

3 MAIN STREET  
NEWTOWN, CT 06470

TEL. (203) 270-4296  
FAX (203) 270-4356



MAUREEN A. WILL  
Director  
Maureen.will@newtown-ct.gov

**TOWN OF NEWTOWN**  
EMERGENCY COMMUNICATIONS

To those considering a school safety program:

My name is Maureen Will, and I serve as the Director of Communications Newtown Emergency Communications Center in Newtown, Connecticut. I have also served as the President of the Atlantic Chapter of the Association of Public-Safety Communications Officials, the largest public safety association in the United States. Today, I'd like to share my experience with the Rave Panic Button system.

Every day, we entrust the safety of our children to the men and women who work inside our schools, and in doing so, we also put our faith in the first responders who pledge to protect our kids from harm. The unfortunate reality is that violence and tragedy can strike at any time, and when it reaches the doors and playgrounds of our schools, a coordinated process that begins at 9-1-1 and immediately alerts on-site staff is the most effective way to respond to incidents on a K12 campus.

The Rave Panic Button is the only tool that can be activated from anywhere on campus, and simultaneously initiates a 9-1-1 call while sending out a mass notification through text message and email to key staff and personnel at the school that provides information on the type of emergency, and the location of the incident. This simple but effective process allows faculty and staff to immediately enact emergency plans and provides law enforcement with the context necessary to respond quickly to any threat. The Rave system also presents school floorplans to help our first responders identify the entry points on a school campus and can include points of contact inside the building to engage with during an event requiring an evacuation or shelter in place.

Knowing that all of our schools are leveraging the same system also provides a level of uniformity and standardization that is invaluable to school employees, 9-1-1, law enforcement, fire and EMS. Training staff to use one system and knowing that they can access this life saving technology from any K12 campus makes it more instinctual to use on a day to day basis, and allows our 9-1-1 personnel to work through the response process in a uniform manner.

We put a lot of time and effort toward preparing for emergencies that occur on K12 campuses, but one of the biggest returns on value provided by the Rave Panic Button is its applicability for the incidents school administrators and faculty face on a daily basis. Whether there is a problem that requires police, fire, EMS, or internal staff communication, Rave provides the only solution that immediately contacts 9-1-1, notifies key personnel, triggers the automatic presentation of facility information, and can be activated from anywhere on a campus, whether inside the classroom or out on the soccer field.

Knowing that our students, faculty and emergency responders are linked by a single communications network not only provides peace of mind to the parents and guardians who entrust us with the safety of their children, but also fosters better relationships between public safety and school

officials, which improves community safety and results in a more collaborative approach to school safety. This is why Newtown is proud to partner with Rave, and would fully endorse their efforts across the nation to help keep our kids safe.

Sincerely,

A handwritten signature in blue ink that reads "Maureen A. Will". The signature is written in a cursive style with a large initial 'M'.

Maureen A. Will, RPL  
Director – NECC  
3 Main Street,  
Newtown, CT 06470