



# Beyond the Crisis: How CrisisGo is a Daily Tool for Efficient Communication

## Messaging, Drills & Rosters

### Life Before CrisisGo

It came from a point of not having a really effective communication system for any of our emergency responses. Probably 15 years ago now, we had a bomb threat at our school, and that was a telling point for us that communication is something that's really important in an emergency situation like that. We started our search by looking for options that could help us systematize our emergency responses. We looked at CrisisGo, and it seemed like it would help solve some of those problems, not just for communication, but also for helping us think about how we respond in emergencies.

*Our safety planning has increased tenfold just because of using CrisisGo.*

**Heather Fishel**

Upper School Principal  
Marshall School

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### Customer Profile

Marshall School's educational philosophy centers around recognizing a student's educational journey as the catalyst for a lifelong impact. Marshall fosters an environment where students are motivated to find their individual life paths. During their tenure at Marshall, students are empowered to explore their intellectual curiosity and cultivate robust academic habits. Marshall strives to ensure that every student who passes through its halls can generate a positive ripple effect that extends outward into the world.

**Industry:** Pre K-12 Education

**Region:** Duluth, MN

**Total Schools:** 1

**Total Students:** 500

**Customer Since:** 2017

## The Search for a Solution

When I was looking at CrisisGo, it seemed to be pretty streamlined and user-friendly, it just seemed to have everything that we were looking for.

We looked at a couple of different options and talked to some other schools, but honestly, I feel like we were on the front end of talking about emergency response communications more than some of our peer schools. Even so, it didn't feel like there was a lot of direction to go on, and so, just perhaps serendipitously landing upon CrisisGo was just something that worked out for us.

## Why Choose CrisisGo?

One thing that was really attractive was being able to communicate with a lot of constituents, all from one place. The SIS that we were using at that time was really clunky, so communicating with families took too many steps and wasn't necessarily something that worked for us in a really fast-thinking sort of situation, and CrisisGo gave us a tool where it was right at our fingertips. It's really user-friendly and easy to navigate the communication systems even beyond the walls of our school. Our emergency response protocols are right in the app, and we can access all of the information we need right at our fingertips, such as student, parent, and guardian information; we even have messaging groups for our coaches.

We have a dorm on our campus and being able to communicate with all of those constituencies from one place was really what kept us thinking that CrisisGo was the direction to go.

## Starting the Journey

It was really helpful having our account manager walk us through the whole process. We met with her so much throughout the implementation process and every step of the way having that support readily available was really really nice.

Throughout the years the resources that CrisisGo has built have really helped us. There's an abundance of resources like one-pagers, infographics, and things that I can hand out to my faculty directly. The whole implementation process and having someone walk us through it was really helpful.



## Marshall's Favorites from CrisisGo

### MESSAGING

Being able to use the tools for other things besides a crisis situation. For example, when we have a snow day, we have used CrisisGo to communicate to all of our folks that we've got a snow day and the building will be closed that day. It's just so straightforward to use and super easy. And via text messages, SMS is a more efficient and effective way to communicate something that doesn't require a lot of information. I can count on CrisisGo for a more immediate response, which is really nice.

### DRILLS

We're required by Minnesota State law to do 5 fire drills, 5 lockdown drills, and a severe weather drill every year. We do all of those drills through CrisisGo. Our Admin team functions as the group managers, and we take turns using the fast alert to send out the drill alert just so everybody has some practice using it throughout the year. All of our teachers have it on their phones, and they know that it's one way that they'll be informed about a drill is through CrisisGo and it works really well.

*If you know how to send a text message,  
you'll know how to use the CrisisGo app.*

**Heather Fishel**

Upper School Principal

**Marshall School**

### ROSTER

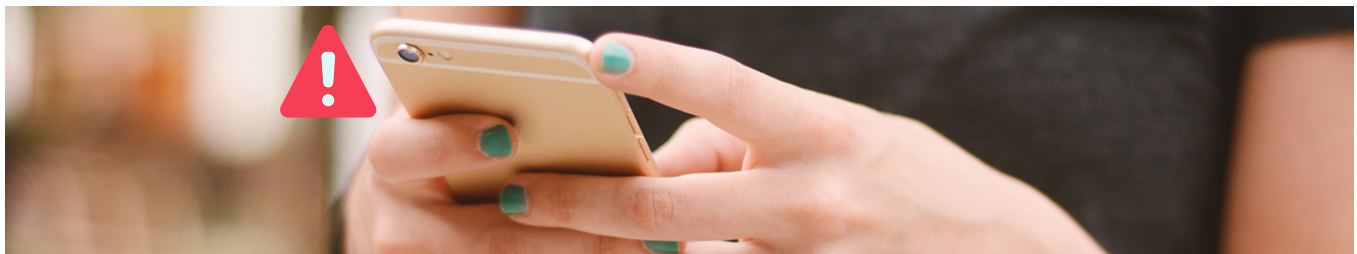
We've used CrisisGo for so many things beyond emergency response. I have used it a lot when we're on field trips and needed to get a list of all the ninth graders.

I really encourage teachers to use CrisisGo's Roster feature. We do a lot of outdoor education, so people aren't in the school building with their laptops and they won't necessarily have access to student information when they might need it. For example, if a class was walking one of our trails, they might be half a mile from school, and if a student gets hurt or there was a missed pickup time for an appointment for a student, the Roster feature really gives access to that information. The student's information and their parent's contact information are all in one place.

If a teacher comes upon a group of students and tries to help them find out where they're supposed to be, they can help provide that guidance as well, such as which teachers should they be with right now. Roster is useful for any sort of situation.

### AN EASY-TO-USE MOBILE UI

The navigation is pretty straightforward and easy anytime we use it. You don't have to spend a lot of time in the app to be able to learn how it functions. If you know how to send a text message, you'll know how to use the CrisisGo app, it's very user-friendly in that way.



## Improving the Safety Culture

CrisisGo has actually helped us to navigate what's important about safety awareness and safety responses in our school. When a new feature comes out for CrisisGo we go "yeah, we need that. We should have thought of that". CrisisGo helps us to think through our safety planning. One of the things that we're working on right now is trying to define our reunification process. We've always thought about reunification, just not in a big enough way as we should have been thinking about. So we attended a reunification webinar, which really opened our safety team's eyes to what we need to be doing, and it was a lot more than what we're actually planning for.

Not only has CrisisGo provided us with a way to systematically approach reunification, but the educational resources, like the webinar, helped us think through what that process should actually look like, and what it really entails.

Our safety planning has increased tenfold just because of using CrisisGo, and learning about how to effectively use it in these emergency situations has been really good for us.



## Final Thoughts from Heather

We've been able to incorporate CrisisGo into our emergency planning very easily, and it really helped us with thinking differently about how we respond to emergency situations.

We're firm believers in CrisisGo. We often reevaluate every couple of years to say, "is this the right direction for us?" And without hesitation, we know

we don't need to look into something else. Why would we even look into something else? We're so happy with it!

I would really encourage any other school to look into CrisisGo as their emergency communication system.