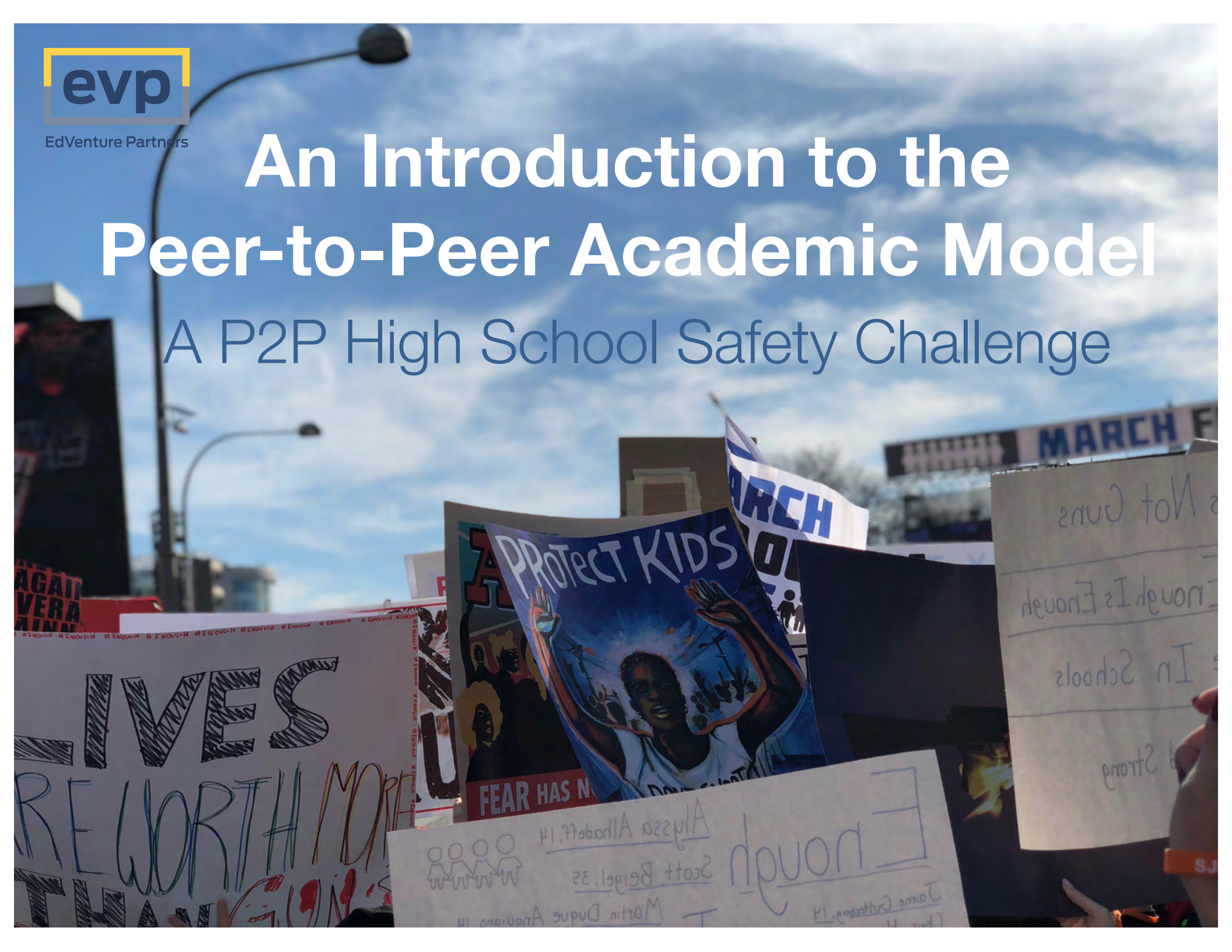




EdVenture Partners

An Introduction to the Peer-to-Peer Academic Model

A P2P High School Safety Challenge





FINAL REPORT OF THE FEDERAL COMMISSION ON

School Safety



Presented to the

PRESIDENT OF THE UNITED STATES

December 18, 2018



Agenda

Meet EdVenture Partners

History of P2P as USG initiative

P2P Academic Partnership Model

- extremism objective
- high school safety objective

Proposed Spring 2020 Pilot Details with HOSA - Future Health Professionals

Our Clients

Since 1990,
our clients have
used the power
of student
innovation to
solve problems.



