

Add info #61

AUG 09 2007



**Chandler • Arizona**  
*Where Values Make The Difference*

**Memorandum**

**Memo: MC07-084**

**DATE:** AUGUST 9, 2007

**TO:** MAYOR BOYD W. DUNN  
VICE MAYOR LOWELL HUGGINS  
COUNCILMEMBER BOB CACCAMO  
COUNCILMEMBER TRINITY DONOVAN  
COUNCILMEMBER MATT ORLANDO  
COUNCILMEMBER MARTIN SEPULVEDA  
COUNCILMEMBER JEFF WENINGER

**FROM:** PATRICK MCDERMOTT, ACTING CITY MANAGER 

**SUBJECT:** CONTINUANCE REQUEST FOR ITEM 61: GILA RIVER GRANT

Staff requests that the City Council Item 61 be continued to the September 6, 2007, City Council meeting. I have received several comments from both Councilmembers and staff regarding the Gila River Community's grants program as well as this particular request for funding. This is the third non-Chandler request to come to Council and we expect to receive more in the future.

To better address the concerns of Council and staff, we will look at developing a standard process to address these requests in the future. If you have any questions, please do not hesitate to call me.

#61  
AUG 09 2007



**Chandler • Arizona**  
*Where Values Make The Difference*

**Memorandum**

**Memo: MC07-083**

**DATE:** August 3, 2007

**TO:** MAYOR BOYD W. DUNN  
VICE MAYOR LOWELL HUGGINS  
COUNCILMEMBER BOB CACCAMO  
COUNCILMEMBER TRINITY DONOVAN  
COUNCILMEMBER MATT ORLANDO  
COUNCILMEMBER MARTIN SEPULVEDA  
COUNCILMEMBER JEFF WENINGER

**FROM:** DAVE BIGOS, ASSISTANT TO THE MAYOR AND COUNCIL *DBS*

**THRU:** W. MARK PENTZ, CITY MANAGER *WMP*  
NACHIE MARQUEZ, COMMUNICATIONS & PUBLIC AFFAIRS DIR. *NM*

**SUBJECT:** Resolution No. 4114

ALERT RECALL GILA GRANT REQUEST

Attached, please find a memo from the nonprofit agency AlertRecall requesting the City's endorsement of a Gila River Indian Community State-Shared Revenue Grant in the two-year amount of \$396,065. The grant will be used to help fund AlertRecall programs and an education campaign. Cecil Jackson, co-founder of AlertRecall, spoke to the Council at its July 23, 2007, meeting about the program that utilizes a Web site to anonymously report potential threats and violence at schools and in the workplace.

AlertRecall was formed in 2005 and runs a Web site and text messaging service that allows students and others to anonymously report activity that may lead to violence or high-risk activity. AlertRecall co-founder Cecil Jackson, a School Resource Officer with the Phoenix Police Department, reports that as many as 50,000 messages are received each month and are followed up using a volunteer force of public safety personnel and education administrators.

RESOLUTION NO. 4114

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, AUTHORIZING ALERTRECALL TO SUBMIT A GRANT APPLICATION TO THE GILA RIVER INDIAN COMMUNITY'S STATE-SHARED REVENUE PROGRAM IN THE AMOUNT OF \$396,065.00 FOR FUNDING TO EXPAND ITS SAFETY AND EDUCATION EFFORTS IN THE EAST VALLEY.

WHEREAS, the Gila River Indian Community has a State Shared Revenue Program that funds public safety, transportation, health care, economic development and educational programs and has invited AlertRecall to submit a proposal to support its capital campaign; and

WHEREAS, the receipt of Gila River Indian Community funds would enable AlertRecall to better facilitate its programs as well as to educate the public, through a number of marketing efforts, on its efforts to deter crime and illegal behavior through the use of its anonymous reporting Web site; and

WHEREAS, AlertRecall wishes to submit an application for \$396,065.00 to the Gila River Indian Community State-Shared Revenue Program to provide funding for its programs, staff and marketing and education campaign.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chandler, Arizona, that the Mayor is authorized to sign application documents necessary for AlertRecall funding request to the Gila River Indian Community, indicating that the Council is in support of this project to expand safety and educational opportunities both for residents of Chandler and of neighboring communities.

PASSED AND ADOPTED by the City Council of the City of Chandler, Arizona, this \_\_\_\_ day of \_\_\_\_\_, 2007.

ATTEST:

\_\_\_\_\_  
CITY CLERK

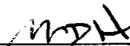
\_\_\_\_\_  
MAYOR

CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Resolution No. 4114 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the \_\_\_\_ day of \_\_\_\_\_, 2007, and that a quorum was present thereat.

\_\_\_\_\_  
CITY CLERK

APPROVED AS TO FORM:

  
\_\_\_\_\_  
CITY ATTORNEY

## MEMORANDUM

DATE: August 1, 2007

TO: Mayor and City Council of Chandler

FROM: AlertRecall

SUBJECT: AlertRecall, serving Maricopa County since 2005, is submitting a request for grant funds to the Gila River Indian Community State Shared Revenue Program to help maintain and expand our community safety and education program in the Chandler area.

