

SPEAK UP OUT WISCONSIN

2021 – 2022 Annual Report



THE WISCONSIN DEPARTMENT OF JUSTICE,
OFFICE OF SCHOOL SAFETY

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Introduction

Our Purpose

Comprehensive school safety efforts require a multi-faceted approach. One aspect of this approach is prevention. More than 20 years ago, the [Columbine Review Commission](#) recommended the use of tip lines to aid students in breaking the “code of silence” when they have concerns. Recent research findings from the [University of Michigan](#) and a report by the [Department of Homeland Security](#) confirm the value of tip lines. Students are more likely to report warning signs of potentially threatening behavior if an anonymous reporting system is available to them.

The Office of School Safety (OSS) implemented a statewide confidential reporting system, Speak Up, Speak Out Wisconsin (SUSO), in September of 2020 with the goal of providing a safe place for community members to share information concerning school violence. The prevention-focused features of SUSO promote the reporting of concerns *before* violence happens.

With the inclusion of SUSO in our schools, we aim to promote a culture of help-seeking. When reporting a concern, students have the option to chat or speak directly with a Resource Center Analyst (RCA) trained to support students in crisis. SUSO provides schools with a free and accessible 24/7/365 tool to manage student concerns efficiently and effectively. Students have the option of being anonymous in SUSO, reducing the fear of being ostracized for making a report. Students have the greatest knowledge of potential threats and concerning behaviors in schools, and SUSO harnesses the power of bystanders to report concerns and prevent tragedy.

A community-wide response is required to prevent school violence. The OSS staff are grateful to education and law enforcement partners, as well as our internal DOJ partners, for their commitment to implementing SUSO in Wisconsin schools, working collaboratively with students to resolve concerns. The OSS team is proud of the impact SUSO has made in our state over the past two years, and we look forward to continuing to grow this powerful resource in the future.



Note: Data in this report was collected from August 1st, 2021 through July 31st, 2022.



<https://speakup.widoi.gov/>



1-800-MY-SUSO-1



@SpeakUpWI

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Analytics: Analyzing SUSO Data

Tips Received This School Year:

1,951

15.2% increase from

last year (1,694 tips)

Schools That Received At Least 1
Tip This Year:

326

Tips Since Inception:

3,772

From August 1st, 2021, to July 31st, 2022, SUSO received 1,951 tips. This is a 15.2% increase from the same date range the previous year. There are 6 ways in which SUSO tips are reported.

Top Report Categories:

Bullying: 26.4%

Suicide Threats: 6.7%

Drugs: 6.5%

Other: 5.7%

Guns/Weapons: 5%

REPORTING METHODS



15% via mobile web



25% via mobile app



.05% via phone



31% via PC web



.15% via e-mail



31% tips or guidance generated by staff

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Accessing SUSO:

SUSO is available via telephone, website, or mobile application. You can download the app at <https://speakup.widj.gov>, the Apple Store or Google Play, or by calling 1-800-MY-SUSO-1 to speak to a live, trained analyst.



