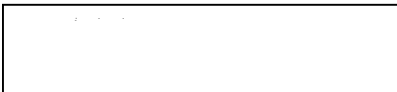
Also, I just wanted to mention I had a request for information today from David Tobelma from UNCC. I'll respond be happy to respond back directly to him.

Have a wonderful weekend.

Heather



Heather Harer
Vice President, Business Development/Educational Partnerships



idadio@uncc.edu

From: noreply@salesforce.com on behalf of Social Sentinel, Inc. <sales@socialsentinel.com>
Sent: Thursday, August 1, 2019 1:05 PM
To: dtobelma@uncc.edu
Subject: Social Sentinel, Inc.: Thank you for your inquiry

Dear David Tobelman,

Thank you for your interest in Social Sentinel, Inc.. We will be contacting you shortly.

Sincerely, The Team at Social Sentinel, Inc.

From: bjarsocr@uncc.edu on behalf of John Bogdan <jbogdan1@uncc.edu>
Sent: Wednesday, July 31, 2019 4:11 PM
To: Heather Harer
Subject: Re: Social Sentinel, Inc.

The best number is 704.687.8454.

Thanks and have a great evening!

On Wed, Jul 31, 2019 at 3:45 PM Heather Harer <hharer@socialsentinel.com> wrote:

Yes, I will. Thank you..best number to call?

Thank you again.

Heather

On Wed, Jul 31, 2019 at 3:44 PM John Bogdan <jbogdan1@uncc.edu> wrote:

Sounds good. Do you want to call him?

On Wed, Jul 31, 2019 at 3:32 PM Heather Harer <hharer@socialsentinel.com> wrote:

Thanks Bronwyn,

Thank you, tomorrow works for me. Let's do Noon.

Heather

On Wed, Jul 31, 2019 at 3:21 PM John Bogdan <jbogdan1@uncc.edu> wrote:

Hi Heather.

This is Bronwyn. John was out of the office yesterday and has been busy today. He can talk tomorrow, Thursday 1 Aug, around noon or after 2. Let me know what works for you and I can get you on his schedule.

Thank you.

Bronwyn

On Tue, Jul 30, 2019 at 10:28 AM Heather Harer <hharer@socialsentinel.com> wrote:

Hi John,

I hope you are well. I wanted to follow with our call last week, can we can jump on a call today if you're available.

Thanks,

Heather

On Fri, Jul 26, 2019 at 6:29 AM John Bogdan <jbogdan1@uncc.edu> wrote:

Thanks Heather

jb

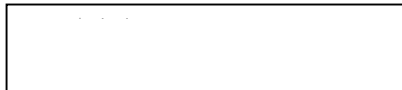
On Thu, Jul 25, 2019 at 10:25 PM Heather Harer <hharer@socialsentinel.com> wrote:

Hi John,

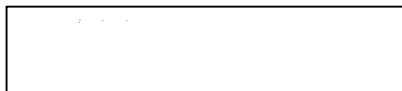
It was good to chat with you on Monday. I have looked into the other two State schools that have purchased Social Sentinel. I have found that that they both purchased it directly, not utilizing the national contract. I hope this is helpful for you. Please let me know if you have any question.

I'm looking forward to hearing from you.

Heather



Heather Harer
Vice President, Business Development/Educational Partnerships

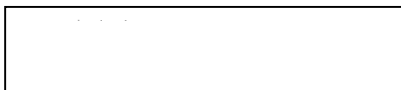


On Tue, Jul 9, 2019 at 1:26 PM John Bogdan <jbogdan1@uncc.edu> wrote:
any time between 10:30 and 1:30

jb

On Tue, Jul 9, 2019 at 12:22 PM Heather Harer <hharer@socialsentinel.com> wrote:
Sounds good what time works for you?

Heather



Heather Harer
Vice President, Business Development/Educational Partnerships



On Mon, Jul 8, 2019 at 4:14 PM John Bogdan <jbogdan1@uncc.edu> wrote:
Heather

Unfortunately, not on the 19th. How about Monday the 22d?

jb

On Mon, Jul 8, 2019 at 3:39 PM Heather Harer <hharer@socialsentinel.com> wrote:

John,

I'm going to be out of the Country 15-19, back about 12:30 on Friday. Can you do 2:00 on the 19th? I will be forwarding your proposal that we discussed within 30 minutes.

Thanks,
Heather

Heather

On Tue, Jul 2, 2019 at 12:41 PM John Bogdan <jbogdan1@uncc.edu> wrote:

Heather

Based on schedules and availability - I think we'll need to shoot for the following week 15-19 July. I have time after 12:00 on 16 July and after 2:00 on 17-18 July

let me know what works.

Happy 4th!

jb

On Mon, Jul 1, 2019 at 5:03 PM Heather Harer <hharer@socialsentinel.com> wrote:

Hi John and Chris,

Thank you both for spending time with Blair and I last Friday. Chris, I hope your trip to Maine went well, I'm headed there on Wednesday.

I am including our Product Overview Brochure and Florida State University's Client Profile, authored by Chief David Perry for your review.

Also, I am going to produce a proposal that will include our Social Media Scanning and ShareIt. As you know, if you decide down the road to add on Gmail Integrations, we can do that as well.

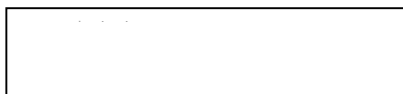
We will also send along references that you may contact. As we discussed, we can provide you with a purchasing vehicle through our Omnia Partnership Contract number for ease.

<https://www.omniapartners.com/publicsector/contract/supplier-contracts/social-sentinel>

John, does it make sense to schedule a time next week to catch up after you've had time to review all this documentation.

I look forward to our continued discussion on how we can be helpful in your proactive approach to mitigating risk, understanding language of harm through alerts and trends, and overall campus safety.

Be well,
Heather



Heather Harer
Vice President, Business Development/Educational Partnerships



--

John V Bogdan | Associate Vice Chancellor for Safety and Security
UNC Charlotte | 263 FM & PPS Building
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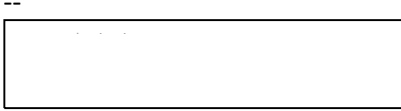


Heather Harer
Vice President, Business Development/Educational Partnerships



--

John V Bogdan | Associate Vice Chancellor for Safety and Security
UNC Charlotte | 263 FM & PPS Building
9201 University City Blvd. | Charlotte, NC 28223
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jbogdan1@uncc.edu | <http://www.uncc.edu>

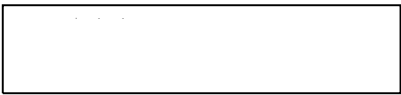


Heather Harer
Vice President, Business Development/Educational Partnerships



--

John V Bogdan | Associate Vice Chancellor for Safety and Security
UNC Charlotte | 263 FM & PPS Building
9201 University City Blvd. | Charlotte, NC 28223
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Heather Harer
Vice President, Business Development/Educational Partnerships



--

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UNC Charlotte | 263 FM & PPS Building
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

From: Google Calendar <calendar-notification@google.com>
Sent: Monday, July 22, 2019 9:30 AM
To: Chris Kicinski
Subject: Notification: Social Sentinel, Inc @ Mon Jul 22, 2019 10:30am - 11am (EDT) (cakicins@uncc.edu)

[more details »](#)

Social Sentinel, Inc

Phone number to call is 704-687 (conference room number)
John's office- 704-687-8454

Heather Harer
Vice President, Business Development/Educational Partnerships

<https://www.socialsentinel.com/>

When Mon Jul 22, 2019 10:30am – 11am Eastern Time - New York

Where Conference room ([map](#))

Calendar cakicins@uncc.edu

Who

- jbogdan1@uncc.edu - organizer
- bjarsocr@uncc.edu - creator
- cakicins@uncc.edu
- hharer@socialsentinel.com
- cgonyar@uncc.edu

Going (cakicins@uncc.edu)? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account cakicins@uncc.edu because you are subscribed for notifications on calendar cakicins@uncc.edu.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. [Learn More](#).

From: Heather Harer <hharer@socialsentinel.com>
Sent: Sunday, July 21, 2019 10:09 PM
To: Bronwyn Jarsocrak
Subject: Re: Social Sentinel, Inc.

Yes that works.

Heather

On Wed, Jul 10, 2019 at 1:51 PM Bronwyn Jarsocrak <bjarsocr@uncc.edu> wrote:
Hello Heather.

I'm John's Executive Assistant and am trying to schedule this meeting. We ran into a scheduling conflict and need to move the meeting up to 10am on July 22. Does that work for you? Once I hear from you I will send you the number to call.

Thank you and have a great afternoon.
Bronwyn

On Tue, Jul 9, 2019 at 4:18 PM Bronwyn Jarsocrak <bjarsocr@uncc.edu> wrote:
Hello Heather.

Are you available at 10am instead of 10:30?

Thank you.
Bronwyn

On Tue, Jul 9, 2019 at 1:30 PM Heather Harer <hharer@socialsentinel.com> wrote:
Let's do 10:30. That's great!! What's the best number to call you.

Heather

On Tue, Jul 9, 2019 at 1:26 PM John Bogdan <jbogdan1@uncc.edu> wrote:
any time between 10:30 and 1:30

jb

On Tue, Jul 9, 2019 at 12:22 PM Heather Harer <hharer@socialsentinel.com> wrote:
Sounds good what time works for you?
Heather

Heather Harer
Vice President, Business Development/Educational Partnerships

On Mon, Jul 8, 2019 at 4:14 PM John Bogdan <jbogdan1@uncc.edu> wrote:
Heather

Unfortunately, not on the 19th. How about Monday the 22d?

jb

On Mon, Jul 8, 2019 at 3:39 PM Heather Harer <hharer@socialsentinel.com> wrote:
John,

I'm going to be out of the Country 15-19, back about 12:30 on Friday. Can you do 2:00 on the 19th? I will be forwarding your proposal that we discussed within 30 minutes.

Thanks,
Heather

Heather

On Tue, Jul 2, 2019 at 12:41 PM John Bogdan <jbogdan1@uncc.edu> wrote:
Heather

Based on schedules and availability - I think we'll need to shoot for the following week 15-19 July. I have time after 12:00 on 16 July and after 2:00 on 17-18 July

let me know what works.

Happy 4th!

jb

On Mon, Jul 1, 2019 at 5:03 PM Heather Harer <hharer@socialsentinel.com> wrote:
Hi John and Chris,

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I am including our Product Overview Brochure and Florida State University's Client Profile, authored by Chief David Perry for your review.

Also, I am going to produce a proposal that will include our Social Media Scanning and ShareIt. As you know, if you decide down the road to add on Gmail Integrations, we can do that as well.

We will also send along references that you may contact. As we discussed, we can provide you with a purchasing vehicle through our Omnia Partnership Contract number for ease.

<https://www.omniapartners.com/publicsector/contract/supplier-contracts/social-sentinel>

John, does it make sense to schedule a time next week to catch up after you've had time to review all this documentation.

I look forward to our continued discussion on how we can be helpful in your proactive approach to mitigating risk, understanding language of harm through alerts and trends, and overall campus safety.

Be well,
Heather

Heather Harer
Vice President, Business Development/Educational Partnerships

--

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9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

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Heather Harer
Vice President, Business Development/Educational Partnerships

--

Bronwyn Jarsocrak | Executive Assistant

UNC Charlotte | Safety & Security | FM & Police Building

9201 University City Blvd. | Charlotte, NC 28223

Phone: 704-687- | Fax: 704-687-0901

bjarsocr@uncc.edu | <http://safetyandsecurity.uncc.edu>

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Bronwyn Jarsocrak | Executive Assistant

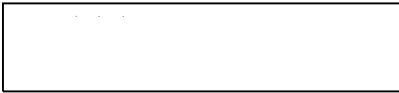
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--



Heather Harer

Vice President, Business Development/Educational Partnerships



From: John Bogdan <jbogdan1@uncc.edu>
Sent: Monday, July 15, 2019 3:51 PM
To: Chris Kicinski
Subject: Fwd: Social Sentinel, Inc.

----- Forwarded message -----

From: **Heather Harer** <hharer@socialsentinel.com>
Date: Mon, Jul 1, 2019 at 5:03 PM
Subject: Social Sentinel, Inc.
To: <jbogdan1@uncc.edu>, Blair Stephenson <bstephenson@socialsentinel.com>

Hi John and Chris,

Thank you both for spending time with Blair and I last Friday. Chris, I hope your trip to Maine went well, I'm headed there on Wednesday.

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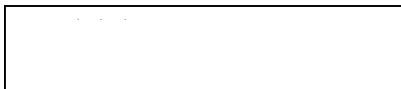
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Be well,
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Heather Harer
Vice President, Business Development/Educational Partnerships



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Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

idadio@uncc.edu

From: Heather Harer <hharer@socialsentinel.com>
Sent: Tuesday, July 9, 2019 5:36 PM
To: John Bogdan
Subject: Social Sentinel, Inc.

Follow Up Flag: Follow up
Flag Status: Flagged

Hi John,

As we discussed, here are the references and the Order Form for your review. I look forward to speaking with you on the 22nd at 10AM. Please feel free to contact me with any questions.

East Carolina University
Jon Barnwell
Chief of Police
barnwellj17@ecu.edu

Wake Forest University
Chauncey Bowers
Emergency Services Manager

(Office)
bowersc@wfu.edu

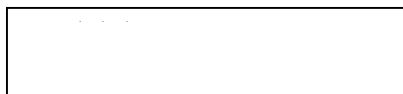
Duke University:

LTC Sara-Jane Raines

Assistant Chief

sarajane.raines@duke.edu

Be well,
Heather



Heather Harer
Vice President, Business Development/Educational Partnerships



From: Heather Harer <hharer@socialsentinel.com>
Sent: Tuesday, July 9, 2019 1:30 PM
To: John Bogdan
Cc: Blair Stephenson; Bronwyn Jarsocrak; Christopher Gonyar
Subject: Re: Social Sentinel, Inc.

Let's do 10:30. That's great!! What's the best number to call you.

Heather

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Heather Harer
Vice President, Business Development/Educational Partnerships



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Heather

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Heather

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let me know what works.

Happy 4th!

jb

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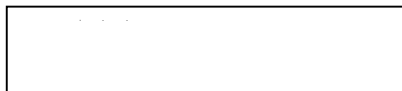
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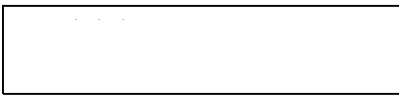
Heather Harer
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Heather Harer
Vice President, Business Development/Educational Partnerships



idadio@uncc.edu

From: John Bogdan <jbogdan1@uncc.edu>
Sent: Monday, July 8, 2019 4:18 PM
To: Jeffrey Baker; Sarah Smyre
Subject: Fwd: Social Sentinel, Inc.

Here's the Social Sentinel information that Heather promised.

jb

----- Forwarded message -----

From: John Bogdan <jbogdan1@uncc.edu>
Date: Tue, Jul 2, 2019 at 12:42 PM
Subject: Fwd: Social Sentinel, Inc.
To: Christopher Gonyar <cgonyar@uncc.edu>

----- Forwarded message -----

From: Heather Harer <hharer@socialsentinel.com>
Date: Mon, Jul 1, 2019 at 5:03 PM
Subject: Social Sentinel, Inc.
To: <jbogdan1@uncc.edu>, Blair Stephenson <bstephenson@socialsentinel.com>

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From: John Bogdan <jbogdan1@uncc.edu>
Sent: Monday, July 8, 2019 4:14 PM
To: Heather Harer
Cc: Blair Stephenson; Bronwyn Jarsocrak; Christopher Gonyar
Subject: Re: Social Sentinel, Inc.

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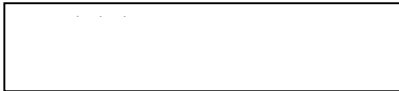
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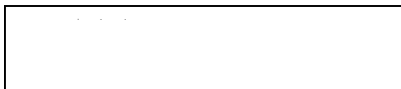
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From: John Bogdan <jbogdan1@uncc.edu>
Sent: Tuesday, July 2, 2019 12:42 PM
To: Heather Harer; Christopher Gonyar; Bronwyn Jarsocrak
Cc: Blair Stephenson
Subject: Re: Social Sentinel, Inc.

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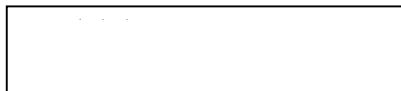
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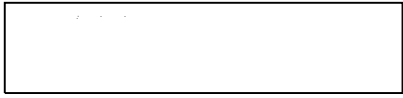
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From: Heather Harer <hharer@socialsentinel.com>
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To: jbogdan1@uncc.edu; Blair Stephenson
Subject: Social Sentinel, Inc.

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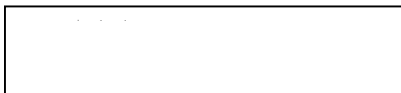
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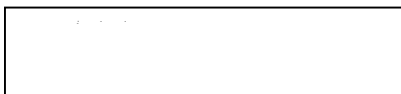
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Vice President, Business Development/Educational Partnerships



From: John Bogdan <jbogdan1@uncc.edu>
Sent: Monday, June 17, 2019 9:39 AM
To: Alesha Odell
Cc: Blair Stephenson; Christopher Gonyar
Subject: Re: Conference Follow Up- Social Sentinel/UNCC

Alesha

Something has come up and I wont be able to attend this week.

Can we reschedule for next week?

thanks

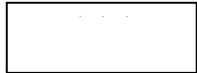
jb

On Mon, Jun 10, 2019 at 10:05 AM Alesha Odell <aodell@socialsentinel.com> wrote:

Perfect, I'll send over the calendar invite now. Please feel free to invite any colleagues from campus safety, emergency management, risk management, dean of students, counseling/wellness that you think would benefit from exploring the work we're doing around proactive safety and wellness insights and awareness in the digital space.

See you then!

Alesha



Alesha Odell | Regional Sales Director
(mobile)

www.socialsentinel.com

Check us out in the news! [CNN](#), [CBS This Morning](#), [NPR](#), [Fox Business](#)

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On Fri, Jun 7, 2019 at 2:04 PM John Bogdan <jbogdan1@uncc.edu> wrote:

11 is fine with me.

We are in the PPS building, 9151 Cameron Blvd

jb

On Thu, Jun 6, 2019 at 4:57 PM Alesha Odell <aodell@socialsentinel.com> wrote:

Great, it looks like June 21 will work best for us. How does 11am sound?

Let me know where on campus we should plan to meet you and any special instructions for parking. I'll send a calendar invite over to hold the spot for us once I hear back.

Look forward to seeing you all then!