The request for 2007-2008 is in the amount of \$183,850, and for 2008-2009 in the amount of \$212,215. It is our hope that the city of Chandler will act as a pass-through for this grant as well as become partners with AlertRecall in order to create a safer, stronger, and more unified community.

CONTACT INFORMATION: Cecil Jackson Co-Founder, 602-448-6598

## **Gila River Indian Community Grant Application**

### **A. Narrative**

#### **1. PURPOSE OF GRANT**

##### **a. Description of Proposed Program**

It is AlertRecall's intent to provide high school students and community members with a safe, anonymous, electronic means by which to report potentially dangerous or illegal behaviors in both the schools and local communities. AlertRecall strives to empower students, their parents, and other community members by educating them as how to participate proactively in the protection of their schools and communities.

AlertRecall is an acronym for *Always Let Experts Respond Timely*. The company was founded in 2005 by Cecil Jackson, a veteran Phoenix police officer, and Bruce Frankie, a 40-year school teacher and district administrator. AlertRecall houses and monitors a call center, which fields calls from individuals reporting high-risk or potentially high-risk activities. Calls can be made via a landline, cell phone, text message, or an email to the call center, which houses and operates state-of-the-art computer systems used to quickly forward the information to the appropriate authorities. These fast, electronic, anonymous means provide students, for example, a way to forward information quickly and without the chance of "being seen snitching" to the principal or talking to a School Resource Officer (SRO). The call center personnel rank the urgency of the call and then forward the information to the appropriate local school personnel or law enforcement agency. Within two seconds of a call being received, information can be appropriately forwarded and rapid intervention can occur. A student, teacher, or any other community member observing a high risk behavior occurring, can text message a report of the activity quickly and anonymously, and resources can be deployed before the activity is completed or escalates to a more dangerous level. On average, AlertRecall is able to process, code, and forward pieces of information within five minutes; therefore, technicians are able to halt an activity before it escalates to something more dangerous.

AlertRecall has had numerous successes. In 2005, on the second day that AlertRecall's call center was operating, investigators received a tip that led to the arrest of a teenager accused of a shooting at a Sunnyslope Recreation Center. Also, the apprehension of three young men responsible for the murders of the "Teen Subway Workers" in 2006 was in thanks to individuals who anonymously forwarded information to authorities via AlertRecall.

In addition to providing a quick, safe, anonymous reporting system for students and the community, AlertRecall also actively recruits partnerships throughout Arizona. To date, the majority of personnel involved in running AlertRecall have been volunteers who believe in the company. Members of the Phoenix Police Department, the local media, advertising companies, accountants and legal advisors have all volunteered their time and effort in order to get this much needed service up and running. It is our hope at this time to provide funding in order to expand AlertRecall's visibility in Chandler by increasing advertising, promotions, and updating technology.

**b. Description of Programs “Priority Areas”**

It is AlertRecall’s mission to increase safety in Maricopa County and the surrounding communities. To accomplish this, AlertRecall offers an anonymous means by which to report criminal activity with a nearly instantaneous response from the appropriate authority. The founders spend countless hours traveling to educate local communities, schools, colleges, police departments, and city councils on the unique service AlertRecall provides. It is our belief that when community members are able to report crimes without fear of retribution or a lack of response, people will feel empowered and communities will become prosperous, positives places for children to live and thrive. With extensive experience in education and law enforcement, the co-founders are able to provide a plethora of information and unique perspectives on how individuals, especially young people, can make a difference and take control of the safety of their school campuses and neighborhoods.

**c. Needs/Problems/Target Population**

In the last five years, Maricopa County has seen a continuing rise in the use of drugs, school bullying, and violent behaviors in its communities. According to Maricopa County police department reports, in the last five years there have been over 3,200 incidents of fighting in schools, as well as over 3,200 felony assaults. In a 2004 a 22-question survey administered to attendees of the 14<sup>th</sup> Annual National Association of School Resource Officers, results showed that

- over 78% of school-based police officers reported they had taken a weapon from a student on school property during the previous year.
- over 92% of School Resource Officers believe that schools are ‘soft targets’ for potential terrorists.

AlertRecall’s purpose is to reach out to all individuals but specifically to target school youth ages 10-17, high school administration and teachers, and the school parent community. In order to take back schools from the dangerous influences currently affecting them, it is critical to involve all parties. In order to stop violent, risky, or addictive behaviors before they start, it is essential that all stakeholders become involved. It is a combined effort of students, parents, teachers, and community members to protect these involved schools and neighborhoods.

AlertRecall began developing its call center in July 2004; it was up and running by March of 2005. Within seven weeks there were 7,000 hits to the site from visitors including 400 emails with referrals to authorities an/or educational institutions.

Members of the AlertRecall team have invested volunteered time into the community through advertising campaigns, provided informational parent forums, conducting meetings with community groups, educators, and politicians, and have attended national educational administrative and law enforcement conferences.

#### **d. Goals and Objectives**

##### **Goal #1**

***Problem statement:*** Youth ages 10-17 in Maricopa County have a continuing increase in the number of violent and hostile incidents both at school and within their community.

