

B1	Available Resources: Funding for training, equipment, and support services	18	16	19	15	18	13	25	22	21
B2	Available Resources: Access to mental health resources for students and staff members	19	21	18	20	16	15	22	24	25
B3	Available Resources: Collaboration with local businesses and organizations to enhance safety measures	15	15	16	20	12	13	13	11	31
B4	Available Resources: Technology upgrades for surveillance and communication within schools	16	15	16	15	17	15	19	-1	20
	Question C: How can we build trust and positive relationships between school safety officers and the community?									
C1	What to expect: I engage in community events and outreach programs.	16	11	18	13	17	15	20	14	17
C2	What to expect: I provide support and assistance to students in need beyond safety concerns.	17	16	18	11	20	11	30	14	17
C3	What to expect: I involve community members in safety planning and decision-making processes.	17	20	16	11	22	16	18	15	24
C4	What to expect: I implement transparent policies and procedures for accountability and communication.	17	13	18	8	21	10	25	23	21

	Question D: What training do you feel is most important for ensuring school safety?									
D1	What you do: I will implement emergency response protocols.	16	12	18	14	18	13	20	19	15
D2	What you do: I will build strong relationships with students and staff.	14	9	17	11	16	8	18	31	17
D3	What you do: I will engage with local residents to foster a sense of community.	10	9	11	4	16	6	9	18	19
D4	What you do: I will develop innovative strategies for preventing potential threats.	14	11	15	5	20	8	18	25	14

STUDY 2					
COEFFICIENTS FOR MIND-SETS FROM K-MEANS CLUSTERING		Total	MS1	MS2	MS3
	Base Size	100	31	42	27
	Strong for Mind-Set 1 Safety & Accountability				
A1	Responsibility: Attend regular meetings and training sessions to share information and strategies.	20	35	14	13
A4	Responsibility: Conduct regular safety audits to identify and address potential vulnerabilities.	15	32	8	7
A3	Responsibility: Engage with parents and residents to gather feedback on safety measures.	14	31	10	3
A2	Responsibility: Implement a buddy system for safety officers to watch each other's backs.	14	28	8	7
	Strong for Mind-Set 2 Enhanced Safety & Resources Implementation				

B1	Available Resources: Funding for training, equipment, and support services	18	10	28	11
B2	Available Resources: Access to mental health resources for students and staff members.	19	6	28	18
B3	Available Resources: Collaboration with local businesses and organizations to enhance safety measures	15	1	27	11
B4	Available Resources: Technology upgrades for surveillance and communication within schools	16	5	25	11
C3	What to expect: I involve community members in safety planning and decision-making processes.	17	17	24	5
C2	What to expect: I provide support and assistance to students in need beyond safety concerns.	17	15	23	11
C4	What to expect: I implement transparent policies and procedures for accountability and communication.	17	18	21	7
	Strong for Mind-Set 3 Proactive Community Leader				
D4	What you do: I will develop innovative strategies for preventing potential threats	14	13	1	34
D3	What you do: I will engage with local residents to foster a sense of community.	10	9		31
D1	What you do: I will implement emergency response protocols.	16	16	8	28
D2	What you do: I will build strong relationships with students and staff.	14	20	3	28
	Not strong for any mind-set				
C1	What to expect: I engage in community events and outreach programs	16	18	18	7

STUDY 2 — IDT CALCULATION	Total	MIS 1 of 2	MIS 2 of 2	MIS 1 of 3	MIS 2 of 3	MIS 3 of 3
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Base (number of respondents in this group)	100	47	53	31	42	27
Responsibility: Attend regular meetings and training sessions to share information and strategies.	20	29	13	35	14	13
Responsibility: Implement a buddy system for safety officers to watch each other's backs.	14	23	6	28	8	7
Responsibility: Engage with parents and residents to gather feedback on safety measures.	14	25	5	31	10	3
Responsibility: Conduct regular safety audits to identify and address potential vulnerabilities.	15	22	8	32	8	7
Available Resources: Funding for training, equipment, and support services	18	18	17	10	28	11
Available Resources: Access to mental health resources for students and staff members.	19	15	22	6	28	18
Available Resources: Collaboration with local businesses and organizations to enhance safety measures	15	12	17	1	27	11
Available Resources: Technology upgrades for surveillance and communication within schools	16	15	16	5	25	11
What to expect: I engage in community events and outreach programs.	16	22	10	18	18	7
What to expect: I provide support and assistance to students in need beyond safety concerns.	17	24	11	15	23	11
What to expect: I involve community members in safety planning and decision-making processes.	17	22	12	17	24	5
What to expect: I implement transparent policies and procedures for accountability and communication.	17	20	13	18	21	7

What you do: I will implement emergency response protocols.	16	9	23	16	8	28
What you do: I will build strong relationships with students and staff.	14	8	20	20	3	28
What you do: I will engage with local residents to foster a sense of community.	10		20	9	NEG	31
What you do: I will develop innovative strategies for preventing potential threats	14	4	22	13	1	34
Computation of the IDT — Study 2						
Sum Total of Squares of All Positive Coefficients	4054	5502	3959	6224	5290	4892
Weight = Proportion of the respondents in the subgroup	0.33	0.16	0.18	0.10	0.14	0.09
Weighted Total (Weight x Sum Total of Squares of All Positive Coefficients)	1338	880	713	622	741	440
Final Score = sum of weighted total	4734					
IDT STUDY 2 (SQUARE ROOT OF FINAL SCORE)	69					

AI SUMMARIZATION OF MIND-SETS

STUDY 2: MIND-SET 1 OF 3

Interested in:

Responsibility: Attend regular meetings and training sessions to share information and strategies.

Responsibility: Implement a buddy system for safety officers to watch each other's backs.

Responsibility: Engage with parents and residents to gather feedback on safety measures.

Responsibility: Conduct regular safety audits to identify and address potential vulnerabilities.

Create a label for this segment: Safety and Accountability Team

Describe this segment: This segment of the total sample from the research study demonstrates a strong emphasis on responsibility in ensuring safety measures are implemented effectively. They are dedicated to attending meetings and training sessions to

stay informed and share strategies with their peers. They also prioritize the implementation of a buddy system for safety officers to support each other and ensure their safety.

Additionally, they actively engage with parents and residents to gather feedback on safety measures and conduct regular safety audits to identify and address potential vulnerabilities. Overall, this segment takes their responsibility for safety seriously and is proactive in their efforts to maintain a safe environment.

Describe the attractiveness of this segment as a target audience: This segment of individuals seems highly responsible and proactive in ensuring safety measures are in place. Their willingness to attend meetings, implement strategies, engage with stakeholders, and conduct regular audits demonstrates a high level of dedication and commitment to maintaining safety. As a target audience, they are likely to be reliable and trustworthy partners in any safety-related initiatives. Their focus on collaboration and continuous improvement also makes them attractive for organizations looking to enhance safety practices. Overall, this segment appears to be highly motivated and capable of making a significant impact in promoting safety.

Explain why this segment might not be attractive as a target audience: This segment might not be attractive as a target audience because they may be already heavily involved in safety and security measures within their organization or community. They are already committed to attending meetings and training sessions, implementing strategies, and engaging with stakeholders to ensure safety. Therefore, they may not have the capacity or resources to take on additional responsibilities or be receptive to new safety initiatives. Additionally, targeting this segment may result in duplication of efforts or conflicting priorities, leading to inefficiencies in implementing effective safety measures.

