

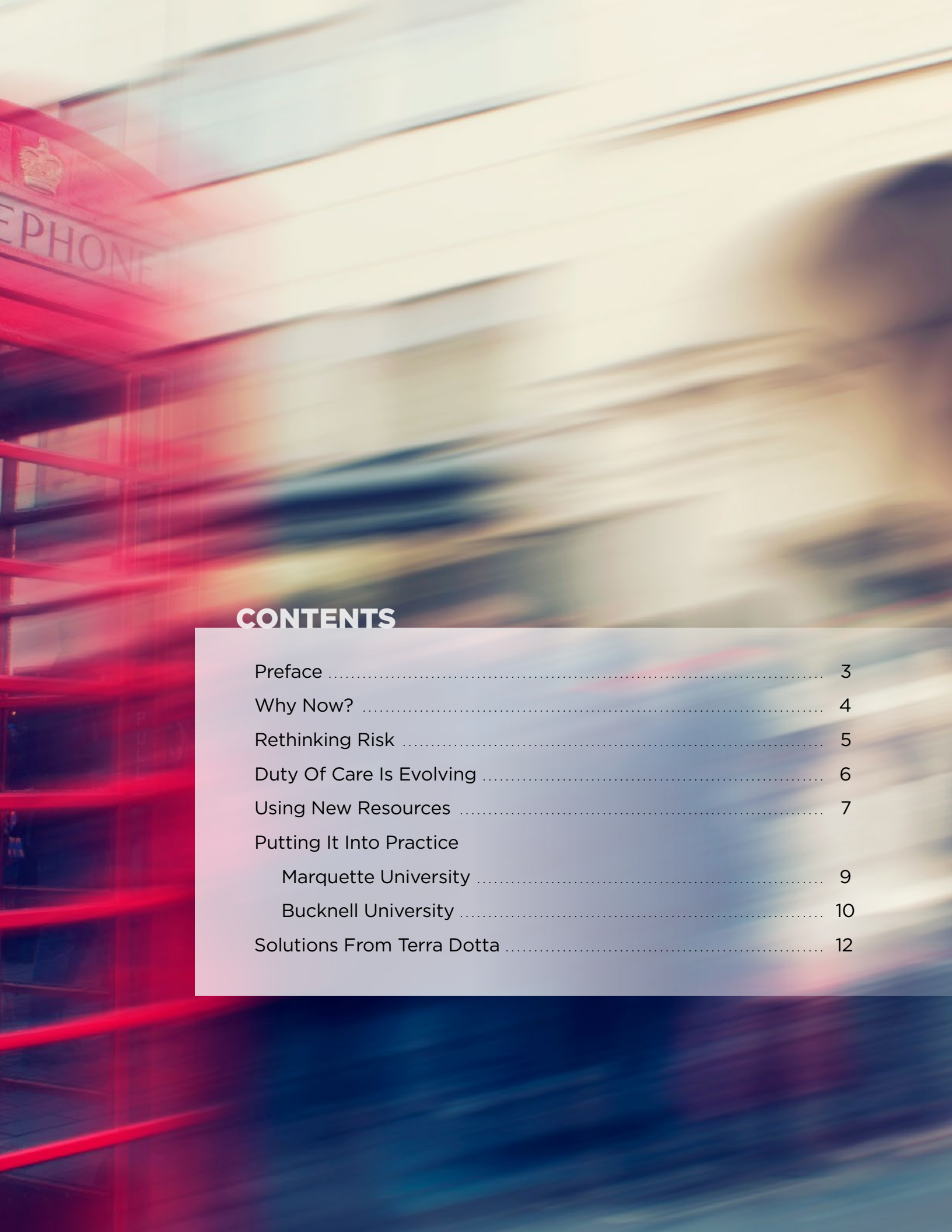


Duty of Care

IN THE NEW ERA OF GLOBAL EDUCATION



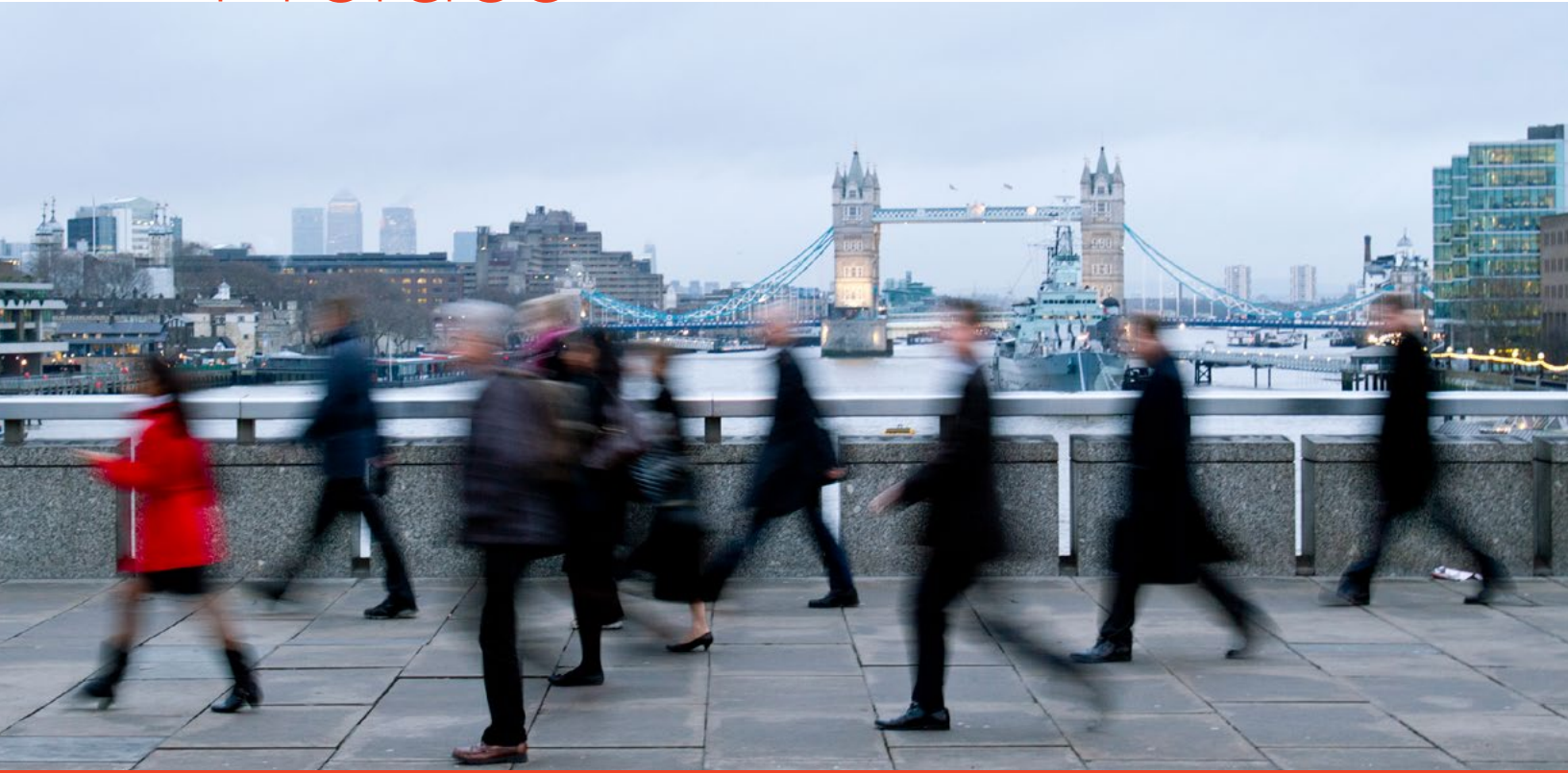
TERRADOTTA



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Preface



QUICKLY CHANGING GLOBAL DYNAMICS—including the pandemic, social and geopolitical unrest, and other unpredictable scenarios—are happening at a time when higher education communities are more dispersed than ever. The rise of virtual classes makes it possible for instructors and students to come together while located in different countries at different times, and the return to travel brings a whole new set of safety considerations. The concept of a campus as a defined geographical area is shifting to encompass this new reality. And as institutions embrace the value of preparing our future leaders with global experiences and exposure, they are expanding and elevating their duty of care given these new and evolving dynamics.

In this eBook, we'll examine the key ramifications of these global engagement changes and how leading institutions are expanding their duty of care approaches to be more holistic—encompassing the broader campus community in addition to foreign and domestic travelers.

