

## Campus Chat

Campus and student chat systems allow students and groups immediate communication.

So, I'll friend you on... or call you at?

What if I don't want to share my digits or "friend you on social media," but I need to talk to you because we are in class, on a team or in a club, what then?

The answer is IDentifyED Campus Chat.



Campus Chat systems are expected and need at schools.

Campuses and students expect tools that social networking services, provide; Like chat. Campuses and schools like the idea of a connected network of students, they want to have to compromise anyone's privacy, safety, or security to get it done.

Schools to trust communication need to assure privacy, authentication, data and have auditable communications. The school can protect its reputation, students, parents, faculty, and staff without the right tools. These safeguards can never and will never be available with public open social media solutions. So, what can be done?

What social networking and chat services are they using on campus?

Facebook and YouTube dominate this landscape, as notable majorities of U.S. adults use each of these sites. At the same time, younger Americans (especially those ages 18 to 24) stand out for embracing a variety of platforms and using them frequently. Some 78% of 18- to 24-year-olds use Snapchat, and a sizeable majority of these users (71%) visit the platform multiple times per day. Similarly, 71% of Americans in this age group now use Instagram and close to half (45%) are Twitter users. (according to the Pew Report).

What are campuses using for communication and social networking?

Many campuses use learning management systems, which are limited in their embrace of communication and don't provide any communication systems outside of the course. Most don't offer any chat function they are simple message boards. So, to reach students, campuses,

instructors and administrators feel like they are forced to reach out to students on open, unsecured social networking/media platforms or go without.

## So, what is the harm of the school embracing open public chat?

So, what is the harm in allowing students and teachers to communicate via Facebook, Twitter, Snapchat, or Instagram?

Students do it all day; why not allow teachers isn't the same thing? No.

Here are some issues to consider:

1. Social media companies make their money by allowing 3<sup>rd</sup> parties to access personal private information. So, users' privacy and chats are not assured at all.
2. School's don't own the data nor can they access it, so that's a big problem in terms of risk, liability, and litigation.
3. There is no way to truly authenticate a user on a social media chat session.
4. If the school doesn't own the data, the authentication, and cannot truly access it, who can you hold accountable for inappropriate communication, when the user can say: "it was not me, that is not the correct information."
5. If the school does own the data, they can monitor the communication infrastructure so that they can manage risk, liability, negligence, and litigation risk.

## If a school creates its chat solution?

1. The school could authenticate everyone.
2. Own the data.
3. Assure privacy.
4. Assure security.
5. Audit communications.
6. Provide real valuable solutions by having a solution that provides not only chat but:
  - a. User, Group and Course Message Boards
  - b. Messaging (inbox/outbox)
  - c. File Sharing
  - d. Picture Sharing
  - e. Calendar Sharing
  - f. Location Sharing

What are you saying? School-based social media system provided the correct way could be useful?

Yes!

Top reasons why IDentifyED's Social Media Services is the best

1. Best Chat Privacy
2. Best Chat Security
3. Best campus chat data ownership and audit
4. Best and most Complete Social Networking features
5. Best Complete Communications and Security System

How do IDentifyED's campus/school chat and social media system meet your requirements?

1. IDentifyED allows your school to own, access completely, and download your chat data.
2. IDentifyED provides a complete suite of social media features:
  - a. User, Group and Course Message Boards
  - b. Chat and Group Chat.
  - c. Messaging (inbox/outbox)
  - d. File Sharing
  - e. Picture Sharing
  - f. Calendar Sharing
  - g. Location Sharing
  - h. Contact info Sharing
3. IDentifyED allows the school to manage and assure authenticated chat sessions.
4. IDentifyED provides private chats based upon encrypted connections, encrypted databases, role-based access, and strong authentication rules.
5. User chats allow the user to:
  - a. To flag content.
  - b. Control what information and what modules they share with others.
6. IDentifyED allows campuses to audit any chats for inappropriate language, violence, weapons, alcohol, sexual content, and drug language.
7. IDentifyED provides Apps on IOS and Android.
8. IDentifyED provides a state-of-the-art HTML based communication dashboard for every user that allows access to all features.
9. IDentifyED Provides group communication dashboards that allow a group or course to share:
  - a. Message boards
  - b. Messages

- c. Chats
  - d. Leader information
  - e. Calendars
  - f. Share Files
10. IDentifyED Provides course communication dashboards allow a group or course to share:
- a. Message boards
  - b. Messages
  - c. Chats
  - d. Instructor information
  - e. Calendars
  - f. Share Files
  - g. Assignments
  - h. Grades
  - i. Attendance
11. IDentified Also provides a complete suite of security features:
- a. School ID
  - b. Custom Campus App
  - c. Student Location Services
  - d. HID Smart Card
  - e. Help Request
  - f. Emergency Broadcast
  - g. Check-in / Check-out
  - h. School Sharing Content Tool
  - i. Discipline
  - j. Say Something
  - k. Accident/Safety Management
  - l. Campus Monitoring
  - m. SOC Tools
  - n. Visitor Management
  - o. Visitor Validation
  - p. Reunification
  - q. Bus
  - r. Carline
  - s. Hall Pass

## IDentifyED's chat API

IDentifyEd has an extensive library of APIs so that 3<sup>rd</sup> parties with the proper credentials can interact with IDentifyED. The chat APIs allows the school to both get and put a large number of functions and data from the many IDentifyED social apps/systems.

