



CODE RED: ***SAFER SCHOOLS INITIATIVE***

SCHOOL BOARD PROGRAM OVERVIEW

"A nation where every K–12 campus, whether urban or rural, large or small, has equal access to the security and safety expertise, resources, and technology required to prevent and respond to school violence."



THE CRISIS

THE CRISIS: **SCHOOLS UNDER THREAT**

School security threats have reached unprecedented levels, demanding immediate, coordinated action.

1.3 MILLION

Crimes on school property (2020–2024)

FBI NIBRS (NCES/DOJ extract)

88%

Of school safety incidents are behavioral in nature

over 265,000 safety alerts (fights, disturbances, threats, etc.)

2025 K12 School Safety Trends Report (CENTEGIX)

1,626

School Shooting incidents (2020-2024)

K12 School Shooting Database, 2025
(IntelliSee summary, 2026)

60%

Of incidents occur on school property

parking lots, sports fields, playgrounds, etc.
2025 K12 School Safety Trends Report (CENTEGIX)



THE COST

THE **COST** OF **DOING** NOTHING

Every preventable incident represents

Human Impact

- ✓ *Lives at risk and trauma that lasts generations.*
- ✓ *Long-term psychological harm for students and staff*
- ✓ *Lifelong medical and counseling needs*
- ✓ *Annual costs of school crime at about **3.5 billion** dollars*

Financial & Institutional

- ✓ *Legal liability, settlements, and rising insurance premiums*
- ✓ *Over **\$430M+** from property loss and damage in U.S. schools.*
- ✓ ***\$600M+** annual cost from school-based crime across healthcare, mental health services, lost productivity, and property damage.*

Educational Impact

- ✓ *Loss of instructional time*
- ✓ *School closures*
- ✓ *Disrupted academic continuity*
- ✓ *Reduced graduation and lifetime earnings*

Non-fatal gunshot injuries on school campuses cost the average victim about
\$100,000

Nearly
\$60 million
a year from serious on-campus assaults and gunshot injuries

Estimates about
\$11 trillion
in lost life-time earnings due to impacts on learning outcomes



THE GAP

Why *Current* Solutions *Fail*

*What's missing is a coordinator and a framework,
not another product line.*

Schools understand the risk, but lack the funding, coordination, and equipment.

Security In Silos

- Physical security, emergency communication systems and software platforms are bought and managed separately.
- Vendors optimize for their product, not the school's overall risk picture.

Outdated, Untested Emergency Plans

- Schools must stitch together hardware, software, training, and policies from multiple vendors.
- Integration is often weak or non-existent, leaving blind spots and untested emergency plans.

No Coordinated Ecosystem

- Many plans are written once, put in a binder, and never revisited or drilled.
- Staff turnover means many people don't know what's in those plans.

Competing Vendors, Conflicting Advice

- Each vendor pitches a "silver bullet," leading to conflict and decision paralysis.
- The result - partial implementations, unused features, or projects that stall.



ABOUT US

THE CODE **RED** ***APPROACH***

*Code **Red**: Safer Schools Initiative
is a security-first, execution focused
organization built by practitioners with
real world experience.*

Who We Are

*We coordinate partners,
technology, and expertise into one
unified framework that schools can
actually implement.*

Our Mission

*To help schools prevent, prepare for,
respond to security incidents through
a partner aligned security and
emergency management framework.*



PILLARS OF IMPACT

OUR FOUR **PILLARS** OF **IMPACT**



***Physical
Assessments***



Education



***Technology &
Equipment***



Reassessment



Pillar 1: ***Physical Assessments***

Our Free Physical Assessment Program establishes a clear, objective understanding of a school's current security posture. We conduct on-site evaluations to identify vulnerabilities, assess readiness, and document physical risks across campus facilities. Findings are translated into actionable insights that inform immediate improvements and long-term security planning.

Detailed mapping of physical vulnerabilities and weak points (doors, sight lines, access paths, common area blind spots).

Baseline physical security and readiness assessment.

Gap analysis of existing systems vs. industry best practices and applicable standards.



Pillar 2: ***Education***

Our Free Education Program ensures that safety plans are not just written, but understood and executed under pressure. Through structured, role-based training, we equip teachers, staff, and students with the knowledge and confidence to respond effectively during emergencies. Instruction emphasizes clarity, repetition, and practical application to reduce confusion and improve outcomes.

Industry best practice training for teachers, staff, and students on physical security and emergency procedures.

Scenario based drills and tabletop exercises for lock down, evacuation, and shelter in place.

Clear, role based emergency action plans so every adult and student knows what to do, where to go, and how to communicate.



Pillar 3: ***Technology & Equipment***

Our Technology & Equipment Program translates assessment findings and training plans into real-world capability. We coordinate the deployment of physical security equipment and integrated software systems so schools can identify risks, manage incidents, improve accountability, and respond effectively. The focus is not just on providing equipment—but providing FREE solutions through donations and partnerships that deliver a connected, reliable safety ecosystem that schools can sustain.

Coordinated deployment of physical security equipment including access control, surveillance cameras, intrusion detection, emergency alerting, visitor management, and communications systems.