List what is missing or should be known about this segment, in question form:

1. What specific industry or context is this research study focused on?
2. How many participants are included in the total sample?
3. What demographic information is available about the participants?
4. How are the responsibilities assigned or delegated among the participants?
5. What is the timeline for the responsibilities outlined in the study?
6. How are the effectiveness or success of these responsibilities measured or evaluated?
7. Are there any potential barriers or challenges to carrying out these responsibilities?
8. Are there any specific goals or objectives associated with these responsibilities?

List and briefly describe attractive new or innovative products, services, experiences, or policies for this segment:

1. **Mobile Safety App:** Develop a mobile app that allows safety officers to easily communicate with each other, report incidents, and access training materials on the go.
2. **Virtual Reality Training:** Implement virtual reality training sessions for safety officers to simulate real-life scenarios and improve their response capabilities.
3. **Community Safety Forums:** Organize regular community safety forums where residents and parents can discuss safety concerns, provide feedback, and collaborate on developing new safety measures.
4. **Smart Safety Devices:** Provide safety officers with smart devices equipped with GPS tracking, emergency alert buttons, and real-time communication features to enhance their safety while on duty.
5. **Data Analytics Platform:** Implement a data analytics platform to analyze safety audit findings and identify trends or patterns in incidents, allowing for more targeted and effective safety measures to be implemented.

Which messages will interest this segment?

This segment of the total sample will likely be interested in messages focusing on collaborative teamwork, community engagement, and proactive safety measures. They are likely to resonate with messages that highlight the importance of sharing information and strategies, implementing a buddy system for support, engaging with stakeholders for feedback, and conducting regular safety audits to prevent potential vulnerabilities. Messages emphasizing the importance of responsibility and a proactive approach to safety will likely be most appealing to this segment.

STUDY 2: MIND-SET 2 OF 3

Interested in:

Available Resources: Funding for training, equipment, and support services

Available Resources: Access to mental health resources for students and staff members

Available Resources: Collaboration with local businesses and organizations to enhance safety measures

Available Resources: Technology upgrades for surveillance and communication within schools

What to expect: I provide support and assistance to students in need beyond safety concerns.

What to expect: I involve community members in safety planning and decision-making processes.

What to expect: I implement transparent policies and procedures for accountability and communication.

Create a label for this segment: Enhanced Safety and Resources Implementation

Describe this segment: This segment of the research study focuses on the available resources and expectations related to school safety measures. The researchers are interested in examining the funding and access to mental health resources, as well as collaboration with local businesses and organizations to enhance safety measures. Additionally, they are interested in technology upgrades for surveillance and communication within schools.

In terms of expectations, this segment involves providing support and assistance to students beyond safety concerns, involving community members in safety planning and decision-making, and implementing transparent policies and procedures for accountability and communication. Overall, this segment of the study aims to explore how resources and expectations play a role in ensuring the safety and well-being of students and staff members in schools.

Describe the attractiveness of this segment as a target audience: This segment appears to be highly attractive as a target audience for a research study focused on school safety measures. They have access to funding for training, equipment, and support services, as well as mental health resources for students and staff. They also have a willingness to collaborate with local businesses and organizations to enhance safety measures and are open to technology upgrades for surveillance and communication within schools.

Additionally, they prioritize providing support and assistance to students beyond safety concerns, involving community members in safety planning and decision-making processes, and implementing transparent policies for accountability and communication. This demonstrates a proactive approach to school safety and a commitment to fostering a safe and supportive learning environment for all individuals involved. This segment would likely be highly engaged and motivated to participate in research and initiatives aimed at improving school safety.

Explain why this segment might not be attractive as a target audience: This segment may not be as attractive as a target audience because they do not prioritize or emphasize the need for ensuring the mental health and well-being of students and staff members.

Instead, their focus is mainly on enhancing safety measures through technology upgrades,

collaboration with businesses, and transparent policies and procedures. This may suggest a lack of emphasis on the holistic development and support of individuals within the school community, which could be a concern for those who prioritize mental health and well-being in their approach to school safety. Additionally, the segment's emphasis on resources and technology may indicate a more bureaucratic and less personal approach to school safety, which may not align with the values and priorities of individuals who seek a more community-oriented and empathetic approach to safety planning.

List what is missing or should be known about this segment, in question form:

1. What specific types of mental health resources are available for students and staff members?
2. How are local businesses and organizations collaborating with the school to enhance safety measures?
3. What technology upgrades have been made for surveillance and communication within schools?
4. How do you provide support and assistance to students in need beyond safety concerns?
5. In what ways do you involve community members in safety planning and decision-making processes?
6. What specific transparent policies and procedures have been implemented for accountability and communication?

List and briefly describe attractive new or innovative products, services, experiences, or policies for this segment:

1. Virtual Reality (VR) technology for mental health resources: Implementing VR technology for mental health resources can provide students and staff members with a more interactive and engaging way to access support services.
2. Partnership with wellness apps: Collaborating with wellness apps can provide students and staff members with easy access to mental health resources and support services on their smartphones, making it more convenient for them to seek help when needed.
3. Drone surveillance for school safety: Implementing drone surveillance technology can enhance safety measures within schools by providing real-time monitoring and communication for security personnel.

4. Peer support programs: Introducing peer support programs can help provide additional support and assistance to students in need beyond safety concerns, creating a supportive community within the school environment.
5. Community safety workshops: Hosting community safety workshops can involve community members in safety planning and decision-making processes, fostering collaboration and engagement in promoting a safe school environment.
6. Digital communication platforms for accountability: Implementing digital communication platforms can enhance transparency in policies and procedures for accountability and communication, making it easier for stakeholders to access information and provide feedback.

Which messages will interest this segment?

This segment would likely be interested in messages related to available resources for mental health support, collaboration with local businesses and organizations for safety enhancements, technology upgrades for surveillance and communication within schools, and involving community members in safety planning. They would also be interested in messages about providing support to students in need and implementing transparent policies and procedures for accountability and communication.

STUDY 2: MIND-SET 3 OF 3

Interested in:

What you do: I will implement emergency response protocols.

What you do: I will build strong relationships with students and staff.

What you do: I will engage with local residents to foster a sense of community.

What you do: I will develop innovative strategies for preventing potential threats.

Create a label for this segment: Proactive Community Leader

Describe this segment: This segment of the total sample appears to be focused on individuals who are proactive in creating a safe and inclusive environment within their community. They take a hands-on approach to emergency preparedness, prioritize building positive relationships with stakeholders, actively engage with residents to promote community solidarity, and constantly seek new and creative ways to prevent potential threats. Their actions reflect a deep commitment to the well-being and security of those around them.

Describe the attractiveness of this segment as a target audience: This segment of the total sample is highly attractive as a target audience. The individuals in this group are

proactive and committed to ensuring the safety and well-being of their community. They value relationships and collaboration, as seen in their efforts to build strong relationships with students, staff, and local residents. Additionally, their focus on developing innovative strategies for preventing potential threats demonstrates their forward-thinking approach to emergency response. Their dedication to fostering a sense of community further highlights their commitment to creating a safe and inclusive environment for all. Overall, this segment is highly engaged and motivated, making them an ideal target audience for any initiatives related to emergency preparedness and community safety.

Explain why this segment might not be attractive as a target audience: This segment might not be attractive as a target audience because they may not prioritize the specific attributes mentioned in the research study. For example, individuals who are focused on implementing emergency response protocols may not be as interested in building strong relationships with students and staff or engaging with local residents to foster a sense of community. Similarly, those who are interested in developing innovative strategies for preventing potential threats may not see the value in the other attributes mentioned. Therefore, this segment may not find all of the attributes relevant to their interests or priorities, making them less likely to be engaged as a target audience.