<https://speakup.widj.gov/>



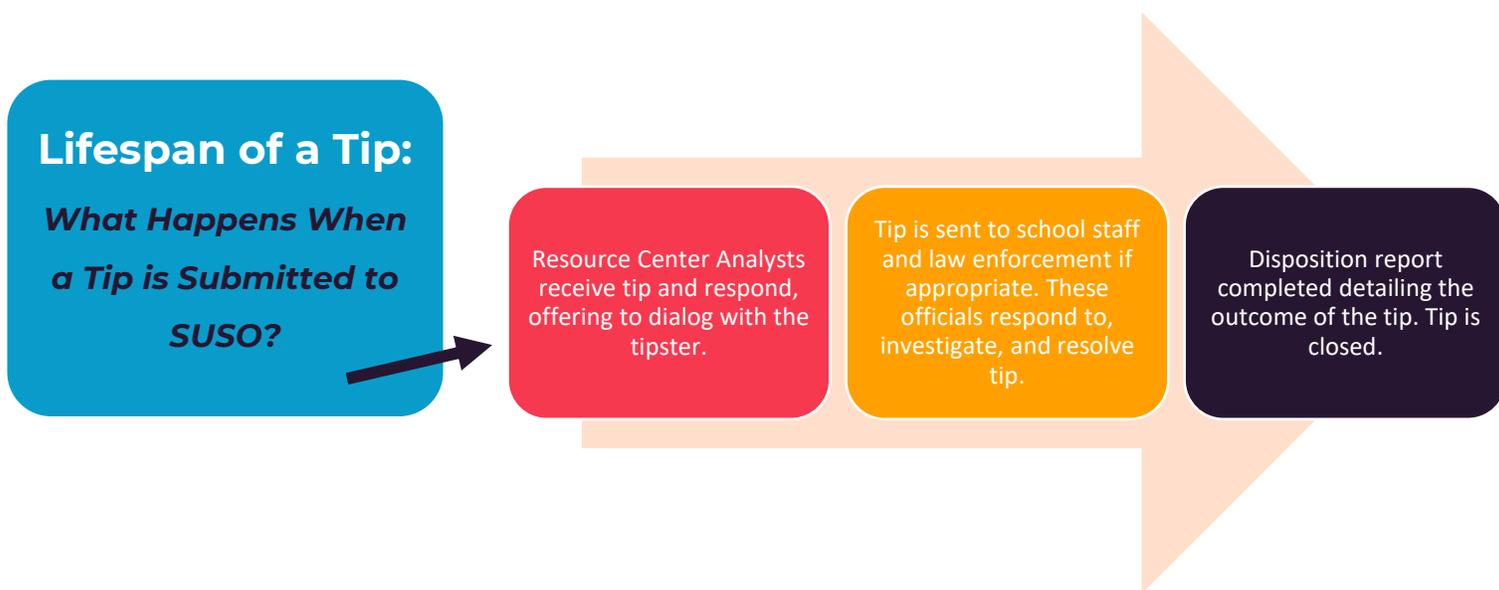
1-800-MY-SUSO-1



@SpeakUpWI

Analytics: Analyzing SUSO Data

SUSO tips often reflect the stressors, triggers, and warning behaviors that indicate a student is struggling and may be on a pathway towards violence. When students notice these concerns and report them, timely interventions occur to prevent harm. **At a national level, the two most reported tips are bullying and suicide threats. This is true for Wisconsin schools as well.**



During the 2021 – 2022 school year, SUSO received 1,951 tips. **70.2%** of all tips were delivered to either a school or law enforcement (LE) for follow up. Tips that were not delivered to schools and/or LE were entered and resolved within the OSS or by OSS staff.



Tip Outcomes

Average Tip Resolution Time:

3.1 days

Most Common Tip Outcomes:

Parents Notified (34%)

School Disciplinary Action (19%)

SUSO data enables Resource Center Analysts to track tips, evaluate the progress of tip interventions, and monitor for resolution. Every tip requires school or law enforcement partners to complete a disposition report detailing the outcome of the tip. **On average, tips were resolved in 3.1 days.**

The resulting outcomes of reported tips are varied, multi-faceted, and individualized. More than one outcome can occur as a response to a tip. Responses to information reported have included parent notification, school involvement (support plan/disciplinary action), legal consequences (citation/arrest), and referral to an outside agency (mental health, child protection service, welfare check). In some cases, tips are classified as “unfounded” with no resulting outcome. Additionally, there are tips that do not provide enough information for follow up.

Sample Report

Initial reporting concern: Guns/Weapons

Middle School Threat Assessment Team

The SUSO Resource Center received information from a tipster of a concern involving weapons, specifically a gun. While the tip was received after school hours, the analyst promptly contacted the Director of Operations and Principal of the school. Administration contacted members of the school threat assessment team, including the school resource officer, to initiate an action plan to ensure needed safety measures were taken to address the concerning information.