***Goal statement:*** AlertRecall will continue to provide youth ages 10-17 with a fast, electronic means by which to anonymously report behaviors that threaten the safety and well being of their schools and/or their community.

***Outcome objective:*** By June 30, 2008, students in Maricopa County will have a heightened awareness of AlertRecall's services and will utilize its call center to report threatening behaviors in their schools and neighborhoods as measured by the number of calls to the center, the number of apprehensions of reported offenders, and responses to an anonymous on-line survey.

##### **Goal #2**

***Problem statement:*** Communities in Maricopa County experience feelings of disconnectedness and feelings of being unsafe.

***Goal statement:*** AlertRecall's goal is to build relationships within communities such as Chandler and provide its members with a safe, fast, and anonymous means by which to report potentially dangerous or illegal behaviors.

***Outcome objective:*** By June, 2008, community members will experience an increase in feelings of safety and connectedness within their communities as measured by the number of participants at forums hosted by AlertRecall, the number of calls to the call center, and responses to an anonymous on-line survey.

##### **Goal #3**

***Problem statement:*** Youth ages 10-17 in Maricopa County continue to experience situations involving bullying both in and outside of their schools.

***Goal statement:*** AlertRecall's goal is to increase feelings of safety and empowerment within the school environments by providing an anonymous, fast, and safe method of reporting in the hopes of helping to reduce the incidents of bullying.

***Outcome objective:*** By June 30, 2008, AlertRecall will increase its visibility within the Chandler school communities through the distribution of promotional materials, increased contact within each school, and continued exposure in the community which will be measured by the number of calls to the center, number of bullying situations averted or prevented, and reports from school resource officers.

**e. This is a *continuing program* with the following strategies and approaches:**

AlertRecall will continue to study technological trends in order to keep up-to-date with today's youth population.

AlertRecall staff will contact all Chandler schools to introduce AlertRecall, register SRO's not currently on the website, and provide business cards and brochures to students and staff.

AlertRecall will communicate its service to the Chandler community through the use of donated billboards.

AlertRecall will contact Chambers of Commerce, Boys & Girls' clubs, YMCA's and other after school support programs to offer presentations to youth members, personnel, and families.

AlertRecall staff will contact SRO's not currently listed on its website in order to introduce, promote, and educate our safe school concept.

AlertRecall founders will attend the National Association of Administrators' Conference and present information on AlertRecall.

AlertRecall will contact SRO's and administrators in Chandler to provide its schools with the reporting services of AlertRecall.

**f. Other organizations, partners, or funders:** none at this time

**g. Awards made by another tribe:** none

**h. Time table for implementation:** two-year funding of current program

**i. Long-term funding resources:** donations and ongoing grant requests

**2. Reports: Plan for Documenting Progress and Results**

Cecil Jackson and Bruce Frankie share responsibility for coordinating data collection with the call center technicians. Monthly reports will be generated reflecting number of calls to the center, level of severity of each tip, responses to the on-line survey, as well as the surveys collected at seminars, and the reported apprehensions resulting from the tips to AlertRecall.

Data from on-line and parent forum surveys, the log of calls made to the website, and the reports of apprehensions resulting from calls to the website will be used for analysis purposes. Call center technicians will collect and organize on-line information; cofounders are responsible for collecting and organizing data received from presentations and public forums. Excel spreadsheets help to

organize and clarify information according to location, frequency, and type of incident. All staff will meet weekly to share, compile, and review collected data.

Update monthly spreadsheets will be compared to help determine if the call center is being used consistently and/or increasingly. The cofounders will be responsible for following up or assigning staff to follow up on the number of apprehensions resulting from AlertRecall's intervention to determine its effectiveness in Chandler where advertising and presentations will be most concentrated.

**Additional Documentation of Progress and Results**

Strategy/ Program	Key tasks (services) to be completed	How Many / How Much	Target Population OR Person Responsible	By when	As measured by
Increase the safety of students in school and members of the community with an emphasis on reducing the number of incidents of bullying.	Concentrated advertising	Minimum of 15 billboards Minimum of 2 radio adds, PBS commercials	Co-founder/Vice President Cecil Jackson	June 30, 2008	Advertising expenditures; number of website reports; and the number of those hits resulting in the apprehension of a perpetrator
	Seminars and lectures to high school campuses	Presentations to 20 different campuses in Maricopa county	Bruce Frankie, Cecil Jackson and hired seminar speakers	May 30, 2008	Number of website hits; post seminar surveys
	Continued fast response to reports of bullying and other threatening activities	Continued monitoring of call center, upgrades and updates to call center technology	Anthony Blackford response technician	June 30, 2008	Number of website hits; and the number of those resulting in the apprehension of perpetrators