List what is missing or should be known about this segment, in question form:

1. What is the size of the total sample in the research study?
2. What is the demographic makeup of the total sample?
3. What is the geographical location of the total sample?
4. What is the specific role or position of the individuals in the total sample?
5. What is the level of experience or expertise of the individuals in the total sample?
6. What are the specific emergency response protocols that will be implemented?
7. How will relationships with students and staff be measured or assessed?
8. How will engagement with local residents be evaluated?
9. What specific innovative strategies for preventing potential threats will be developed?

List and briefly describe attractive new or innovative products, services, experiences, or policies for this segment:

1. Emergency Response App: A mobile application that provides immediate access to emergency response protocols, allows users to quickly notify authorities of potential threats, and receive real-time updates during emergency situations.

2. **Relationship Building Workshops:** Workshops designed to help school staff and students build strong relationships through communication, conflict resolution, and teamwork exercises.
3. **Community Engagement Events:** Events organized to bring together local residents and school staff to foster a sense of community and encourage collaboration on safety and security initiatives.
4. **Threat Prevention Training Programs:** Interactive and hands-on training programs that educate school staff and residents on identifying potential threats and developing innovative strategies to prevent them before they escalate.
5. **Crisis Communication Strategy Development:** Consulting services that help schools and neighborhoods develop effective crisis communication strategies to communicate with stakeholders in a timely and transparent manner during emergency situations.

Which messages will interest this segment?

1. “Implement emergency response protocols to ensure the safety of our community”
2. “Build strong relationships with students and staff to create a supportive environment”
3. “Engage with local residents to foster a sense of community and collaboration”
4. “Develop innovative strategies for preventing potential threats and keeping our community secure”

S2 Appendix: Study 3

	STUDY 3 COEFFICIENTS FOR SELF DEFINED SUBGROUPS	Total	Male	Female	18-24	25-34	Single...no children	Single parent	Married...no children	Married with children
	Base Size	100	38	62	36	60	44	33	6	17
	Question A: What training do you feel is most important for ensuring school safety?									
A1	Important: I collaborate with parents on emergency preparedness plans.	18	13	21	14	21	20	17	14	18
A2	Important: I build trust and communication with parents to address concerns.	15	9	19	11	18	17	14	13	13
A3	Important: I involve parents in community safety initiatives and volunteering opportunities.	15	11	18	11	18	14	15	17	19
A4	Important: I seek input from parents on potential safety improvements and solutions.	19	18	19	20	18	19	21	4	19
	Question B: How do you prioritize the safety of students over other responsibilities?									
C1	Violence prevention: I implement strict security measures and drills.	18	16	20	13	20	20	16	21	16
C2	Violence prevention: I provide counseling and support for at-risk students.	19	22	17	19	18	21	19	5	18

C3	Violence prevention: I engage in dialogue with students to address underlying issues.	19	20	19	20	18	21	20	16	14
C4	Violence prevention: I utilize data analysis to identify patterns and potential risks.	20	23	19	18	20	22	17	14	23
Question D: What role do you see parents playing in ensuring school safety?										
D1	I implement emergency response protocols.	18	18	18	19	17	12	24	27	19
D2	I build strong relationships with students and staff.	17	18	17	19	15	14	19	15	22
D3	I engage with local residents to foster a sense of community.	17	14	19	20	15	11	22	28	23
D4	I develop strategies for preventing potential threats.	16	17	15	16	15	13	19	10	16

STUDY 3		Total	MS 1 of 2	MS 2 of 2
COEFFICIENTS FOR MIND-SETS FROM K-MEANS CLUSTERING				
Base Size		100	50	50
Strong for Mind-Set 1				
B1	What I do: I make school safety a top priority in all decisions.	20	27	14
B4	What I do: I evaluate and update safety protocols to address new threats.	19	24	12
B2	What I do: I ensure every student feels safe and supported.	21	23	18
C4	Violence prevention: I utilize data analysis to identify patterns and potential risks.	20	23	17
B3	What I do: I collaborate with parents and community members on safety initiatives.	16	21	11

C1	Violence prevention: I implement strict security measures and drills.	18	21	14
C2	Violence prevention: I provide counseling and support for at-risk students.	19	21	17
C3	Violence prevention: I engage in dialogue with students to address underlying issues.	19	21	17
Strong for Mind-Set 2				
A4	Important: I seek input from parents on potential safety improvements and solutions.	19	13	24
A3	Important: I involve parents in community safety initiatives and volunteering opportunities.	15	8	22
Not strong for either mind-set				
A1	Important: I collaborate with parents on emergency preparedness plans.	18	16	20
A2	Important: I build trust and communication with parents to address concerns.	15	10	20
D1	I implement emergency response protocols.	18	18	18
D2	I build strong relationships with students and staff.	17	16	19
D3	I engage with local residents to foster a sense of community.	17	15	20
D4	I develop strategies for preventing potential threats.	16	11	20

STUDY 3 — IDT CALCULATION	Total	MS 1 of 2	MS 2 of 2	MS 1 of 3	MS 2 of 3	MS 3 of 3
Base (number of respondents in this group)	100	50	50	36	38	26
Important: I collaborate with parents on emergency preparedness plans.	18	16	20	18	14	22
Important: I build trust and communication with parents to address concerns.	15	10	20	10	15	24
Important: I involve parents in community safety initiatives and volunteering opportunities.	15	8	22	4	19	24

Important: I seek input from parents on potential safety improvements and solutions.	19	13	24	12	22	21
What I do: I make school safety a top priority in all decisions.	20	27	14	26	13	22
What I do: I ensure every student feels safe and supported.	21	23	18	23	13	28
What I do: I collaborate with parents and community members on safety initiatives.	16	21	11	23	8	19
What I do: I evaluate and update safety protocols to address new threats.	19	24	12	24	12	22
Violence prevention: I implement strict security measures and drills.	18	21	14	20	9	28
Violence prevention: I provide counseling and support for at-risk students.	19	21	17	21	11	30
Violence prevention: I engage in dialogue with students to address underlying issues.	19	21	17	21	13	28
Violence prevention: I utilize data analysis to identify patterns and potential risks.	20	23	17	22	14	29
I implement emergency response protocols.	18	18	18	13	25	14
I build strong relationships with students and staff.	17	16	19	15	25	10
I engage with local residents to foster a sense of community.	17	15	20	12	28	10
I develop strategies for preventing potential threats.	16	11	20	7	27	10
Computation of the IDT — Study 3						
Sum Total of Squares of All Positive Coefficients	5197	5642	5193	5247	5142	7995
Weight = Proportion of the respondents in the subgroup	0.33	0.17	0.17	0.12	0.13	0.09
Weighted Total (Weight x Sum Total of Squares of All Positive Coefficients)	1715	959	883	630	668	720
Final Score = sum of weighted total	5575					

IDT STUDY 3 (SQUARE ROOT OF FINAL SCORE)	75					
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AI SUMMARIZATION OF MIND-SETS

STUDY 3: MIND-SET 1

Interested in:

What I do: I make school safety a top priority in all decisions.

What I do: I ensure every student feels safe and supported.

What I do: I collaborate with parents and community members on safety initiatives

What I do: I evaluate and update safety protocols to address new threats.

Violence prevention: I implement strict security measures and drills.