Integrated safety software solutions for BTAM, incident documentation, tip reporting, student accountability, attendance, hall-pass management, and campus movement visibility.

End-to-end lifecycle management—from assessment, vendor selection, installation, configuration, and training to maintenance, replacement, reassessment, and continuous system improvement.



Pillar 4: ***Reassessment***

Our Reassessment Program ensures that security efforts remain effective over time. Through routine audits, post-incident reviews, and scheduled evaluations, we verify that systems, procedures, and training continue to function as intended. This ongoing process allows schools to adapt to changing environments, emerging threats, and operational lessons learned.

On-going audits and walkthroughs to validate systems and procedures.

After action reviews following drills or incidents, with concrete improvement plans.

Annual reassessment so the security posture keeps pace with evolving threats and campus changes.



CREDIBILITY & GUIDING PRINCIPLES

BUILT ON **EXPERTISE**, DRIVEN BY **ACCOUNTABILITY**



Industry Credibility

- Leadership team drawn from law enforcement, emergency management, and K-12 operations.
- Approach grounded in industry and government best practices for physical security and emergency management. (DHS, DOJ, DOE, etc.)
- Informed by real after-action lessons from school incidents nationwide.



Transparency

- Open reporting on all funds and outcomes
- Tier-appropriate impact reports
- Clear breakdown of program vs overhead spending
- Independent financial audits under 501(c)(3) standards



Accountability

- Measurable KPIs - schools served, training hours delivered, drills completed.
- Baseline vs post-implementation comparisons
- Commitment to course-correct when targets aren't met



HOW THE SCHOOL AND DISTRICT FIT INTO THE PROCESS

This is a partnership. Your involvement ensures the program is successful, practical and built for your district.



Your Responsibilities

- ✓ District leadership designates a project lead and campus points of contact.
- ✓ School leadership provides site access, existing plans, and current security concerns for review.
- ✓ Facilities and IT help coordinate installation logistics and compatibility questions.
- ✓ Administrators and staff participate in training, drills, and emergency procedure reviews.
- ✓ The district maintains ownership of daily operations and future subscription decisions after the first covered year.



Code Red's Responsibilities

- ✓ Provide a clear program roadmap and communication throughout the process.
- ✓ Conduct on-site assessments and analyze gaps in security and preparedness.
- ✓ Coordinate partners, equipment, and technology to meet district needs.
- ✓ Deliver training, drills, and planning support for staff and administrators.
- ✓ Oversee implementation, provide follow-up support, and conduct annual reassessments.



PROGRAM PROCESS

What Happens From **Start** to **Finish**

Code Red serves as the single coordinating point across planning, training, equipment, and follow-up.

STEP 1

INITIAL ALIGNMENT MEETING

Confirm campuses, priorities, and district POCs.

STEP 2

ON-SITE PHYSICAL SECURITY ASSESSMENT AND READINESS REVIEW

Conduct on-site assessments and evaluate current security posture.

STEP 3

WRITTEN FINDINGS, GAP ANALYSIS, AND PRIORITIZED RECOMMENDATIONS

Deliver clear findings with prioritized solutions.

STEP 4

COORDINATED TRAINING, EQUIPMENT AND TECH IMPLEMENTATION PLANNING

Align training, equipment, technology and implementation with district needs.

STEP 5

INSTALLATION OVERSIGHT, FOLLOW-UP SUPPORT, AND ANNUAL REASSESSMENT

Oversee installation, provide ongoing support, and reassess annually.



FINANCIAL MODEL

HOW THE **FINANCIAL MODEL** WORKS

No upfront school equipment purchase required.

Initial Equipment

Schools do not have to come out of pocket for the recommended equipment deployed through the Code Red program model.

Subscription Services

For subscription-based tools or platforms, Code Red plans to cover the first year to eliminate barriers to adoption.

Long-Term Sustainment

After year one, follow-on subscription costs would be covered either by the school or by any remaining funds dedicated to that district, if available.

District-dedicated remaining funds may be preserved for maintenance, replacement, and ongoing support needs.



FREQUENTLY ASKED QUESTIONS

Clear Answers, Complete Transparency

Is Code Red selling us a single product?

No. Code Red coordinates assessment, training, implementation, and reassessment through a unified framework.

Will the district need to fund equipment upfront?

No. The program is designed so schools do not have to come out of pocket for equipment.

What happens with software or subscription fees?

The first year is planned to be covered; later years become a district or district-dedicated-funds decision.

Who manages the implementation?

Code Red coordinates partners, scheduling, and implementation oversight with a Project Manager assigned to the district

What is the district responsible for?

Site access, decision-makers, staff participation and long-term operational ownership.

How can we determine if this is working effectively?

Code Red's supporting materials emphasize transparent reporting, measurable outcomes and oversight.



RECOMMENDED NEXT STEPS

NEXT STEPS FOR DISTRICT REVIEW

RECOMMEND ACTIONS



1

Identify the schools or campuses to be prioritized first.



2

Designate district and campus points of contact.



3

Schedule the initial assessment and planning session.



*A coordinated
framework
designed to support
safer, more prepared
learning environments.*



CONTACT US

**CONTACT US TO MAKE
AN *IMPACT* AT A
SCHOOL NEAR YOU**



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