



# STRATEGIC SCHOOL SAFETY LEADERSHIP

*Featuring*

**Jason Russell**  
Founder and President  
Secure Environment Consultants

**Beth Clark**  
Director of Safety & Security  
Clarkston Community Schools

School safety and security are foundational to a thriving educational environment, but effective leadership in this area requires intentionality, expertise, and strategic planning. This session explores the critical components of strategic school safety leadership, emphasizing the importance of assigning ownership of safety and security to a dedicated professional with relevant experience. Participants will learn how to establish and leverage a safety and security committee with diverse representation to set strategies and implement plans for continuous improvement. The session also underscores the value of regular professional safety assessments, avoiding reactionary decision-making driven by high-profile emergencies, and maintaining consistent communication with stakeholders to build trust and transparency. Attendees will leave equipped with actionable strategies to lead school safety efforts effectively and sustainably.

## Learning Objectives:

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| <ul style="list-style-type: none"> <li>➤ <b>Understand the Importance of Dedicated Leadership in School Safety and Security</b> <ul style="list-style-type: none"> <li>• Identify the risks of assigning safety responsibilities as a secondary duty versus a primary role.</li> <li>• Explore qualifications and expertise necessary for effective safety and security leadership.</li> </ul> </li> <li>➤ <b>Learn How to Establish and Sustain an Effective Safety and Security Committee</b> <ul style="list-style-type: none"> <li>• Understand the importance of wide representation, including school administrators, teachers, parents, law enforcement, and mental health professionals.</li> <li>• Develop strategies for committee-driven continuous improvement and emergency preparedness planning.</li> </ul> </li> <li>➤ <b>Recognize the Value of Regular Professional Safety Assessments</b> <ul style="list-style-type: none"> <li>• Discover how periodic assessments can identify vulnerabilities and ensure compliance with evolving safety standards.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Discuss examples of how assessments have improved safety outcomes in schools.</li> <li>➤ <b>Avoid Pitfalls of Reactionary Decision-Making</b> <ul style="list-style-type: none"> <li>• Learn how to create data-driven, proactive strategies rather than reacting to isolated high-profile incidents.</li> <li>• Discuss case studies of schools that implemented effective, proactive safety measures.</li> </ul> </li> <li>➤ <b>Enhance Stakeholder Engagement Through Regular Communication</b> <ul style="list-style-type: none"> <li>• Explore methods for sharing progress on safety initiatives to build community trust and confidence.</li> <li>• Understand how transparent communication supports a culture of safety and preparedness.</li> </ul> </li> </ul> |
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**Targeted Audience:** Building Administrators, Central Office Administrators, School Resource Officers

**Date:** Tuesday, February 25, 2025  
**Time:** Registration / Continental Breakfast: 8:30 am  
 Presentation: 9:00 am to 12:15 pm  
**Location:** Livonia Public Schools  
 Riley Upper Elementary Sch.-Community Room  
 15555 Henry Ruff  
 Livonia MI 48154

**Cost:** \$50.00 per person, member district  
 \$150.00 per person, nonmember district

Use the attached registration form or  
[register online](#)



# About the Presenters



## **JASON RUSSELL**

Jason Russell is Founder and President of Secure Environment Consultants. As president of SEC, Jason leads a team of former federal law enforcement agents, police officials, and military specialists, in delivering White House-level threat assessment and protection to schools and businesses.

In this role, Jason is responsible for overseeing all company operations, product development, and quality assurance. Jason has grown this business to serve thousands of clients across the nation and beyond.

Jason served with the United States Secret Service as a Special Agent. During his tenure, Jason was engaged in protective and investigative assignments as well as protecting the President and Vice President, former Presidents, and visiting heads of state. In addition to protection assignments, Jason served as the Secret Service Lead Instructor at the International Law Enforcement Academy, a Physical Fitness Coordinator, and on the Internet Crimes Against Children Task Force.