Violence prevention: I provide counseling and support for at-risk students.

Violence prevention: I engage in dialogue with students to address underlying issues.

Violence prevention: I utilize data analysis to identify patterns and potential risks.

Create a label for this segment: Safety and Violence Prevention Advocates

Describe this segment: This segment of the total sample of the research study consists of individuals who prioritize school safety in all decision-making processes. They actively work to ensure that all students feel safe and supported within the school environment.

These individuals also collaborate with parents and community members to implement safety initiatives and regularly evaluate and update safety protocols to address new threats.

In terms of violence prevention, this segment implements strict security measures and conducts drills to prepare for potential threats. They also provide counseling and support for at-risk students, engage in dialogue with students to address underlying issues that may contribute to violence, and utilize data analysis to identify patterns and potential risks within the school community. Overall, this segment is committed to promoting a safe and secure learning environment for all students.

Describe the attractiveness of this segment as a target audience: This segment of individuals would be highly attractive as a target audience for any organization or program focused on school safety and violence prevention. They demonstrate a strong commitment to ensuring the safety and well-being of students, not only through proactive measures such as updating safety protocols and implementing security measures, but also through providing support and counseling for at-risk students and engaging in dialogue to address

underlying issues. Their emphasis on collaboration with parents and community members and utilization of data analysis to identify risks shows a comprehensive and proactive approach to school safety. Overall, this segment would be highly valued as key stakeholders in initiatives aimed at creating a safe and supportive school environment.

Explain why this segment might not be attractive as a target audience: This segment might not be attractive as a target audience because they all seem to be individuals who are already highly engaged and actively involved in school safety and violence prevention initiatives. They are already committed to making school safety a priority, collaborating with various stakeholders, evaluating and updating safety protocols, and implementing violence prevention measures. Being already highly involved in these efforts, they may not have a need for additional resources or support in this area, making it difficult to engage them with new services or products aimed at improving school safety. Additionally, they may already have established networks and resources in place for addressing safety issues, so they may not see the value in seeking out new solutions or products.

List what is missing or should be known about this segment, in question form:

1. How frequently do you review and update safety protocols?
2. How do you measure the effectiveness of the security measures and drills you implement?
3. How do you determine which students are at-risk and in need of counseling and support?
4. How do you ensure that the dialogue with students is effective in addressing underlying issues?
5. What specific data analysis methods do you use to identify patterns and potential risks?
6. What resources do you have available to support the implementation of safety initiatives and violence prevention strategies?

List and briefly describe attractive new or innovative products, services, experiences, or policies for this segment:

1. School Safety Mobile App: A mobile application that allows school administrators, teachers, parents, and students to report safety concerns, access emergency protocols, and receive real-time updates on safety measures and incidents.
2. Virtual Reality Safety Training: Utilizing virtual reality technology, schools can provide realistic safety training scenarios for staff and students to practice responses to potential threats, such as active shooters or natural disasters.

3. **Mental Health Support App:** An app designed to provide resources, counseling services, and support for at-risk students, as well as tools for early intervention and prevention of violent behavior.
4. **Threat Assessment Tool:** An innovative digital tool that uses data analysis and predictive analytics to identify potential risks and patterns of violence within the school community, allowing for targeted intervention and prevention strategies.
5. **Community Safety Task Force:** Establishing a collaborative task force that includes parents, teachers, law enforcement, mental health professionals, and community members to develop and implement comprehensive safety initiatives and protocols for schools.

Which messages will interest this segment?

This segment will likely be interested in messages related to school safety as a top priority, ensuring every student feels safe and supported, collaborating with parents and community members on safety initiatives, evaluating and updating safety protocols, implementing strict security measures and drills for violence prevention, providing counseling and support for at-risk students, engaging in dialogue with students to address underlying issues, and utilizing data analysis to identify patterns and potential risks for violence prevention.

STUDY 3: MIND-SET 2

Interested in:

Important: I involve parents in community safety initiatives and volunteering opportunities.

Important: I seek input from parents on potential safety improvements and solutions.

Create a label for this segment: Parental Involvement in Community Safety Initiatives

Describe this segment: This segment of individuals places a high importance on involving parents in community safety initiatives and volunteering opportunities. They also value seeking input from parents on potential safety improvements and solutions. They likely believe that parents play a crucial role in enhancing safety measures and are proactive in engaging them in these efforts. They may prioritize collaboration and community involvement in addressing safety concerns.

Describe the attractiveness of this segment as a target audience: This segment of parents can be considered highly attractive as a target audience for community safety initiatives and volunteering opportunities. They are actively involved in promoting community safety and value the input of parents in creating potential safety improvements

and solutions. Their dedication to actively participate in these initiatives demonstrates a strong commitment towards creating a safe and secure community environment. Their willingness to engage in collaborative efforts and provide valuable insights make them key stakeholders in promoting community safety. Overall, this segment of parents is likely to be receptive to targeted campaigns and interventions aimed at enhancing community safety and can play a significant role in driving positive change within their communities.

Explain why this segment might not be attractive as a target audience: This segment might not be attractive as a target audience because they may already be actively involved and engaged in community safety initiatives and volunteering opportunities. As a result, they may not have the capacity or interest to take on additional commitments or join new initiatives. Therefore, targeting this segment may not yield significant participation or engagement, as they are already actively involved in similar activities.

List what is missing or should be known about this segment, in question form:

1. How do parents typically prefer to be involved in community safety initiatives and volunteering opportunities?
2. Are there specific challenges or barriers that parents face when trying to participate in safety initiatives?
3. What are the preferred methods for seeking input from parents on safety improvements and solutions?
4. Do parents feel adequately informed about potential safety improvements and solutions?
5. What incentives or motivations are most effective in encouraging parents to get involved in community safety initiatives?

List and briefly describe attractive new or innovative products, services, experiences, or policies for this segment:

1. Parent-Child Safety Workshops: Hosting workshops where parents and children can learn about safety practices together, such as first aid training, self-defense techniques, and emergency preparedness.
2. Safety App for Families: Developing a mobile app that allows parents to easily communicate with each other in case of emergencies, share safety tips and resources, and receive alerts about potential dangers in the community.

3. **Family Safety Days:** Organizing community events that focus on promoting safety for families, such as safety fairs, neighborhood watch programs, and hands-on activities for children to learn about staying safe.
4. **Parent Safety Advisory Board:** Creating a group of parents who can provide feedback and suggestions on safety initiatives and policies, ensuring that their voices are heard and incorporated into decision-making processes.
5. **Neighborhood Safety Walks:** Organizing regular walks around the neighborhood with parents and community members to identify safety hazards, discuss potential improvements, and come up with solutions to enhance the overall safety of the area.

Which messages will interest this segment?

Messages highlighting the importance of involving parents in community safety initiatives, seeking input from parents on safety improvements, and offering volunteering opportunities that allow parents to contribute to enhancing safety in the community. These messages should emphasize the value of parents' perspectives and contributions in making the community a safer place for everyone.

