



Enhancing safety and time-savings with a single playbook

Bryant Public Schools, Bryant, Arkansas

"We love being able to message the [DTN] meteorologists right from the app. It gives us planning time to make the critical decisions we need to."

Christa Finney, head athletic trainer, Bryant Public Schools

Located approximately 25 miles southwest of the capital city of Little Rock, Bryant Public Schools is one of Arkansas' class 7A districts. As part of its focus on providing premier educational services, it offers programs from pre-k through grade 12. The district covers 345 square miles with 12 schools that support more than 9,300 students from nine area communities.

Among Bryant Public Schools' goals is to ensure safe, secure, and comfortable facilities, including during sporting activities. To help meet the needs of student-athletes, the district employs 65-75 coaches and three athletics trainers across four campuses and other venues for practices and games.

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"There is no guesswork anymore. There really is no excuse anymore. Everyone gets the same information at the same time. They get the same alert."

Christa Finney, head athletic trainer, Bryant Public Schools

What they were up against.

With the district's large physical size and robust athletic training and coaching staff, Bryant Public Schools discovered that nearly everyone used different sources to gather important weather information. That meant some weren't accessing the best possible resources to make fast, accurate location-specific play/delay decisions — ensuring enough lead time to take proactive measures. The inconsistent quality of information wasn't the only issue; staff sometimes had to interpret the data with varying skill levels. The result? Periodically, practices and games didn't get canceled when they should have been; others were called needlessly. Both scenarios can negatively impact athletes, spectators, staff, and broader operations.

Timely communication was also a challenge. Text messages and calls were the only ways to reach coaches and athletic trainers, but with up to 75 people on the list, the time-consuming process of determining who should be alerted, what they should do next, and sending the actual messages could potentially delay the implementation of key safety protocols. The district needed a better solution. They found it in DTN, which came highly recommended by peers for its rich features and affordable price.

What we did to help.

By pairing the company's trusted WeatherSentry® forecast and visualization solution with its on-site weather stations, Head Athletic Trainer Christa Finney and her team can access the detailed,

hyperlocal forecasts they need to make the right calls — before dangerous conditions hit. This is increasingly important given the rise in frequency and strength of severe weather events, extreme heat, and other related risks.

The real game-changer is WeatherSentry's patented alerting capabilities — which allow Bryant Public Schools to customize parameters, locations, and even alert messages so affected staff know instantly when weather threats are imminent and how they should respond. This may include temporarily suspending a game or practice and moving everyone to safety or enlisting proper heat or cold mitigation strategies to protect the well-being and comfort of athletes.



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One key benefit is access to Wet Bulb Globe Temperature (WBGT) conditions and forecasts, which helps prevent heat-related illnesses. This is especially critical given Arkansas' high temperatures and frequent humidity. Unlike the heat index, which measures temperature and humidity in the shade, WBGT measures the same but in the sun, plus it accounts for the impact of the sun's angle, cloud cover, and wind speed. It's essential for determining heat-related threats with greater accuracy and allows staff to make critical changes in equipment, add cooling zones, plan additional water breaks, and more, to follow industry best practices.

The ability to quickly message the expert meteorologists at DTN, 24/7/365, further reduces the guesswork. Athletic trainers and coaches will have the answers they need within minutes, allowing them to make more confident and precise calls.

What the impact was.

While vital to safety, the DTN solutions also drive critical time savings. In particular, the alerting features ensure everyone has the same information about approaching weather threats at the same time. Having one accurate, detailed version of the truth drives better coordination, which is essential with so many athletic professionals on staff. In addition, WeatherSentry helps the district strengthen its operational planning around extreme weather events, including when it's unsafe for students to move between buildings or for younger kids to engage in recess.



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