<b>Travel</b>				
	In state travel by Cecil Jackson to provide informational seminars to community groups. Meals (\$35/day x 25 days) Lodging (\$100/night x 25 nights) Local travel (.42 x 8,000 miles)	\$ 875 \$2,500 \$3,360		\$6,735
	Nationwide travel by Cecil Jackson & Bruce Frankie to attend school administrators' national conference to provide lecture on AlertRecall Meals (\$35/day x 3 days x 2 people) Airfare \$250 x 2 people Car rental \$35/day x 3 days Conference fees \$150 x 2 people	\$ 210 \$ 500 \$ 105 \$ 300		\$1,115
<b>Equipment</b>				
	Update and replace printers Update and replace computers Update and upgrade website	\$ 2,000 \$ 5,000 \$ 2,000		\$ 9,000
<b>Office Supplies and Other Operating</b>				
	Call center location (rent, electric, water, cleaning 15 mos. @ \$1,333) Telephone (15 mos. @ \$166/mo.) Internet (15 mos. @ \$167/mo.) Computer maintenance Equipment maintenance Software Licenses Miscellaneous operating expenses (15 mos. @ \$200/mo)	\$20,000 \$ 2,500 \$ 2,500 \$ 2,500 \$ 2,500 \$ 3,000 \$ 3,000		\$36,000
<b>Marketing Project Supplies</b>				
	Printing Radio & T.V. ads Promotional display materials Billboard Maintenance	\$ 1,500 \$ 20,000 \$ 2,000 \$ 10,000		\$33,500
<b>Total</b>				\$183,850

**Budget Narrative available upon request.**



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<b>Marketing Project Supplies</b>				
	Printing Radio & T.V. ads Promotional display materials Billboard Maintenance	\$ 2,000 \$ 30,000 \$ 3,000 \$ 10,000		\$ 45,000
<b>Total</b>				\$ 212,215

**Budget Narrative available upon request.**

# **Letters of Support**

# Skyline West Prep School

*Sky's the Future!*



Peoria Campus  
17667 N. 91<sup>st</sup> Ave  
Peoria, Arizona 85382  
623-875-3175

[www.skylineths.com](http://www.skylineths.com)

February 20, 2007

To Whom It May Concern:

This letter is in support of Alert Recall. Alert Recall has been a valuable instrument for students to report, anonymously, questionable incidents that are happening in our school and community. It has given them a means to come forward and let law enforcement authorities or our administrative team to know what is happening so we can be proactive and not reactive. With the capability of text messaging incidents can be reported as they are happening. The student does not have to have access to a computer. Parents and community members can also report incidents to Alert Recall who have alerted us.

The results of Alert Recall have allowed us to retake control of the school from the disruptive student who has a different agenda than getting a education. Alert Recall is the most positive comprehensive program that has empowered our students and community to make our schools safer, communities safer and for them to have safer lives.

Sincerely,

A handwritten signature in black ink that reads "Roger Fuss". The signature is written in a cursive style with a large, stylized "R" and "F".

Roger Fuss  
Principal  
Skyline West Prep

---

Skyline Technical High School, Inc

Ahwatukee Campus ♦ 15220 S. 50<sup>th</sup> St. Suite 109, Ahwatukee, Phoenix, AZ 85044

Office 480-763-8425 Fax 480-763-8427

Peoria Campus ♦ 17667 N. 91<sup>st</sup> Ave., Peoria AZ 85382

Office 623-875-3175 Fax 623-875-9261

*Sky's the Future!*



# Skyline Technical High School, Inc.

*A Non-Profit 501-C-3 Charter Public High School*

**Ahwatukee Campus**  
15220 S. 50<sup>th</sup> St. Suite 109  
Phoenix, Arizona 85044  
[www.skylinehts.com](http://www.skylinehts.com)

**Skyline West Prep School  
Skyline Junior High**  
17667 N. 91<sup>st</sup> Ave  
Peoria, Arizona 85382  
[www.skvlinewest.com](http://www.skvlinewest.com)

2/20/07

To whom it may concern,

I am writing this letter as a testimonial to the effectiveness of Art Recall's website. Our District puts the [www.alertrecall.com](http://www.alertrecall.com) link on our website and we include information about the website in every newsletter we send to the parents. We believe in the effectiveness of the site for its ability to get information into the hands of school administrators.

Many times we have students go to a computer and access Alert Recall to anonymously report an incident that otherwise they would not report due to being a "rat." Why do they report this way? Students feel comfortable with technology, reporting anonymously, and the fact that anyone could have made the report...everyone at our schools knows about Alert Recall.

Alert Recall has allowed the general population of students to retake command of the school over the bullies and rule breakers. We have caught smokers and drug dealers due to the reporting. We have been warned of impending fights and other dangers. Students who go against school policies and procedures know they will be caught and face consequences through anonymous reporting by other students. Alert Recall has been an important tool used by us and the students to allow students to feel safe and be safe at our schools.

Sincerely,

A handwritten signature in black ink that reads 'Brian Shipman'. The signature is written in a cursive style and is located below the word 'Sincerely,'.