Alesha



Alesha Odell | Regional Sales Director
(mobile)

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On Thu, Jun 6, 2019 at 4:23 PM John Bogdan <jbogdan1@uncc.edu> wrote:

Alesha

I have time on either 14 or 21 June

Thanks

jb

On Mon, Jun 3, 2019 at 9:24 AM Alesha Odell <aodell@socialsentinel.com> wrote:

John and Chris,

It was great to meet you and your team at the conference last week. I hope you enjoyed the rest of your time in Asheville and made it back to Charlotte safely!

As we discussed, Blair (our Director of Account Management based in Charlotte) and myself would love the opportunity to get on campus with you all this month to share more about the impactful work [Social Sentinel](#) is doing with other UNC schools to help them take a more proactive approach to safety and wellness related issues that surface in the digital space.

Let me know a few dates and times over these next few weeks that could work for your team and Blair and I will be sure to get something on the calendar. We look forward to continuing the conversation and thank you for the opportunity!

For some additional background- see below my signature for some national news stories we've been featured in and I'm also highlighting a [local news story out of KY](#) where a K12 district we're working with had 2 life-saving alerts they acted on within a few months of partnering with us.

Best,
Alesha



Alesha Odell | Regional Sales Director
(mobile)

www.socialsentinel.com

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From: John Bogdan <jbogdan1@uncc.edu>
Sent: Friday, June 7, 2019 2:05 PM
To: Alesha Odell
Cc: Blair Stephenson; Gary Margolis; Christopher Gonyar
Subject: Re: Conference Follow Up- Social Sentinel/UNCC

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jb

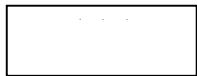
On Thu, Jun 6, 2019 at 4:57 PM Alesha Odell <aodell@socialsentinel.com> wrote:

Great, it looks like June 21 will work best for us. How does 11am sound?

Let me know where on campus we should plan to meet you and any special instructions for parking. I'll send a calendar invite over to hold the spot for us once I hear back.

Look forward to seeing you all then!

Alesha



Alesha Odell | Regional Sales Director
(mobile)

www.socialsentinel.com

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--

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On Thu, Jun 6, 2019 at 4:23 PM John Bogdan <jbogdan1@uncc.edu> wrote:

Alesha

I have time on either 14 or 21 June

Thanks

jb

On Mon, Jun 3, 2019 at 9:24 AM Alesha Odell <aodell@socialsentinel.com> wrote:

John and Chris,

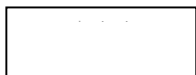
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Let me know a few dates and times over these next few weeks that could work for your team and Blair and I will be sure to get something on the calendar. We look forward to continuing the conversation and thank you for the opportunity!

For some additional background- see below my signature for some national news stories we've been featured in and I'm also highlighting a [local news story out of KY](#) where a K12 district we're working with had 2 life-saving alerts they acted on within a few months of partnering with us.

Best,
Alesha



Alesha Odell | Regional Sales Director
(mobile)

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--
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--
John V Bogdan | Associate Vice Chancellor for Safety and Security
UNC Charlotte | 263 FM & PPS Building
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

--
John V Bogdan | Associate Vice Chancellor for Safety and Security
UNC Charlotte | 263 FM & PPS Building
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

From: Alesha Odell <aodell@socialsentinel.com>
Sent: Thursday, June 6, 2019 4:58 PM
To: John Bogdan
Cc: Blair Stephenson; Gary Margolis; cgonyar@uncc.edu
Subject: Re: Conference Follow Up- Social Sentinel/UNCC

Great, it looks like June 21 will work best for us. How does 11am sound?

Let me know where on campus we should plan to meet you and any special instructions for parking. I'll send a calendar invite over to hold the spot for us once I hear back.

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Alesha



Alesha Odell | Regional Sales Director
(mobile)

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Alesha



Alesha Odell | Regional Sales Director
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jbogdan1@uncc.edu | <http://www.uncc.edu>

From: John Bogdan <jbogdan1@uncc.edu>
Sent: Thursday, June 6, 2019 4:23 PM
To: Alesha Odell
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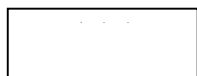
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Alesha Odell | Regional Sales Director
(mobile)

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|
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UNC Charlotte | 263 FM & PPS Building
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-8454 | cell:
jbogdan1@uncc.edu | <http://www.uncc.edu>

idadio@uncc.edu

From: Christopher Gonyar <cgonyar@uncc.edu>
Sent: Thursday, May 30, 2019 6:34 PM
To: Dr. Gary J. Margolis
Subject: Re: Here is my contact info

You too!! Always love to chat with a fellow Vermonter!!

Chris

Sent from my iPhone

On May 30, 2019, at 5:28 PM, Dr. Gary J. Margolis <no-reply-content@evernote.com> wrote:

It was nice meeting you. Here is my contact info.

<0a1b040ec06ca593f5f7bcc3eb6796f0.jpeg>

Gary Margolis
Founder & CEO
Social Sentinel, Inc.

Phone

1

Email

gmargolis@socialsentinel.com

Twitter

[@garyjmargolis](https://twitter.com/garyjmargolis)

[@socialsentinel](https://twitter.com/socialsentinel)

Address

128 Lakeside Avenue, Suite 302
Burlington Vermont 05401-4939

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<d3328960b214f2127066555faf9c32aa.jpeg>

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<Gary Margolis.vcf>

idadio@uncc.edu

From: unccio-bounces@lists.northcarolina.edu on behalf of Murray, Derrick via unccio
<unccio@lists.northcarolina.edu>
Sent: Thursday, May 30, 2019 6:17 PM
To: UNCCIO@northcarolina.edu
Subject: RE: Social Network Scanning

We are approached by Social Sentinel through our Police and Public Safety and Marketing departments. We saw a quick demo on it. There seems to be a mild interest but no one is pushing....yet.

--DTM

From: unccio-bounces@lists.northcarolina.edu <unccio-bounces@lists.northcarolina.edu> **On Behalf Of** Kraus, Leah via unccio
Sent: Thursday, May 30, 2019 11:44 AM
To: UNCCIO@northcarolina.edu
Subject: [EXTERNAL] Social Network Scanning

Good morning

Are any of you, your Student Affairs or Marketing areas using social network scanning tools like Social Sentinel <https://www.socialsentinel.com/>?
Our Student Affairs VC is interested, and I'd like to hear your feedback.

THANKS
Leah

Leah Kraus
Chief Information Officer
1801 Fayetteville Street
Durham, North Carolina 27707
voice
919.530-7649 fax

From: Dr. Gary J. Margolis <no-reply-content@evernote.com>
Sent: Thursday, May 30, 2019 5:28 PM
To: cgonyar@uncc.edu
Subject: Here is my contact info

It was nice meeting you. Here is my contact info.



Gary Margolis
Founder & CEO
Social Sentinel, Inc.

Phone

Email

gmargolis@socialsentinel.com

Twitter

@garyjmargolis

@socialsentinel

Address

128 Lakeside Avenue, Suite 302
Burlington Vermont 05401-4939

Facebook

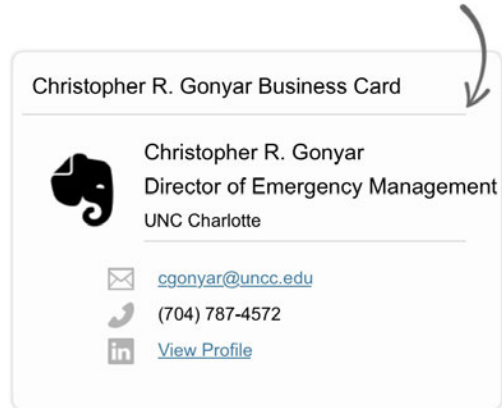
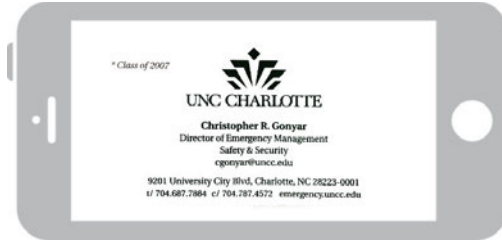
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[View Profile](#)

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idadio@uncc.edu

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THANKS

Leah

Leah Kraus
Chief Information Officer
1801 Fayetteville Street
Durham, North Carolina 27707
voice
919.530-7649 fax

idadio@uncc.edu

From: Jeffrey Baker <Jeff.Baker@uncc.edu>
Sent: Friday, May 24, 2019 11:06 AM
To: aodell@socialsentinel.com
Subject: Vacation Re: Social Sentinel Dinner Invitation for UNC Conference

On a vacation day 5/24/19 and 5/27/19. I can be reached at
or email at Jeff.Baker@uncc.edu. Deputy Chief Josh Huffman is available on campus and can be reached
at 704-687-8466.

Emergencies on campus call 704-687-2200, off-campus 911. Remember to download the official UNC Charlotte Safety
App. LiveSafe.

GO NINERS!

--

Jeffrey A Baker | Chief of Police
UNC Charlotte Police & Public Safety | Division of Risk Management, Safety & Security
9201 University City Blvd.
Charlotte, NC 28223-0001
704-687-8300
Jeff.Baker@uncc.edu <jbaker88@uncc.edu>

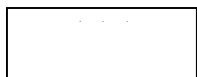
From: Alesha Odell <aodell@socialsentinel.com>
Sent: Friday, May 24, 2019 11:05 AM
To: Jeffrey Baker
Subject: Re: Social Sentinel Dinner Invitation for UNC Conference

Hi Chief Baker,

I wanted to follow up to confirm that you received the invitation for the dinner we'll be hosting at the UNC Safety and Security conference next week. Let us know if we can count you and any of your colleagues in for the dinner- we need to have a final headcount to the restaurant by Monday, 5/27.

We hope to see you all at the conference and to share a delicious meal with you that Thursday evening.

Best,
Alesha



Alesha Odell | Regional Sales Director
(mobile)

www.socialsentinel.com

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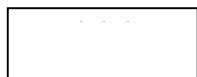
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On Wed, May 22, 2019 at 9:39 AM Alesha Odell <aodell@socialsentinel.com> wrote:
Chief Baker,

Good morning! You and another one of your colleagues are invited to join us for dinner on Thursday, May 30 after the first day of the UNC Safety and Security wraps ups (see invite below for more details). This is dinner is a thank you to both our partner schools and prospective partner schools for their interest and support in the work that we're doing to help make campuses safer.

Please let us know **by 5/24** if you'll be attending and how many will be in your party. If you're not attending the conference, please feel free to forward this invitation to other colleagues who will be in attendance. We hope you can join us!



Alesha Odell | Regional Sales Director

(mobile)

www.socialsentinel.com

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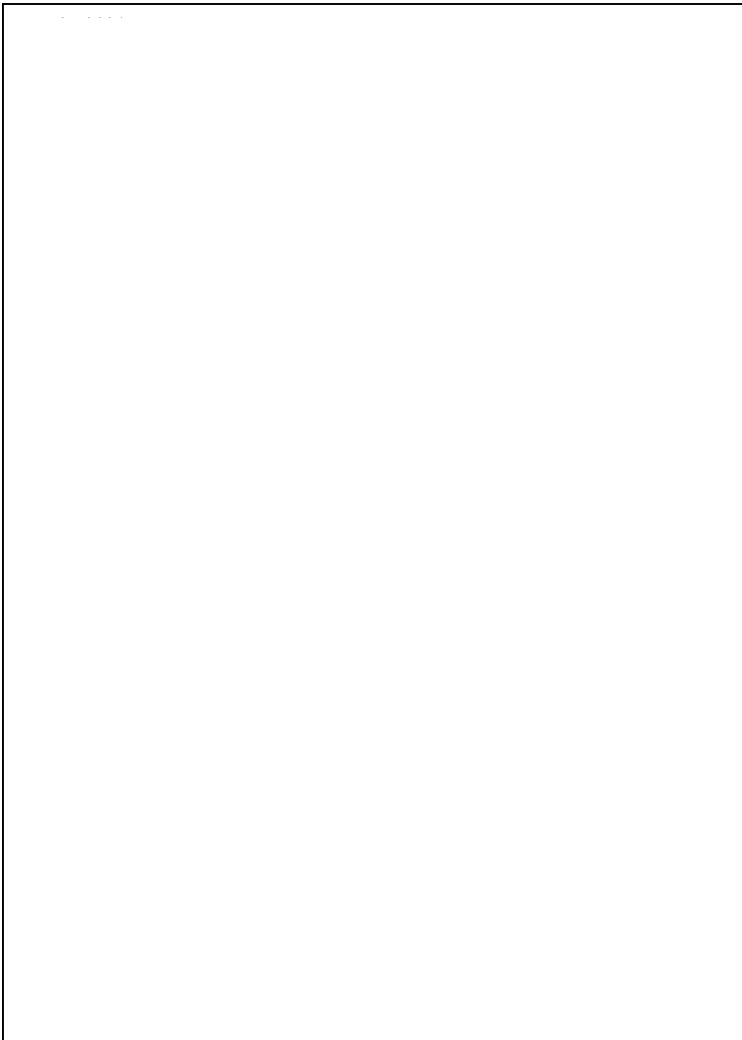
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From: Alesha Odell <aodell@socialsentinel.com>
Sent: Wednesday, May 22, 2019 9:39 AM
To: Jeffrey Baker
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Alesha Odell | Regional Sales Director
(mobile)

www.socialsentinel.com

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From: Alesha Odell <aodell@socialsentinel.com>
Sent: Monday, April 22, 2019 10:09 AM
To: Jeffrey Baker
Subject: Re: On-Site Visit Week of April 22

Hi Chief Baker,

Should I assume that this is something you're not interested in discussing or have things just been too busy to get back to me? I still have availability to get on campus tomorrow or Thursday if it works with your schedule. Otherwise, I'm happy to look at some other dates leading up to the UNC system conference at the end of May. Will you and some of your team be attending that in Asheville?

Alesha Odell
Regional Sales Director
m:

e: aodell@socialsentinel.com



Check us out in the news! [CNN](#), [CBS This Morning](#), [NPR](#), [Fox Business](#)

On Tue, Apr 16, 2019 at 10:50 AM Alesha Odell <aodell@socialsentinel.com> wrote:
Hi Chief Baker,

I just tried to follow up with a quick phone call, but I missed you. Was there an opportunity to get on campus with you on April 23 or 25?

I know you're busy and don't want to take up too much of your time; however, I'm very passionate about both the work we're doing and the impact it's having within the UNC system and other campuses across the country, and think it will be worth your time to discuss briefly!

Thanks,
Alesha

Alesha Odell
Regional Sales Director
m:

e: aodell@socialsentinel.com



Check us out in the news! [CNN](#), [CBS This Morning](#), [NPR](#), [Fox Business](#)

On Thu, Apr 11, 2019 at 12:46 PM Alesha Odell <aodell@socialsentinel.com> wrote:

Hi Chief Baker,

I wanted to follow up from the email I sent WAY back in January to see if there was an opportunity for me to get on campus with you the week of April 22? I'll be in Charlotte April 23-25 and have availability on the **23rd and 25th** to meet.

We're currently working with **ECU, NC A&T, and Chapel Hill** within the UNC System and also work with **Wake Forest and Duke**. **UNC-Asheville** will be coming on board with us for July 1 and we'll be on their campus attending the **UNC System Safety and Security Conference** in late May as well.

Just to refresh- we've created a fully automated, artificial intelligence driven technology that works on your behalf, 24/7, to find potential threats and social-emotional wellness indicators across various public platforms online (Facebook, Twitter, Reddit, Instagram, YouTube, etc.) so you can intervene **before** something happens. [Social Sentinel](#) goes beyond just alerts, to give you insights into the overall climate of your campus from a safety and mental health perspective too.

Do you have availability on either April 23 or 25 for me to get on campus and meet with you?

I'll follow up with a call early next week to see if either of these dates will work. Also, below my signature are links to several national news stories we've been featured in for you review.

Best,
Alesha

Alesha Odell
Regional Sales Director
m:

e: aodell@socialsentinel.com



Check us out in the news! [CNN](#), [CBS This Morning](#), [NPR](#), [Fox Business](#)

On Fri, Jan 11, 2019 at 1:21 PM Alesha Odell <aodell@socialsentinel.com> wrote:

Hi Chief Baker,

I worked closely with Patrick Madsen and his Career Services team during my time at a company called Symplicity last year, but have recently transitioned over to Social Sentinel.

As you shape your FY20 campus safety strategy and budget, I'd like to make you aware of our education safety-focused, social media threat alert service for consideration as part of your proactive safety strategy.

In short, the Social Sentinel Service is a unique, 24/7 automated software that scans public social media (and other digital sources) for threats and warning signs then sends alerts via text and email upon posting to assigned personnel for assessment and action, if necessary. For the overall administration, it serves as a

risk mitigation policy by giving them the proactive and preventative opportunity to mitigate campus safety risks and wellness concerns.

For further insight into what we do, I've attached a case study on our client FSU and below is a link to the November 17th **CBS This Morning** feature story on Social Sentinel.

[CBS This Morning – “Can scanning social media prevent a school shooting?”](#)

My role is to continue to build out our presence with colleges in NC and increase awareness. I would greatly appreciate the opportunity to discuss how we do what we do and share peer experiences. Can we schedule a 15 minute call for a brief Executive Overview?

Thank you.

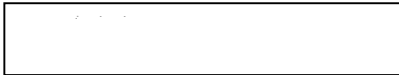
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Alesha Odell

Regional Sales Director

m:

e: aodell@socialsentinel.com

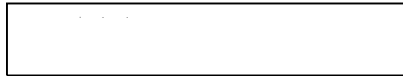


From: Alesha Odell <aodell@socialsentinel.com>
Sent: Tuesday, April 16, 2019 4:26 PM
To: Connie Rampey
Subject: Re: On-Campus Visit Week of April 22

Thanks for the update and I appreciate your help!

Take Care,
Alesha

Alesha Odell
Regional Sales Director
m:
e: aodell@socialsentinel.com



Check us out in the news! [CNN](#), [CBS This Morning](#), [NPR](#), [Fox Business](#)

On Tue, Apr 16, 2019 at 3:10 PM Connie Rampey <carampey@uncc.edu> wrote:

Dear Alesha,

I did speak with Dr. Bailey about your product as well as meeting with him next week. He is not interested.

Thank you for thinking of us.

Sincerely,

Connie

Connie A. Rampey | Executive Assistant to the Vice Chancellor for Student Affairs
UNC Charlotte | Student Affairs

9201 University City Blvd. | Charlotte, NC 28223
Phone: [704-687-0350](tel:704-687-0350) | Fax: [704-687-2616](tel:704-687-2616)
carampey@uncc.edu | <http://www.uncc.edu>

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From: Alesha Odell <aodell@socialsentinel.com>
Sent: Tuesday, April 16, 2019 11:23 AM
To: carampey@uncc.edu
Subject: Re: On-Campus Visit Week of April 22

Hi Connie,

See below for the email I sent over to Dr. Bailey last Thursday. I sent a similar email over to Chief Baker as well. If next week won't work, I'm happy to look at some weeks in May as well since I'm just up the road in Asheville.

