



Gaggle Pilot Overview

Marlo Gaddis

Chief Technology Officer

Background on the State Funded Pilot

2020 → Coronavirus Relief Fund: Gaggle Safety Management (PRC 138)

To provide funds to public school units for one or more Gaggle safety management products to enhance student safety while providing remote instruction in response to COVID-19.

2021 → ARP – ESSER III: Gaggle Grants (PRC 193)

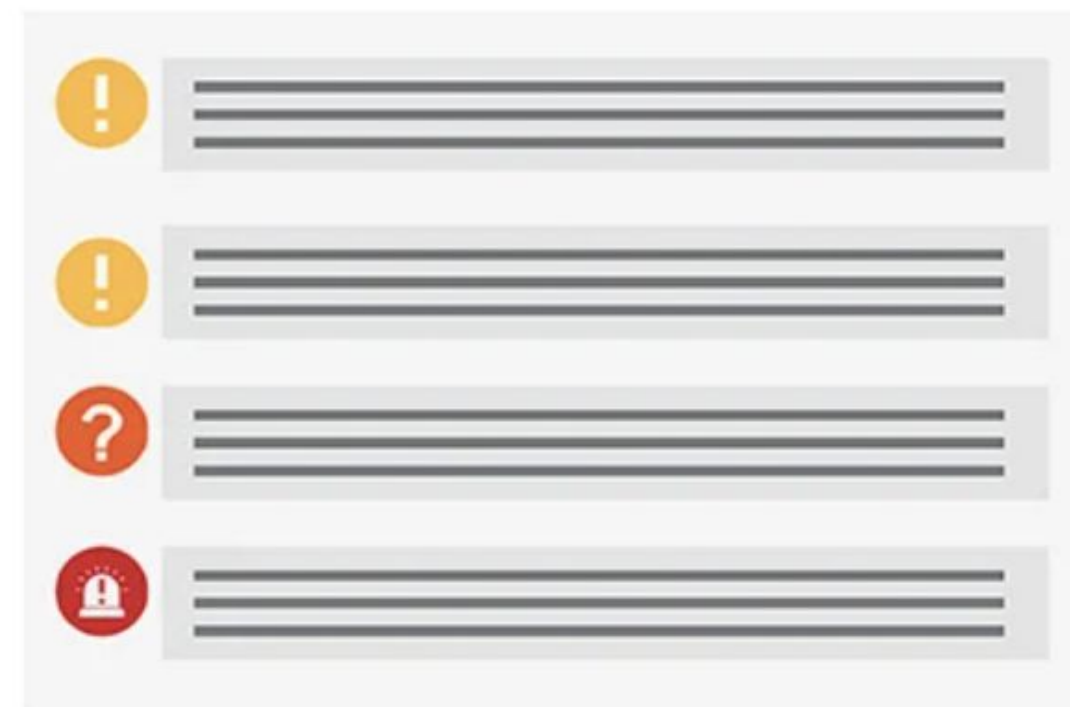
To contract with Gaggle.Net, Inc. for technology to mitigate cyberbullying, monitor student internet activity, and assist with suicide prevention services

What is Gaggle?



Content Analysis

Machine learning technology flags concerning content in students' school-issued accounts for review and blocks potentially harmful content



Expert Review

Gaggle helps districts **see the early warning signs** so they can take action to protect students from harming themselves or others—before it's too late



Rapid Response

In severe situations concerning student mental health or safety, **district-appointed contacts are immediately notified by phone**, even after standard business hours

Why would we use Gaggle?

- Each student has a device for learning.
- There is an increased use of digital resources.
- This monitoring can help identify early warning signs for safety issues, including harm to self or others.