S3 Appendix: Study 4

	STUDY 4 COEFFICIENTS FOR SELF DEFINED SUBGROUPS	Total	Male	Female	18-24	25-34	Single...no children	Single parent	Married...no children	Married with children
	Base Size	100	32	68	38	58	56	29	11	4
	Question A: How do you handle situations where students don't feel safe at school?									
A1	My role: I provide a safe space for students to voice their concerns.	18	13	20	17	19	16	18	26	22
A2	My role: I offer individualized support and resources to address specific needs.	18	16	19	18	18	17	21	14	17
A3	My role: I collaborate with students to implement safety improvements and initiatives.	19	17	19	18	19	19	16	26	22
A4	My role: I conduct assessments and implementing targeted interventions to address safety issues.	15	16	15	12	17	15	13	24	17
	Question B: How do you approach training and educating school staff on safety protocols?									
B1	Approach: I conduct training sessions and drills ensuring preparedness.	19	16	21	17	21	19	20	19	13

B2	Approach: I provide ongoing support and resources for staff to feel empowered.	15	16	15	15	16	17	17	15	-30
B3	Approach: I engage staff in safety discussions and involve them in decision-making processes.	15	15	15	14	16	16	12	21	-2
B4	Approach: I customize training programs based on staff feedback and evolving threats.	18	15	19	19	19	21	13	20	-3
	Question C: How do you handle situations where school safety is compromised due to external factors?									
C1	I work with law enforcement and community partners to address external threats.	15	15	15	12	17	9	21	23	32
C2	I provide additional support and resources to ensure student safety.	13	21	10	6	19	11	15	11	23
C3	I mobilize community resources and support to enhance school safety measures.	16	16	16	11	21	13	17	22	42
C4	I analyze external factors and developing proactive strategies to mitigate risks.	18	19	17	13	20	14	21	20	28
	Question D: How do you address concerns and fears related to school safety within the community?									
D1	What you do: I host community forums and providing transparent communication.	13	10	15	14	12	11	14	24	23

D2	What you do: I offer reassurance and support to alleviate anxiety and fears.	10	11	9	11	9	10	5	18	31
D3	What you do: I engage in dialogue with community members to address concerns and seek solutions.	16	13	18	20	13	18	12	18	32
D4	What you do: I conduct risk assessments and implementing targeted interventions to address community fears.	13	12	14	14	13	11	15	23	23

STUDY 4 COEFFICIENTS FOR MIND-SETS FROM K-MEANS CLUSTERING		Total	MS 1 of 3	MS 2 of 3	MS 3 of 3
	Base Size	100	35	34	31
Strong for Mind-Set 1					
C4	I analyze external factors and developing proactive strategies to mitigate risks.	18	28	17	8
C1	I work with law enforcement and community partners to address external threats.	15	27	11	10
C2	I provide additional support and resources to ensure student safety.	13	26	11	2
C3	I mobilize community resources and support to enhance school safety measures.	16	25	15	9
D1	What you do: I host community forums and providing transparent communication.	13	24	5	10
D3	What you do: I engage in dialogue with community members to address concerns and seek solutions.	16	24	12	13
D4	What you do: I conduct risk assessments and implementing targeted interventions to address community fears.	13	24	5	11
Strong for Mind-Set 2					

A4	My role: I conduct assessments and implementing targeted interventions to address safety issues.	15		29	19
A1	My role: I provide a safe space for students to voice their concerns.	18	11	27	19
A2	My role: I offer individualized support and resources to address specific needs.	18	7	27	22
A3	My role: I collaborate with students to implement safety improvements and initiatives.	19	7	26	24
Strong for Mind-Set 3					
B4	Approach: I customize training programs based on staff feedback and evolving threats.	18	18	6	31
B2	Approach: I provide ongoing support and resources for staff to feel empowered	15	12	4	30
B1	Approach: I conduct training sessions and drills ensuring preparedness.	19	19	11	28
A3	My role: I collaborate with students to implement safety improvements and initiatives.	19	7	26	24
B3	Approach: I engage staff in safety discussions and involve them in decision-making processes.	15	20	2	23
A2	My role: I offer individualized support and resources to address specific needs.	18	7	27	22
Not strong for any mind-set					
D2	What you do: I offer reassurance and support to alleviate anxiety and fears.	10	20	7	

STUDY 4 — IDT CALCULATION	Total	MS 1 of 2	MS 2 of 2	MS 1 of 3	MS 2 of 3	MS 3 of 3
Base (number of respondents in this group)	100	45	55	35	34	31
My role: I provide a safe space for students to voice their concerns.	18	11	23	11	27	19

My role: I offer individualized support and resources to address specific needs.	18	8	25	7	27	22
My role: I collaborate with students to implement safety improvements and initiatives.	19	6	28	7	26	24
My role: I conduct assessments and implementing targeted interventions to address safety issues.	15	1	26		29	19
Approach: I conduct training sessions and drills ensuring preparedness.	19	16	22	19	11	28
Approach: I provide ongoing support and resources for staff to feel empowered	15	11	18	12	4	30
Approach: I engage staff in safety discussions and involve them in decision-making processes.	15	17	14	20	2	23
Approach: I customize training programs based on staff feedback and evolving threats.	18	19	18	18	6	31
I work with law enforcement and community partners to address external threats.	15	21	12	27	11	10
I provide additional support and resources to ensure student safety.	13	22	6	26	11	2
I mobilize community resources and support to enhance school safety measures.	16	21	13	25	15	9
I analyze external factors and developing proactive strategies to mitigate risks.	18	26	11	28	17	8
What you do: I host community forums and providing transparent communication.	13	21	7	24	5	10
What you do: I offer reassurance and support to alleviate anxiety and fears.	10	18	2	20	7	0
What you do: I engage in dialogue with community members to address concerns and seek solutions.	16	23	11	24	12	13

What you do: I conduct risk assessments and implementing targeted interventions to address community fears.	13	20	8	24	5	11
Computation of the IDT — Study 4						
Sum Total of Squares of All Positive Coefficients	4037	4985	4650	6390	4151	5595
Weight = Proportion of the respondents in the subgroup	0.33	0.15	0.18	0.12	0.11	0.1
Weighted Total (Weight x Sum Total of Squares of All Positive Coefficients)	1332	748	837	767	457	560
Final Score = sum of weighted total	4700					
IDT STUDY 4 (SQUARE ROOT OF FINAL SCORE)	69					

AI SUMMARIZATION OF MIND-SETS

STUDY 4: MIND-SET 1 OF 3

Interested in:

I work with law enforcement and community partners to address external threats.

I provide additional support and resources to ensure student safety.

I mobilize community resources and support to enhance school safety measures.

I analyze external factors and developing proactive strategies to mitigate risks.

What you do: I host community forums and providing transparent communication.

What you do: I engage in dialogue with community members to address concerns and seek solutions.

What you do: I conduct risk assessments and implementing targeted interventions to address community fears.

Create a label for this segment: Community Safety Coordinator

Describe this segment: This segment of individuals in the research study are actively involved in promoting safety and security in their communities. They work closely with law enforcement and community partners to address external threats and risks. They provide support and resources to ensure the safety of students and mobilize community resources to enhance school safety measures. Additionally, they analyze external factors

and develop proactive strategies to mitigate risks and prevent potential threats. They also engage in open communication with community members, host forums, and conduct risk assessments to address concerns and implement targeted interventions to address community fears. Overall, this segment is dedicated to promoting a safe and secure environment within their community.

Describe the attractiveness of this segment as a target audience: This segment appears to be highly attractive as a target audience due to its proactive approach in addressing external threats and enhancing safety measures for both students and the community. They actively engage with law enforcement and community partners, provide additional support and resources, analyze external factors, and develop proactive strategies to mitigate risks. Additionally, they prioritize transparent communication, engage in dialogue with community members, and conduct risk assessments to address concerns and fears within the community. Their dedication to safety and willingness to collaborate with various stakeholders make them an ideal audience to work with for promoting overall community safety and well-being.