Thanks!

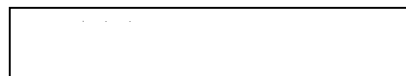
Alesha

Alesha Odell

Regional Sales Director

m:

e: aodell@socialsentinel.com



Check us out in the news! [CNN](#), [CBS This Morning](#), [NPR](#), [Fox Business](#)

On Thu, Apr 11, 2019 at 12:52 PM Alesha Odell <aodell@socialsentinel.com> wrote:

Dr. Bailey,

Good morning! I wanted to reach out because my company, [Social Sentinel](#), works closely with some of your peers at other universities in North Carolina including **ECU, NC A&T, Chapel Hill, Duke, and Wake Forest**. UNC-Asheville will be coming on board in June and we'll be attending the UNC System Safety and Security Conference on their campus in late May as well!

The need for greater awareness of at-risk students on campuses coupled with the pervasive amount of "leakage" seen in the digital space after safety & wellness related events occur, is why Social Sentinel exists. We've created a fully automated, artificial intelligence driven technology that works on your behalf 24/7 to find potential threats and social-emotional wellness indicators across various public platforms online (Facebook, Twitter, Reddit, Instagram, YouTube, etc.) so you can intervene **before** something happens. Our solution goes beyond just alerts though, to give you insights into the overall climate of your campus from a safety and mental health perspective too.

I would love the opportunity to share more about the impactful work we're doing at over 3500 schools across 36 states. I'll be in Charlotte April 23-25 and have availability on the 23rd and 25th to get on campus with you. Would either of those days work for you?

I'll follow up with a phone call early next week to see if either of those days would work. We've been featured in several national news stories and links to those are below my signature for your review.

Best,

Alesha

Alesha Odell

Regional Sales Director

m:

e: aodell@socialsentinel.com



Check us out in the news! [CNN](#), [CBS This Morning](#), [NPR](#), [Fox Business](#)

From: Kevin Bailey <baileyk@uncc.edu>
Sent: Tuesday, April 16, 2019 2:22 PM
To: Connie Rampey
Subject: Re: On-Campus Visit Week of April 22

No

Sent from my iPhone. Please excuse any typos.

On Apr 16, 2019, at 1:49 PM, Connie Rampey <carampey@uncc.edu> wrote:

Is this something that you might be interested in?

She plans on being in Charlotte next week. However, you have no availability.

Thanks

Sincerely,

Connie

Connie A. Rampey | Executive Assistant to the Vice Chancellor for Student Affairs
UNC Charlotte | Student Affairs
9201 University City Blvd. | Charlotte, NC 28223
Phone: [704-687-0350](tel:704-687-0350) | Fax: [704-687-2616](tel:704-687-2616)
carampey@uncc.edu | <http://www.uncc.edu>

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I'll follow up with a phone call early next week to see if either of those days would work. We've been featured in several national news stories and links to those are below my signature for your review.

Best,
Alesha

Alesha Odell
Regional Sales Director

m:

e: aodell@socialsentinel.com



Check us out in the news! [CNN](#), [CBS This Morning](#), [NPR](#), [Fox Business](#)

From: Alesha Odell <aodell@socialsentinel.com>
Sent: Thursday, April 11, 2019 1:12 PM
To: Patrick Madsen
Subject: Re: Social Sentinel Info

Ok, thanks for the quick response!

Alesha Odell
Regional Sales Director
m:
e: aodell@socialsentinel.com



Check us out in the news! [CNN](#), [CBS This Morning](#), [NPR](#), [Fox Business](#)

On Thu, Apr 11, 2019 at 12:40 PM Patrick Madsen <pmadsen@uncc.edu> wrote:
Hi Alesha!

I have not since I sent information.
Patrick

Dr. Patrick Madsen | Director
UNC Charlotte | University Career Center | 150 Atkins
9201 University City Blvd | Charlotte, NC 28223-0001
Phone: [704-687-0795](tel:704-687-0795) | Direct: [704-687-0784](tel:704-687-0784)
pmadsen@uncc.edu | career.uncc.edu

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On Thu, Apr 11, 2019 at 12:38 PM Alesha Odell <aodell@socialsentinel.com> wrote:
Hi Patrick,

Hope all's well your way. I know this was a while ago, but was curious if you ever heard anything either from Chief Baker or Dr. Bailey? I was about to reach out to them regarding a UNC System Safety and Security conference I'll be attending in May, but figured I'd check in with you first.

Thanks!

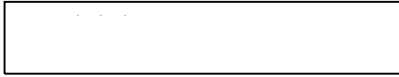
Alesha

Alesha Odell

Regional Sales Director

m:

e: aodell@socialsentinel.com



Check us out in the news! [CNN](#), [CBS This Morning](#), [NPR](#), [Fox Business](#)

On Thu, Jan 24, 2019 at 10:27 AM Patrick Madsen <pmadsen@uncc.edu> wrote:

Thanks so much!

Dr. Patrick Madsen | Director
UNC Charlotte | University Career Center | 150 Atkins
9201 University City Blvd | Charlotte, NC 28223-0001
Phone: [704-687-0795](tel:704-687-0795) | Direct: [704-687-0784](tel:704-687-0784)
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I've attached a case study on FSU, a [link to a recent article](#) on the work we're doing, and a [CBS This Morning](#) segment that features us too. Hopefully this information combined with my summary above will be a good start for Dr. Bailey!

Thanks again and hopefully I'll have a reason to be back on campus before too long.

Best,

--

Alesha Odell

Regional Sales Director

m:

e: aodell@socialsentinel.com



From: Alesha Odell <aodell@socialsentinel.com>
Sent: Thursday, April 11, 2019 12:52 PM
To: Kevin Bailey
Subject: On-Campus Visit Week of April 22

Dr. Bailey,

Good morning! I wanted to reach out because my company, [Social Sentinel](#), works closely with some of your peers at other universities in North Carolina including **ECU, NC A&T, Chapel Hill, Duke, and Wake Forest**. UNC-Asheville will be coming on board in June and we'll be attending the UNC System Safety and Security Conference on their campus in late May as well!

The need for greater awareness of at-risk students on campuses coupled with the pervasive amount of "leakage" seen in the digital space after safety & wellness related events occur, is why Social Sentinel exists. We've created a fully automated, artificial intelligence driven technology that works on your behalf 24/7 to find potential threats and social-emotional wellness indicators across various public platforms online (Facebook, Twitter, Reddit, Instagram, YouTube, etc.) so you can intervene *before* something happens. Our solution goes beyond just alerts though, to give you insights into the overall climate of your campus from a safety and mental health perspective too.

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Best,
Alesha

Alesha Odell
Regional Sales Director
m:
e: aodell@socialsentinel.com



Check us out in the news! [CNN](#), [CBS This Morning](#), [NPR](#), [Fox Business](#)

From: Heather Hummer <hlhummer@northcarolina.edu>
Sent: Wednesday, April 10, 2019 11:45 AM
To: Jeffrey Baker; David Weldon (dweldon@unca.edu); John W Chancey
Subject: FW: University of North Carolina System Safety and Security Conference
Attachments: RE: Exhibitor Opportunity UNC System Safety and Security Conference

Follow Up Flag: Follow up
Flag Status: Flagged

I am looping Chief Baker into this conversation.

From: Heather Hummer
Sent: Monday, April 8, 2019 9:49 AM
To: David Weldon (dweldon@unca.edu) <dweldon@unca.edu>; John W Chancey <jwchancey@northcarolina.edu>
Subject: FW: University of North Carolina System Safety and Security Conference

Good Morning David (and Wes),

Just wanted to let you know that we still haven't heard a firm commitment back from Allied Universal Services regarding their sponsorship level for the conference (Allied Universal Services was a Gold sponsor last year). I followed up with AUS back in December and again in March (via email). Should we reach out to them via phone to discuss their feedback about vendor participation and to find out if they still plan to sponsor?

Thank you,
Heather

From: Kiser, Meagan I [<mailto:KISERME15@ECU.EDU>]
Sent: Thursday, January 10, 2019 11:36 AM
To: Heather Hummer <hlhummer@northcarolina.edu>
Subject: FW: University of North Carolina System Safety and Security Conference

Hi Heather,

Per our call today, here are some names or folks (emails attached) we have reached out to from ECU. Again, ECU Chief of Police Jon Barnwell assisted with this effort and his contacts. The original email below shows the potential contacts and the two attachments are responses. No firm commitments that I read, but I'm happy to continue helping and brainstorming on this effort. I also note that one email from Jonathan Kassa notes offering some feedback about vendor participation.

Thank you for all you help and assistance,
-Meagan

Meagan I. Kiser
Associate University Attorney
East Carolina University
215 Spilman Building
Greenville, NC 27858-4353
(office)

252.328.4832 (fax)
kiserme15@ecu.edu



From: Barnwell, Jon Russell
Sent: Wednesday, December 19, 2018 10:21 AM
To: shealy@margolishealy.com; gmargolis@socialsentinel.com; Kassa, Jonathan <Jonathan.Kassa@aus.com>; Stollmeyer, John <John.Stollmeyer@aus.com>; Wright, Carolina <Carolina.Wright@aus.com>
Cc: Kiser, Meagan I <KISERME15@ECU.EDU>
Subject: University of North Carolina System Safety and Security Conference

Hey guys,

I have been asked to send the following opportunity out to the partners we collaborate with here at ECU. Please see below and consider being a part of this conference.

Thanks

Jon

The 2019 UNC System Conference Planning Committee is pleased to announce the second annual UNC System Safety and Security Conference. This year, the conference will be held on May 30-31, 2019, at the Sherrill Center located on the campus of the University of North Carolina at Asheville.

We would like take this opportunity to welcome you to sponsor and/or exhibit at our 2019 conference. We know that this opportunity will provide a valuable experience for your organization.

There is more information on the conference on the link below, as well as a form if you are interested in participating as a sponsor/exhibitor for the 2019 conference.

<https://app.smartsheet.com/b/form/eb4b24f4634c414386d96b06e3298a8a>

Thank you for your consideration, and please let me or Heather Hummer (hllummer@northcarolina.edu) know if you have any questions.

Jon R. Barnwell
Chief of Police

ECU Police Department

609 East Tenth Street Mail Stop #228 | Greenville, NC 27858-4353

Ph: 252.737.4080 | Fax: 252.328.1974 | Mobile:

<http://www.ecu.edu/police>



E-mail correspondence to and from this address is subject to the North Carolina Public Records Law and may be disclosed to third parties.

From: Lynne Sanders <slsanders@northcarolina.edu>
Sent: Wednesday, January 30, 2019 3:34 PM
To: Jeff.Baker@uncc.edu; David Weldon (dweldon@unca.edu)
Cc: Michael Davis; Heather Hummer; John W Chancey
Subject: FW: UNC System Safety and Security Conference

Jeff or David,

Please see email below from an interested sponsor for the conference. Would it be possible for you to reach out to Alesha Odell and answer her questions?

Thank you,
S. Lynne Sanders, CPA
Vice President for Compliance and Audit Services
The University of North Carolina System | Office of Compliance and Audit Services
910 Raleigh Road | Chapel Hill, NC 27514
Office: 919.962.4610 | Mobile:
Email: slsanders@northcarolina.edu
www.northcarolina.edu



From: Alesha Odell <aodell@socialsentinel.com>
Sent: Wednesday, January 30, 2019 2:28 PM
To: Lynne Sanders <slsanders@northcarolina.edu>
Subject: Re: UNC System Safety and Security Conference

Hi Lynne,

See below for the email I sent to Heather regarding sponsorship opportunities at the conference in May. If it's best for me to wait until Heather's back, no problem- but if you're able to provide some additional information on options and pricing, that would be great.

Thank you,
Alesha

On Wed, Jan 30, 2019 at 2:18 PM Alesha Odell <aodell@socialsentinel.com> wrote:

Hi Heather,

My company, Social Sentinel, is a social media threat alert and safety insight solution, and we'd be very interested in being a sponsor at the Safety and Security conference in May. We're working with several of the UNC system schools already and would love to get more exposure within the system.

What sponsorships or speaking engagements do you have available for the conference and what are the associated costs? Feel free to give me a call to discuss if that would be easier.

Thanks in advance,

--

Alesha Odell

Regional Sales Director

m:

e: aodell@socialsentinel.com



--

Alesha Odell

Regional Sales Director

m:

e: aodell@socialsentinel.com



From: Kevin Bailey <baileyk@uncc.edu>
Sent: Thursday, January 24, 2019 10:44 AM
To: Patrick Madsen
Subject: Re: Social Sentinel Info

Thanks!

Happy New Year!

On Thu, Jan 24, 2019 at 10:28 AM Patrick Madsen <pmadsen@uncc.edu> wrote:

Morning!

She connected with me first since I have known her from another vendor she previously worked. See below for content and information on their product if you and your team would be interested in exploring further.

Patrick

Dr. Patrick Madsen | Director
UNC Charlotte | University Career Center | 150 Atkins
9201 University City Blvd | Charlotte, NC 28223-0001
Phone: [704-687-0795](tel:704-687-0795) | Direct:
pmadsen@uncc.edu | career.uncc.edu

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----- Forwarded message -----

From: Alesha Odell <aodell@socialsentinel.com>
Date: Thu, Jan 24, 2019 at 10:23 AM
Subject: Social Sentinel Info
To: <pmadsen@uncc.edu>

Hi Patrick,

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Thanks again and hopefully I'll have a reason to be back on campus before too long.

Best,

--

Alesha Odell

Regional Sales Director

m:

e: aodell@socialsentinel.com



--

Kevin W. Bailey, Ph.D.
Vice Chancellor for Student Affairs
UNC Charlotte | Division of Student Affairs
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704.687.0350 | E-mail: baileyk@uncc.edu
[@unccvcsa](mailto:baileyk@uncc.edu) | <http://studentaffairs.uncc.edu>

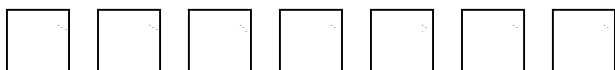
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From: Patrick Madsen <pmadsen@uncc.edu>
Sent: Thursday, January 24, 2019 10:27 AM
To: Alesha Odell
Subject: Re: Social Sentinel Info

Thanks so much!

Dr. Patrick Madsen | Director
UNC Charlotte | University Career Center | 150 Atkins
9201 University City Blvd | Charlotte, NC 28223-0001
Phone: [704-687-0795](tel:704-687-0795) | Direct: [704-687-0784](tel:704-687-0784)
pmadsen@uncc.edu | career.uncc.edu

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On Thu, Jan 24, 2019 at 10:23 AM Alesha Odell <aodell@socialsentinel.com> wrote:

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Best,

--

Alesha Odell

Regional Sales Director

m:

e: aodell@socialsentinel.com



From: Alesha Odell <aodell@socialsentinel.com>
Sent: Friday, January 11, 2019 1:22 PM
To: j baker88@uncc.edu
Subject: Campus Safety on Social Media

Hi Chief Baker,

I worked closely with Patrick Madsen and his Career Services team during my time at a company called Symplicity last year, but have recently transitioned over to Social Sentinel.

As you shape your FY20 campus safety strategy and budget, I'd like to make you aware of our education safety-focused, social media threat alert service for consideration as part of your proactive safety strategy.

In short, the Social Sentinel Service is a unique, 24/7 automated software that scans public social media (and other digital sources) for threats and warning signs then sends alerts via text and email upon posting to assigned personnel for assessment and action, if necessary. For the overall administration, it serves as a risk mitigation policy by giving them the proactive and preventative opportunity to mitigate campus safety risks and wellness concerns.

For further insight into what we do, I've attached a case study on our client FSU and below is a link to the November 17th **CBS This Morning** feature story on Social Sentinel.

[CBS This Morning – “Can scanning social media prevent a school shooting?”](#)

My role is to continue to build out our presence with colleges in NC and increase awareness. I would greatly appreciate the opportunity to discuss how we do what we do and share peer experiences. Can we schedule a 15 minute call for a brief Executive Overview?

Thank you.

--

Alesha Odell
Regional Sales Director
m:

[.com](#)



From: Mark Gigliotti <mgigliotti@socialsentinel.com>
Sent: Monday, March 12, 2018 4:34 PM
To: crdavis@uncc.edu; sstaff19@uncc.edu
Subject: Social Sentinel still here for you- Social Media Threats

Hello Christine and Sharisse,

Social Sentinel is still here for you. (you spoke with an associate of ours over a year ago). I feel for everyone with your responsibilities in times like these. As the social media footprint of recent tragic events comes to light, our work is becoming widely recognized to the point you may have seen us in the news.

We are more committed than ever to our cause of protecting schools and students. You do have an efficient, reasonable, non-political step that can be taken now to potentially help prevent the next tragedy.

Please reach out any time. I will call soon otherwise and see if we can schedule a brief update call or web demonstration. We have partnered with many of your peers since we last spoke.

<http://www.mynbc5.com/article/security-expert-talks-tech-scanning-social-media-to-help-stop-school-shootings/18214708>

<http://fox61.com/2018/02/15/school-security-expert-says-florida-school-shooting-could-have-been-prevented/>

Mark Gigliotti
Director of Marketplace Development
Social Sentinel, Inc.

<http://info.socialsentinel.com/avert>

From: Margolis Healy <margolishealy@margolishealy.com>
Sent: Thursday, August 3, 2017 11:51 AM
To: jbaker88@uncc.edu
Subject: Margolis Healy & Associates, LLC Acquired by Cozen O'Connor

Margolis Healy & Associates, LLC Acquired by Cozen O'Connor

Margolis Healy & Associates, LLC is pleased to announce we have been acquired by Philadelphia-based law firm Cozen O'Connor. This acquisition by a business subsidiary of Cozen O'Connor comes six months after Cozen O'Connor launched the country's premier Institutional Response Group led by Gina Maisto Smith and Leslie Gomez. The highly accomplished attorneys in the Institutional Response Group provide legal advice and guidance to assist institutions in preventing and responding to sexual and gender-based harassment and violence, child abuse, and other forms of interpersonal violence. Our new firm will be known as Margolis Healy and Associates, LLC.

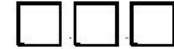
"Over the years we have worked with Gina and Leslie at multiple institutions and been impressed by their holistic approach to navigating complex institutional issues," said Steven J. Healy, CEO of Margolis Healy and Associates, LLC. "This is a partnership formed by longstanding respect and shared commitment to improving institutional responses. We are excited to officially join their team."

"I am very excited that Margolis Healy & Associates, LLC will become a part of the Cozen O'Connor family," said Gary J. Margolis. "Cozen O'Connor's IRG team shares our approach to this important work, ensuring Margolis Healy and Associates, LLC will continue to serve our clients at the highest possible level." Margolis will continue to focus on his role as CEO of Social Sentinel, Inc.

In 2013, with a grant from the U.S. Justice Department, Margolis Healy & Associates, LLC opened the National Center for Campus Public Safety. The new entity will continue the operation of this center.