District Team

Marlo Gaddis - Technology Services

Allison Reid - Technology Services

Eric Hoth - Technology Services

Eric Brown - Technology Services

Emily Hardin - Technology Services

Clinton Robinson - Area Superintendent

Mark Savage - Area Superintendent

Brian Pittman - Academics

Crystal Reardon - Counseling & Student Services

Paul Koh - Student Support Services

Marrius Pettiford - Counseling & Student Services

Paul Walker - Student Due Process

Russ Smith - Security

Cecil Bell - Risk Management

Keith Richardson, Erica Clarkson - Knightdale HS

Pilot Schools

Elementary

- Buckhorn Creek
- Knightdale
- Lake Myra**

Middle

- Holly Grove
- Holly Ridge
- Neuse River

High

- Holly Springs
- Knightdale*
- Willow Spring

* - *original pilot school*

** - *temporarily on hold due to leadership change*

What technology gets monitored?

Google

DRIVE

- ✓ Google Docs
- ✓ Google Sheets
- ✓ Google Slides
- ✓ Images
- ✓ Links to websites
- ✓ PDFs
- ✓ Microsoft uploads like Word, Excel, and PowerPoint
- ✓ Non-native files

Outlook

EMAIL

- ✓ Email message/subject line
- ✓ Attachments (all file types)
- ✓ Images
- ✓ Links to websites
- ✓ Shared items from OneDrive

Levels of Alerts



VIOLATIONS

Profanity or vulgar language and generally bad digital citizenship.

Action:

Email to student, staff, both, or neither



QCON

(Questionable Content)

Student situations **without** specific times, places, or plan

Action:

Email sent to emergency contact



PSS

(Possible Student Situation)

Urgent student situations that **include** specific times, places, or plans

Action:

Immediate email & phone call or text to emergency contacts
(*law enforcement only if necessary*)

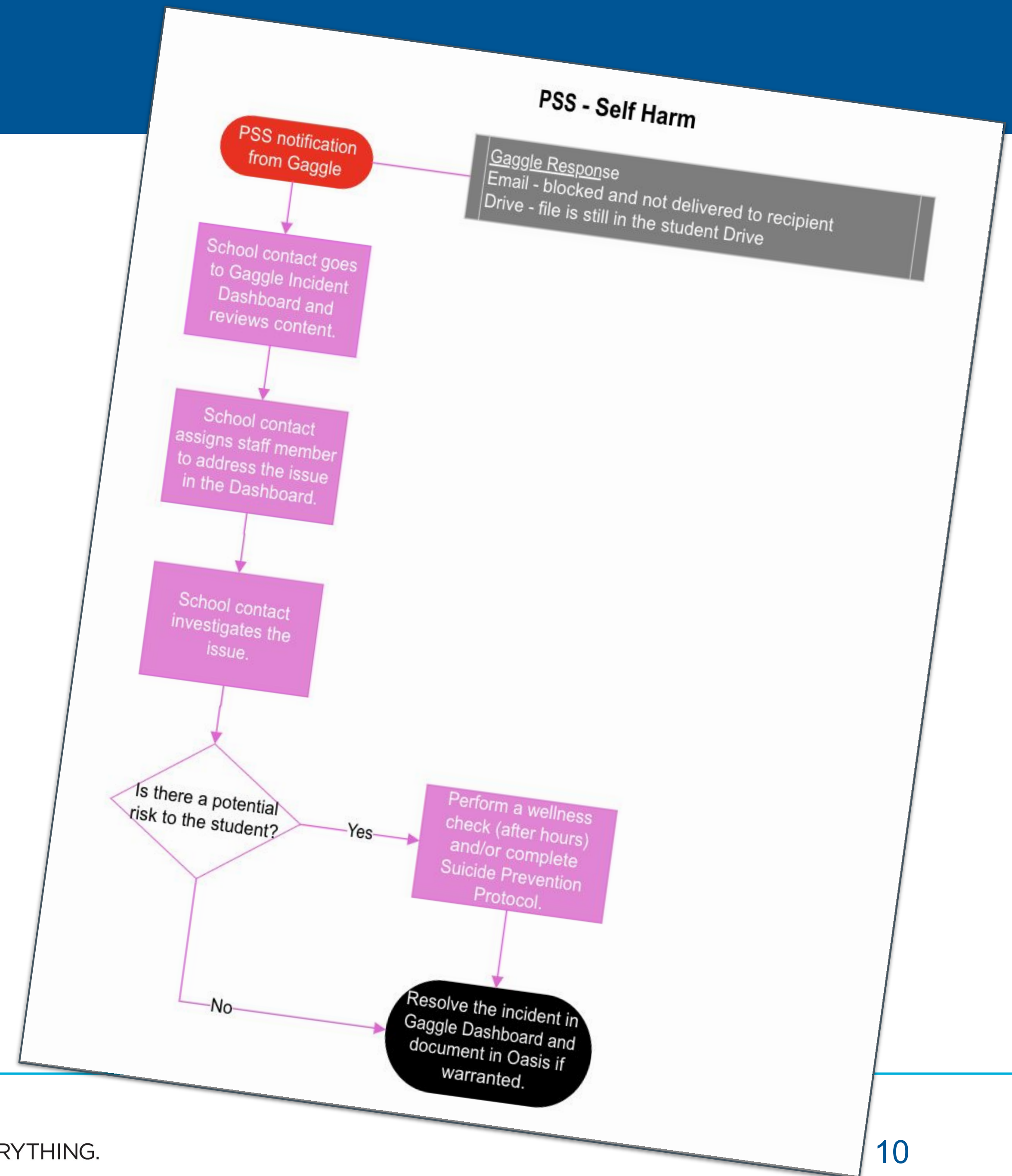
What does Gaggle look for?