## Integration from your campus SIS

Integration is the best news yet!

IDentifyEd can integrate with your SIS so that we can pull student/user and login roster information as well as in many cases course, teacher and group information. See the list below. We can also with the Swift Data tool completely integrate with the list of premise access controllers, the list below. With the Swift Data tool, we provide not only data synchronization but also workflow and business rule-based intelligence to configure access and to update Kornukopia's IDentified, your SIS, and your PACs!

### Swift Data Auto synch

- Ellucian
- Peoplesoft
- Jenzabar

### Clever-Managed Auto Sync

- Aeries
- Infinite Campus
- Illuminate
- PowerSchool
- SchoolInsight
- Skyward

### SIS-Managed Auto Sync

- ADAM SIS
- Aspen SIS
- Chalkable iNOW (formerly STI) SIS
- Classe365 SIS
- Edupoint Synergy SIS
- eSchoolData SIS
- FACTS SIS
- Focus SIS
- Genius SIS
- go.edustar SIS
- Harmony SIS
- iPASS SIS
- JMC SIS
- JCampus SIS
- Jupiter iO SIS
- Lumen AXSIS SIS
- MiStar SIS

- MMS SIS
- OnCourse Systems for Education SIS
- ProgressBook (formally DASL for Ohio) SIS
- Q SIS
- RDS SIS
- Realtime Inc. SIS
- Rediker SIS
- SAM Spectra SIS
- SchoolBrains SIS
- SchoolSpeak SIS
- School Pathways SIS
- School Time SIS
- Sycamore SIS
- TEAMS SIS
- TxEIS SIS
- Tyler Schoolmaster SIS
- Tyler v9 SIS
- Tyler v10 SIS

## Premise access controller smart card IDentifyED update integration list

- Assa Abloy HID Persona Physical Access Controller
- Genetec Physical Access Controller
- Lenel Physical Access Controller
- Rs2 Technologies Physical Access Controller
- Honeywell Physical Access Controller
- Vanderbilt Industries Physical Access Controller
- Software House Physical Access Controller
- Brivo Physical Access Controller
- S2 Security Physical Access Controller

## What is so cool about the IDentifyED School ID app?

The IDentifyED App is much more than just a student ID and smart card; IDentifyEd's primary goal is to entice the student with an extensive series of student engagement apps. These modules/features are entirely configurable by the school at the user role level. IDentified provides three significant types of student engagement solutions for your campus:

1. Campus safety and security.
  - a. Student ID
  - b. Emergency Broadcast
  - c. Help Requests
  - d. Location

- e. HID SEOS Smart Card
  - f. Custom App
  - g. Check-in/Check-out
  - h. Discipline
  - i. Reunification
  - j. Bus
  - k. Carline
  - l. Security Operations Tools
  - m. Hall Pass
  - n. Say Something
  - o. Security Policy and Emergency Content Tool
2. Campus social networking and communications.
- a. User Messaging
  - b. User/Student Portfolios with:
    - i. User Message Boards
    - ii. File sharing
    - iii. Contact/roster info sharing
    - iv. Picture sharing
    - v. Location Sharing
    - vi. Calendar Sharing
    - vii. Messaging
    - viii. Chat
    - ix. Strong privacy and filters
  - c. Group Message Board
  - d. Course Message Board
  - e. Group/Group Messages
  - f. School Broadcast
  - g. Chat
  - h. Group Chat
3. Learning tools
- a. Grades
  - b. Attendance
  - c. Assignments
  - d. To-dos & Take Home
  - e. Course Management
  - f. Group Management
  - g. Volunteers
  - h. Discipline
  - i. Disclosures
  - j. Calendars

IDentifyED can integrate with your

1. Kornukopia's IDentifyED School ID tools easily integrated with your student information system or learning management system so that you can leverage student attendance, course and group rosters to communicate issues to specific users by group and course.
2. Kornukopia's IDentifyED provides students with a suite of student engagement tools and social networking tools in order so that the student use, trusts, and leverage the tool, the more they use it when you need to broadcast to them, the tool is something they are entirely familiar with.
3. Kornukopia's IDentifyED provides your staff with all the tools that a professional security operation would use and with our apps allows you to put it at the fingers tips of your team, they are, based upon your permission make the School ID, locking down the school and potentially saving lives.

## What is holding you back?

1. Users will use public open social chat without viable alternatives.
2. Implementing is quick and easy.
3. The IDentifyED system cost is easily justified based upon all the other items it replaces.
4. Every minute you wait, you create more risk, liability, and negligence.
5. You can start saving lives and communicating to everyone that your campus is safe and secure, today!

Imagine the privacy issues you can address and the lives you save and the processes you can improve with IDentifyED campus safety, security social networking system helping you create a better, safer campus.

What Next?

Contact Kornukopia!