We have worked tirelessly to assemble the best and brightest in the campus safety and security and regulatory compliance fields in order to provide Margolis Healy and Associates, LLC clients with outstanding service. This high-level of professionalism and breadth of experience will continue under our new partnership. Our addresses, phone numbers, and email addresses will all remain the same.

See what's happening on our social sites.



Know someone else that would be interested in our company?

SHARE THIS EMAIL

Not yet signed up to receive our informative emails?

SIGN UP

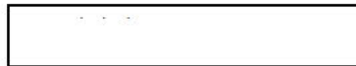
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Margolis Healy, 128 Lakeside Avenue, Suite 302, Burlington, VT 05401

[SafeUnsubscribe™ jbaker88@uncc.edu](#)

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Sent by margolishealy@margolishealy.com in collaboration with



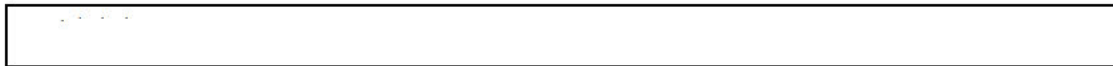
Try it free today

From: Margolis Healy <margolishealy@margolishealy.com>
Sent: Thursday, July 6, 2017 2:04 PM
To: j baker88@uncc.edu
Subject: Safe Campus Bulletin Summer 2017

Having trouble viewing this email? [Click here](#)



*Did you know that Margolis Healy has associates all over the country and internationally?
Make Margolis Healy your first choice for all campus safety and security needs.*



What's Inside:

[Officer Safety, Wellness & Resiliency Free Webinar](#)
[Regulatory Compliance Issues & Updates: Clery Fines Increased](#)
[NCCPS Institute in Denver, Sept. 26-29](#)

Dear Jeffrey,

It was wonderful seeing so many of you at the recent [International Association of Law Enforcement Administrators](#) (IAACLEA) conference in Milwaukee, June 23-26. Networking and sharing expertise has never been more important than it is now when we regularly deal with such pressing topics as sexual assault, campus protests, de-escalation techniques, visa enforcement on campus, and crisis response.



An important emerging theme is leadership through the aftermath of a tragedy, and we're happy to help in this area. On August 1, 2017 at 1 pm ET, Margolis Healy presents our free webinar, *Officer Safety, Wellness & Resiliency: A Toolkit for Police & Public Safety Officers and Their Agencies*, a critical conversation on developing tools to mitigate the debilitating effects of stress, trauma and the post traumatic stress often induced by law enforcement's response to critical incidents. We encourage you to join us and [register](#) now.



The summer is an important planning time. As you work on your Annual Security Report (ASR) and other requirements, please don't hesitate to contact us to learn more about our services or with concerns you may have specific to your institution. We are always available to listen and help in any way possible.

Warm Regards,

Steven, Gary, Dan and the Team

VISIT OUR WEBSITE

Margolis Healy On Demand

You Asked, We Listened: Services You Need, A Budget You Can Afford.
Team up with Margolis Healy for Retainer Services and magnify your ability to offer strategic, high quality expertise in all problem solving. Focus areas include:
*Clery Compliance *Emergency Management *Public Safety Leadership On-Boarding

To review all of our services, please visit [our website](#).



Regulatory Compliance Issues & Updates

In addition to other practice areas, Margolis Healy (MHA) helps colleges and universities with Clery Act compliance. With hundreds of client institutions representing the spectrum of higher education, MHA can assist with reviews of your Clery Act compliance program, Clery Act crime data review, and publication of your ASR.

Clery Act Fines Increased

Under the Federal Civil Penalties Inflation Adjustment Act Improvements Act of 2015, the U.S. Department of Education (ED) has increased the Clery Act fines to \$54,789 for violations at the time of the adjustment (4/20/17). Please see the [federal register](#) for more information.



Mike Webster

20 U.S.C. 1082(g) (Section 432(g) of the HEA)	Provides for a civil penalty, as set by Congress in 1986, of up to \$25,000 for violations by lenders and guaranty agencies of Title IV of the HEA, which authorizes the Federal Family Education Loan Program	54,789
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Annual Security and Fire Safety Report(s) Deadline Nears

The October 1 deadline for publication of the ASR and the Annual Fire Safety Report is right around the corner. MHA has been urging institutions to use a compliance committee for maximum Clery Act compliance. This critical effort was reinforced in ED's [review](#) (PDF) of the Penn State University's Clery Act compliance.

Title IX Investigation's Scope Limited by ED Officials

According [Inside Higher ED](#), ProPublica has published an ED memorandum that proscribes the investigation of Title IX complaints to the incident at hand, limiting the Office of Civil Rights (OCR's) ability to review other violations, which had been the common approach. Additionally, the administration is proposing [deep cuts](#) in the staffing of OCR's investigative ability.

Upcoming White Paper

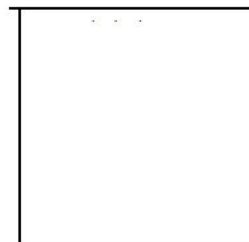
Stay tuned for more information on lessons learned from the Penn State Clery Act program review.

For more assistance with Title IX or Clery Act regulatory compliance, cultural competency training, or bias incident response assistance, contact [Mike Webster](#), or visit [our website](#).



NCCPS Institute in Denver, Sept. 26-29

The National Center for Campus Public Safety ([NCCPS](#)) presents the next public offering of its [Trauma-Informed Sexual Assault Investigation and Adjudication Institute](#) (NCCPS Institute), which will be held in Denver, Colorado from September 26-29, 2017. The [purpose](#) of the NCCPS Institute is to provide college and university administrators involved in investigating and adjudicating sexual misconduct cases information and resources necessary to conduct fair and balanced investigations that consider the potential impact of trauma, in line with evolving practices. The NCCPS Institute objectives are to:



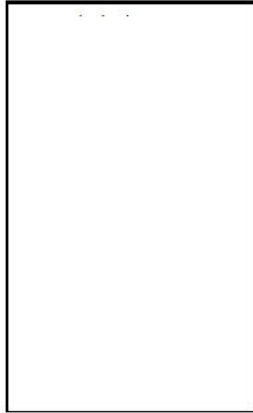
Register Today

- Train participants how to conduct fair and balanced Title IX investigation and adjudication processes for all parties;
- Explain the intricacies and crossovers of Title IX, the Clery Act, criminal investigations, and institutional obligations;
- Identify the effects of trauma and how trauma might impact victims;
- Consider the effect of culture on all parties; and,
- Identify and apply industry evolving practices to conduct a trauma-informed investigation from disclosure and first response to adjudication.

The NCCPS Institute curriculum includes modules on 15 topics from effects of trauma to interviewing. Learn more about these topics in the [module synopses](#) (PDF).

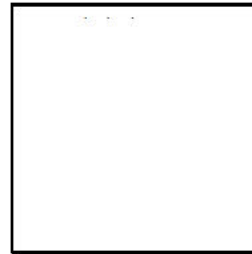
[Registration](#) is open. For more information, please [contact NCCPS](#).

REGISTER



In Case You Missed It

Steve Healy recently was featured on Investigation Discovery's *Sexual Assault in College: Tamron Hall Investigates*. Watch the [online episode](#).

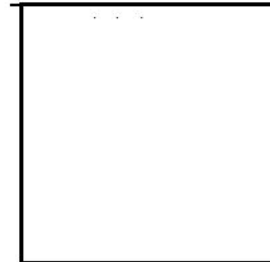


Did You Know?

The [National Center for PTSD](#) (post traumatic stress disorder) leads the nation in PTSD research and has valuable tools than can assist public safety officers.

News from the National Center

Clery Center Executive Director [Alison Kiss](#) will present [Top 5 Challenges with the Clery Act and Title IX](#), the next in the NCCPS [Campus Public Safety Online](#) free webinar series, 2 PM ET, Tuesday, July 18, 2017. [Register](#) now.



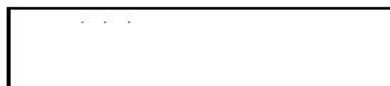
All previous webinars are [archived](#) and available on demand. Each webinar is also provided with closed captioning. Join the NCCPS [mailing list](#) to learn about new offerings.

Recommended Resources



It's On Us

[It's On Us](#) is a national campaign to end sexual assault on college and university campuses. Launched in 2014, It's On Us provides partners organizing tools, resources and national media attention to help promote efforts. Margolis Healy is a partner of It's On Us.



Social Sentinel

Critical information that can enhance your ability to identify risks, assess threats and manage events is being shared -- publicly -- right now. [Social Sentinel](#) helps safety and security officials better protect their communities by alerting officials to threats shared publicly via social media.



National Blue Alert Network

The [National Blue Alert Network](#) recently was rolled out by the Department of Justice in order to rapidly disseminate information to law enforcement agencies, the media and the public to aid in the apprehension of violent criminals who kill, seriously injure, or pose an imminent threat to law enforcement.

www.margolishealy.com

[866.817.5817](tel:866.817.5817)

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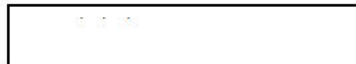
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Margolis Healy, 128 Lakeside Avenue, Suite 302, Burlington, VT 05401

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From: Margolis Healy <margolishealy@margolishealy.com>
Sent: Monday, April 10, 2017 10:05 AM
To: j baker88@uncc.edu
Subject: Safe Campus Bulletin Spring 2017

Having trouble viewing this email? [Click here](#)



Margolis Healy would like to hear from you more often. What challenging issues are you facing? Can you use a little help? Stay in touch.



What's Inside:

[NCCPS Presents: *Designing Safety on Higher Ed Campuses: A CPTED Primer*](#)
[FBI Issues Guide on Threat Assessment and Targeted Violence](#)
[Title IX Training, Issues & Updates](#)

**We Remember:
Virginia Tech**

Dear Jeffrey,

April 16, 2017 marks the 10-year anniversary of the tragic slayings of 32 students and faculty members at Virginia Tech. While technology has provided us incredible advances to help prevent such horrors, solid police work remains key to safety and security including: identifying distressed students, following up on leads and knowing the pulse of your campus. Virginia Tech has provided a wealth of resources to help you learn from their experiences, available at the [We Remember](#) website.

Please take a moment and join us in honoring the memory of the 32 fallen Hokies by reading each of their names: *Ross A. Alameddine; Christopher James Bishop; Brian R. Bluhm; Ryan Christopher Clark; Austin Michelle Cloyd; Jocelyne Couture-Nowak; Daniel Alejandro Perez Cueva; Kevin P. Granata; Matthew Gregory Gwaltney; Caitlin Millar Hammaren; Jeremy Michael Herbstritt; Rachael Elizabeth Hill; Emily Jane Hilscher; Jarrett Lee Lane; Matthew Joseph La Porte; Henry J. Lee (Henh Ly); Liviu Librescu; G.V. Loganathan; Partahi Mamora Halomoan Lumbantoruan; Lauren Ashley McCain; Daniel Patrick O'Neil; Juan Ramon Ortiz-Ortiz; Minal Hiralal Panchal; Erin Nicole*

Peterson; Michael Steven Pohle, Jr.; Julia Kathleen Pryde; Mary Karen Read; Reema Joseph Samaha; Waleed Mohamed Shaalan; Leslie Geraldine Sherman; Maxine Shelly Turner; Nicole Regina White.

Sincerely,

Steven, Gary, Dan and the Team

VISIT OUR WEBSITE

Campus protests are on the rise.

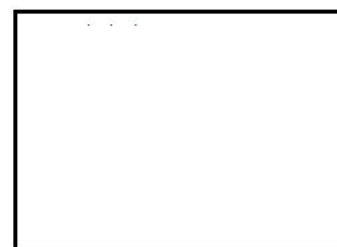
Are you prepared to respond? Are you promoting a diverse, equitable and inclusive environment on your campus? Consider if you would like to take a proactive or reactive approach to this growing issue on campuses across the country. Contact us today about our [Culture and Diversity Services](#).

To review all of our services, please visit [our website](#).



NCCPS Presents *Designing Safety on Higher Ed Campuses: A CPTED Primer*

The National Center for Campus Public Safety ([NCCPS](#)) presents the next in its free [Campus Public Safety Online](#) webinar series: *Designing Safety on Higher Ed Campuses: A CPTED Primer*, at 11 AM on Friday, April 21, 2017, and registration is [open](#).



Register Today

Crime prevention through environmental design (CPTED) is an approach to deterring crime through environmental design and creating a safer physical and built environment. This includes buildings, roads, parking lots, lighting, access control, maintenance, windows, entrances, signage, landscaping, sidewalks and more. In the modern world, deterring crime and countering violent extremism requires a comprehensive approach. CPTED is about designing for safety and acts as a "force multiplier." The presenters will explore simple strategies and examples to make campuses safer and more secure while considering budget.

Featuring Santa Fe College Police Chief [Ed Book](#) and Aventura City Crime Prevention Coordinator [Ernest \(Ernie\) Long](#), of the [Florida Design Out Crime Association](#) board, the webinar is appropriate for a wide variety of disciplines including campus public safety officials, facilities and physical plant staff, student affairs personnel, builders, architects, project managers, codes personnel and administrators.

For more information, please visit the NCCPS [webinars web page](#) or join the NCCPS [mailing list](#) to receive specific webinar announcements.

[Register Today](#)



FBI Issues Guide on Threat Assessment and Targeted Violence

In February 2017 the FBI released a new publication, [Making Prevention a Reality: Identifying, Assessing, and Managing the Threat of Targeted Attacks](#), the culmination of nearly two years of work following a 2015 gathering of multidisciplinary experts and the FBI's Behavioral Analysis Unit. The purpose of this gathering was to discuss solutions to reduce attacks such as mass shootings and other forms of targeted violence including stalking, terrorism or ambush attacks on law enforcement. This publication aims to serve as a practical guide to threat assessment and management for public safety officials, including campus public safety officials, of any experience level.



[Download Guide](#)

The guide's focus is a shift in the traditional social norm of policing from apprehend and prosecute after a violent crime has been committed to "identify, assess and manage the risk of future, planned violence." This approach, or strategy, is known as threat assessment. The guide provides information needed to set up threat assessment teams and how to effectively engage them in the process of identifying and assessing risks or threats, including active shooters. The guide is also context-neutral, meaning it can be applied to educational, workplace and other situations.

The publication is comprehensive, with five in-depth chapters and seven appendices. Chapters include:

1. Awareness: Initial Step Toward Change
 - Covers topics such as gender of offenders, mental illness, barriers to successful engagement
2. Identification: An Essential Step for Threat Management
 - Covers low probability/high impact events, role of bystanders, threats and free speech
3. Assessment: Analysis for Guiding Management
 - Includes topics such as bias, pathways to violence, information gathering, threat enhancers
4. Management: The Prevention Plan
 - Includes safety and caretaking, assumption of responsibility, management spectrum options, family
5. Threat Management Team: The Set Up
 - Topics include logistics, setting up policy, why teams work, one team and one goal

The appendices include a breakdown of levels of concern (low, moderate, elevated, high), tripwires and warning signs, a graphic of the threat assessment and management process, duty to warn guidance, glossary of terms and other relevant references.

The FBI stresses that "prevention is not and cannot be a passive process. It requires a strong and overt commitment by organizations and communities to prioritizing public safety and

caretaking for those in need." This guide provides the knowledge about assessment and management of violent threats that will help make a difference in preventing targeted violence.



Title IX Training, Issues & Updates

IACLEA's Mid-America and Mid-Atlantic/North Atlantic conferences are taking place this month, with [the first](#) April 2-5 featuring [Michael N. Webster](#), Margolis Healy's director of regulatory compliance. Webster presented *Title IX Training, Issues & Updates*, April 3 in Kansas City. You can also catch up with Webster at the Mid-Atlantic conference April 19-21 in Atlantic City. Registration is still [open](#).

The Title IX (Clery Act) presentation focused on gender violence investigations and discussed:

- Understanding fundamental regulatory requirements;
- Framework for maximizing compliance;
- Understanding of what constitutes "trauma-informed;"
- Recognizing key issues around MOUs; and,
- Identifying potential burnout for investigators.

Webster also just released a white paper, entitled [Concurrent Criminal and Title IX Investigations](#). The paper recommends cooperative investigations by institutions and law enforcement that:

- Minimize re-traumatizing the victim;
- Ensure investigations are legally sound and support one another; and,
- Provide a more comprehensive interview as a team product.

For more Title IX information, visit [our website](#).

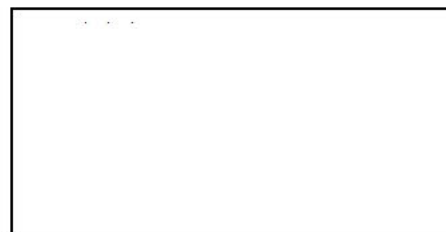


Mike Webster



In Case You Missed It

Margolis Healy's Vice President, Partner [Daniel R. Pascale](#) was featured in a November 2016 EdTech [article](#) on smart cards.



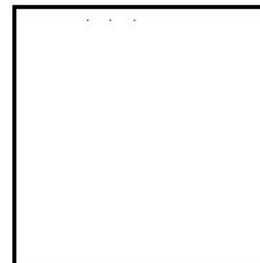
Did You Know?

The National Institute of Justice has extended its grant application deadline to May 8 for [research](#)

related to areas including the impact of stress on law enforcement officers.

News from the National Center

If you've missed any of The National Center's free webinar series, [Campus Public Safety Online](#), all previous webinars are archived and available on demand, via the NCCPS website. Each webinar is also provided with closed captioning. Join the NCCPS [mailing list](#) to learn about new offerings.

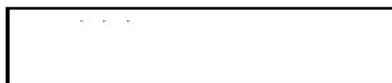


Recommended Resources



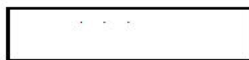
It's On Us

April is National Sexual Assault Awareness and Prevention Month. [It's On Us](#) is a national campaign to end sexual assault on college and university campuses. Launched in 2014, It's On Us provides partners organizing tools, resources and national media attention to help promote efforts. Margolis Healy is a partner of It's On Us.



Social Sentinel

Critical information that can enhance your ability to identify risks, assess threats and manage events is being shared -- publicly -- right now. [Social Sentinel](#) helps safety and security officials better protect their communities by alerting officials to threats shared publicly via social media.



National Sexual Violence Resource Center

The National Sexual Violence Resource Center ([NSVRC](#)) was founded as an information and resource hub relating to all aspects of sexual violence. Founded by the Pennsylvania Coalition Against Rape, the NSVRC is funded through a cooperative agreement from the Centers for Disease Control and Prevention's Division of Violence Prevention.

www.margolishealy.com

[866.817.5817](tel:866.817.5817)

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From: David Smitherman <dsmitherman@socialsentinel.com>
Sent: Tuesday, November 8, 2016 10:06 AM
To: Christine Davis
Subject: Re: phone call followup

Ms. Davis,

I have not heard from you since my brief conversation with your staff member. Do you desire to further discuss Social Sentinel's value for UNCC?