Incident Response Rubric

	DELETE	RESOLVE	VIOLATION	QCON	PSS
Drugs & Alcohol	Content is spam/bulk	Content is resolved and appropriate as schoolwork		Content reveals use of alcohol, tobacco, or drugs without evidence of imminent activity	Content reveals possession, intent to sell, or intent to procure an illegal substance
Harassment		Content is resolved and appropriate as schoolwork		Content reveals harassment without evidence of an imminent threat	Content reveals harassment with evidence of an imminent threat
Nudity	Content is spam/bulk	Content is resolved and appropriate as schoolwork	Content is suggestive or contains a provocative image without nudity	Content contains professional pornography, evidence of sharing or distribution of nude images of a possible student, or a student in a state of undress without visible nudity	Sharing, receiving, or uploading of material containing nudity or sexual content involving a minor/possible minor
Sexual Content	Content is spam/bulk	Content is resolved and appropriate as schoolwork	Content is intentionally profane and sexual in nature without evidence of sexual activity	Recent sexual activity involving a minor or graphic descriptions of sexual content	Indication of child sex trafficking, current or imminent sexual activity with the potential of danger, or imminent sexual activity on school property
Profanity & Vulgar Language	Content is spam/bulk	Content is resolved and appropriate as schoolwork	Content contains inappropriate use of profanity or vulgar language		
Suicide		Content is resolved and appropriate as schoolwork		Content reveals past struggles with suicide, suicide ideation, or evidence of unresolved mental health issues related to suicide without evidence of an imminent threat	Content reveals an imminent plan of suicide
Self-Harm		Content is resolved and appropriate as schoolwork		Content references self-harm involving a student or someone the student may know without evidence of an imminent threat	Content reveals a current self-harming act or an imminent threat to a student's life as a direct result of self-harm or self-inflicted injury
Violence Toward Others	Content is spam/bulk	Content is resolved and appropriate as schoolwork		Content reveals threats of violence without evidence of an imminent threat	Content reveals an imminent threat of violence

WCPSS workflows

- Team used current processes already in place.
 - Threat Assessment
 - Student Due Process
 - TSD Incident Response
 - Suicide Prevention Protocol
 - Student Safety Protocol



Training

- School principals selected a response team (must include at least one school counselor trained in suicide protocols.)
- Team was trained by Gaggle and WCPSS Staff.
 - Workflows
 - Identifying alert types
 - Incident Dashboard
- Principals are trained in a new safe viewing protocol for notifications related to nudity alerts.
- As we identify issues in either our dashboard or response, we will work to provide just-in-time training.

Next Steps

1. Solicit product and process feedback from school response teams. Adjust pilot parameters if needed.
2. Develop and follow evaluation feedback protocols in collaboration with Data, Research, and Accountability Office (focus groups, surveys) that will go to parents, students, and response teams.