Brian Shipman  
Assistant Superintendent

---

Skyline Technical High School, Inc

Ahwatukee Campus ♦ 15220 S. 50<sup>th</sup> St. Suite 109, Ahwatukee, Phoenix, AZ 85044

Office 480-763-8425 Fax 480-763-8427

Skyline West Prep School ♦ 17667 N. 91<sup>st</sup> Ave., Peoria AZ 85382

Office 623-875-3175 Fax 623-875-9261

Cave Creek Unified Schools  
**CACTUS SHADOWS HIGH SCHOOL**



February 20, 2007

To Whom It May Concern:

The service "AlertRecall.com" provides to our school district, and more importantly to our high school, is invaluable. Because "AlertRecall" is designed to empower students with the freedom to disseminate information about what is occurring on our campus while at the same time keeping their identity confidential, our experience is that students feel comfortable using this website. We have been notified through this website of potential "bullying" issues as well as the inappropriate use of websites. Our parents have used the "AlertRecall" site too.

I am so convinced of "AlertRecall's" value that we have included a statement about the website in our student handbook and have prominently displayed the website in all our classrooms. Additionally, as a school district we are now committed to publicizing the benefits of "AlertRecall" to our middle school students as well.

As a principal I appreciate what "AlertRecall.com" provides for our high school community. I have found it to be one more effective tool in keeping our campus and our students safe.

Sincerely,

A handwritten signature in black ink that reads "Sid Bailey". The signature is written in a cursive style with a horizontal line underneath the name.

Principal  
Sid Bailey

SB:pb

# OMEGA SCHOOLS

Rekindling The Joy of Learning and Work  
7 SCHOOLS - 3 LOCATIONS

**Corporate**

1951 W. Camelback Rd #325  
Phoenix, AZ 85015  
P: 602.938.2092  
F: 602.938.2114

**McDowell Site**

5757 W. McDowell Rd  
Phoenix, AZ 85035  
P: 602.269.1007  
F: 602.269.1073

Omega Academy Elementary  
S. Sturgeon Middle School  
La Puerta High School

**Northern Site**

8632 W. Northern  
Glendale, AZ 85305  
P: 623.878.8059  
F: 623.878.8175

Stellar Prep Elementary  
C. Doby Middle School  
Oasis High School

**Camelback Site**

2001 W. Camelback Rd #170  
Phoenix, AZ 85015  
P: 602.242.1480

Omega University High School

**BOARD OF DIRECTORS**

- DR. PATRICIA A. BASSETT
- DR. CLINTON MCJUNKIN
- JANICE EHRLICH
- DR. MICHAEL JONES

To: Coach Frankie

Fr: Harold Bassett, Assistant Dean of Students *HB*

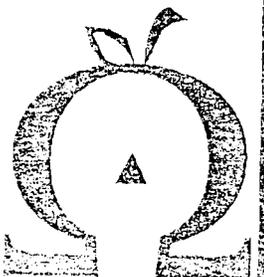
Date: February 20, 2007

Re: Alertrecall

Just a note thanking you for your introduction of "Alertrecall" to Omega Schools Northern and McDowell Campuses. Since its' insertion, harassment and bullying have been drastically reduced, students and parents now feel they can now address issues confidentially as opposed before.

It is evident as I talk to parents, there is a peace of mind regarding the safety of the children and it has made Omega Schools more marketable.

Thanks again for the heads up.



# Gila River Indian Community Grant Application Cover Sheet

<b>Date of Application</b>	Aug-07		
<b>Name of City</b>	Chandler		
<b>Chairman</b>	Chandler City Manager and Mayor		
<b>Mailing Address</b>			
<b>City</b>	Chandler	<b>State</b>	Arizona <b>Zip</b>
<b>Contact Person/Title</b>	Cecil Jackson / Co-Founder		
<b>Mailing Address</b>	4304 E. Cambell #2022, Phoenix, AZ 85018		
<b>Phone Number</b>	602-448-6598	<b>Fax</b>	1-866-567-3207
<b>E-Mail Address</b>	barkleyroberta@aol.com		

<b>Program</b>	AlertRecall		
<b>Purpose of Grant</b>	To provide funds to maintain and grow into Chandler and surrounding Maricopa County.		
<b>Beginning and Ending dates of Program</b>	2 year grant; August 07 - 09		
<b>Amount Requested</b>	\$183,850 yr one: \$212,215 yr two	<b>Total Project \$396,065</b>	
<b>Geographic Area Served</b>	Maricopa and Chandler Communities		

<b>Signature of Chairman:</b>		<b>Date</b>	8-2-07
<b>Typed Name and Title</b>	Cecil Jackson Vice President		

## **Gila River Indian Community Grant Application**

### **A. Narrative**

#### **1. PURPOSE OF GRANT**

##### **a. Description of Proposed Program**

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### **c. Needs/Problems/Target Population**

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AlertRecall’s purpose is to reach out to all individuals but specifically to target school youth ages 10-17, high school administration and teachers, and the school parent community. In order to take back schools from the dangerous influences currently affecting them, it is critical to involve all parties. In order to stop violent, risky, or addictive behaviors before they start, it is essential that all stakeholders become involved. It is a combined effort of students, parents, teachers, and community members to protect these involved schools and neighborhoods.