Jason began his law enforcement career with the Lansing Police Department (LPD). While with the LPD, Jason was recognized with a lifesaving award from Mothers Against Drunk Driving. He has worked on the US Marshals Fugitive Task Force, and various multi-jurisdictional enforcement initiatives.

Jason has worked with the Michigan Legislature to bring forward critical funding for site assessments for K-12 schools throughout the state and was appointed by Governor Whitmer to serve on Michigan's School Safety and Mental Health Commission.

Jason is a frequent keynote and content speaker at conferences on the topics of emergency preparedness, active shooter response, and safety and security processes. He has taught criminal investigation and security courses as an adjunct professor. Jason has trained thousands of individuals in critical incident response, de-escalation strategies, and behavioral threat assessment.

Because of his expertise in safety and security, Jason is frequently asked to respond to crisis situations, including mass shootings and security threats, to serve as an advisor for school districts and corporations nationwide. In addition, Jason and his team at SEC have assessed thousands of organizations' safety and security processes and procedures, identified gaps in their security measures and recommended actionable solutions. He is recognized nationally as a subject matter expert in safety and security.

Born in Kalamazoo, Michigan, Jason holds a bachelor's degree in Criminal Justice from Western Michigan University and his master's degree in Criminal Justice and Security Management from Michigan State University.



## **BETH CLARK**

Secure Environment Consultants and SEC Shield are pleased to announce the appointment of Beth Clark as the new Director of Safety and Security for Clarkston Community Schools. Beth served 26 years with the Michigan State Police, retiring as a Major/Assistant Deputy Director in the Field Support Bureau. She provided essential leadership and management to several critical divisions, including the State 911 Office, Biometrics, Forensic Science, Emergency Management & Homeland Security, Grants & Community Services, Criminal Justice Information, Information Technology, and Intelligence Operations.

Before her role as Major, she served as the Captain of the Forensic Science Division, where she was responsible for the operational oversight of eight regional laboratories strategically located throughout the state, providing forensic services to more than 600 law enforcement agencies across Michigan.

Beth is a graduate of Northwestern University's School of Police Staff and Command. As vice president of her class, she was voted by her peers to receive the Franklin M. Kreml leadership award, "who best displays the dedication, devotion, ethics, and sense of justice that exemplifies the kind of leadership needed in today's law enforcement community."

Beth is excited to start this new position with Clarkston Schools and looks forward to continuing to develop a safe and secure culture where students, teachers, and staff can feel comfortable learning and working.

The Metro Bureau presents  
**Tuesday, February 25, 2025**  
**Strategic School Safety Leadership**  
**Livonia Public Schools – Community Room at Riley Upper Elementary School**  
**15555 Henry Ruff, Livonia MI 48154**

This workshop is open to the entire district management team. Please complete and return the registration form below to the Metro Bureau by **Tuesday, February 18, 2025**.

Cost for attendance is \$50.00 per person for Metro Bureau members and \$150.00 per person for non-member districts.

**CANCELLATION POLICY:** A \$25 service fee will be retained for all cancellations made one week or less prior to the event. All cancellations on the day of the event will be charged the full amount.

The Metro Bureau may offer 3 SCECHs credit for attendance at this seminar at no added cost. The SCECHs credit will be received following the seminar.

**REGISTRATION FORM** – or register at [www.metrobureau.org](http://www.metrobureau.org)

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School District: \_\_\_\_\_ Contact phone number: \_\_\_\_\_

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

Email \_\_\_\_\_

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Pay by check – mail to address below (must be received by February 18, 2025)

Pay By Credit Card

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**Authorization**

By checking this box you give the Metropolitan Detroit Bureau of School Studies, Inc. permission to debit your account for the amount indicated above and for the event indicated above. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Return registration form to: **Metropolitan Detroit Bureau of School Studies, Inc.**

391 College of Education-Wayne State University - Detroit, Michigan 48202

OR Fax 313-577-8278 (For security purposes, please do not e-mail credit card information)

For questions dial 313-577-1611