



# Access Management in Higher Education

A Lesson Plan for Enhanced Value

## STUDENTS GENERALLY FEEL SAFE BUT REMAIN WARY

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When parents send their children off to college, they expect an environment that will not only challenge them intellectually and nourish them emotionally but will also see to their safety. College is a time of exploration where students discover their identities, and they need a safe space to do so. The importance of safety resonates with students as well as their families. In fact, 60% of graduating high schoolers consider campus safety a high priority when applying to college.

According to a May 2022 survey of more than 2,000 students conducted by College Voice, 93% of students say they feel very safe or somewhat safe on campus. That number drops to 78%, however, when students are asked about their safety in the neighborhoods just off campus, and falls yet again to 73% relative to campus safety at night. Asked where their college or university should devote extra resources for security, the students most frequently named mental health support to prevent incidents (38%), increased sidewalk lighting (34%), and safe transportation (33%). Other popular requests were for enhanced security camera coverage (28%), additional armed guards (19%), and enhanced access control (about 10%).

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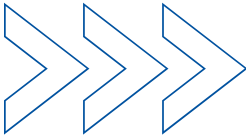


# THE THREATENING THREE: SEXUAL ASSAULTS, VIOLENT ATTACKS, AND BURGLARIES

Federal legislation, the [Jeanne Clery Act of 1990](#), requires colleges and universities that participate in federal financial aid programs to disclose crime information. That legislation remains as relevant today as the day it was passed: according to the [U.S. Department of Education](#), 43% of all reported campus crime involve forcible sex offenses. Burglaries account for another 33%. When major crimes happen on campus, however, they command headlines. Just a few weeks into the Fall 2022 semester, campuses such as the University of California-Berkeley, Miami University (Ohio), Purdue University (Indiana), the University of Washington, the Sacramento State University (California), Rutgers University (New Jersey), and the University of Arizona have had to grapple with violent incidents--campus shootings, sexual assaults, threats of mass attacks, and dorm stabbings.

One-third of Jewish students report having been subjected to antisemitic attacks, and hate crimes against black students are on the rise, including several high-profile incidents.

In addition, data show that some demographic groups feel more at risk, such as people of color, Jewish students and faculty, and the LGBTQ+ community. For example, one-third of Jewish students report having been subjected to [antisemitic attacks](#), and [hate crimes against black students](#) are on the rise, including several [high-profile incidents](#).

**The Pillars of Effective Campus Security**  The essentials of effective campus security include policies and procedures, access management and control, communication, crisis management and digital security.



Data shows that **People of color, Jewish LGBTQ+ community** feel more at risk than other demographics.

## POLICIES AND PROCEDURES

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Colleges and universities employ a wide range of policies and procedures. At minimum, they must have a clearly articulated program to comply with the Clery Act. In addition, institutions of higher learning typically create, disseminate and update policies and procedures on:

- incident reporting
- fire and life safety
- dorm and building access
- video surveillance
- alarms
- weapons on campus
- escort policies
- campus identification
- emergency alerts
- evacuations
- missing persons
- active assailants
- drone use
- weather emergencies or
- other natural disruptions.

## PHYSICAL AND DIGITAL ACCESS INTEGRATION BENEFITS

Perhaps nothing is as important to campus security than who can enter school facilities. While students like to have friends come and go, letting the wrong person in can lead to trouble. Many colleges supply students, faculty, and staff with time and location-based smart cards that both control access and facilitate services such as dining, parking or shopping. Schools also need to take into account identity and access management—the virtual version of access control.

Managing integrated physical and cyber identity and access provides campus law enforcement or security a more holistic view of activities on campus. Such an access management program also allows them to optimize resources, such as not having to enter data in multiple systems or cross-reference data with human resource records. When access and identity are further integrated with video surveillance, intercoms and visitor management, security is strengthened even more. A good example of stronger security is detecting anomalous behavior.

Moreover, university personnel can analyze the resulting data to create efficiencies in areas such as staffing and energy use.

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Integrating **physical**, **cyber**, and **access** gives campus security a more comprehensive picture of **campus activity**.

## COMMUNICATION AND INFORMATION IMPROVEMENTS

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Communication and notification are also critical elements of campus security. While apps or texts to convey emergency notifications come readily to mind, communication goes well beyond crisis management. In light of student mistrust of law enforcement figures on some campuses, colleges and universities are working to improve their relationship with the greater campus community by informing them of services and activities. A 2022 report from the National Association of Student Personnel Administrators suggests that campus security departments conduct periodic surveys on the perception of campus crime, as well as engage with the campus community via newsletters, websites, or events.

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## CRISIS MANAGEMENT PLANNING CUSTOMIZATION AND CONSISTENCY

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Every institution should be prepared for crises, especially predictable ones. Tulane University, for example, has detailed plans, policies, and procedures for the frequent hurricanes that batter New Orleans, while Sonoma State University in California does the same for wildfires. Universities should prioritize the types of crises they are likely to face, such as potential bombings (bomb threats have targeted Historically Black Colleges and Universities in 2022), active assailants, violent protests, and even terrorist attacks.

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The crisis management plan should include an emergency communications plan, with the two closely aligned. Schools should be consistent in their use of communications channels—be they apps, SMS text groups, digital signs, or other solutions—and ensure that their communications are both declarative and unambiguous.