WHY NOW

THE COVID-19 PANDEMIC QUICKLY and unequivocally highlighted gaps in the way many higher education institutions handle crisis situations that occur outside the relative safety of their campuses. In a matter of hours, thousands of students, faculty and staff traveling outside their home countries had to be notified and assisted with their return home amid rapidly-changing conditions. For some institutions that had already laid the groundwork for tracking traveler locations and communicating through technology, this effort was largely streamlined albeit still frantic. Others took over a week to determine which campus community members were traveling, where they were and how to get them home.



In the US, the pandemic converged with an intense period of social turmoil, highlighting the need to quickly communicate with institutional travelers about altering their plans or avoiding certain areas. More recently, Hurricane Ida caused massive flooding and electrical outages in New Orleans, LA, forcing Tulane University to evacuate all students in a matter of days.

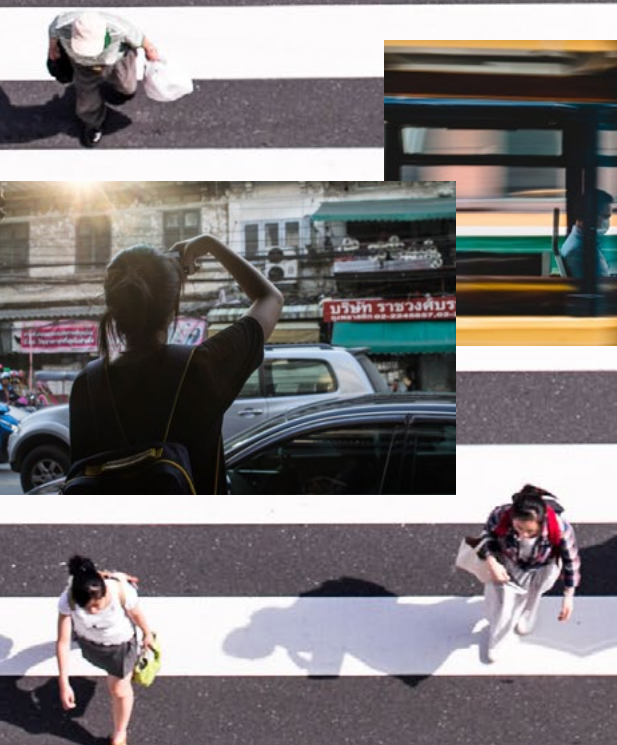
Uncertainty has become the norm and as higher education institutions offer global experiences at home and abroad, the need for an expanded perspective on duty of care has become clear.



RETHINKING RISK

ONE OF THE FIRST STEPS in determining an institution's approach to duty of care is to rethink the concept of risk. Traditionally, institutions planned for certain types of campus emergencies, implemented crisis management procedures and took preventive measures for on-campus physical safety. Dealing with off-campus incidents was more hands-off and reactive. Risk was narrowly defined around crime and security. Generally, institutions responded by carrying insurance, that by its very nature kicked in after something happened to mitigate financial loss and liability.

Adopting a **more expansive concept of risk preparation and mitigation** means thinking inclusively about the types of threats that may be encountered, where they may occur and who will be affected. For example, what about the risk to incoming international and outgoing study abroad travelers as they encounter new cultures, unfamiliar neighborhoods, and political and social structures that could be vastly different than their own? And, what about domestic community members, such as faculty or staff traveling on institution business? A broader consideration of risk would also include students in their apartments taking classes online. When any location could be the classroom, risk needs to be redefined.