The student of concern was interviewed as part of the threat assessment process and it was concluded by the team that the behavior was inappropriate, and there was not an immediate threat or danger to the student or others. The school team communicated with the parent. A plan of support/intervention plan was developed, including progressive school discipline. Case management and a review date were discussed as a part of ongoing monitoring of plan effectiveness.



Website Traffic

When Do Tips Come In?

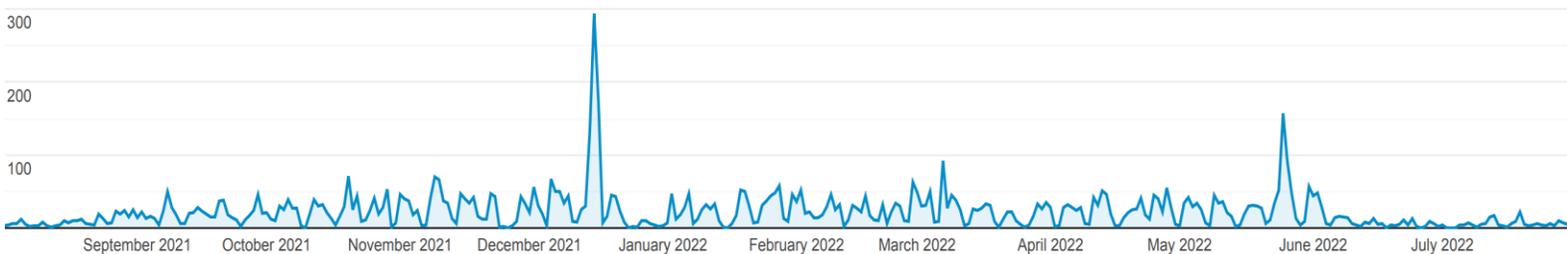
Resource Center Analysts staff the SUSO tip line 24 hours a day, 7 days a week, 365 days a year. Analysts respond to tips and deploy a local response by communicating directly with specified school staff on each tip, and with local law enforcement, and/or mental health professionals when appropriate.

The Speak Up, Speak Out threat reporting site was visited 64,651 times August 1st, 2021, through July 31st, 2022.

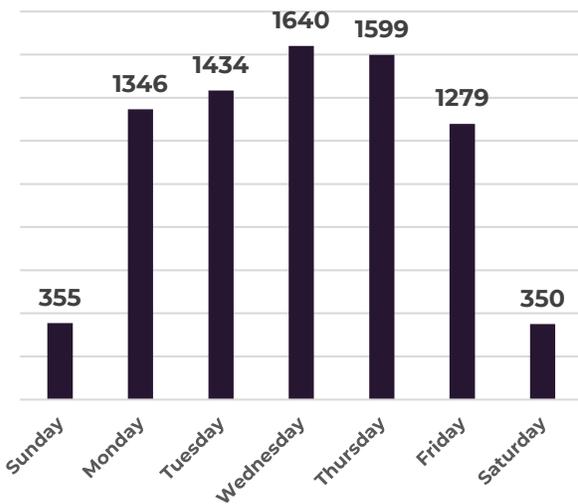
Top Tip Days of the Week:
Tuesday (699)
Wednesday (681)