Explain why this segment might not be attractive as a target audience: This segment may not be attractive as a target audience because they are already actively involved in addressing external threats and enhancing safety measures in their community. They may not have a need or desire for external products or services related to these areas, as they are already working with law enforcement and community partners to address these issues. Additionally, they may already have resources and support in place to address concerns and mitigate risks, making them less likely to seek out additional support or interventions. Therefore, targeting this segment may not be as effective as they are already deeply involved in the work they are doing.

List what is missing or should be known about this segment, in question form:

1. What specific law enforcement agencies do you work with?
2. What type of additional support and resources do you provide for student safety?
3. What community resources do you mobilize to enhance school safety measures?
4. What external factors do you analyze for risk mitigation?
5. What topics are covered in the community forums you host?
6. How do you engage in dialogue with community members?
7. What criteria do you use for conducting risk assessments?
8. What types of targeted interventions do you implement to address community fears?

List and briefly describe attractive new or innovative products, services, experiences, or policies for this segment:

1. Mobile safety app: A mobile safety app that allows law enforcement, school staff, and community members to quickly communicate with each other, report threats or concerns, and access resources in case of emergency.
2. Virtual reality training simulations: Virtual reality training simulations for law enforcement and school staff to practice responding to external threats in a realistic and interactive environment, improving preparedness and response times.
3. Community safety task force: Establishing a community safety task force that brings together law enforcement, school officials, parents, and community members to collaboratively develop and implement safety measures to address external threats.
4. Mental health support program: A program that provides specialized mental health support and resources for students, parents, and community members to address underlying issues that may contribute to external threats and improve overall community safety.
5. School safety audit program: Implementing a school safety audit program that regularly assesses physical security measures, emergency preparedness plans, and community engagement efforts to identify areas for improvement in enhancing school safety.

Which messages will interest this segment?

1. Working together with law enforcement and community partners to address external threats
2. Providing additional support and resources to ensure student safety
3. Mobilizing community resources and support to enhance school safety measures
4. Analyzing external factors and developing proactive strategies to mitigate risks
5. Hosting community forums and providing transparent communication
6. Engaging in dialogue with community members to address concerns and seek solutions
7. Conducting risk assessments and implementing targeted interventions to address community fears

STUDY 4: MIND-SET 2 OF 3**Interested in:**

My role: I provide a safe space for students to voice their concerns.

My role: I offer individualized support and resources to address specific needs.

My role: I collaborate with students to implement safety improvements and initiatives.

My role: I conduct assessments and implementing targeted interventions to address safety issues.

Create a label for this segment: Student Safety Advocates

Describe this segment: This segment represents individuals who play a key role in promoting student safety and well-being within a school or educational environment. They are dedicated to creating a safe and supportive space for students by offering individualized support, resources, and interventions to address specific needs and concerns. They work collaboratively with students to identify and implement safety improvements and initiatives, as well as conducting assessments to identify potential safety issues and implementing targeted interventions to address them. Overall, these individuals are committed to ensuring the overall safety and well-being of students within their educational setting.

Describe the attractiveness of this segment as a target audience: This segment of the total sample in the research study appears to be highly attractive as a target audience. These individuals are dedicated to ensuring the safety and well-being of the students in their care, demonstrating a strong sense of responsibility and commitment to their roles. They are proactive in addressing safety concerns, offering individualized support, collaborating with students, and implementing targeted interventions to improve safety. Their willingness to listen to and address student concerns, as well as their focus on implementing practical solutions, make them valuable allies in creating a safe and supportive environment for students. Their dedication to their roles suggests a high level of engagement and a genuine concern for the welfare of students, making them an ideal target audience for initiatives or resources related to student safety and well-being.

Explain why this segment might not be attractive as a target audience: This segment might not be attractive as a target audience because they are likely individuals who are already actively addressing safety concerns within their academic or work environment. As such, they may not have a significant need for additional resources or support in this area, as they are already fulfilling their roles effectively. Additionally, they may already have established networks and relationships with other professionals in the field who provide similar services, making it challenging for new providers to break into this market.

List what is missing or should be known about this segment, in question form:

1. What specific strategies or techniques do you employ to create a safe space for students to voice their concerns?

2. How do you determine the specific needs of individual students and tailor your support and resources accordingly?
3. Can you provide examples of safety improvements and initiatives that have been successfully implemented through collaboration with students?
4. What criteria do you use to conduct assessments of safety issues and how do you decide on targeted interventions to address them?

List and briefly describe attractive new or innovative products, services, experiences, or policies for this segment:

1. Virtual Safe Spaces: A platform where students can anonymously voice their concerns and connect with trained counselors in a secure online environment.
2. Personalized Safety Plans: A service that creates customized plans for students to address their specific safety concerns, providing them with resources and support tailored to their needs.
3. Student-led Safety Initiatives: Programs that empower students to collaborate with campus officials to implement safety improvements and initiatives, fostering a sense of ownership and responsibility for their own safety.
4. Safety Assessment Apps: Mobile applications that allow students to conduct safety assessments of their surroundings and receive recommendations for targeted interventions to address any safety issues they encounter.

Which messages will interest this segment?

1. “Receive individualized support and resources to address specific needs”
2. “Collaborate with us to implement safety improvements and initiatives”
3. “Assessments and targeted interventions to address safety issues available”
4. “Voice your concerns in a safe space”

STUDY 4: MIND-SET 3 OF 3

Interested in:

My role: I offer individualized support and resources to address specific needs.

My role: I collaborate with students to implement safety improvements and initiatives.

Approach: I conduct training sessions and drills ensuring preparedness.

Approach: I provide ongoing support and resources for staff to feel empowered.

Approach: I engage staff in safety discussions and involve them in decision-making processes.

Approach: I customize training programs based on staff feedback and evolving threats.

Create a label for this segment: Safety and Preparedness Advocate

Describe this segment: This segment focuses on individuals who play a role in ensuring safety and preparedness in a specific setting, such as a school or workplace. They demonstrate a proactive approach by collaborating with others to implement safety improvements, conducting training sessions and drills, and providing ongoing support and resources. They prioritize ongoing communication and engagement with staff, making sure to involve them in decision-making processes and customize training programs based on feedback and evolving threats. Overall, they are dedicated to creating a safe and empowered environment for all individuals involved.

Describe the attractiveness of this segment as a target audience: This segment appears highly attractive as a target audience due to their proactive approach towards safety and readiness. They are willing to collaborate, engage in discussions, and provide ongoing support to ensure the well-being of their community. Their willingness to customize training programs based on feedback and evolving threats demonstrates a commitment to continuous improvement. Overall, this segment seems highly motivated, engaged, and open to new ideas making them an ideal audience to work with.

Explain why this segment might not be attractive as a target audience: This segment may not be attractive as a target audience because they seem to be already knowledgeable and proactive in addressing safety concerns and implementing safety improvements. They appear to already have support and resources in place, as well as existing collaboration and engagement with staff. Therefore, they may not have as much of a need for additional support or resources, and may already have established systems in place for addressing safety issues. As a result, they may not see the value in seeking out additional services or resources from a potential target audience.

List what is missing or should be known about this segment, in question form:

1. What specific safety improvements and initiatives have been implemented with the collaboration of students?
2. How often are training sessions and drills conducted to ensure preparedness?
3. What types of ongoing support and resources are provided to staff to feel empowered?
4. How are staff members actively engaged in safety discussions and decision-making processes?
5. How are training programs customized based on staff feedback and evolving threats?

