

# Magnified Success with CrisisGo + "I Love U Guys"

## The Challenge

Bemidji Area Schools is a small district located in Bemidji, Minnesota, in the same county as The Red Lake Indian Nation. The community maintains a close relationship with the Red Lake School District and sends buses to the reservation each day to bring students to their district. After the tragic Red Lake Senior High School shooting in 2005, Bemidji Area Schools needed to strengthen their school safety measures to keep their students safe.

They embraced resources and protocols from The "I Love U Guys" Foundation and needed a better way to communicate and share information during an emergency. Their safety protocols and resources were only available on paper, many of their departments had their safety plans, and they relied on two-way radios for emergency communication. It was time to modernize and streamline.

## The Solution

The health and safety staff from Bemidji Area Schools chose CrisisGo's digital safety and crisis response platform to support their emergency communication and response. With CrisisGo, they can quickly and easily:

- Alert all stakeholders of an emergency with a single audible notification.
- Connect with all teachers, staff, and students through desktop and smartphone apps.
- Meet state safety requirements by providing digital access to emergency plans and a complete roster of staff and their role in an emergency.

Since Bemidji Area Schools started using CrisisGo, the safety platform has partnered with The "I Love U Guys" Foundation. This partnership has streamlined the district's emergency response process and made their experience with CrisisGo better. When the partnership was announced, Superintendent Tim Lutz reached out to share:

"This is really awesome and exciting news! In Bemidji, we use many of the resources from the "I Love U Guys" Foundation. [This partnership is a] great move for CrisisGo!"

## The Results

Bemidji Area Schools has successfully used CrisisGo to respond to multiple incidents, including a head-on bus collision, a fight outside the high school building, and a bus rollover with air evacuation.

The capabilities of CrisisGo have made the emergency response more efficient for Bemidji Area Schools. Instead of making several phone calls, one button's push makes it extremely efficient for mass notification.

Greg Liedl, a CrisisGo Administrator in the district, says, "The nice part about CrisisGo is there is a one-button push. I don't have to hunt down everyone and tell them what is going on."



## Customer Profile

Bemidji Area Schools is a small district located in Bemidji, Minnesota, in the same county as The Red Lake Indian Nation. The school district is one of the largest in the state in terms of land area.

**Industry:** Pre K-12 Education  
**Region:** Northern Minnesota  
**Total Buildings:** 15  
**Total Students:** 5,000  
**Total Staff:** 900  
**SIS (Roster):** PowerSchool  
**Customer Since:** 2015

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**Tim Lutz**  
Superintendent  
Bemidji Area Schools