Top Hours per Day:
9am
11am

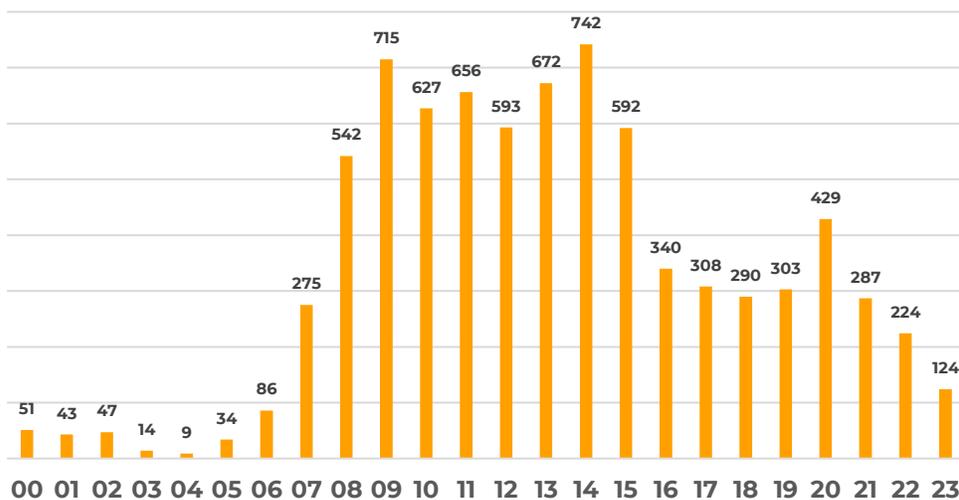
Clicks by Month



Clicks by Days of the Week



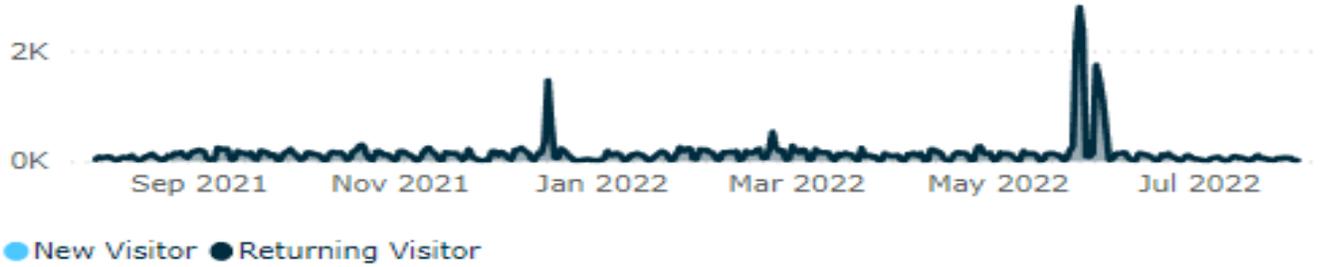
Clicks by Hour



SPEAK UP OUT

Website Traffic

Visitors



SUSO Website Visitors peaked in December of 2021 and June of 2022.

72% of SUSO website traffic consisted of new visitors.

Pageviews



Top Pageviews



Partners and Outreach

Law Enforcement

Law Enforcement (LE) plays a vital role in school safety as active participants on multidisciplinary threat assessment teams, and as partners in the development of safety evaluations and safety plans for schools. SUSO policy dictates when a tip will be forwarded to LE and each agency responds to those tips based on their own policy/procedure. SUSO has created an 8-minute tutorial for LE agency telecommunications to aid in responding to tips from SUSO. SUSO will continue to pursue the goal of having contacts for 100% of the LE agencies in Wisconsin.



Schools

The process of collecting and entering contacts into the SUSO platform began in June 2020. We currently have **89%** of nearly 3,000 school building's contacts entered in the SUSO platform. These contacts allow for our Resource Center Analysts (RCAs) to effectively and efficiently deliver tips received from our students, school staff, or community members. Once a contact is received and entered, the RCA will send the new contact an informational module to assist the new user in navigating our platform. Schools build a team within the SUSO platform based on their policies/procedures to address the tips they receive.



Between August 1st, 2021 and July 31st, 2022, Speak Up, Speak Out received at least one tip from 326 Wisconsin schools.

