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| **Business Purpose** | <ul><li>NamuNorth is a publishing company committed to producing high quality books from authors local to the Twin Cities</li><li>In a recent company survey, 84% of employees indicated that they do not feel prepared for an active shooter situation; 62% reported that they would like to receive training</li><li>Workplace violence statistics:<ul><li>80% of all active shootings occur in the workplace</li><li>25% of companies report that they are unprepared for active shooter situations</li><li>2 million Americans are victim to workplace violence annually</li><li>Employees are 18 times more likely to experience workplace violence than a fire</li><li>Mass shootings increased by 33% from 2019 to 2020 and 52.5% from 2020 to 2021</li></ul></li><li>The goal of this training is to increase employee awareness and knowledge of how to respond in an active shooter situation to 100% of its employees</li></ul> |
| **Audience** | <ul><li>All employees at NamuNorth</li></ul> |
| **Training Time** | <ul><li>20 minutes; annually</li></ul> |
| **Training Recommendation** | <ul><li>1 eLearning course</li><li>Course will be delivered asynchronously to accommodate various employee schedules, both on-site and remote</li><li>Because the content is sensitive and may be triggering for some, the course will begin with a disclaimer that will allow for the employee to opt-out; employees that choose to opt-out can still access material via provided job aid</li><li>The module will be scenario-based, where on-screen avatar employees discuss their lack of preparedness for an active shooter situation; the learner will be faced with various situations and prompted to respond to how they should react</li></ul> |
| **Deliverables** | <ul><li>1 storyboard with script outlining the course</li><li>1 eLearning module, developed in Articulate Storyline with professional voice over narration</li><li>1 PDF job aid summarizing actionable steps</li></ul> |
| **Learning Objectives** | <ul><li>Match the most appropriate responses (run, hide, or fight) to various active shooter situations</li><li>Identify what to do when running from an attacker</li><li>Order steps to take when hiding from an attacker</li><li>Select appropriate actions to take when attempting to fight an attacker</li></ul> |
| **Training Outline** | <ul><li>Welcome<ul><li>Disclaimer layer revealed at start of timeline, indicating that this training is sensitive in nature and may be triggering for some, allowing the options to continue with or exit the course</li></ul></li><li>Navigation</li><li>Workplace Scenario (1)<ul><li>Two co-workers discuss active shootings and how they aren't sure what they would do if one were to take place at work</li></ul></li></ul> |

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|  | <ul><li>Learning Objectives</li><li>Workplace Scenario (2)<ul><li>Run<ul><li>Run whenever possible</li><li>Identify all exits</li><li>If there is an exit away from the attacker, run</li><li>Evacuate away from the attacker</li><li>Do not hesitate, seconds matter</li><li>Leave belongings behind</li><li>Keep hands raised and clearly visible</li><li>Continue until reach a safe location</li></ul></li><li>Hide<ul><li>If there is no safe escape route and there is a good spot to hide, hide</li><li>Lock and barricade the door</li><li>Silence cell phones</li><li>Prepare a defense plan</li></ul></li><li>Fight<ul><li>If there is nowhere to run or hide, fight</li><li>Fighting is a last resort</li><li>Use any available objects as weapons</li><li>Use teamwork and surprise to create a coordinated ambush on the attacker</li><li>Your life is on the line, fight for it</li></ul></li></ul></li><li>Key Ideas<ul><li>Recap important actionable items from the second Workplace Scenario</li></ul></li><li>Quiz</li><li>Review</li><li>Summary</li><li>Congratulations</li><li>Resources<ul><li>Link to PDF job aid</li><li>Link to FBI website - Run. Hide. Fight.</li></ul></li></ul> |
| *Assessment Plan* | <ul><li>5 assessment questions aligned with the learning objectives</li><li>80% required passing score with unlimited attempts allowed</li><li>Assessment will be created during Alpha development, after approval of storyboard and script</li></ul> |