List and briefly describe attractive new or innovative products, services, experiences, or policies for this segment:

1. Virtual Reality Safety Training Programs: Implementing virtual reality technology in safety training programs can provide a more realistic and immersive learning experience for staff. This can help enhance their preparedness and response in emergency situations.
2. Personalized Safety Assessments: Offering personalized safety assessments for each individual or department can help address specific needs and ensure that tailored resources and support are provided. This individualized approach can increase staff confidence in their safety protocols.
3. Safety Improvement App: Creating a mobile app that allows staff to easily report safety concerns, access resources, and participate in safety discussions can streamline communication and empower employees to take an active role in safety initiatives.
4. Interactive Safety Drills: Implementing interactive safety drills that involve staff in decision-making processes can increase engagement and knowledge retention. This hands-on approach can help reinforce proper safety procedures and protocols.
5. Employee Safety Task Force: Establishing an employee safety task force that collaborates with staff to implement safety improvements and initiatives can create a culture of shared responsibility for safety within the organization. This can foster a sense of empowerment and ownership among employees.

Which messages will interest this segment?

1. "I offer individualized support and resources to address specific needs."
2. "I collaborate with students to implement safety improvements and initiatives."
3. "I provide ongoing support and resources for staff to feel empowered."
4. "I customize training programs based on staff feedback and evolving threats."

S4 Appendix: Study 5

	STUDY 5 COEFFICIENTS FOR SELF DEFINED SUBGROUPS	Total	Male	Female	18-24	25-34	Single...no children	Single parent	Married...no children	Married with children
	Base Size	100	32	68	42	50	51	26	8	15
	Question A: How do you approach evaluating the effectiveness of school safety measures?									
A1	Responsibility: I conduct regular assessments and seeking feedback from stakeholders.	16	14	17	24	13	15	19	14	20
A2	Responsibility: I monitor student well-being and emotional safety indicators.	16	8	19	27	11	20	14	11	6
A3	Responsibility: I engage in dialogue with the community to gather input on safety measures.	13	12	14	22	10	17	10	12	10
A4	Responsibility: I utilize data analysis and feedback to continuously improve safety protocols.	16	11	19	25	14	16	17	22	8
	Question B: How do you work to create a positive and safe school environment for all students?									
B1	I implement programs and initiatives to promote a culture of safety and respect.	21	22	21	19	23	24	24	8	14

B2	I build relationships with students and fostering a sense of belonging.	18	16	19	16	18	16	27	7	7
B3	I collaborate with community partners to create a supportive and inclusive environment.	18	17	18	20	17	17	25	9	10
B4	I develop strategies to address potential safety risks and prevent incidents.	17	21	14	15	17	14	23	12	13
Question C: How can we ensure the safety of students in our schools?										
C1	What to expect: I engage in community events and outreach programs	18	20	17	17	17	17	15	20	33
C2	What to expect: I provide support and assistance to students in need beyond safety concerns.	16	15	17	15	15	11	16	25	27
C3	What to expect: I Involve community members in safety planning and decision-making processes.	19	17	19	18	20	19	15	16	30
C4	What to expect: I implement transparent policies and procedures for accountability and communication.	17	15	18	15	17	15	16	21	21
Question D: What measures can be taken to prevent school violence?										
D1	What you do: I provide round-the-clock security and implementing emergency response drills regularly.	20	24	17	15	21	18	21	29	16

D2	What you do: I foster a safe and supportive environment for students to thrive in.	16	19	14	11	19	15	12	21	24
D3	What you do: I involve community members in school safety initiatives and fostering a sense of responsibility among all stakeholders.	16	15	17	9	20	14	16	26	21
D4	What you do: I evaluate and updating safety protocols to stay ahead of potential threats.	18	15	20	18	18	16	15	25	26

STUDY 5		Total	MS 1 of 2	MS 2 of 2
COEFFICIENTS FOR MIND-SETS FROM K-MEANS CLUSTERING				
	Base Size	100	45	55
	Strong for Mind-Set 1			
B1	I implement programs and initiatives to promote a culture of safety and respect.	21	35	11
C1	What to expect: I engage in community events and outreach programs	18	27	12
B3	I collaborate with community partners to create a supportive and inclusive environment.	18	26	11
B2	I build relationships with students and fostering a sense of belonging.	18	25	13
B4	I develop strategies to address potential safety risks and prevent incidents.	17	25	10
C4	What to expect: I implement transparent policies and procedures for accountability and communication.	17	24	12
	Strong for Mind-Set 2			
D1	What you do: I provide round-the-clock security and implementing emergency response drills regularly.	20	13	25

D4	What you do: I evaluate and updating safety protocols to stay ahead of potential threats.	18	9	25
D2	What you do: I foster a safe and supportive environment for students to thrive in.	16	4	24
D3	What you do: I involve community members in school safety initiatives and fostering a sense of responsibility among all stakeholders.	16	10	21
Not strong for either mind-set				
A1	Responsibility: I conduct regular assessments and seeking feedback from stakeholders.	16	15	17
A2	Responsibility: I monitor student well-being and emotional safety indicators.	16	13	17
A3	Responsibility: I engage in dialogue with the community to gather input on safety measures.	13	15	12
A4	Responsibility: I utilize data analysis and feedback to continuously improve safety protocols.	16	18	16
C2	What to expect: I provide support and assistance to students in need beyond safety concerns.	16	15	17
C3	What to expect: I involve community members in safety planning and decision-making processes.	19	20	18

STUDY 5 — IDT CALCULATION	Total	MIS 1 of 2	MIS 2 of 2	MIS 1 of 3	MIS 2 of 3	MIS 3 of 3
Base (number of respondents in this group)	100	45	55	31	46	23
Responsibility: I conduct regular assessments and seeking feedback from stakeholders.	16	15	17	20	17	7
Responsibility: I monitor student well-being and emotional safety indicators.	16	13	17	16	20	5
Responsibility: I engage in dialogue with the community to gather input on safety measures.	13	15	12	17	14	6

Responsibility: I utilize data analysis and feedback to continuously improve safety protocols.	16	18	16	19	21	4
I implement programs and initiatives to promote a culture of safety and respect.	21	35	11	31	10	32
I build relationships with students and fostering a sense of belonging.	18	25	13	24	13	23
I collaborate with community partners to create a supportive and inclusive environment.	18	26	11	27	12	19
I develop strategies to address potential safety risks and prevent incidents.	17	25	10	27	6	26
What to expect: I engage in community events and outreach programs	18	27	12	25	7	30
What to expect: I provide support and assistance to students in need beyond safety concerns.	16	15	17	12	13	29
What to expect: I involve community members in safety planning and decision-making processes.	19	20	18	17	17	27
What to expect: I implement transparent policies and procedures for accountability and communication.	17	24	12	26	7	25
What you do: I provide round-the-clock security and implementing emergency response drills regularly.	20	13	25	9	26	22
What you do: I foster a safe and supportive environment for students to thrive in.	16	4	24		25	16
What you do: I involve community members in school safety initiatives and fostering a sense of responsibility among all stakeholders.	16	10	21	6	24	11

What you do: I evaluate and updating safety protocols to stay ahead of potential threats.	18	9	25	8	25	15
Computation of the IDT — Study 5						
Sum Total of Squares of All Positive Coefficients	4781	6390	4657	6216	4833	6897
Weight = Proportion of the respondents in the subgroup	0.33	0.15	0.18	0.1	0.15	0.08
Weighted Total (Weight x Sum Total of Squares of All Positive Coefficients)	1578	959	838	622	725	552
Final Score = sum of weighted total	5273					
IDT STUDY 5 (SQUARE ROOT OF FINAL SCORE)	73					

AI SUMMARIZATION OF MIND-SETS

STUDY 5: MIND-SET 1 OF 2

Interested in:

I implement programs and initiatives to promote a culture of safety and respect.