اللجنة العليا
للمشروع والورث
Supreme Committee
for Delivery & Legacy



TOYOTA



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON, DC



at&t



General Sports Authority
الهيئة العامة للرياضة

LOCKHEED MARTIN



Our Government Partners



Transportation
Security
Administration

P2P: Challenging Extremism



DHS



DOD



NCTC



CTTSO



DoS



P2P: Facebook Global Digital Challenge

P2P implemented over 725 times at 380 universities





P2P in 76 different countries



Peer to Peer Challenging Extremism Survey

95% OF STUDENTS
ARE INTERESTED IN DOING MORE
TO PREVENT VIOLENT EXTREMISM

97% BELIEVE
THAT CITIZEN ACTION IS NECESSARY
TO ADDRESS THIS THREAT



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“As numerous witnesses noted to the Commission, students themselves must be part of the solution and often can help identify the best ways to communicate to and educate their peers. In recognition of that, the U.S. Department of Homeland Security and U.S. Department of Education should explore sponsoring a Peer-to-Peer Competition Challenge for high school students to develop school security campaigns.”

*Final Report of the Federal Commission
on School Safety (p. 56)*

P2P hosted in such courses as...

Campaign for Tolerance & Social Engagement

Strategic Media Intervention

Marketing

Advertising

Social Entrepreneurship

Information Technology and Society

Global Marketing Strategy

Democracy and Cultural Diversity

Peer 2 Peer Special Topics

Integrated Marketing Communications

Terrorism and Conflict Resolution

Conflict Resolution

Promotion Management

E-Commerce and Social Media

Objective

To develop a social or digital media initiative product or tool

to push back on hate, intolerance and extremism



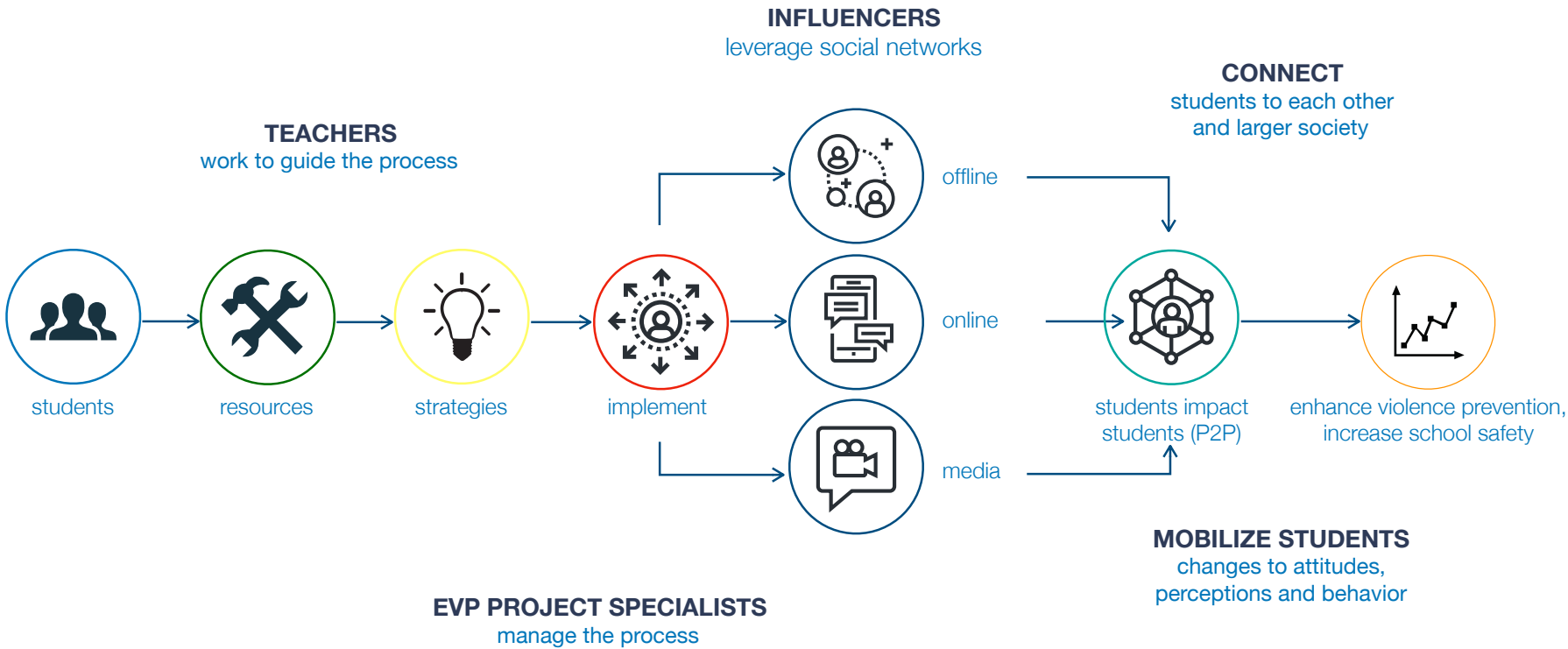
What Students Do

- Form a **marketing/social media** agency
- Read the **Project Brief**
- **Utilize program resources** and research links
- Conduct **primary research**
- Develop **strategy** and **creative** campaigns
- Submit campaigns for **review**
- **Implement** and **execute** P2P campaign using **budget**