Bomb **threats** have targeted Historically Black Colleges and Universities in 2022

## CYBERSECURITY AND CYBER HYGIENE

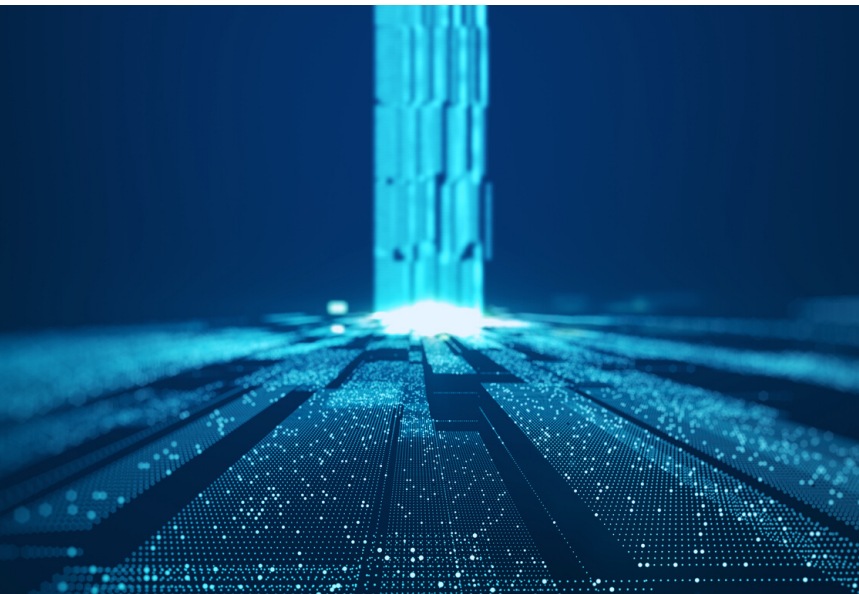
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The virtual element of higher education was important before the Covid pandemic. Now it has become indispensable. Students, faculty, and staff interact online extensively, with some courses and services having no physical-world component. Cybersecurity and safety issues involve both personal protection and privacy.

For colleges and universities, cyber concerns range from phishing attacks against staff to nation-state-directed theft of proprietary information, such as valuable university research. Hackers have locked up university IT systems, rendering the campus digitally incapacitated until an online ransom was paid. Almost two-thirds of higher education institutions were hit by ransomware in 2021, and higher ed is the industry sector with the worst record of allowing hackers to encrypt their data. Moreover, it cost an average of \$1.5 million to get the data back and remediate the breach.

Another quickly emerging threat comes from social media. Real information and disinformation alike can target schools, administrators, faculty, staff, and students and create crises on campus or tarnish the school's reputation. University medical centers have faced an onslaught of attacks against their staff that have been driven by Covid misinformation, with facilities such as Temple University Hospital outfitting personnel with panic buttons.

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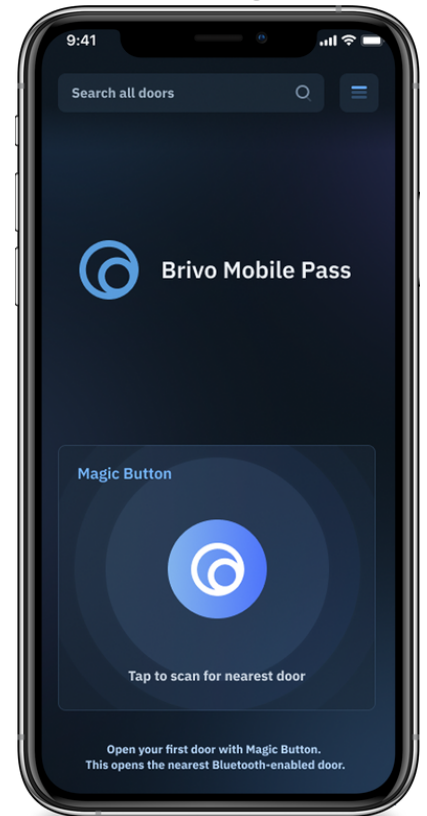
## HOW BRIVO CAN HELP

An integrated security plan starts with cloud-based access control that connects all the tools needed to create a secure living and learning environment.

- Unified Security Platform: Monitor a single building, set of buildings (dorms, laboratories, sports facilities, etc.), or entire campus
- Integrated Video: Deter, detect, and verify to achieve real-time views of your facility
- Facility Lockdown: Shut down access from anywhere with the push of a button
- Visitor Tracking: Monitor and protect visitors, including parents, prospective students, and contractors
- Cost-Effective Security: Cloud and SaaS offer a low, predictable cost without the large upfront expense
- Health-Safety Tools: Monitor health and safety across campus

An integrated security plan starts with cloud-based access control so you can connect all the tools needed for a secure learning environment.

Learn more about [Brivo solutions for Education](#).



## WHY BRIVO

Brivo, Inc., created the cloud-based access control and smart spaces technology category over 20 years ago and remains the global leader serving commercial real estate, multifamily residential and large distributed enterprises. The company's comprehensive product ecosystem and open API provide businesses with powerful digital tools to increase security automation, elevate employee and tenant experience, and improve the safety of all people and assets in the built environment. Brivo's building access platform is now the digital foundation for the largest collection of customer facilities in the world, occupying over 300 million square feet across 42 countries.

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