I build relationships with students and fostering a sense of belonging.

I collaborate with community partners to create a supportive and inclusive environment.

I develop strategies to address potential safety risks and prevent incidents.

What to expect: I engage in community events and outreach programs

What to expect: I implement transparent policies and procedures for accountability and communication.

Create a label for this segment: Safety and Inclusion Advocate

Describe this segment: This segment appears to be focused on creating a safe and inclusive environment within a community or organization. They actively work to promote a culture of safety and respect, build relationships with individuals to foster a sense of belonging, collaborate with community partners, and develop strategies to address safety risks and prevent incidents. They are likely to be involved in community events and outreach programs, and prioritize transparency in policies and procedures for accountability and communication. Overall, this segment is dedicated to creating a supportive and inclusive environment through proactive and collaborative efforts.

Describe the attractiveness of this segment as a target audience: This segment of individuals is attractive as a target audience because they are proactive in promoting safety, respect, and inclusivity within their communities. They prioritize building relationships and creating a sense of belonging for students, which shows their dedication to creating a welcoming environment. Their collaboration with community partners further demonstrates their commitment to creating a supportive and inclusive environment for all individuals. Additionally, their focus on developing strategies to prevent safety risks and incidents showcases their proactive approach to addressing potential challenges. Overall, this segment's dedication to promoting a culture of safety, respect, and inclusivity makes them an attractive target audience for any organization looking to engage with individuals who prioritize these values.

Explain why this segment might not be attractive as a target audience: This segment might not be attractive as a target audience because they are likely already actively engaged in promoting safety, respect, and inclusivity within their community. They are already dedicated to building relationships with students and creating a sense of belonging, collaborating with community partners, and developing strategies to prevent safety risks. This segment may not be looking for additional services or programs as they are already heavily involved in creating a supportive and inclusive environment. Additionally, they may already have established policies and procedures in place for accountability and communication, making them less receptive to new initiatives in this area.

List what is missing or should be known about this segment, in question form:

1. What specific programs and initiatives have been implemented to promote a culture of safety and respect?
2. How are relationships with students developed and what specific strategies are used to foster a sense of belonging?
3. Who are the specific community partners that are collaborated with to create a supportive and inclusive environment?
4. What strategies have been developed to address potential safety risks and prevent incidents?
5. What types of community events and outreach programs are typically engaged in?
6. How are transparent policies and procedures for accountability and communication implemented and enforced?

List and briefly describe attractive new or innovative products, services, experiences, or policies for this segment:

1. Safety and Respect Training Program: A comprehensive training program aimed at equipping individuals with the skills and knowledge to promote a culture of safety and respect within their organization or community. This program would cover topics such as conflict resolution, bystander intervention, and creating inclusive environments.
2. Community Engagement App: An innovative app that connects individuals with local community events and outreach programs. Users can easily find and RSVP to events that align with their interests, allowing them to actively engage with and contribute to their community.
3. Safety Risk Assessment Tool: A digital tool that helps organizations assess potential safety risks and create strategies to address them. This tool would provide a structured approach to identifying and mitigating risks, ultimately improving overall safety measures and preventing incidents.
4. Transparent Communication Platform: A platform designed to streamline communication and accountability within an organization or community. This platform would allow for transparent sharing of policies and procedures, ensuring everyone is on the same page and fostering a culture of openness and accountability.

Which messages will interest this segment?

1. "Join us in promoting a culture of safety and respect through our programs and initiatives."
2. "Build relationships and foster a sense of belonging with students by getting involved in our community."
3. "Collaborate with us and our community partners to create a supportive and inclusive environment for all."
4. "Learn about our strategies for addressing safety risks and preventing incidents in our community."
5. "Get involved in community events and outreach programs with us to make a positive impact."
6. "Discover how our transparent policies and procedures ensure accountability and effective communication in everything we do."

Interested in:

What you do: I provide round-the-clock security and implementing emergency response drills regularly.

What you do: I foster a safe and supportive environment for students to thrive in.

What you do: I evaluate and updating safety protocols to stay ahead of potential threats.

Create a label for this segment: Safety and Security Advocates

Describe this segment: This segment likely consists of individuals who are responsible for ensuring the safety and security of a particular environment, such as a school or organization. They are proactive in their approach, regularly conducting emergency response drills and updating safety protocols to prevent potential threats. They prioritize creating a supportive and safe environment for students or individuals to thrive in, demonstrating a commitment to their well-being and security. Overall, they play a crucial role in maintaining the overall safety and security of their environment.

Describe the attractiveness of this segment as a target audience: This segment of individuals seems highly dedicated to ensuring safety and security in their environment. Their proactive approach to implementing security measures and staying updated on safety protocols indicates a strong commitment to protecting others. As a target audience, they would likely value products or services that enhance security and emergency response capabilities. Additionally, their focus on creating a safe and supportive environment suggests they prioritize the well-being of others, making them potentially receptive to offerings that promote well-being and community. Overall, this segment appears to be motivated, responsible, and focused on making a positive impact, making them an attractive target audience for companies that prioritize safety and security.

Explain why this segment might not be attractive as a target audience: This segment may not be attractive as a target audience because they are already actively engaged in ensuring safety and security in their respective environments. They may already have strict protocols and measures in place, making it challenging to introduce new products or services related to safety and security. Additionally, they may not see the need to invest in additional security solutions if they believe their current measures are sufficient.

List what is missing or should be known about this segment, in question form:

1. What specific safety protocols and measures are currently in place?
2. How often are emergency response drills conducted?
3. Are there any specific security measures implemented on the premises?

4. What steps are taken to address and prevent potential threats?
5. How are safety protocols evaluated and updated?
6. How do you ensure that students are aware of and adhere to safety protocols?

List and briefly describe attractive new or innovative products, services, experiences, or policies for this segment:

1. **Real-time Emergency Response App:** Develop a mobile app that allows security personnel to quickly respond to emergencies and notify students and staff in real-time. This app could also include features such as tracking the location of individuals in emergency situations and providing updates on the situation.
2. **Virtual Reality Safety Training:** Implement virtual reality simulations to train students and staff on how to respond to different emergency scenarios. This innovative approach can help participants experience real-life situations and learn how to react effectively in a safe environment.
3. **Drone Surveillance System:** Introduce a drone surveillance system on campus to monitor potential threats and provide real-time footage to security personnel. Drones can cover large areas efficiently and help security teams respond quickly to any suspicious activity.
4. **Mental Health Support Services:** Offer mental health support services to students and staff to ensure their well-being and address any concerns they may have. Providing access to professional counselors and support groups can help create a supportive environment for individuals to thrive in.
5. **Biometric Security Systems:** Implement biometric security systems, such as fingerprint or facial recognition scanners, to enhance campus security. These systems can help restrict access to certain areas and prevent unauthorized individuals from entering the premises.

Which messages will interest this segment?

1. “Learn how to protect your school with our comprehensive security training program.”
2. “Join us in creating a safer learning environment for our students through effective emergency response strategies.”
3. “Stay informed on the latest safety protocols and measures to keep your school prepared for any potential threats.”