- **Analyze** campaign for effectiveness
- **Submit** a report outlining the campaign and **results**
- Top teams **present, compete and win cash prizes**

COMPETITIONS



EdVenture Partners Social Impact Model



P2P Media Success



THE WALL STREET JOURNAL.



The Atlantic



AdvertisingAge.

TIME



YAHOO!
NEWS

The New York Times



NOVA

Bloomberg

Sample Objective

P2P High School Safety Challenge

To create social and digital initiatives, products and tools that educate, generate awareness, action and positive behavior change with your peers by implementing local solutions to prevent violence and make your high school safer.



Peer Driven Campaigns

American University of Nigeria

WOMEN AGAINST VIOLENT EXTREMISM - WAVE



News > World > Africa

Nigerian girl, 10, used in suicide bomb attack on New Year's Eve

One person seriously injured in attack bearing hallmarks of Boko Haram

Rachel Roberts | Sunday 1 January 2017 19:20 GMT | [comments](#)

[f](#) [t](#) [e](#) **3K** shares

[Like](#) Click to follow The Independent Online



Who are Boko Haram's female suicide bombers?



Utrecht University



“On 22 March, while we had just developed our brand, ISIS struck at the heart of Europe. Not 200 kilometres from Utrecht 35 people died and many more were wounded when bombs went off in the Belgian capital. Initially, we went silent. “

Sample Student Work



Social Media



Hub

Dare To Be Grey

Sharing Expertise



Website



University of Baghdad

Not Her Fault

Musujha



موسوچھا
musujha





University of Belgrade

L.S. (19)

only child of a single mother
father died in a war
studies engineering
disappointed in
the justice system

It was his choice.

**VIOLENT EXTREMISM DESTROYS LIVES
MAKE THE RIGHT CHOICE**

**#under
STAND**

Sample Student Work



SOME BOYS GROW UP SO FAST.

FIGHTING VIOLENT IDEOLOGIES IS EVERYONE'S JOB



EXTREMISTS COME IN ALL SHAPES.

THERE IS NO "EXTREMIST PERSONALITY" - ANYONE CAN BECOME ONE



$$\int_0^{\pi/2} \frac{\sin w}{(3 + 2 \cos w)^2} \neq$$



VIOLENCE IS NEVER THE SOLUTION.