Marketing

How did you hear about our program?	
My School	881
Classmate	36
Family Member	17
Flyer	7
Flyer/Poster	1
Friend	17
Instagram	3
Internet	30
Kiosk	2
Law enforcement	11
Newspaper	2
Public Bus Advert.	2
Public Service Announcement	1
Radio	2
Sign/Billboard	2
The Office of School Safety	109
TV	5
Twitter	2
Word of Mouth	17
Facebook	3
Parent	4
Unknown	796
Total	1951

The OSS worked with a professional advertising firm to develop a media campaign through the Fall of 2020. This included the development of videos addressing suicide, bullying, and violence awareness. The OSS also created SUSO Facebook, Instagram, Twitter, and YouTube pages, and ran ads on Spotify to build awareness.

The OSS maintains grant funding for schools to purchase materials to help build awareness of SUSO. There is \$500 per school building available for schools to purchase items to assist in their efforts to implement SUSO. As of July 31st, 2022, school districts/private schools have ordered \$898,752.90 worth of materials.

Kudos from Students and Stakeholders

“I wish to commend the SRO, school admin team and IT staff, and WI DOJ-OSS for their **professional and exceptional handling** of this investigation by bringing this matter to a rapid and positive closure” (February 2022).

“I will be able to sleep **tonight** knowing that you are passing the information on to the appropriate people” (January 2022).

“This is an **excellent example of cooperation** between law enforcement and school officials with regard to the safety of children in our community” (February 2022).

“Thank you for helping im honestly glad we have this resource because it does help i definitely think its **saved my life** the first time. Goodnight” (April 2022).

“Case was investigated and (...) was placed into custody and brought to juvenile detention. (...) will not be allowed back to school for the remainder of the year. A re-entry plan/threat assessment will be completed with the School Resource Officer and school authorities in the future” (May 2022).

“Everyone is so impressed with [SUSO], communication, and analysts. [I am] so confident in [your] abilities to run this tip line and [am] so happy to be a part of this initiative” (December 2021).

Tip Summary

Event Type and Number of Tips

OSS General School Safety Guidance	513	Tobacco	14
Bullying	362	Theft	11
Suicide Threats	92	Concerning Online/Social Media Activity	9
Drugs	89	Dating Violence	9
Other	78	Harassment	9
Guns/Weapons	68	Planned fights	7
School complaint	61	Eating Disorder	5
Depression/Anxiety	60	Test Tip	5
Cyber Bullying	56	Animal Cruelty	4
Inappropriate Conduct	49	Graffiti	4
Duplicate	48	Safety	4
Concerns of a Planned School Attack	45	Other	4
Sexual Assault	44	Gangs	3
Vaping	44	Anger Issues	2
OSS Critical Incident Response	43	Assault	2
Fighting	41	Domestic Violence	2
Self-Harm	29	Explosives	2
OSS Threat Assessment Consultation	25	Fire Starting	2
Child Abuse	23	Human Trafficking	2
Sexting	22	Pornography	2
Knife	19	Reckless Driving	2
Alcohol	16	Runaway	2
Sexual Misconduct	16	Stealing	1
Tobacco	14	Truancy	1

Total: 1951

The OSS has responded to a total of 136 life safety tips. (Tip flagged as potentially lifesaving) These tips include:

- Child abuse (1)
- Inappropriate conduct (1)
- Depression/anxiety (2)
- Self-harm (2)
- OSS Critical Incident Response (17)
- Concerns of a Planned school attack (39)
- Suicide threats (74)

Total Tips Reported



The OSS 4-Pronged Approach

The Office of School Safety has a four-pronged approach to improve school safety.

The OSS is a one-stop resource for Threat Reporting, Threat Assessment Consultation, Critical Incident Response, and General School Safety Guidance.



2021 – 2022 Milestones at The OSS:

Milestone: 2000th Tip Received: 10/2021

Milestone: 3000th Tip Received: 2/2022

Critical Incident Response Trainings: 6/2022

Act 109: Digital Mapping of School Grounds Grant: 7/2022