



NEWS RELEASE

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Mission CISD begins safety campaign involving school community

Mission, Texas- Over the past several years, Mission Consolidated Independent School District (CISD) officials have been investing in improvements to school safety and security. This has taken many different forms ranging from increased security personnel, to improving and expanding surveillance cameras, to better controlled campus accessibility. The latest step to keep Mission CISD schools safe learning environments will require the help of everyone. The district has begun to roll out a new awareness campaign called "Notice it? Report it!"

"Notice it? Report it! Campaign with the hopes of drawing more attention to the fact that it takes everyone working together to make sure our schools are safe places," said Cynthia Wilson, executive director of secondary education and chairperson of the district's United in Safety Task Force. "In bringing this district initiative forward, it is imperative that we take a collaborative approach that will bring together the district, campus, parents, and the community."

The district has begun to distribute flyers, and display posters publicizing the new effort that also highlights the district's safety hotline. Through the StayALERT School Safety Program resources, anyone can report safety issues or concerns through a phone call, text, online or an email. The program is also a bilingual system. "While we prefer safety concerns be reported directly to school/district staff members, The StayALERT system is especially useful for those who feel the need to remain anonymous," explained Wilson.

Through the StayALERT program individuals can report various concerns that include: bullying, vandalism, theft, drugs, alcohol, teacher conflict, student conflict, safety concerns. The service is available 24/7. Individuals can call or text 1-206-406-6485, go online at www.stayalert.info, or send an email to report@stayalert.info.

District officials say they are working on ideas to take the Notice it? Report it! campaign beyond flyers and posters. It is their hope to better involve students in the process of spreading the word so that this effort does not become posters that melt into the background of school hallways and classrooms over time.

“Most of all, we want everyone to know that this is not about creating a culture where students feel like their every move is being studied,” said Wilson. “This is about telling everyone that we want and need their help, in a proactive way. This will help us address issues before they become something serious.”

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