USING EXTREMISM AS A TOOL ONLY WORSENS THE PROBLEM



Sample Student Work



University of Belgrade



IT'S YOUR
CHOICE



Dear Diary,

I've never been happier in my life. We have meetings everyday where we learn many cool things, like how to use guns and knives. They tell us that everyone hates us.

Marko

Part of dialogue from the play

Missouri State University



One95 is a digital, grassroots movement uniting the voices of all 195 countries to **#EndViolentExtremism**

A screenshot of the One95 website's 'About Us' page. The page has a light green background with a dark header containing the 'ONE95' logo and navigation links: 'ABOUT US', 'STORIES', 'COMMUNITY', 'EDUCATORS', 'EVENTS', and 'GET INVOLVED'. A small 'ONE95' logo is also in the bottom right corner. The main text reads: 'The **One95 counter-narrative program** draws its name from the 195 countries of the world, demonstrating that we are all global citizens who have the power to fight against extremism. Through its digital platform and education hub, One95 fosters collaboration and learning among a new generation of leaders. It ties education with community and global initiatives to create a force for positive change. One95 unites people across cultures and communities against extremism.' Below this text are three circular icons: 1. 'EDUCATE' with an icon of a person at a whiteboard, with text: 'From Gen Z to the Baby Boomers, the first step to overcoming any pressing issue is education.' 2. 'EMPOWER' with an icon of two people, with text: 'It is our responsibility to use our knowledge and ideas to empower those around us.' 3. 'CONNECT' with a network icon, with text: 'When communicating across borders we can turn our differences into strengths.' The bottom of the page features a yellow line-art illustration of global landmarks.

SOCIAL MEDIA SAFETY

PRIVACY AND SECURITY SETTINGS EXIST FOR A REASON

Set your profiles to private and only approve people you know.

REPORTING AND FLAGGING

Utilize this feature for inappropriate, dangerous, or violent content.

TELLING AN ADULT IS KEY

If you come across a message that is dangerous or inappropriate, ALWAYS tell a parent, teacher, relative, or other authority figure.

BE CAREFUL WHAT YOU SHARE

Before liking or sharing a post, find the original source and be sure their intentions are good.

BE CAUTIOUS

Be aware of the friends you accept, the hashtags you click on, and the profiles you view.



ONE95

195 COUNTRIES PREVENTING VIOLENT EXTREMISM.

www.ONE95.org



#EndViolentExtremism



AS A COMMUNITY
WE CAN PREVENT VIOLENT EXTREMISM.

#EndViolentExtremism



www.ONE95.org

ONE95

195 COUNTRIES PREVENTING VIOLENT EXTREMISM.



Missouri State University



Adaptations for P2P Model

High School Safety

Human Trafficking

Russian Disinformation

Election Security & Media Literacy

Local Population Ethnography

Research & Data Collection

Environmental Sustainability

Local Election Support

Healthy Living and Wellness

P2P



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Powerful ideas for a healthier world

Project sponsored by the National Institute of Justice to evaluate impact of P2P

Three year longitudinal study with preliminary data just released

Social media is the main environment where youth are exposed to hate

P2P initiatives implemented in 8th and 9th grade *showed an impact* on the reduction of exposure of hate messages in the school environment

P2P initiatives implemented in 9th through 12th grade *showed an impact* on improving attitudes of tolerance towards other ethnocultural groups

P2P High School Safety Challenge

Talking Points

- Final Commission Report on School Safety Recommends US Government implement a P2P High School Safety Challenge
- Peer-to-Peer (P2P) designed to help stop targeted violence and attacks
- DHS allocated \$1 Million Dollars for pilot in 2019; postponed funding until 2020
 - *“Our lives are worth much more than the cost of this program and we need USG leadership in launching P2P on high schools”*
- Anticipated spring 2020 pilot implemented on 100 - 150 high schools in 50 states
- \$500 operating budget for each HOSA chapter to implement and test campaigns
- *“We need you to express your support by contacting DHS now as together we can make a difference.”*