AlertRecall began developing its call center in July 2004; it was up and running by March of 2005. Within seven weeks there were 7,000 hits to the site from visitors including 400 emails with referrals to authorities an/or educational institutions.

Members of the AlertRecall team have invested volunteered time into the community through advertising campaigns, provided informational parent forums, conducting meetings with community groups, educators, and politicians, and have attended national educational administrative and law enforcement conferences.

#### **d. Goals and Objectives**

##### **Goal #1**

***Problem statement:*** Youth ages 10-17 in Maricopa County have a continuing increase in the number of violent and hostile incidents both at school and within their community.

***Goal statement:*** AlertRecall will continue to provide youth ages 10-17 with a fast, electronic means by which to anonymously report behaviors that threaten the safety and well being of their schools and/or their community.

***Outcome objective:*** By June 30, 2008, students in Maricopa County will have a heightened awareness of AlertRecall's services and will utilize its call center to report threatening behaviors in their schools and neighborhoods as measured by the number of calls to the center, the number of apprehensions of reported offenders, and responses to an anonymous on-line survey.

##### **Goal #2**

***Problem statement:*** Communities in Maricopa County experience feelings of disconnectedness and feelings of being unsafe.

***Goal statement:*** AlertRecall's goal is to build relationships within communities such as Chandler and provide its members with a safe, fast, and anonymous means by which to report potentially dangerous or illegal behaviors.

***Outcome objective:*** By June, 2008, community members will experience an increase in feelings of safety and connectedness within their communities as measured by the number of participants at forums hosted by AlertRecall, the number of calls to the call center, and responses to an anonymous on-line survey.

##### **Goal #3**

***Problem statement:*** Youth ages 10-17 in Maricopa County continue to experience situations involving bullying both in and outside of their schools.

***Goal statement:*** AlertRecall's goal is to increase feelings of safety and empowerment within the school environments by providing an anonymous, fast, and safe method of reporting in the hopes of helping to reduce the incidents of bullying.

***Outcome objective:*** By June 30, 2008, AlertRecall will increase its visibility within the Chandler school communities through the distribution of promotional materials, increased contact within each school, and continued exposure in the community which will be measured by the number of calls to the center, number of bullying situations averted or prevented, and reports from school resource officers.

**e. This is a *continuing program* with the following strategies and approaches:**

AlertRecall will continue to study technological trends in order to keep up-to-date with today's youth population.

AlertRecall staff will contact all Chandler schools to introduce AlertRecall, register SRO's not currently on the website, and provide business cards and brochures to students and staff.

AlertRecall will communicate its service to the Chandler community through the use of donated billboards.

AlertRecall will contact Chambers of Commerce, Boys & Girls' clubs, YMCA's and other after school support programs to offer presentations to youth members, personnel, and families.

AlertRecall staff will contact SRO's not currently listed on its website in order to introduce, promote, and educate our safe school concept.

AlertRecall founders will attend the National Association of Administrators' Conference and present information on AlertRecall.

AlertRecall will contact SRO's and administrators in Chandler to provide its schools with the reporting services of AlertRecall.

**f. Other organizations, partners, or funders:** none at this time

**g. Awards made by another tribe:** none

**h. Time table for implementation:** two-year funding of current program

**i. Long-term funding resources:** donations and ongoing grant requests

**2. Reports: Plan for Documenting Progress and Results**

Cecil Jackson and Bruce Frankie share responsibility for coordinating data collection with the call center technicians. Monthly reports will be generated reflecting number of calls to the center, level of severity of each tip, responses to the on-line survey, as well as the surveys collected at seminars, and the reported apprehensions resulting from the tips to AlertRecall.

Data from on-line and parent forum surveys, the log of calls made to the website, and the reports of apprehensions resulting from calls to the website will be used for analysis purposes. Call center technicians will collect and organize on-line information; cofounders are responsible for collecting and organizing data received from presentations and public forums. Excel spreadsheets help to

organize and clarify information according to location, frequency, and type of incident. All staff will meet weekly to share, compile, and review collected data.

Update monthly spreadsheets will be compared to help determine if the call center is being used consistently and/or increasingly. The cofounders will be responsible for following up or assigning staff to follow up on the number of apprehensions resulting from AlertRecall's intervention to determine its effectiveness in Chandler where advertising and presentations will be most concentrated.

**Additional Documentation of Progress and Results**

Strategy/Program	Key tasks (services) to be completed	How Many/How Much	Target Population OR Person Responsible	By when	As measured by
Increase the safety of students in school and members of the community with an emphasis on reducing the number of incidents of bullying.	Concentrated advertising	Minimum of 15 billboards Minimum of 2 radio adds, PBS commercials	Co-founder/Vice President Cecil Jackson	June 30, 2008	Advertising expenditures; number of website reports; and the number of those hits resulting in the apprehension of a perpetrator
	Seminars and lectures to high school campuses	Presentations to 20 different campuses in Maricopa county	Bruce Frankie, Cecil Jackson and hired seminar speakers	May 30, 2008	Number of website hits; post seminar surveys
	Continued fast response to reports of bullying and other threatening activities	Continued monitoring of call center, upgrades and updates to call center technology	Anthony Blackford response technician	June 30, 2008	Number of website hits; and the number of those resulting in the apprehension of perpetrators

**Attachment #3 Other funders:** AlertRecall continually seeks out appropriate grant opportunities. We are currently preparing an application to the Humana Foundation of Arizona in the amount of \$100,000 for 2007. Additional applications will be prepared as they become available.