DUTY OF CARE IS **EVOLVING**

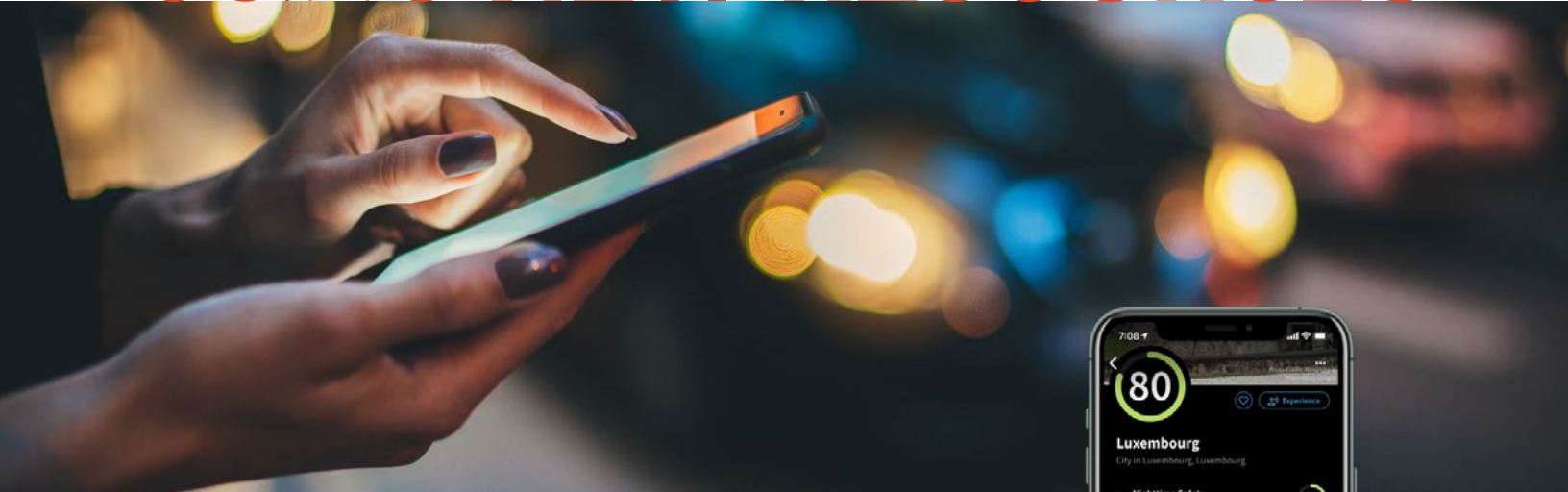


THE GLOBALIZATION OF CAMPUSES is leading to new questions around duty of care. How much responsibility does an institution have to mitigate risk for students, faculty and staff when they may not be on a physical campus? Should students attending virtual classes from their home countries receive the same duty of care as students present on campus or those attending study abroad programs? What actions constitute fulfilling an institution's duty of care in expanded global settings?

Institutions that are reframing their scope of duty of care are **embracing a new set of responsibilities around keeping community members safe, then taking a proactive approach in fulfilling those responsibilities.** They're recognizing how different audiences perceive safety according to their own personal experiences and demographics and incorporating that into duty of care strategies. Finally, they're using technology and data to assess, educate and inform their community of their risk exposure and provide appropriate resources.

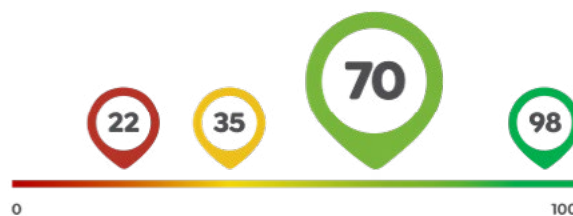


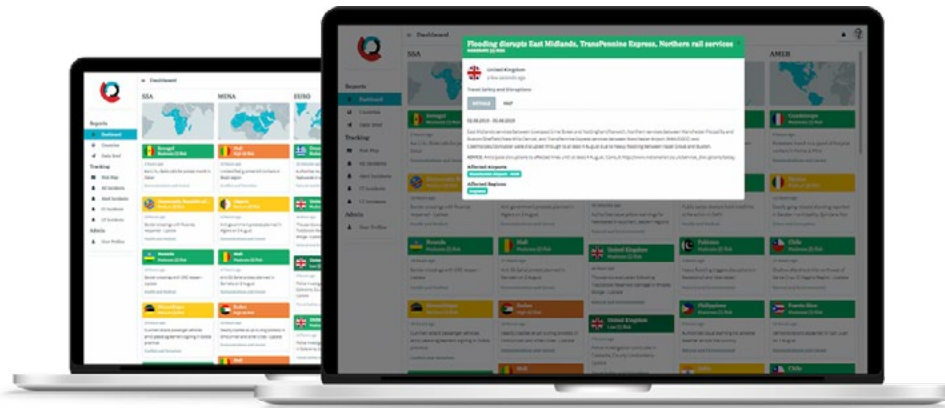
USING NEW RESOURCES



INSTITUTIONS TAKING THIS BROADER perspective on duty of care are realizing that timely information about a person’s surroundings is empowering. **The more informed an individual is, the more knowledgeable, confident and engaged they are in making decisions around their safety.** This information needs to be accessible, accurate and relevant to a community member’s location—down to the city and neighborhood level—and in real time.