Have a great day!

David

On Wed, Oct 12, 2016 at 11:01 AM, David Smitherman <dsmitherman@socialsentinel.com> wrote:

Good morning, Dean Davis. I hope you are well.

I called your office today to coordinate a more formal introduction to our social media threat alert service.

Could we schedule a meeting to review our ability to inform campus stakeholders of mental health and student safety matters articulated on social media?

We routinely have interest from a variety of interested parties, such as:

- **Administration** - providing peace of mind for students, parents, faculty, staff and its overall community by implementing an extra layer of protection through a proactive social media threat alert strategy.
- **Counseling Services** - identifying individuals in distress and potentially volatile mental health expressions.
- **Student Affairs** - fulfilling Duty to Care in provide safe learning environments.
- **Public Safety** - being aware of sentiment from disgruntled employees/individuals, domestic relationships, threats to co-workers and related concerns as well as general criminal activity.
- **Risk Management** - mitigating related impacts of potential civil litigation, student self-harm, negative reputation, disruptive demonstrations & protests, etc.

I look forward to helping your team review our unique offering. **Is there a good day next week we can schedule a 30 minute online introduction via WebEx?** Otherwise, I'm happy to drive down to Charlotte to meet; I'm located in Winston-Salem.

I'm happy to work through your assistant or another staff member if you deem more efficient.

Have a good day!
David

[HED BROCHURE .pdf](#)

--
David M. Smitherman | Bear Strategies, LLC

Social Sentinel, Inc. | Supporting Safety in a Socially Connected World
| dsmitherman@socialsentinel.com
www.socialsentinel.com

--

David M. Smitherman | **Bear Strategies, LLC**

Social Sentinel, Inc. | Supporting Safety in a Socially Connected World
| dsmitherman@socialsentinel.com
www.socialsentinel.com

From: David Smitherman <dsmitherman@socialsentinel.com>
Sent: Tuesday, October 11, 2016 10:47 AM
To: twelling@uncc.edu; Philip Dubois; jesh.humphrey@uncc.edu; eahardin@uncc.edu; Christine Davis
Subject: social media threats - be alerted to campus safety concerns

UNCC team,

Social Sentinel is always on top of the latest campus safety concerns. As evidence, we created and are issuing a [Halloween Strategy Tip](#) to customers to address this annual event. We also created a Library Topic in response to the uptick in "**Campus Clowns**" - You can view the email CEO/Founder Gary Margolis sent to our clients regarding this growing trend below.

We're experiencing greater interest from University administrators that are recognizing the overall value of our service with respect to addressing a broad range of sensitive matters:

- **Public Safety** - fulfilling Duty to Care to provide safe learning and workplace environments.
- **Social/Emotional/Behavioral** - identifying individuals in distress and potentially volatile mental health expressions.
- **Workplace Violence** - being aware of sentiment from disgruntled employees/individuals, domestic relationships, threats to co-workers and related concerns that could give rise to workplace violence
- **Risk Management** - mitigating related impacts of potential civil litigation, enrollment decline, negative reputation, disruptive demonstrations & protests, etc.
- **Administration Policy Position On Safety** - providing peace of mind for students, parents, faculty, staff and its overall community by implementing an extra layer of protection through a proactive social media threat alert strategy.

Thank you for your interest. I look forward to next steps with Ms. Davis to convey our value to UNCC's students, faculty, parents and administrators.

Best regards,
David

[Creepy Clowns Email](#)

--

David M. Smitherman | Bear Strategies, LLC

Social Sentinel, Inc. | Supporting Safety in a Socially Connected World
[336.209.3772](tel:336.209.3772) | dsmitherman@socialsentinel.com
www.socialsentinel.com

From: Westphal, Karen <kwestph1@uncc.edu>
Sent: Wednesday, September 28, 2016 12:14 PM
To: Davis, Christine
Subject: Re: Accepted: UNCC Social Sentinel intro phone call @ Wed Sep 28, 2016 4pm - 5pm (dsmitherman@socialsentinel.com)

Sorry I missed you - she is out the rest of the week, so it will have to be next week one day.
Monday at 9am, 10, 11, 2pm or 3???????

With regards,

Karen L. Westphal | Executive Assistant to the Dean

UNC Charlotte | Dean of Students Office | King 217

9201 University City Blvd. | Charlotte, NC 28223

Phone: 704-687-0343 | Fax: 704-687-2616

kwestph1@uncc.edu | <http://dso.uncc.edu/>

On Wed, Sep 28, 2016 at 12:00 PM, Westphal, Karen <kwestph1@uncc.edu> wrote:

Good afternoon David:

Please call me at [704-687-0343](tel:704-687-0343) at your convenience and I will be happy to reschedule this appointment for another time.

With regards,

Karen L. Westphal | Executive Assistant to the Dean

UNC Charlotte | Dean of Students Office | King 217

9201 University City Blvd. | Charlotte, NC 28223

Phone: [704-687-0343](tel:704-687-0343) | Fax: [704-687-2616](tel:704-687-2616)

kwestph1@uncc.edu | <http://dso.uncc.edu/>

On Wed, Sep 28, 2016 at 11:52 AM, Davis, Christine <crdavis@uncc.edu> wrote:

David - I cannot move to either of the times you suggested. I am managing some campus demonstrations today and will need to reschedule all together.

Christine

On Wednesday, September 28, 2016, David Smitherman <dsmitherman@socialsentinel.com> wrote:

Ms Davis, could we move this conversation to 3pm or 5pm this afternoon? I am on Central Time this week and caused a conflict on my schedule by not adjusting to local time.

Sorry!

David

On Tue, Sep 20, 2016 at 11:13 AM, <crdavis@uncc.edu> wrote:

crdavis@uncc.edu has accepted this invitation.

UNCC Social Sentinel intro phone call

When Wed Sep 28, 2016 4pm – 5pm Eastern Time

Where [704-687-0345](tel:704-687-0345). ([map](#))

Video call https://plus.google.com/hangouts/_/socialsentinel.com/crdavis-dsmithe

Calendar dsmitherman@socialsentinel.com

Who

- David Smitherman - organizer
- crdavis@uncc.edu

Invitation from [Google Calendar](#)

You are receiving this email at the account dsmitherman@socialsentinel.com because you are subscribed for invitation replies on calendar dsmitherman@socialsentinel.com.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More](#).

--

David M. Smitherman | Bear Strategies, LLC

Social Sentinel, Inc. | Supporting Safety in a Socially Connected World
| dsmitherman@socialsentinel.com
www.socialsentinel.com

--

Christine Reed Davis, M.Ed. | Associate Vice Chancellor for Student Affairs and Dean of Students

UNC Charlotte | 217 King Building

9201 University City Blvd. | Charlotte, NC 28223

Phone: [704-687-0345](tel:704-687-0345) | Fax: [704-687-2616](tel:704-687-2616)

crdavis@uncc.edu | <http://www.dso.uncc.edu>

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From: David Smitherman <dsmitherman@socialsentinel.com>
Sent: Wednesday, September 28, 2016 12:02 PM
To: Davis, Christine
Subject: Re: Accepted: UNCC Social Sentinel intro phone call @ Wed Sep 28, 2016 4pm - 5pm (dsmitherman@socialsentinel.com)
Attachments: HED-PROTESTS-WHITEPAPER_072015.pdf

Yikes. Good luck.

FYI, attached is a piece on how Social Sentinel can be used in protest/demonstrations.

I'll circle back with you Friday.

David

On Wed, Sep 28, 2016 at 11:52 AM, Davis, Christine <crdavis@uncc.edu> wrote:

David - I cannot move to either of the times you suggested. I am managing some campus demonstrations today and will need to reschedule all together.

Christine

On Wednesday, September 28, 2016, David Smitherman <dsmitherman@socialsentinel.com> wrote:

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David M. Smitherman | Bear Strategies, LLC

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| dsmitherman@socialsentinel.com
www.socialsentinel.com

idadio@uncc.edu

From: David Smitherman <dsmitherman@socialsentinel.com>
Sent: Wednesday, September 28, 2016 11:12 AM
To: Christine Davis
Subject: Re: Accepted: UNCC Social Sentinel intro phone call @ Wed Sep 28, 2016 4pm - 5pm (dsmitherman@socialsentinel.com)

Ms Davis, could we move this conversation to 3pm or 5pm this afternoon? I am on Central Time this week and caused a conflict on my schedule by not adjusting to local time.

Sorry!

David

On Tue, Sep 20, 2016 at 11:13 AM, <crdavis@uncc.edu> wrote:

crdavis@uncc.edu has accepted this invitation.

UNCC Social Sentinel intro phone call

When Wed Sep 28, 2016 4pm – 5pm Eastern Time

Where [704-687-0345](tel:704-687-0345). ([map](#))

Video call https://plus.google.com/hangouts/_/socialsentinel.com/crdavis-dsmithe

Calendar dsmitherman@socialsentinel.com

Who

- David Smitherman - organizer
- crdavis@uncc.edu

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Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More](#)

--
David M. Smitherman | **Bear Strategies, LLC**

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| dsmitherman@socialsentinel.com
www.socialsentinel.com

From: Davis, Christine <crdavis@uncc.edu>
Sent: Wednesday, September 14, 2016 1:32 PM
To: David Smitherman
Subject: Re: Social Sentinel review

How about 4pm on Wed 9/28? My number is 704-687-0345.

Christine

On Wed, Sep 14, 2016 at 1:31 PM, David Smitherman <dsmitherman@socialsentinel.com> wrote:
Sure! The 28th and 29th are wide open for a phone conversation.

On Wed, Sep 14, 2016 at 1:28 PM, Davis, Christine <crdavis@uncc.edu> wrote:
David,

Unfortunately, my next week is already packed with meetings and 3 days of Founders Week events. Can we look at the week of Sept 26th?

Christine

On Wed, Sep 14, 2016 at 1:18 PM, David Smitherman <dsmitherman@socialsentinel.com> wrote:
Ms Davis, could we schedule a time to speak next week?

FYI, attached is a new piece on hazing on campus and its use of social media.

Thanks!

David

On Thu, Sep 8, 2016 at 11:11 AM, David Smitherman <dsmitherman@socialsentinel.com> wrote:
Good morning, Ms. Davis:

I look forward to chatting with you about our social media threat alert service. I am in Charlotte tomorrow mid-day and again Monday afternoon (the 12th) and am happy to stop in for a brief conversation. Otherwise, when is a good time for us to connect?

Thanks!

David

----- Forwarded message -----

From: David Smitherman <dsmitherman@socialsentinel.com>
Date: Mon, Aug 29, 2016 at 5:05 PM
Subject: Re: Social Sentinel review
To: Philip Dubois <pdubois@uncc.edu>
Cc: twelling@uncc.edu, jesh.humphrey@uncc.edu, eahardin@uncc.edu, Christine Davis <crdavis@uncc.edu>

Thank you, Chancellor Dubois. I will look forward to connecting with Ms. Davis soon.

Have a great week.

David

On Sat, Aug 27, 2016 at 8:22 AM, Philip Dubois <pdubois@uncc.edu> wrote:

Our Dean of Students, Christine Reed Davis, would be glad to talk with you. I have copied her here.

Sent from my iPad

On Aug 26, 2016, at 4:19 PM, David Smitherman <dsmitherman@socialsentinel.com> wrote:

UNC-Charlotte Leaders:

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Thanks for your thoughtful consideration.

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<HED BROCHURE .pdf>

<SSI Exam Week - Self Harm.pdf>

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From: David Smitherman <dsmitherman@socialsentinel.com>
Sent: Wednesday, September 14, 2016 1:31 PM
To: Davis, Christine
Subject: Re: Social Sentinel review

Sure! The 28th and 29th are wide open for a phone conversation.

On Wed, Sep 14, 2016 at 1:28 PM, Davis, Christine <crdavis@uncc.edu> wrote:
David,

Unfortunately, my next week is already packed with meetings and 3 days of Founders Week events. Can we look at the week of Sept 26th?

Christine

On Wed, Sep 14, 2016 at 1:18 PM, David Smitherman <dsmitherman@socialsentinel.com> wrote:
Ms Davis, could we schedule a time to speak next week?

FYI, attached is a new piece on hazing on campus and its use of social media.

Thanks!

David

On Thu, Sep 8, 2016 at 11:11 AM, David Smitherman <dsmitherman@socialsentinel.com> wrote:
Good morning, Ms. Davis:

I look forward to chatting with you about our social media threat alert service. I am in Charlotte tomorrow mid-day and again Monday afternoon (the 12th) and am happy to stop in for a brief conversation. Otherwise, when is a good time for us to connect?

Thanks!

David

----- Forwarded message -----

From: David Smitherman <dsmitherman@socialsentinel.com>
Date: Mon, Aug 29, 2016 at 5:05 PM
Subject: Re: Social Sentinel review
To: Philip Dubois <pdubois@uncc.edu>
Cc: twelling@uncc.edu, jesh.humphrey@uncc.edu, eahardin@uncc.edu, Christine Davis <crdavis@uncc.edu>

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Attachments: Hazing_Fall2016.pdf

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From: David Smitherman <dsmitherman@socialsentinel.com>
Sent: Monday, August 29, 2016 5:06 PM
To: Philip Dubois
Cc: twelling@uncc.edu; jesh.humphrey@uncc.edu; eahardin@uncc.edu; Christine Davis
Subject: Re: Social Sentinel review

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Have a great week.

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From: Davis, Christine <crdavis@uncc.edu>
Sent: Saturday, August 27, 2016 9:37 AM
To: Jesh Humphrey
Subject: Fwd: Social Sentinel review

I would be interested in your thoughts on this as well. I may pull a few CBIT-y folks (Chief, Larry, Jackie) into an introduction meeting if I am contacted.

CRD

----- Forwarded message -----

From: **Davis, Christine** <crdavis@uncc.edu>
Date: Fri, Aug 26, 2016 at 5:03 PM
Subject: Re: Social Sentinel review
To: Phil Dubois <pdubois@uncc.edu>
Cc: Jesh Humphrey <Jesh.Humphrey@uncc.edu>, Beth Hardin <eahardin@uncc.edu>

Phil,

Yes, I am the CBIT chair. I would be interested in hearing more about this tool and would be happy to coordinate a meeting with David. Please feel free to give him my contact information.

Christine

On Fri, Aug 26, 2016 at 4:42 PM, <pdubois@uncc.edu> wrote:
Christine. Are you CBIT chair? Interested in this?

Sent from my iPhone

Begin forwarded message:

From: David Smitherman <dsmitherman@socialsentinel.com>
Date: August 26, 2016 at 4:19:18 PM EDT
To: twelling@uncc.edu, pdubois@uncc.edu, jesh.humphrey@uncc.edu, eahardin@uncc.edu
Subject: **Social Sentinel review**

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Sent: Friday, August 26, 2016 5:04 PM
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Cc: Jesh Humphrey; Beth Hardin
Subject: Re: Social Sentinel review

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From: Davis, Christine <crdavis@uncc.edu>
Sent: Friday, August 26, 2016 4:45 PM
To: Kristan Holzman
Subject: Fwd: Social Sentinel review
Attachments: HED BROCHURE .pdf; SSI Exam Week - Self Harm.pdf

----- Forwarded message -----

From: <pdubois@uncc.edu>
Date: Fri, Aug 26, 2016 at 4:42 PM
Subject: Fwd: Social Sentinel review
To: crdavis@uncc.edu
Cc: Jesh Humphrey <Jesh.Humphrey@uncc.edu>, Beth Hardin <eahardin@uncc.edu>

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From: pdubois@uncc.edu
Sent: Friday, August 26, 2016 4:43 PM
To: crdavis@uncc.edu
Cc: Jesh Humphrey; Beth Hardin
Subject: Fwd: Social Sentinel review
Attachments: HED BROCHURE .pdf; ATT00002.bin; SSI Exam Week - Self Harm.pdf; ATT00004.bin

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idadio@uncc.edu

From: David Smitherman <dsmitherman@socialsentinel.com>
Sent: Wednesday, August 24, 2016 5:17 PM
To: Jeffrey Baker
Subject: Social Sentinel review

Chief Baker:

I hope you had a great summer and the school year is off to a great start.

Now is a great time to introduce your student life, counseling and risk management professionals to the Social Sentinel threat alert service. We want to help ensure that you are made aware of threats to campus safety as well as instances of potential depression and self harm that may exist in your student body.

Can we set a 40 minute appointment in the coming weeks to introduce our service to UNCC?

Thanks!

David

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From: The EDUCAUSE CIO Constituent Group Listserv <CIO@LISTSERV.EDUCAUSE.EDU> on behalf of Theresa Rowe <rowe@OAKLAND.EDU>
Sent: Friday, June 24, 2016 4:45 PM
To: CIO@LISTSERV.EDUCAUSE.EDU
Subject: Re: [CIO] Social Media Monitoring

Our campus police just settled on Social Sentinel, after an RFP process. <https://socialsentinel.com/>

Theresa

On Mon, Jun 20, 2016 at 2:28 PM, Patti Smith <psmith50@valenciacollege.edu> wrote:

Are any of your institutions using a tool or service for social media monitoring? This type of service is used to alert the right people at the institution regarding threats shared on social media. Once such tool is Social Sentinel. Does anyone have experience with it or something like it?

Thanks,

Patti

Patti Smith

Assistant CIO

Valencia College

1800 S. Kirkman Road, Orlando, FL 32811

Tel



Valencia College
Office of Information Technology
valenciacollege.edu

***** Participation and subscription information for this EDUCAUSE Constituent Group discussion list can be found at <http://www.educause.edu/discuss>.

--

Theresa Rowe
Chief Information Officer
Oakland University

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From: Baker, Jeffrey <jbaker88@uncc.edu>
Sent: Tuesday, June 21, 2016 9:01 AM
To: Betty Anderson; Nicole Krysiak
Cc: swestph1; sasmyre; johuffma
Subject: Fwd: Safe Campus Bulletin June 2016

Betty/Nicole:

Please take a moment to review this newsletter. There is a host of good information in regard to investigations. There is a very good document published by the University of Texas that outlines sex assault. Another good article concerning Bias Incidents and Investigation.

Thanks,


Jeff

----- Forwarded message -----

From:
Date: Monday, June 20, 2016
Subject: Safe Campus Bulletin June 2016
To: jbaker88@uncc.edu

Having trouble viewing this email? [Click here](#)



June 2016  **ISSUE**
No.
13

[National Center for Campus Public Safety to Host Trauma-Informed Sexual Assault Investigation and Adjudication Annual Conference July 18-22](#)
[New Dear Colleague Letter Issued on Civil Rights of Transgender Students](#)
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Please don't hesitate to contact us with any questions about our services or concerns you may have specific to your institution. We are always available to listen and help in any way possible.