Trent Frazier

Executive Director, DHS Office of Academic Engagement & Campaigns

trent.frazier@hq.dhs.gov

Sample Objective

P2P High School Safety Challenge

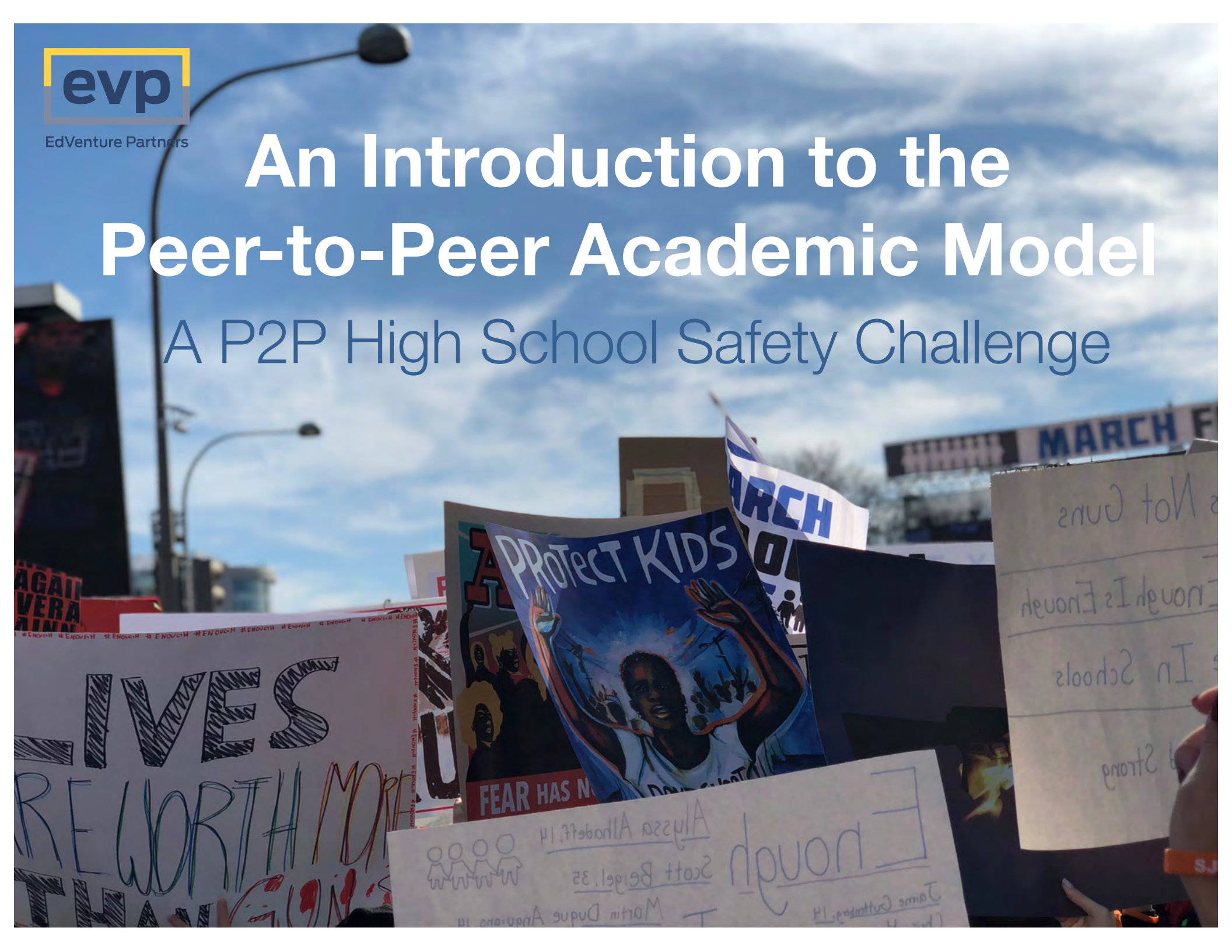
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