This hyperlocal, personalized and inclusive data already exists, can be delivered through mobile apps, and can be viewed through the lenses that are most important to each community member. For example, Terra Dotta’s trusted **AlertTraveler mobile solution includes the ability to utilize GeoSure’s regional, national and local safety scores across eight safety categories.** These vital components include daytime/nighttime, physical harm, women’s safety, theft, basic freedoms, health and medical, and LGBTQ+ safety. Relative safety in each area is expressed using a standardized score, and an overall safety score is provided. Sophisticated algorithms, artificial intelligence and reliable data sources are combined to analyze hundreds of location-specific variables. The real-time scores change depending on location, time of day and the current situation.





Terra Dotta's AlertTraveler app also offers the option to **leverage Riskline's travel alert and intelligence insights**, including the ability to issue notifications to administrators and travelers for **Riskline Alerts, Country Alert Summaries, Country Reports, City Alerts, COVID-19 updates, and travel advisories**. This includes sharing information spanning an array of severity levels, including minimal, low, medium, high and extreme.

With the ability to monitor traveler locations, communicate pertinent local alerts, as well as share critical safety information via any mobile device, **higher education institutions can measurably elevate their approach to duty of care**.





MARQUETTE UNIVERSITY

ALTHOUGH MARQUETTE UNIVERSITY previously received “hot spot” notifications from its insurance company and travel services provider, it had no rapid or centralized way to notify international travelers of potential trouble. The study abroad team had to manually review which travelers might be affected, then email them the information. In a dire situation, there could be a significant delay before the information reached the traveler.

Not satisfied with this level of duty of care, **Marquette implemented Terra Dotta’s AlertTraveler mobile solution to automatically receive and disseminate location intelligence to travelers without delay.** Based on GPS data, Marquette can fluidly push notifications to those who may be affected, without having to manually match up travel itineraries. With the help of Terra Dotta, Marquette’s administrators have the ability to request check-ins to confirm travelers are safe and have freed staff to help travelers instead of tracking them down.



BUCKNELL UNIVERSITY

BUCKNELL UNIVERSITY

WITH MORE THAN 600 STUDENTS in study abroad programs, Bucknell struggled with prompt communication and notification in crisis situations. This became painfully evident during the November 2015 terrorist attacks in multiple locations across Paris, France. It took seven people and three days to manually check in with every affected student, communicate safety plans and provide them with updated travel information.

To avoid a repeat of this situation and provide comprehensive duty of care, Bucknell selected Terra Dotta to help centralize and streamline the process. Now, Bucknell can send automated, real-time safety alerts to all travelers, track students' locations, and proactively request status updates. **When the pandemic hit, one administrator at Bucknell was able to communicate with all travelers in a single day.**

With the latest integration of GeoSure data, Bucknell can now share in-depth information about each destination from within Terra Dotta's AlertTraveler mobile app. With the ability to consider multiple dimensions of safety data, Bucknell's travelers have become more aware of their surroundings and can make better decisions about their plans and actions.

“Any information we can give them is going to help them because these are things they might not want to talk to you about. I'm really excited about this integration [with GeoSure].

—TRACE COATS
ASSISTANT DIRECTOR OF
THE OFFICE OF GLOBAL &
OFF-CAMPUS EDUCATION

SOLUTIONS FROM **TERRA DOTTA**

COMPREHENSIVE TRAVEL RISK SOLUTIONS from Terra Dotta help institutions deliver on their complex duty of care responsibilities while also mitigating risk for the entire campus community. Travel Registry captures all institutional travel in one system, including itineraries and travel documents. AlertTraveler enables a proactive approach to duty of care through location-specific intelligence, push notifications and rapid communication. The integration with GeoSure or Riskline data makes it possible for users to receive real-time information to drive their own personal safety decisions.

Today's complex and rapidly-changing risk landscape has pushed institutions to reassess their approach to duty of care. It's not enough to react and scramble after the fact when campus community members may be in danger. Utilizing the most comprehensive duty of care innovations available gives institutions the tools they need to anticipate and mitigate risk, while building trust with their students, faculty and staff and fulfilling expansive duty of care obligations.



Having this accurate set of data, as well as a robust and easy-to-use way to access it, was such an immense resource during a time when world affairs changed on a nearly hourly basis.

—ALEC JOKUBAITIS
BUSINESS SYSTEMS ANALYST,
CASE WESTERN RESERVE UNIVERSITY



INCOMING



OUTGOING



TRAVEL RISK

For more information about Terra Dotta and our Travel Risk solutions, please visit our website or contact us:

 www.terradotta.com  sales@terradotta.com