**Attachment #4 Letters of support:** Letters follow.

### AlertRecall Line Item Budget

**Budget period: September 1, 2007 – August 31, 2008; One of Two-year Proposal**

Budget Category	Line Item	Requested Funds	Matching Funds/Source	Total Cost
<b>Personnel and Fringe Benefits</b>				
Personnel Salary Wages	President and co-founder, Bruce Frankie .5 FTE	\$20,000		\$90,000
	Vice-president and co-founder, Cecil Jackson .5 FTE	\$ 20,000		
	Financial Advisor, Beth Price .25 FTE	\$ 15,000		
	Response technician, Anthony Blackford .5 FTE	\$ 15,000		
	Grant writer, Jennifer Stacy .25 FTE	\$ 10,000		
	Grant writer, Anna Royse .25 FTE	\$ 10,000		
<b>Contracted Services/Professional Services</b>				
Professional Contracted Services	Legal Consulting fees	\$ 2,500		\$7,500
	Corporation fees and taxes	\$ 1,500		
	Patent fees	\$ 3,500		

<b>Travel</b>				
	In state travel by Cecil Jackson to provide informational seminars to community groups. Meals (\$35/day x 25 days) Lodging (\$100/night x 25 nights) Local travel (.42 x 8,000 miles)	\$ 875 \$2,500 \$3,360		\$6,735
	Nationwide travel by Cecil Jackson & Bruce Frankie to attend school administrators' national conference to provide lecture on AlertRecall Meals (\$35/day x 3 days x 2 people) Airfare \$250 x 2 people Car rental \$35/day x 3 days Conference fees \$150 x 2 people	\$ 210 \$ 500 \$ 105 \$ 300		\$1,115
<b>Equipment</b>				
	Update and replace printers Update and replace computers Update and upgrade website	\$ 2,000 \$ 5,000 \$ 2,000		\$ 9,000
<b>Office Supplies and Other Operating</b>				
	Call center location (rent, electric, water, cleaning 15 mos. @ \$1,333) Telephone (15 mos. @ \$166/mo.) Internet (15 mos. @ \$167/mo.) Computer maintenance Equipment maintenance Software Licenses Miscellaneous operating expenses (15 mos. @ \$200/mo)	\$20,000 \$ 2,500 \$ 2,500 \$ 2,500 \$ 2,500 \$ 3,000 \$ 3,000		\$36,000
<b>Marketing Project Supplies</b>				
	Printing Radio & T.V. ads Promotional display materials Billboard Maintenance	\$ 1,500 \$ 20,000 \$ 2,000 \$ 10,000		\$33,500
<b>Total</b>				\$183,850

**Budget Narrative available upon request.**



	Nationwide travel by Cecil Jackson & Bruce Frankie to attend school administrators' national conference to provide lecture on AlertRecall Meals (\$35/day x 3 days x 2 people) Airfare \$250 x 2 people Car rental \$35/day x 3 days Conference fees \$150 x 2 people	\$ 210 \$ 500 \$ 105 \$ 300		\$1,115
<b>Equipment</b>				
	Update and replace printers Update and replace computers Update and upgrade website	\$ 2,000 \$ 5,000 \$ 2,000		\$ 9,000
<b>Office Supplies and Other Operating</b>				
	Call center location (rent, electric, water, cleaning 15 mos. @ \$1,333) Telephone (15 mos. @ \$166/mo.) Internet (15 mos. @ \$167/mo.) Computer maintenance Equipment maintenance Software Licenses Miscellaneous operating expenses (15 mos. @ \$200/mo)	\$20,000 \$ 2,500 \$ 2,500 \$ 2,500 \$ 2,500 \$ 3,000 \$ 3,000		\$36,000
<b>Marketing Project Supplies</b>				
	Printing Radio & T.V. ads Promotional display materials Billboard Maintenance	\$ 2,000 \$ 30,000 \$ 3,000 \$ 10,000		\$ 45,000
<b>Total</b>				\$ 212,215

**Budget Narrative available upon request.**

# **Letters of Support**

# Skyline West Prep School

*Sky's the Future!*



Peoria Campus  
17667 N. 91<sup>st</sup> Ave  
Peoria, Arizona 85382  
623-875-3175

[www.skylineths.com](http://www.skylineths.com)

February 20, 2007

To Whom It May Concern:

This letter is in support of Alert Recall. Alert Recall has been a valuable instrument for students to report, anonymously, questionable incidents that are happening in our school and community. It has given them a means to come forward and let law enforcement authorities or our administrative team to know what is happening so we can be proactive and not reactive. With the capability of text messaging incidents can be reported as they are happening. The student does not have to have access to a computer. Parents and community members can also report incidents to Alert Recall who have alerted us.