Warm Regards,

Steven, Gary, Dan and the Team

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The following detailed conference information is also available:

- [Agenda](#)
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On Friday, May 13, 2016, the U.S. Department of Justice (DOJ) and Department of Education (ED) released a joint [Dear Colleague Letter](#) (DCL) providing guidance to all public schools, K-12 and institutions of higher education, on their obligations and toward transgender students under federal law, most specifically Title IX. In addition, DOJ and ED provided an additional document, [Examples of Policies and Emerging Practices for Supporting Transgender Students](#) (PDF). This resource provides sample language from school districts where transgender students are already being successfully supported.

The DCL stressed that the Departments (ED and DOJ) have received an increasing number of questions "from parents, teachers, principals, and school superintendents about civil rights protections for transgender students." Title IX, part of the Education Amendments of 1972, prohibits sex discrimination in educational programs and activities operated by recipients of Federal financial assistance. In order to be in compliance with Title IX and continue receiving federal funds, a school must agree that it will "not exclude, separate, deny benefits to, or otherwise treat differently on the basis of sex any person in its educational programs or activities unless expressly authorized to do so under Title IX or its implementing regulations." The DCL from ED and DOJ clearly states that the "Departments treat a student's gender identity as the student's sex for purposes of Title IX and its implementing regulations. This means that a school must not treat a transgender student differently from the way it treats other students of the same gender identity." This interpretation by ED and DOJ is in line with previous rulings and interpretations of federal laws by courts and other agencies.

The DCL clearly defines the followings terms: 1) gender identity; 2) sex assigned at birth; 3) transgender; and 4) gender transition. It delves deeper into four topic areas to help provide guidance to schools on their legal obligations. Please note, although the language in the DCL uses the term "schools," any institution of learning that receives federal funding is obligated to follow this guidance, that includes institutions of higher education (IHEs).

1. **Safe and Nondiscriminatory Environment:** discusses hostile environments and sex-based harassment.
2. **Identification Documents, Names, and Pronouns:** discusses use of proper gender identity pronouns even if they are in conflict with official documents.
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The official statement from Principal Deputy Assistant Attorney General Vanita Gupta, head of the Justice Department's Civil Rights Division, and Department of Education Assistant Secretary for Civil Rights Catherine E. Lhamon is available on the [Department of Justice blog](#).

Addressing Your Clery Work

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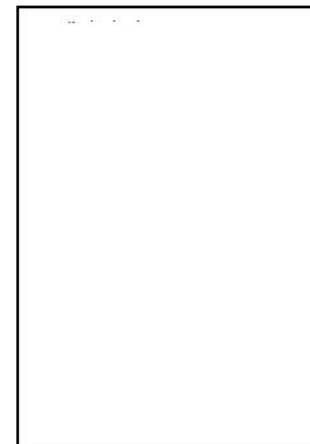
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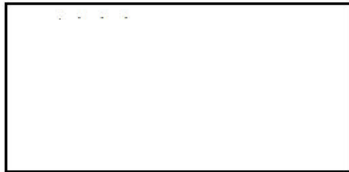
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We welcome the opportunity to speak with you about how we could work together to help your institution develop an exceptional Clery Act program.

We look forward to hearing from you.



Mike Webster, Director for Regulatory Compliance



In Case You Missed It

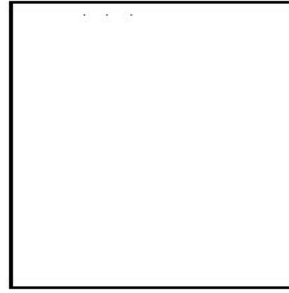
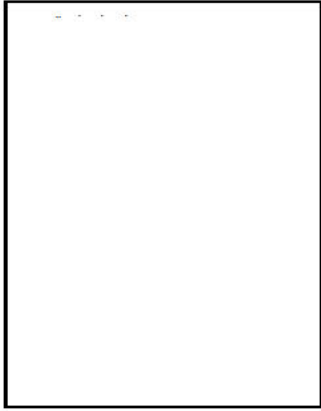
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Recommended Resources

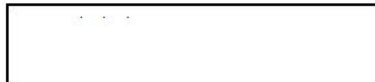


Stalking Resource Center

Since its inception in 2000, the [Stalking Resource Center](#) has trained over 100,000 professionals who work with victims in all 50 states, two US Territories, the District of Columbia, the United Kingdom, and Germany and provided technical assistance to hundreds of communities seeking to enhance their response to stalking.



U



Social Sentinel

Every part of the [Social Sentinel](#)® service has been built by safety and security experts. We are trusted advisers who have been there, and we want to continue to be there with you, bringing new strategies to help you expand how you approach your community - with social in mind!






--
Jeffrey A Baker | Chief of Police
UNC Charlotte Police & Public Safety | Division of Risk Management, Safety & Security
9201 University City Blvd.
Charlotte, NC 28223-0001
704-687-8300
jbaker88@uncc.edu



From: Margolis Healy <margolishealy@margolishealy.com>
Sent: Monday, June 20, 2016 7:05 PM
To: jbak88@uncc.edu
Subject: Safe Campus Bulletin June 2016

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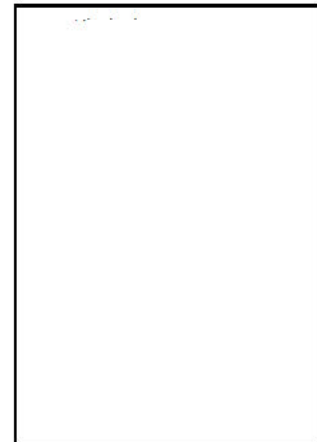
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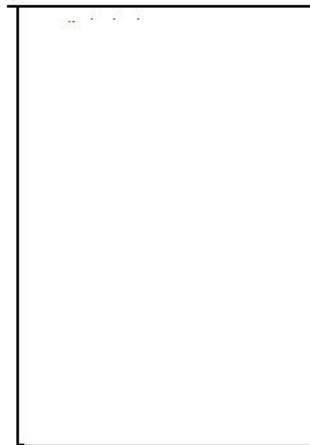
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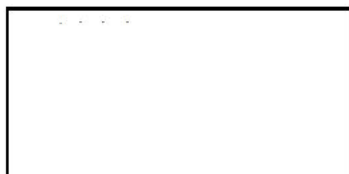
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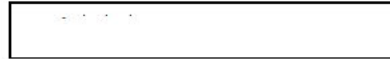


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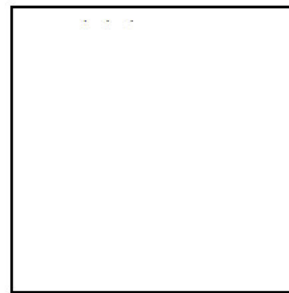
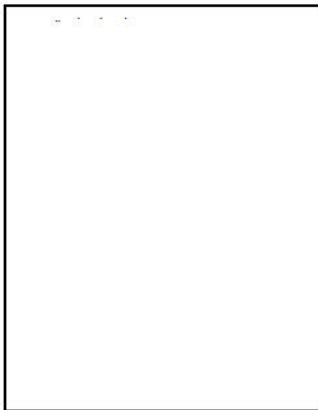
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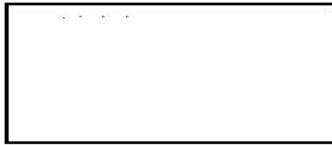
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Recommended Resources



Active Minds

[Active Minds](#) was founded by Alison Malmon when she was a junior at the University of Pennsylvania, following the suicide of her older brother, Brian. She wanted to combat the stigma of mental illness, encourage students who needed help to seek it early, and prevent future tragedies like the one that took her brother's life.



Social Sentinel

Every part of the [Social Sentinel](#)® service has been built by safety and security experts. We are trusted advisers who have been there, and we want to continue to be there with you, bringing new strategies to help you expand how you approach your community - with social in mind!



Stalking Resource Center

Since its inception in 2000, the [Stalking Resource Center](#) has trained over 100,000 professionals who work with victims in all 50 states, two US Territories, the District of Columbia, the United Kingdom, and Germany and provided technical assistance to hundreds of communities seeking to enhance their response to stalking.



Margolis Healy
128 Lakeside Ave, Suite 302
Burlington, VT 05401
866-817-5817
www.margolishealy.com



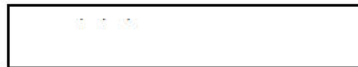
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Margolis Healy, 128 Lakeside Avenue, Suite 302, Burlington, VT 05401

[SafeUnsubscribe™ jbaker88@uncc.edu](#)

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Sent by margolishealy@margolishealy.com in collaboration with



Try it free today

From: David Smitherman <dsmitherman@socialsentinel.com>
Sent: Thursday, May 12, 2016 7:24 AM
To: David Smitherman
Subject: social media threat alerts

Good morning!

LEARN OF THREATS TO CAMPUS SAFETY without additional employee resources. As you contemplate student safety measures, I hope you will consider how best to be alerted to threats originating on social media. Social media threat alerts should be part of your proactive campus safety strategy.

Social Sentinel's threat alert service keeps you informed of social media threats, including student depression and pending self-harm.

Our Education clients, among other concerns, are effectively using our social media threat alert service for:

- Intervening in Self Harm/Suicide considerations
- Providing an added layer of security for high profile students/visitors, administrators, faculty, etc.
- Stopping threats of violence
- Forestalling potential volatile protest's/demonstrations and event confrontations

We look forward to seeing you in Asheville next week at the NCACLEA conferene. Please stop by our booth to further learn how Social Sentinel's threat alert service can help alert your team to threats originating on social media.

Have a great day!

David Smitherman



--

David M. Smitherman | **Bear Strategies, LLC**

Social Sentinel, Inc. | Supporting Safety in a Socially Connected World
| dsmitherman@socialsentinel.com
www.socialsentinel.com

idadio@uncc.edu

From: John Reaves <johnreaves@triad.rr.com>
Sent: Friday, May 6, 2016 5:06 PM
To: Jeff Baker
Subject: FW: 2016 NCACLEA 5/6/16 @1217hrs
Attachments: 2016 NCACLEA Corporate Sponsors and Memberships.xlsx

Importance: High

Follow Up Flag: Follow up
Flag Status: Flagged

Jeff

Open attachment and last tab is 2016 Summer Conference . Chuck Kimble is not registered. Feel free to contract anyone not on the list. BTW David Donaldson is not attending but Andrew Paluk is taking his place. I made calls this afternoon with negative results so far.

Thanks for anything you can do to help.

John

From: Jennifer Skiles [mailto:jsmitchell3@waketech.edu]
Sent: Friday, May 06, 2016 12:19 PM
To: John Reaves; Michael A. Penry
Subject: 2016 NCACLEA 5/6/16 @1217hrs

Updated.

2016 Summer Conference **names in RED** have hotels, but have not sent in registrations.

~ Jennifer

Email correspondence to and from this address may be subject to the North Carolina Public Records law and may be disclosed to third parties by an authorized state official (NCGS. ch. 132). Student educational records are subject to FERPA.

From: Margolis Healy <margolishealy@margolishealy.com>
Sent: Friday, February 26, 2016 7:06 PM
To: jbaker88@uncc.edu
Subject: Safe Campus Bulletin Winter 2016 (Fixed Link)

Having trouble viewing this email? [Click here](#)



Winter 2016  **ISSUE No. 12**



[Monthly Observances and Resources](#)
[New Guidance Released by Department of Justice on Identifying and Preventing Gender Bias](#)
[Linking the Signs: Lessons Learned from Arapahoe](#)

Dear Jeffrey,

We are pleased to bring you the first 2016 issue of our Safe Campus Bulletin. We understand the demands on your time, which is why we strive to provide you with the most important information relative to your needs in each quarterly issue of Safe Campus Bulletin. We are always eager for feedback and welcome your comments and suggestions. Please [email us](#) with your thoughts.

In this issue, we are pleased to provide you with a wide variety of resources including guidance and a campus climate report from the Department of Justice as well as lessons learned from Arapahoe and links and information on monthly observances partners.

Please don't hesitate to [contact us](#) with any questions about our services or concerns you may have specific to your institution. We are always available to listen and help in any way possible.

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Opportunities for Improvement?

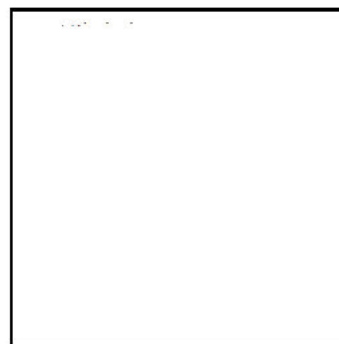


Do your institution's goals and objectives align with your policies and procedures? Is your physical security appropriate for your campus? Answer these and other questions with either our [Public Safety Management Study](#) or [Safety and Security Program Assessment](#).

To review all our services, please visit [our website](#).

Monthly Observances and Resources

The first several months of each year bring awareness to important topics affecting students on our campuses. January is National Stalking Awareness Month; February is Teen Dating Violence Awareness Month; and April is Sexual Assault Awareness Month. Each of these monthly observances is led by important partners that work tirelessly to bring education, awareness, and resources to the public on each of these topics.



Stalking Awareness

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The SRC and OVW have developed [a website](#) dedicated to Stalking Awareness Month. You can also visit the stalking subsection from the [Office on Violence Against Women](#), which contains information for victims, prosecutors, law enforcement, advocates, judges, and community correction officers, and [Safe Horizon](#), the largest non-profit victim services agency in the United States.

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According to the [National Network to End Domestic Violence](#), teen dating violence "is a pattern of abusive behaviors used to exert power and control over a dating partner." While patterns and types of abuse can differ in every relationship, the abuse tends to increase in frequency and become more dangerous over time.

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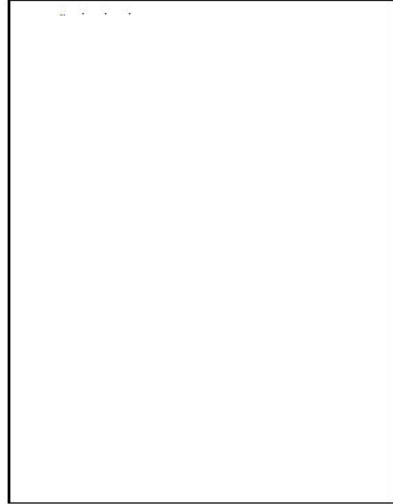
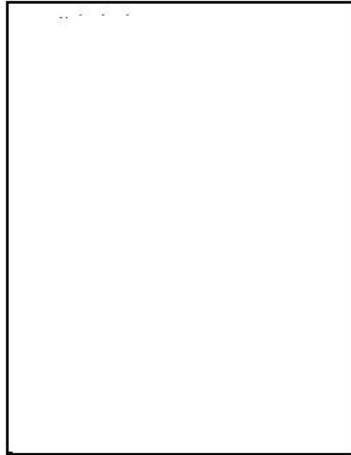
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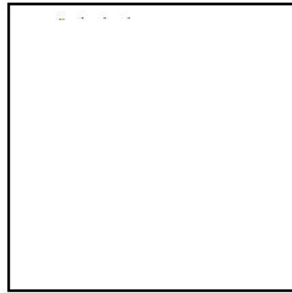
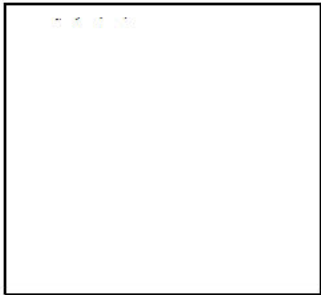
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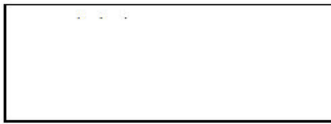


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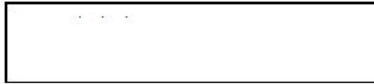


Recommended Resources



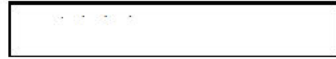
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Social Sentinel

Every part of the [Social Sentinel](#)® service has been built by safety and security experts. We are trusted advisers who have been there, and we want to continue to be there with you, bringing new strategies to help you expand how you approach your community - with social in mind!



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Since its inception in 2000, the [Stalking Resource Center](#) has trained over 100,000 professionals who work with victims in all 50 states, two US Territories, the District of Columbia, the United Kingdom, and Germany and provided technical assistance to hundreds of communities seeking to enhance their response to stalking.



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Margolis Healy, 128 Lakeside Avenue, Suite 302, Burlington, VT 05401

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From: Margolis Healy <margolishealy@margolishealy.com>
Sent: Thursday, February 25, 2016 8:01 PM
To: j baker88@uncc.edu
Subject: Safe Campus Bulletin Winter 2016

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Winter 2016  ISSUE No. 12



Monthly Observances and Resources

New Guidance Released by Department of Justice on Identifying and Preventing Gender Bias

Linking the Signs: Lessons Learned from Arapahoe

Dear Jeffrey,

We are pleased to bring you the first 2016 issue of our Safe Campus Bulletin. We understand the demands on your time, which is why we strive to provide you with the most important information relative to your needs in each quarterly issue of Safe Campus Bulletin. We are always eager for feedback and welcome your comments and suggestions. Please [email us](#) with your thoughts.

In this issue, we are pleased to provide you with a wide variety of resources including guidance and a campus climate report from the Department of Justice as well as lessons learned from Arapahoe and links and information on monthly observances partners.

Please don't hesitate to [contact us](#) with any questions about our services or concerns you may have specific to your institution. We are always available to listen and help in any way possible.

Warm Regards,

Steven, Gary and the Team

[VISIT OUR WEBSITE](#)

Opportunities for Improvement?

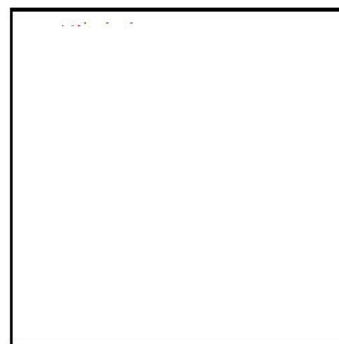


Do your institution's goals and objectives align with your policies and procedures? Is your physical security appropriate for your campus? Answer these and other questions with either our [Public Safety Management Study](#) or [Safety and Security Program Assessment](#).

To review all our services, please visit [our website](#).

