

July 2007

Education

**Longwood University needed to ensure its PEOPLE were protected from external and internal threats and vulnerabilities.**

**"Awareity's MOAT provides us with the tools to present security awareness training to employees of the University and the MOAT Vault allows us to automate employee acknowledgement of policies and procedures."**

**- Longwood Administrator  
Melissa Short**



**Building Strong PEOPLE, PROCESSES,  
and TECHNOLOGY Pillars**

## Longwood University

### Organizational Leadership

Longwood University is a coeducational, comprehensive public institution offering 100 majors, minors, and concentrations to over 4400 students. Founded in 1839, Longwood offers undergraduate programs in business administration, education and human services, the arts and sciences, plus graduate programs in education, English, sociology, and a new MBA in Retail Management. For the ninth straight year, Longwood is ranked among the top regional public schools in the South in the 2007/ U.S.News & World Report/ "Best Colleges" Guide.

### Higher Education Challenges

As the only four-year public institution in south central Virginia, Longwood University is a catalyst for regional prosperity and advancement. All members of the Longwood community are dedicated to the highest standards of academic distinction and quality of life. Because Longwood is continuously improving and incorporating the most effective methods and practices in supporting the institution's vision, the university is always looking for ways to address challenges, eliminate risks and improve efficiencies across the campus.

Longwood University, like other state colleges, has limited time and resources, and a limited budget. With over 200 full-time faculty members and 500 others (adjunct faculty, staff, administration, etc), the college needed to ensure its PEOPLE (faculty, employees, supervisors, vendors, contractors, suppliers, etc.) were protected from external and internal threats and vulnerabilities while understanding and complying with federal/state regulations and organizational standards. Security and privacy of personally identifiable information is an ongoing challenge and requires immediate and ongoing oversight. Recent events and headlines have shown that many colleges have experienced embarrassing privacy breaches by exposing personal and confidential information. Many of these events were the result of human factors, such as errors and lack of awareness by an individual leading to expensive compliance and legal issues related to the information security breaches.

Longwood administration realized gaps in communication and oversight could lead to breaches, increased liability, fraud, and inadequate documentation. Administration also realized manual efforts needed to be updated immediately to keep up with mounting challenges, risk and regulations in the 21st Century.

### Overwhelmed with Status Quo...and Educational Obligations

Longwood was becoming overwhelmed with mounting responsibilities for developing, implementing, and maintaining ongoing compliance policies, procedures and responsibilities due to limited resources, status quo processes and lack of time. Preparing for ongoing examinations and audits is complex enough, and even more difficult using outdated processes. The college looked to Awareity for assistance to automate manual processes using one of Awareity's Individual Awareness and Accountability Software (IAAS) solutions called MOAT (Managed Ongoing Awareness Tools). MOAT's ability to accurately and efficiently provide situational awareness and accountability while saving time, money and resources was needed sooner than later.

### Awareity's Solution for Longwood University

Recent incidents in the education sector and constantly changing risks have shown that gaps and weaknesses in oversight can cause serious and expensive consequences. School officials must develop plans and policies, but how could Longwood ensure that all individuals on the staff and faculty have acknowledged these plans and policies and are aware of their roles and responsibilities? The need for Individual Accountability and Situational Awareness was critical.

People are an organization's most critical asset, but they can also be an organization's weakest link. People are responsible for 60% of today's data and security breaches, creating a definite need for IAAS solutions.

# AWAREITY

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# Longwood University

Longwood's administration invested in Awareity's MOAT, as an innovative solution that allows multiple department and faculty managers to utilize the same Web-based tools to manage critical issues such as:

- Human Factors
- Information Security & Privacy
- Legal Due Diligence
- Employment & Human Resources
- Regulatory Compliance
- E-mail and Internet Usage
- Risk Management
- And More...

MOAT helps connect the dots between Longwood's PEOPLE, PROCESSES and TECHNOLOGY by securely communicating the right information to the right people in the right place at the right time. Longwood administrators also have access to on-demand progress reporting and preparedness metrics, as well as documentation for regulatory review and board meetings.

## SaaS Solutions Save Time and Money

Longwood implemented Awareity's award-winning MOAT to improve security awareness and overall school preparedness. MOAT is a leading SaaS solution that is easy to use and requires NO software and NO hardware purchase or implementation. MOAT delivers real-time access to the "tools" from anywhere Internet access is available - at work, home, traveling, and even during emergency situations when clarity and situational awareness is most critical.

Longwood University implemented MOAT and in less than 90 days over 600 active Users were Certified with complete documentation. MOAT's Administrator tools empower Longwood management to track and verify employee acknowledgements of various University policies. Longwood continues to add value and ROI (Return-On-Investment) by utilizing the MOAT's Vault for new and changing organizational policies for technology, compliance, privacy, security, secure information sharing and confidentiality of roles, responsibilities, strategies and plans.

## 21st Century Challenges and Beyond

Future risks and changes will create challenges for Longwood to improve individual situational awareness and maintain a culture of preparedness. Awareity's IAAS services can also be utilized for emergency preparedness, crisis management, evacuations and other planning efforts. The key to security and safety in schools is communications and culture, and Awareity is delivering the "tools for schools" to improve communications (coordination, preparedness, response and recovery), as well as the "tools" to help schools encourage students, parents, and faculty to report incidents (anonymously or non-anonymously) so that schools and local law enforcement can take action.

Proactive oversight (watchful care and management) and ensuring the right information is known by the right people before it is needed, will result in preparedness and success. Due to the recent events affecting schools and communities, the need for improved school safety, security and awareness to address school violence has escalated. The ability and obligation to ensure Coordination, Preparedness, Response and Recovery across faculty, staff, students and first responders is critical. There is no perfect security, but there is always room for improvement.

## About Awareity

Awareity is the leader in Individual Awareness and Accountability Software (IAAS) and 21st century tools for management and oversight. Human factors are the leading cause of all types of expensive and embarrassing incidents, as well as unnecessary loss of lives. Awareity's services empower management to implement situational awareness and accountability at the individual level across one or more multiple organizations on an ongoing basis.

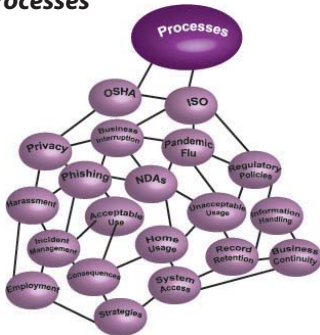
Awareity's "first-of-its-kind" IAAS solutions are proven across multiple levels of education as well as government, finance, healthcare and other critical industries. Awareity's award-winning solutions enable organizations to improve efficiencies, minimize costs, and reduce measurable risk. Awareity's solutions automate manual and traditional methodologies for compliance, security, privacy, safety, coordination, preparedness, response and recovery efforts. Awareity's solutions allow organizations to be proactive and securely share the right information with the right people at the right time with accountability and auditability at the individual level.

### Connecting the Dots and Eliminating Gaps

#### People



#### Processes



#### Technology



**Key to security and safety in schools in communications and culture.**