The results of Alert Recall have allowed us to retake control of the school from the disruptive student who has a different agenda than getting a education. Alert Recall is the most positive comprehensive program that has empowered our students and community to make our schools safer, communities safer and for them to have safer lives.

Sincerely,



Roger Fuss  
Principal  
Skyline West Prep

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Skyline Technical High School, Inc

Ahwatukee Campus ♦ 15220 S. 50<sup>th</sup> St. Suite 109, Ahwatukee, Phoenix, AZ 85044

Office 480-763-8425 Fax 480-763-8427

Peoria Campus ♦ 17667 N. 91<sup>st</sup> Ave., Peoria AZ 85382

Office 623-875-3175 Fax 623-875-9261

*Sky's the Future!*



# Skyline Technical High School, Inc.

*A Non-Profit 501-C-3 Charter Public High School*

**Ahwatukee Campus**  
15220 S. 50<sup>th</sup> St. Suite 109  
Phoenix, Arizona 85044  
www.skylinehts.com

**Skyline West Prep School**  
**Skyline Junior High**  
17667 N. 91<sup>st</sup> Ave  
Peoria, Arizona 85382  
www.skvlinewest.com

2/20/07

To whom it may concern,

I am writing this letter as a testimonial to the effectiveness of Art Recall's website. Our District puts the [www.alertrecall.com](http://www.alertrecall.com) link on our website and we include information about the website in every newsletter we send to the parents. We believe in the effectiveness of the site for its ability to get information into the hands of school administrators.

Many times we have students go to a computer and access Alert Recall to anonymously report an incident that otherwise they would not report due to being a "rat." Why do they report this way? Students feel comfortable with technology, reporting anonymously, and the fact that anyone could have made the report...everyone at our schools knows about Alert Recall.

Alert Recall has allowed the general population of students to retake command of the school over the bullies and rule breakers. We have caught smokers and drug dealers due to the reporting. We have been warned of impending fights and other dangers. Students who go against school policies and procedures know they will be caught and face consequences through anonymous reporting by other students. Alert Recall has been an important tool used by us and the students to allow students to feel safe and be safe at our schools.

Sincerely,

Brian Shipman  
Assistant Superintendent

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Skyline Technical High School, Inc

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Office 480-763-8425 Fax 480-763-8427

Skyline West Prep School ♦ 17667 N. 91<sup>st</sup> Ave., Peoria AZ 85382  
Office 623-875-3175 Fax 623-875-9261

Cave Creek Unified Schools  
**CACTUS SHADOWS HIGH SCHOOL**



February 20, 2007

To Whom It May Concern:

The service "AlertRecall.com" provides to our school district, and more importantly to our high school, is invaluable. Because "AlertRecall" is designed to empower students with the freedom to disseminate information about what is occurring on our campus while at the same time keeping their identity confidential, our experience is that students feel comfortable using this website. We have been notified through this website of potential "bullying" issues as well as the inappropriate use of websites. Our parents have used the "AlertRecall" site too.

I am so convinced of "AlertRecall's" value that we have included a statement about the website in our student handbook and have prominently displayed the website in all our classrooms. Additionally, as a school district we are now committed to publicizing the benefits of "AlertRecall" to our middle school students as well.

As a principal I appreciate what "AlertRecall.com" provides for our high school community. I have found it to be one more effective tool in keeping our campus and our students safe.

Sincerely,

A handwritten signature in black ink that reads "Sid Bailey".

Principal  
Sid Bailey

SB:pb

# OMEGA SCHOOLS

Rekindling The Joy of Learning and Work  
7 SCHOOLS - 3 LOCATIONS

**Corporate**

1951 W. Camelback Rd #325  
Phoenix, AZ 85015  
P: 602.938.2092  
F: 602.938.2114

**McDowell Site**

5757 W. McDowell Rd  
Phoenix, AZ 85035  
P: 602.269.1007  
F: 602.269.1073

Omega Academy Elementary  
S. Sturgeon Middle School  
La Puerta High School

**Northern Site**

8632 W. Northern  
Glendale, AZ 85305  
P: 623.878.8059  
F: 623.878.8175

Stellar Prep Elementary  
C. Doby Middle School  
Oasis High School

**Camelback Site**

2001 W. Camelback Rd #170  
Phoenix, AZ 85015  
P: 602.242.1480  
Omega University High School

**BOARD OF DIRECTORS**

- DR. PATRICIA A. BASSETT
- DR. CLINTON MCJUNKIN
- JANICE EHRLICH
- DR. MICHAEL JONES

To: Coach Frankie

Fr: Harold Bassett, Assistant Dean of Students *AB*

Date: February 20, 2007

Re: Alertrecall

Just a note thanking you for your introduction of "Alertrecall" to Omega Schools Northern and McDowell Campuses. Since its' insertion, harassment and bullying have been drastically reduced, students and parents now feel they can now address issues confidentially as opposed before.

It is evident as I talk to parents, there is a peace of mind regarding the safety of the children and it has made Omega Schools more marketable.

Thanks again for the heads up.