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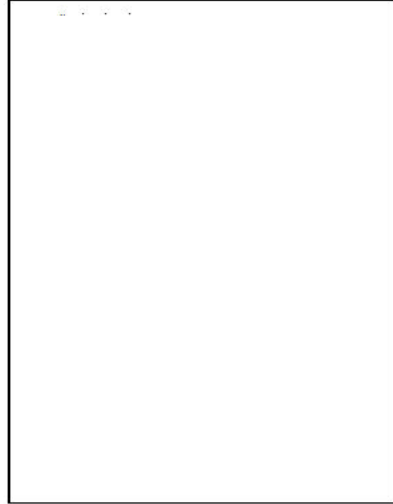
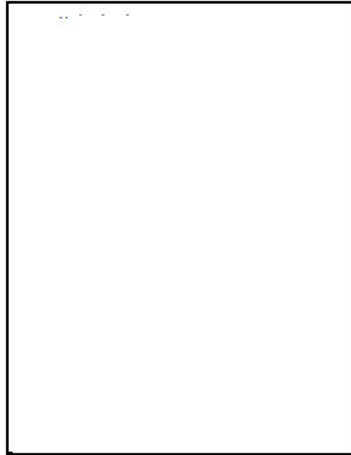
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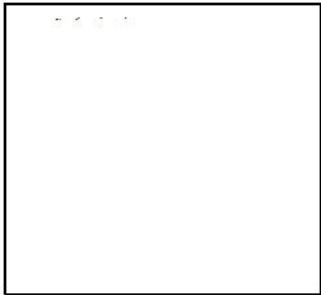
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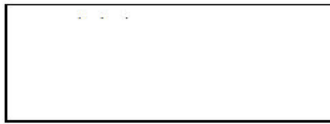


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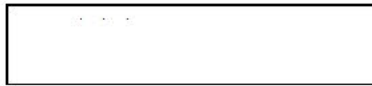


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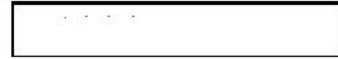
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idadio@uncc.edu

From: David Smitherman <dsmitherman@socialsentinel.com>
Sent: Wednesday, February 24, 2016 8:01 AM
To: David Smitherman
Subject: Are you prepared for social media threat alerts?

Ensure that your team is equipped to learn of threats originating on social media. Include Social Sentinel in your 2017 budget!

Social Sentinel's threat alert service keeps you informed of social media threats to your community without additional human resource efforts. Our proprietary algorithms ensure that you are made aware of potential problems before they occur.

Contact David Smitherman today to arrange a meeting or WebEx demonstration.



[Social Sentinel Brochure - Improve Your Social Intelligence, Better Protect Your Community.pdf](#)

--

David M. Smitherman | **Bear Strategies, LLC**

Social Sentinel, Inc. | Supporting Safety in a Socially Connected World
| dsmitherman@socialsentinel.com
www.socialsentinel.com



From: David Smitherman <dsmitherman@socialsentinel.com>
Sent: Tuesday, January 26, 2016 6:58 PM
To: undisclosed-recipients:
Subject: identify threats originating on social media

Good morning!

As you and your team of student life and law enforcement professionals begin the new year and contemplate enhancements to your proactive campus safety strategy, I hope you will consider how best to be alerted to threats originating on social media.

Social Sentinel's threat alert service keeps you informed of social media threats to your campus community without additional human resource efforts. Our proprietary algorithms ensure that you are made aware of potential problems before they occur.

Our Higher Education clients, among other concerns, are effectively using our social media threat alert service for:

- Intervening in Self Harm/ Suicide considerations
- Providing an added layer of security for high profile students/visitors, administrators, faculty, etc.
- Disrupting Narcotics use and distribution
- Stopping threats of violence
- Forestalling potential volatile protest's/demonstrations and school sports rivalry confrontations

I would enjoy the opportunity to visit with you and your key leaders to discuss how we can position your department to receive and respond to social media threats.

Could we arrange 45 minutes to meet in the coming weeks?

Have a great day!

David

ps. I am happy to work through one of your staff members if you deem appropriate.



HED BROCHURE .pdf

--

David M. Smitherman | **Bear Strategies, LLC**

Social Sentinel, Inc. | Supporting Safety in a Socially Connected World

| dsmitherman@socialsentinel.com

www.socialsentinel.com

From: David Smitherman <dsmitherman@socialsentinel.com>
Sent: Wednesday, January 20, 2016 10:00 AM
To: jbaker88@uncc.edu
Subject: identify threats originating on social media

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| dsmitherman@socialsentinel.com

www.socialsentinel.com

From: David Smitherman <dsmitherman@socialsentinel.com>
Sent: Wednesday, January 6, 2016 9:29 PM
To: undisclosed-recipients:
Subject: IACLEA Conference Call on Monitoring Social Media

Chief:

I thought you would want to be aware of this IACLEA call so you can hear about services like ours from one of your peers. Thanks and Happy New Year!

David

I am the Chairman of the IACLEA Two Year Institution Committee. Periodically the committee conducts Timely Topic Conference calls. These calls are an opportunity for you or your designee to call in and listen to information on a timely topic, share your thoughts and get your questions answered.

The Two Year Institution Committee invites members from ALL institutions to call in to listen and participate in these discussions. Our next call will address Monitoring Social Media. The questions you have will be addressed during the call. We all have questions about this topic!

To paraphrase our presenter, Lieutenant Mark Engstrom of Schoolcraft College, it is getting to the point where our agencies and institutions may be deemed negligent if we do not have some system in place to monitor and react to the potential warnings that have been posted on social media of impending violent events on our campuses. Sadly, this is the new normal.

Lieutenant Engstrom has a state of the art Social Media Monitoring system in place and will be sharing his research and experience on this topic.

All Timely Conference Calls are scheduled to begin at 1300 hours, 1:00pm EST and are scheduled for no longer than 60 minutes. If we have a really "hot" topic we will schedule an additional date to continue the discussion.

SAVE THE DATE!

Friday, 01-08-16, 1300 hrs: SOCIAL MEDIA MONITORING

Presented By: Mark Engstrom, Lieutenant, Schoolcraft College Police Authority, Livonia, MI

Instructions to join the conference call:

Access Number: [**\(800\) 832-0736**](tel:(800)832-0736)

**Outside U.S.A. Access # Site:
MeetingOne Conference Room
Number:**

Major Cleveland Smith

Deputy Director, Public Safety

Accreditation Manager

Anne Arundel Community College

101 College Parkway, Arnold MD. 21012-1895

Voice:

Fax: [410-777-1205](tel:410-777-1205)

Johns Hopkins PELP Session 2

--

David M. Smitherman | Bear Strategies, LLC

From: Margolis Healy <margolishealy@margolishealy.com>
Sent: Tuesday, December 8, 2015 4:04 PM
To: j baker88@uncc.edu
Subject: Safe Campus Bulletin Fall 2015

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Fall 2015  **ISSUE**
No.
11



[Safety and Security for Higher Education Travel and Study Abroad](#)
[The Most Important Resource You're Not Using](#)
[The Evolution of Security on Campus](#)

Dear Jeffrey,

The past several months have been a time for serious reflection in campus safety and security. The terror attacks in Beirut and Paris directly affected our campus communities both at home and abroad when we lost Cal State Long Beach student Nohemi Gonzalez in Paris and two American University staffers in Beirut. Our thoughts are with their families and friends of all those lost and injured as we try to process these tragic incidents.

On Friday, November 13th, we attended and participated in the [Clery Center's 25th anniversary event](#) at the Newseum in Washington, DC. We celebrated and discussed 25 years of the Jeanne Clery Act and its important role as the catalyst for breaking down the barriers that traditionally existed between campus public safety departments and other offices on campuses. We owe our thanks to the Clery family for turning their grief into landmark legislation that has benefited students, faculty and staff for a quarter of a century.

We also need to acknowledge the tragic mass shooting at Umpqua Community College in Oregon, and the numerous other school shootings that have already taken place this year across the country. Colleges and universities still remain one of the safest places for our young people, but we must continue to be prepared for all-hazards on our campuses, have threat assessment teams in place, and monitor social media.

Please don't hesitate to [contact us](#) with any questions about our services or concerns you may have specific to your institution. We are always available to listen and help in any way possible.

Warm Regards,

Steven, Gary and the Team

VISIT OUR WEBSITE

REMINDER!



We offer a full range of [culture and diversity services](#) including Bias Incident Response Training and Cultural Competency for Campus Public Safety Agencies.

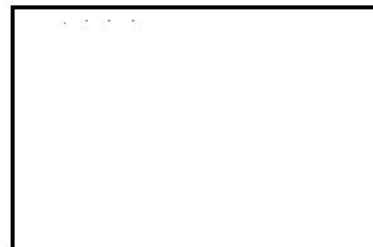
To review all our services, please visit [our website](#).

Safety and Security for Higher Education Travel and Study Abroad



In the days following the Beirut and Paris terror attacks, many colleges and universities find themselves working round the clock to re-evaluate the policies and protocols that currently govern their travel and study abroad programs, either in-house or with third-party program providers. Tighter travel restrictions, closed borders, limited communication, and higher threat risks are only a few of the current challenges now facing students, faculty and staff that are already working or studying abroad. In addition, additional challenges may begin to present themselves as threats from terror groups, such as ISIS, may increase, thereby causing increased concerns for students, faculty and staff scheduled to travel abroad in the coming months.

In 2012, Margolis Healy was awarded an expansion of its 2010 Bureau of Justice Assistance Competitive Grant for Enhancing Law Enforcement and Crime Prevention to identify promising practices in travel and study abroad safety and security programs at Institutions of Higher Education (IHEs). Phase one of our research consisted of conducting discussion groups with students studying abroad and administrators, public safety officials and other key stakeholders in London in April 2014. Phase two consisted of in-person and virtual discussion groups conducted in October 2014 with US based administrators at IHEs, public safety officials and key stakeholders from US government agencies and professional associations working in travel abroad safety. We



learned some promising practices from these groups and believe it is important to share a few key findings as you review and consider your planning efforts.

- Develop a multi-disciplinary travel/study abroad team that is comprised of people such as Title IX Coordinators, Counseling Center staff, Crisis Assault Center, General Counsel, Campus Safety officials, International Risk Management, Travel Abroad Office, Emergency Management, etc. These people provide a holistic view to safety and security. Unfortunately, less than one-third of IHEs currently have this model in place (see the findings from our recent 2015 Campus Safety Survey).
- Students should complete a mandatory assessment that is submitted to a committee for review. This assessment includes a plan for each city that will be visited while abroad. The student's committee reviews and approves the plan.
- Students should have an in-person meeting with an adviser and develop a milestone calendar. The milestone calendar outlines what steps the student should take at 3-months out, 2-months out, etc. before travel.
- Provide on-site orientation once students arrive at their country of destination. This includes hands-on activities, tours, and information about both local and organizational resources.

In addition, we'd like to direct you to some important resources for your team:

- National Association of College and University Business Officers (NACUBO) [International Resource Center](#) provides a framework for the key areas that institutions need to be aware of when conducting activities abroad.
- [The Forum on Education Abroad](#) is a 501(c)(3) non-profit, membership association recognized by the U.S. Department of Justice and the Federal Trade Commission as the Standards Development Organization (SDO) for the field of education abroad. The Forum provides training and resources to education abroad professionals and its Standards of Good Practice are recognized as the definitive means by which the quality of education abroad programs may be judged.
- [The Center for Global Education](#) is an international research and resource center that promotes international education at colleges, universities and other organizations around the world and provides faculty, staff, students and parents with information and resources on a variety of issues including integrated international learning, health, safety, diversity, and the impact of study abroad on student retention and success.
- [NAFSA: Association for International Educators](#) is a non-profit association dedicated to international education and exchange. NAFSA advances public policies that promote international education and is committed to supporting a broad public dialogue about the value and importance of international education. In particular, visit their best practices section for [supporting student health and safety](#).
- [US State Department Students Abroad Website](#) provides a wide variety of information and resources for students, faculty and administrators including contact information and locations of all US embassies, link to the Smart Traveler Enrollment Program (STEP), and travel warnings and alerts.

If you have any questions or concerns, please do not hesitate to [contact us](#) for additional resources or information.

The Most Important Resource You're Not Using

Have you heard of [The Weekly Snapshot](#)? It's the weekly email bulletin distributed by the National Center for Campus Public Safety (NCCPS) that features timely campus safety, emergency management, and law enforcement resources and tips. With more than 1,500 subscribers and 68 issues since its launch in July 2014, The Weekly Snapshot has become an indispensable resource for those that want the most relevant and up-to-date information on issues affecting institutions of higher education and their surrounding communities.

The Weekly Snapshot includes training and professional development opportunities and has covered topics that include the most prevalent such as sexual assault, community policing, and travel and study abroad health and safety to the lesser known such as fusion centers, FBI situational awareness reports, and volunteer and donation management during a crisis.

Previous issues are archived and searchable on the [NCCPS website](#) and, most recently a [searchable PDF](#) was added to the website for the time period July 1, 2014 through September 30, 2015. The Weekly Snapshot Directory PDF sorts each article written within each Snapshot issue by topic, date, title and summary.

You can subscribe to The Weekly Snapshot by choosing the Weekly Snapshot mailing list option or NCCPS All Mailings from the [NCCPS mailing list options form](#).

The Evolution of Security on Campus

Margolis Healy Senior Director of Security and Emergency Management Services Daniel R. Pascale, CPP, was invited to submit a chapter to this year's [Emerging Issues in K-12 Campus Security: Leading Lawyers and School Security Experts on Creating an Emergency Response Plan, Training Staff, and Observing Warning Signs](#).

His chapter, [The Evolution of Campus Security Needs \(PDF\)](#), "is intended to discuss some of the challenges facing school safety and security professionals today and into the future, and to discuss the evolving roles and responsibilities of campus safety stakeholders."

Dan's chapter covers many important topics and emerging best practices in campus safety and security including:

- The shift to all-hazard emergency operations plans
- The role of electronic media in campus safety
- The changing responsibilities of campus public safety officials

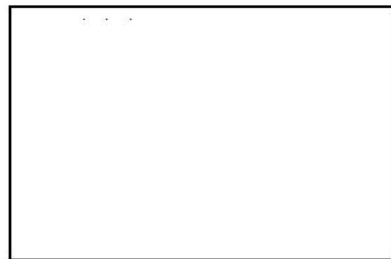
- The importance of collaborating with local law enforcement
- The importance of developing and testing school safety plans

Thomson Reuters produces the Inside the Minds book series and Emerging Issues in K-12 Campus Security, which is an authoritative, insider's perspective on the key legal and safety concerns for K-12 and secondary school campuses nationwide. The book features partners and campus security experts from some of the nation's leading firms.

We are delighted to provide our subscribers with the opportunity to [download](#) (PDF) this important chapter for their reference.



Download the report by clicking above



In Case You Missed It

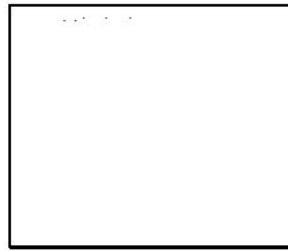
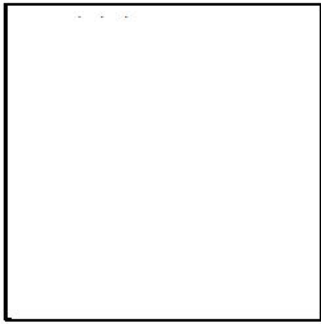
We released our 2015 Campus Safety Survey Key Findings report. This re-launch of our annual survey was more thorough than ever and our in-depth analysis provided a clear look at gaps in emergency management, perceptions amongst key audiences, and new insight into social media practices on campuses. Download the [full report](#).



Did You Know?

On Thursday, December 10, 2015, Director for Regulatory Compliance Mike Webster will join Abigail Boyer of the Clery Center for Security on Campus for a 90-minute webinar at 1 PM EST, Common Challenges in Clery Act Compliance. This free webinar will highlight common compliance challenges and possible solutions. Join us! [Register](#) today.





From the Field

Steven J. Healy, [Dr. Christine Garcia](#) and NCCPS Director Kim Richmond will be presenting a mini-institute at NASPA's Violence Prevention Conference on January 22, 2016. The mini-institute, Understanding and Implementing Trauma-Informed Sexual Assault Investigations and Adjudications, will highlight the latest trauma-informed sexual assault investigation and adjudication approach and modules that have been developed and piloted nationwide over the past year. [Register](#) today.

News from the National Center

Looking for a conference, training, or webinar opportunity? Want to promote one from your organization? Visit the NCCPS's [Calendar of Events](#). You can find upcoming events, recently added events, or submit your own by using the "Submit an Event" form.

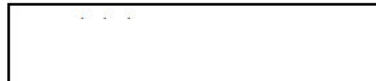


Recommended Resources



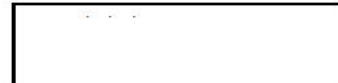
ClearCause

[ClearCause Foundation](#)'s vision is for every youth and student going abroad to have safe, rewarding experiences in an industry held to the highest standards with zero preventable deaths and injuries



Social Sentinel

Every part of the [Social Sentinel](#)® service has been built by safety and security experts. We are trusted advisers who have been there, and we want to continue to be there with you, bringing new strategies to help you expand how you approach your community - with social in mind!

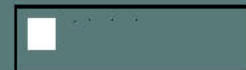


The "I Love U Guys" Foundation

[The "I Love U Guys" Foundation](#) was created to restore and protect the joy of youth through free educational programs and positive actions in collaboration with families, schools, communities, organizations and government entities.



Margolis Healy
128 Lakeside Ave, Suite 302
Burlington, VT 05401
866-817-5817
www.margolishealy.com



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Margolis Healy | 128 Lakeside Avenue | Suite 302 | Burlington | VT | 05401

From: discuss-bounces@lists.ren-isac.net on behalf of Nash, Paul <Paul.Nash@tufts.edu>
Sent: Thursday, October 15, 2015 10:27 AM
To: Scott Robards; RI-DISCUSS List (discuss@lists.ren-isac.net)
Subject: [RI-DISCUSS] Re: Social Media Monitoring for Threats

I agree - while it may be more fun to roll your own, social media has taken off to the point where it isn't scalable to follow/interface with all of the sites/services that pop up. The contextual issue is another problem, grep'ing for keywords is a start at reducing the dataset, but that is just the tip of the iceberg. Given the low pay within the NSA and other sig-int agencies, I'd like to find the company that was founded by some ex-analysts and data scientists that have looked into solving this problem before..

YikYak, although (maybe?) it is waning in popularity, still seems to be the best pseudo-anonymous geofenced forum that allows our students to gripe about our services - or lack thereof. Often times, YikYak could be viewed as a monitoring system to determine if we are having issues with a particular service and/or wireless in a particular area. A few folks have reverse engineered the yak API, allowing for command-line / grep'able interfaces, but the API has continued to grow & change, and YY started sending out cease & desist notices to prevent people from rolling their own clients.

Perhaps YikYak would be a great way to vet some of these firms - have they partnered with YY to gain access to their API and can they follow the yaks spread across different geographic campuses?

-Paul

—

Paul Nash
Tufts University

On 10/15/15, 9:42 AM, "Scott Robards" <discuss-bounces@lists.ren-isac.net on behalf of jsrobard@uncg.edu> wrote:

>I reached out to our contacts in University PD to ask what products
>they see as big players in this space. Their list was:
>
>GeoFeedia
>DigitalStakeout
>Signal - <http://www.getsignal.info/>
>SocialSentinel
>
>I've also assisted someone who was experimenting with tweepy, a Python
>library for interfacing with the Twitter API. I am sure there are
>similar libraries for other social media sites who expose APIs.
>
>I've not spent time with the commercial offerings but my two cents from
>working with tweepy is that you are looking at a massive firehose of
>nonsense from any social media site feed. Sorting through that to
>identify credible threats is a problem I'm not sure how I would solve

>operationally, and it's a harder problem than just getting the feeds
>(the latter just takes money).

>
>If we were attempting something like that here I would definitely push
>for a commercial product over roll your own, though. There is so much
>volatility in the social networking market in terms of popularity and
>automated access methods that it'd be worth it to make following those
>trends a vendor problem.

>
>On 10/13/2015 03:51 PM, Nash, Paul wrote:

>>
>> Social Sentinel (<http://www.socialsentinel.com>) came up in discussions that we've had with our University
Communications department – but from what I gather, the project hasn't really moved forward.

>>
>> Somewhat related, Netflix's Scumblr seemed like a way to roll your own if you had the time/cycles.

>>
>> <https://github.com/Netflix/Scumblr>

>>
>> -Paul

>>
>> —
>> Paul Nash
>> Tufts University

>>
>>
>> From:
>> <discuss-bounces@lists.ren-isac.net<mailto:discuss-bounces@lists.ren-
>> isac.net>> on behalf of Brad Grant
>> Date: Tuesday, October 13, 2015 at 12:42 PM
>> To: discuss
>> Subject: [RI-DISCUSS] Social Media Monitoring for Threats

>>
>> Are any of you doing anything together with your public safety office to help monitor social media for threats of
violence against the university? If so, what tools are you using?

>>
>> I am looking at adding some technology to help monitor social media streams for signals of potential threats. The
two tools I have seen so far are Bluejay by Brightplanet and Digital Stakeout by LexisNexis. I would love to hear from
anyone with experience with either tool or any other related technology. I'd really like to find something that is geared
towards university environments and can reach into gaming forums, etc.

>>
>>
>> Thanks,
>> Brad
>>
>> ...
>> Brad Grant

>>
>> VP for Information Technology
>>
>> Information Security Officer
>> Savannah - Atlanta - Lacoste - Hong Kong
>>

>> Savannah College of Art and Design ®

>>

>> 912.525.4030<callto:912.525.4030>|

>> (mobile)

>>

>> bgrant@scad.edu<mailto:bgrant@scad.edu>| twitter.com/bradatscad

>>

>>

>>

>> SCAD: The University for Creative Careers ®

>>

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>>

>

>--

>Scott Robards

>Information Security Specialist; CISSP, GISP Information Security

>Office, ITS The University of North Carolina at Greensboro

>

>

idadio@uncc.edu

From: discuss-bounces@lists.ren-isac.net on behalf of Nash, Paul <Paul.Nash@tufts.edu>
Sent: Tuesday, October 13, 2015 3:51 PM
To: Brad Grant; discuss
Subject: [RI-DISCUSS] Re: Social Media Monitoring for Threats

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Somewhat related, Netflix's Scumblr seemed like a way to roll your own if you had the time/cycles.

<https://github.com/Netflix/Scumblr>

-Paul

—
Paul Nash
Tufts University

From: <discuss-bounces@lists.ren-isac.net> on behalf of Brad Grant
Date: Tuesday, October 13, 2015 at 12:42 PM
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I am looking at adding some technology to help monitor social media streams for signals of potential threats. The two tools I have seen so far are Bluejay by Brightplanet and Digital Stakeout by LexisNexis. I would love to hear from anyone with experience with either tool or any other related technology. I'd really like to find something that is geared towards university environments and can reach into gaming forums, etc.

Thanks,
Brad

...

Brad Grant

VP for Information Technology
Information Security Officer
Savannah - Atlanta - Lacoste - Hong Kong
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[912.525.4030](tel:912.525.4030) | (mobile)
bgrant@scad.edu | twitter.com/bradatscad

SCAD: The University for Creative Careers ®

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From: John Reaves <johnreaves@triad.rr.com>
Sent: Wednesday, September 23, 2015 3:56 PM
Cc: David Smitherman
Subject: FW: 10% Off the Social Sentinel Service for NCALEA Conference Attendees

From: David Smitherman - Social Sentinel Inc. [mailto:dsmitherman@socialsentinel.com]



In appreciation for your attendance at the 2015 NCALEA conference, Social Sentinel is offering a special discount – but the clock is ticking!

Schedule a demo in September and we will give you 10% off your first year's contract if you sign before November 15, 2015.

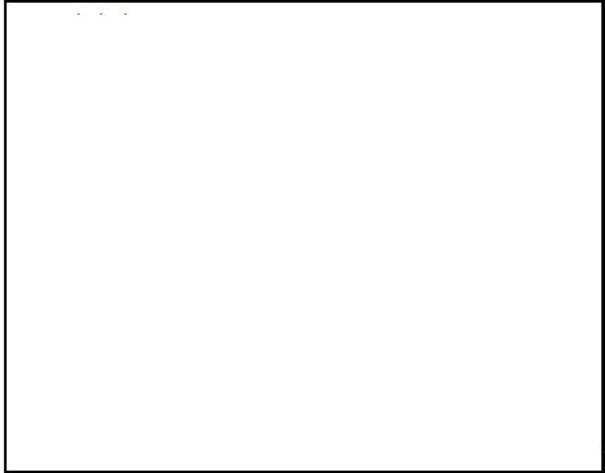
Our informative demo will focus on:

- The difference between a social media monitoring company and a social threat alert service and why that's important to public safety officials;
- How to recognize operational efficiency using the Social Sentinel® service; and
- Key questions to ask every social media monitoring and threat alert service provider before you buy!



I will be following up with you in the next week. Or, you can contact me directly to schedule your demo: dsmitherman@socialsentinel.com or

Find Threats Shared on Social Media



The Social Sentinel service streamlines your social media threat identification initiatives and provides better insight, oversight and resource management.

Social Sentinel helps better protect communities by alerting officials to threats shared publicly on social media, improving awareness of potential violence, self-harm and harm.

Social Sentinel, Inc. 128 Lakeside Ave, Suite 302 Burlington, Vermont 05401 United States

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From: Margolis Healy <ntwohig@margolishealy.com>
Sent: Tuesday, August 25, 2015 7:05 PM
To: jbaker88@uncc.edu
Subject: Safe Campus Bulletin Summer 2015

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Summer 2015  ISSUE No. 10

[Margolis Healy Contributes to Comprehensive Book on Campus Safety and Security Challenges in Campus Public Safety Navigating the School Security Market](#)

Dear Jeffrey,

It's certainly been a busy summer! We hope you've enjoyed some time off despite the flurry of activity that has occurred over the past few months. We've seen a new [Dear Colleague Letter](#) issued from the Department of Education's Office of Postsecondary Education on July 22nd that provides a summary of the final VAWA amendments to the Clery Act; a [July 29th Senate HELP hearing](#) on campus sexual assault; the release of the [Annual Indicators of School Crime and Safety](#) (PDF) report by The National Center for Education Statistics (NCES) and the Bureau of Justice Statistics (BJS); and new challenges to the campus public safety and policing profession.

In this issue, we're pleased to share new, valuable resources to help you address your critical campus safety and security challenges. We also want to alert you to upcoming events and campaigns that you may want to consider marking on your calendar.

Finally, we'd like to thank you for your continued support, not only for the work we do, but of the work you do to further the goals of campus safety and security. We know how hard you work to ensure your campus communities are safe and we enjoy doing our best to assist you in your endeavors.

Please don't hesitate to [contact us](#) with any questions about our services or concerns you may have specific to your institution. We are always available to listen and help in any way possible.

Warm Regards,

Steven, Gary and the Team

VISIT OUR WEBSITE

REMINDER!



Annual Security Reports are due October 1, 2015. With the final VAWA Amendments to the Clery Act in effect, your report may take more time than normal to compile and review.

If you need assistance getting ready, or making sure your current efforts are in compliance, please contact us about our [Annual Security Report Review](#) or [VAWA Amendment Focused Review](#).

Margolis Healy Contributes to Comprehensive Book on Campus Safety and Security

In 2014, co-founder Dr. Gary Margolis was invited to contribute to a new, comprehensive book on campus safety and security, [Managing Campus Safety and Security in Higher Education](#).

The book is separated into four parts: 1) Understanding Campus Police and Safety; 2) Nature and Scope of Campus Crime; 3) Managing and Preventing Campus Crime and Crisis; and 4) Campus Safety Challenges. Gary Margolis authored or co-authored the following chapters:

- Chapter 5: Guns on College Campuses - Dr. Gary Margolis
- Chapter 6: Mental Health and Campus Public Safety - Dr. Gary Margolis & Dr. Penny Shtull
- Chapter 11: Future Trends, The National Center for Campus Public Safety - Dr. Gary Margolis & Dr. Penny Shtull

Drs. J. Eric Coleman and Peter Johnstone of the University of North Texas (UNT) spearheaded the project in conjunction with a new, online graduate academic certificate in [Campus Safety and Security Administration](#), which was formally launched in spring 2015 and is approved by the US Department of Education.

Managing Campus Safety and Security in Higher Education is used as a textbook for the academic certificate program at UNT but Dr. Coleman believes given the vast knowledge and experience of the contributors, the book is a tool for a much wider audience. "In today's environment, this book should be on every college or university administrator's desk who has some level of responsibility in providing for the safety and security of their campus," said Dr. Coleman.

Additional book contributors include Susan Riesling, Associate Vice Chancellor and Chief of Police at the University of Wisconsin - Madison; Max Bromley, Associate Professor Emeritus in the Department of Criminology and Director of the Master of Arts in Criminal Justice Administration Program at the University of South Florida; Thomas Engells, Chief of Police at The University of Texas Medical Branch at Galveston; and many others.

You can purchase **Managing Campus Safety and Security in Higher Education*** via the [publisher's website](#) or through [Amazon](#). Please note, only the publisher, Kendall Hunt, offers an ebook version.

*Margolis Healy receives no royalties or compensation from sales of the book.

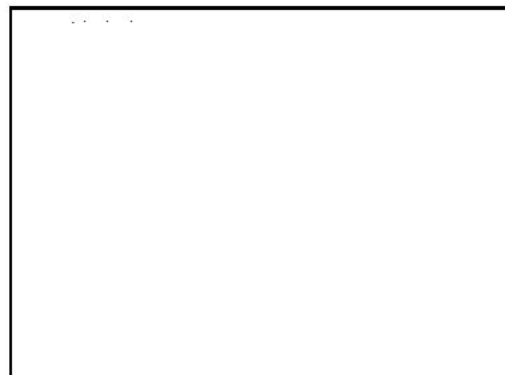
Challenges in Campus Public Safety

The past month has been one of the most trying periods we've seen for the profession of campus public safety and policing in some time. These new challenges come during a time of heightened awareness of how law enforcement interacts with communities of color, and, in some cases, people of different socio-economic statuses, sexual orientation, or racial/ethnic backgrounds.

We continue to monitor the pulse of many different stakeholders that influence campus public safety and police from federal and state government to professional associations, nonprofit organizations and the news media.

Campus law enforcement is not a new phenomenon. It dates back to the 1800s with Yale University and the City of New Haven working together to address the unique needs of Yale's campus at that time. Since then, we've had wars, decades of activism, and the creation of the GI Bill, all which contributed to college and university campuses growing in size, diversity and complexity.

Today, college and university campuses are akin to small cities with on and off-campus housing, utilities, public access, etc., and require a more sophisticated campus public safety agency and/or police force. The 2007 Virginia Tech shooting and subsequent campus shootings such as the 2008 shooting at Northern Illinois University truly changed the campus security landscape permanently and made us all realize the critical need for formal emergency management guides and a more sophisticated, safety and security agency on campus.



We continue to provide services, delivered by a seasoned team of nationally recognized leaders in their respective areas, that help you ensure your agency is meeting the highest standards of excellence expected by your institution, campus and local community.

- **Equitable and Unbiased Campus Public Safety Review:** We provide an objective review of policing practices with an eye towards ensuring fair and impartial policing. Our comprehensive review includes a thorough assessment of policies (especially those that govern high risk/high liability situations), procedures and practices rooted in our considerable experience in university and college public safety. [Read More.](#)
- **Culture and Diversity Services:** Two different services are available - Bias Incident Response Training and Cultural Competency for Campus Public Safety Agencies. [Read More.](#)
- **Public Safety Management Studies:** We will conduct a review of the institution's safety and security function and make recommendations and suggestions, if required, in light of best practices and institutional needs. [Read More.](#)
- **Arming Support (Lethal & Less-than-Lethal Force Options):** We understand the unique challenges that arise when an institution of higher education explores arming their campus public safety officers, or implementing less-than-lethal use of force options. Our extensive experience in public safety and higher education administration allows us to facilitate reviews and studies that support institutions and their public safety functions with these decisions and processes. [Read More.](#)

Please [contact us](#) with any questions about these services and how we can work together to tailor them to fit your needs.

Navigating the School Security Market

Senior Director of Security and Emergency Management Dan Pascale, CPP recently authored an article for *Security Dealer and Integrator Magazine* entitled ["Navigating the School Security Market."](#)

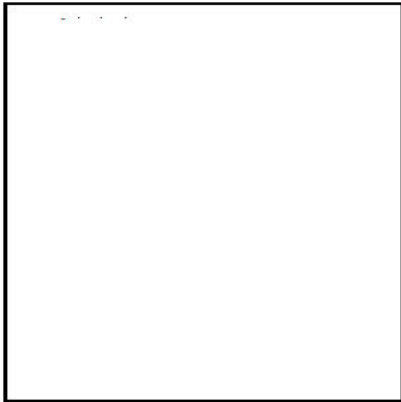
The article examines what Dan calls "contemporary trends," a comprehensive term that considers best practices, emerging practices and budget. Considering school security is such a vast topic for both higher ed and K-12, Dan chose to focus on a few key areas for this particular article.

- **Efficiency:** "The paradigm shift that I am seeing is institutions moving away from simply investing in security technology, and instead learning how they can more efficiently and effectively use the technology they have."
- **Becoming a Trusted Adviser:** "In many cases, schools are not only struggling with difficult

financial decisions, but they also do not have the subject matter expertise to thoroughly assess their needs and/or understand the technologies and opportunities available."

- Centralization: "We are seeing a significant desire to move to a centralized model of security technology. This is not necessarily new, but it is much more in demand than in the past."
- Additional Technology Trends: "Often during assessments, we find that available technologies that would benefit our clients were never proposed or offered to them."

Read the entire article [here](#).



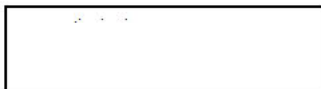
In Case You Missed It

Co-Founder Gary Margolis contributed to "[Bystanders: Your Best Weapon Against Sexual Assault](#)", the second in a series of four Campus Safety Magazine articles covering sexual assault, relationship violence and stalking.



Did You Know?

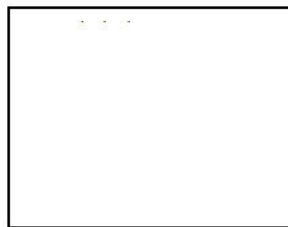
September is National Campus Safety Awareness Month (NCSAM). We'll be tweeting and posting tips and advice all month long, in conjunction with the Clery Center, for the "[Know More, Do More](#)" campaign. Look for and use the hashtag: #NCSAM2015!



From the Field

Join us October 19-21, 2015 for the 25th Annual Legal Issues Conference in Higher Education in Burlington, VT. New this year is a campus public safety track presented in collaboration with the

NCCPS. [Register today](#) to attend in person or via webstream.



News from the National Center

The National Center for Campus Public Safety has launched a new, free webinar series: **Campus Public Safety Online**. All webinar information can be found on the [NCCPS's webinar webpage](#), and past webinars are archived and can be streamed at your convenience via YouTube.



Recommended Resources



Clery Center

The mission of the [Clery Center](#) is to work with college and university communities to create safer campuses. "We envision a world where all college students are safe and can learn and grow in environments of compassion and respect."



Social Sentinel

Every part of the [Social Sentinel](#)® service has been built by safety and security experts. We are trusted advisers who have been there, and we want to continue to be there with you, bringing new strategies to help you expand how you approach your community - with social in mind!



United Educators

[United Educators](#) (UE) provides liability insurance and risk management services to nearly 1,300 members representing thousands of schools, colleges, and universities throughout the United States. UE is owned and governed by the educational institutions it insures.



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Margolis Healy | 128 Lakeside Avenue | Suite 302 | Burlington | VT | 05401

From: David Smitherman - Social Sentinel Inc. <dsmitherman=socialsentinel.com@mail55.atl71.mcdlv.net>
on behalf of David Smitherman - Social Sentinel Inc. <dsmitherman@socialsentinel.com>
Sent: Monday, August 17, 2015 4:09 PM
To: Chief Baker
Subject: Social Sentinel Back to School Special for UNC System Campuses

[Redacted]

Dear Chief Baker,

I understand you may have recently learned about the [Social Sentinel® service](#) from the statewide Chief's conference call or attendance at the NCACLEA conference. I'm following up to see if you have any questions, if you are open to getting a demonstration of our service, and to extend a special offer that expires soon that we are making available to all UNC campuses.

My name is David Smitherman and I am available at your convenience to meet with you and your team to review the following:

- How the Social Sentinel service is used by campus safety and security teams to **identify threats** shared via social media to **mitigate threats of harm and self-harm, reduce crime**, and bring **actionable intelligence** to evolving situations;
- Where our service can help your team **operate more efficiently and effectively**; and
- What a threat alert looks like and **how our threat alert service operates** versus reviewing social media by hand or using the standard social media monitoring services currently available.

[Redacted]

Social Sentinel is offering all North Carolina public universities' safety and security teams a **20% discount** for the first year for contracts completed in September and **10% off** for contracts completed in October.

Our fee is reasonable and includes **unlimited searches, search results, geofences, login credentials** for users in your organization, and **24/7 access to our Client Success team.**

SCHEDULE A DEMO

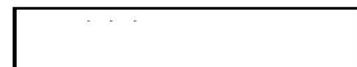
I will be calling you within the next week to follow up. If you would like to schedule a demonstration, please click above, or I am available anytime at dsmitherman@socialsentinel.com. In the meantime, please feel free to visit www.socialsentinel.com or [review the attached brochure for more information.](#)

Best,

David Smitherman | Regional Sales Manager
- dsmitherman@socialsentinel.com |

Find Threats Shared on Social Media

The Social Sentinel service streamlines your social media threat identification initiatives and provides better insight, oversight and resource management. Social Sentinel helps better protect campus communities by alerting campus safety officials to threats shared publicly on social media, improving awareness of potential violence, self-harm and harm waged against students, staff or facilities.



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