

A Small District's Big Commitment to Student Safety

# Protecting Students in a Digital World: How Gaggle Helps Gordon ISD Stay One Step Ahead

When a small, close-knit district like Gordon ISD in North Texas thinks about student safety, personal relationships are often the first line of defense. But as technology and threats evolve, Gordon ISD realized it needed an additional layer of protection—and that's where Gaggle has made all the difference.

## FAST FACTS



**GORDON**  
INDEPENDENT SCHOOL DISTRICT

**Superintendent:**  
Holly Campbell

**Schools:** 1

**Students:** 230

## THE CHALLENGE

Gordon ISD has always prioritized the well-being of its students. In a district where everyone knows each other's first, middle, and last name, relationships have historically been the foundation of student safety.

However, as 1:1 devices became standard, a new challenge emerged: how to monitor and support students' digital lives with the same care as their lives on campus. Before implementing Gaggle, Gordon ISD's approach to technology safety was largely reactive, relying on students or families to report concerns after issues had already developed.

Mental health concerns, combined with fast-evolving online threats like sextortion, made it clear that a stronger, more proactive system was needed.

**"We know our kids. But we don't always know our kids online. Gaggle helps us bridge that gap."**

**HOLLY CAMPBELL,  
SUPERINTENDENT,  
GORDON ISD**

## THE TURNING POINT

Gordon ISD adopted Gaggle over five years ago, a decision that Superintendent Holly Campbell says has fundamentally changed the district's ability to protect students. The power of the platform became clear during a recent incident that could have easily gone unnoticed.

As Campbell was leaving a board meeting one evening, a Gaggle alert came through. A student's Chromebook activity—captured in a document—suggested the possibility of a situation related to a student falling victim to sextortion, a form of online exploitation where predators coerce or blackmail individuals into sharing explicit images or information. Within minutes, Campbell opened the concerning content, contacted the student's grandfather, and intervened before serious harm occurred.

The digital footprint left behind helped administrators piece together the situation quickly. Thanks to Gaggle's real-time alerts and easy-to-use platform, Gordon ISD staff were able to calm the student's fears, connect him with counseling support, and use the experience as a powerful learning moment for the broader student body.

Shortly after, the student at the center of the incident volunteered to speak to his peers about online safety during educational sessions presented to junior high and high school students across the district, helping to raise awareness and encourage open conversations about the risks of online exploitation.

**“Thanks to Gaggle, we caught something no one could have seen in person. It gave us the chance to intervene and help.”**

## THE IMPACT

Since adopting Gaggle, Gordon ISD has seen meaningful shifts in its approach to student safety. Students have become more accountable, knowing that their online activity is monitored not to punish, but to protect them. This awareness has led to more thoughtful use of technology across the district. At the same time, trust between the district and families has deepened. Parents often reach out after an incident occurs, sharing that it prompted important conversations at home—helping to strengthen the partnership between school and family in supporting students' well-being.

**“When parents hear about an alert, their first reaction is, ‘We’re going to talk to our kids tonight.’”**

Gaggle's system routes alerts to a team of administrators, ensuring that someone is always available to respond. It monitors both student and staff devices, reinforcing a district-wide culture of accountability and care. Additionally, Gordon ISD formalizes expectations at the start of each school year through a technology contract signed by students and families—making safety a shared responsibility.

## A CALL TO ACTION FOR OTHER DISTRICTS

Reflecting on her district's experience, Superintendent Campbell offers a clear recommendation to fellow education leaders: Don't wait.

**“With how fast technology is changing, if you don't have something like Gaggle, you need it. And it's easy to implement,” she said.**

In today's rapidly evolving digital landscape, Gordon ISD's story is a powerful reminder: even in a community where every student is known by name, it's unseen risks that have the potential to do a great deal of harm. Gaggle gives schools the visibility needed to act—not just react—when it matters most.

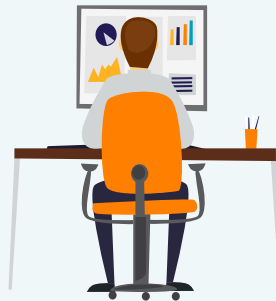
Learn more about how Gaggle can transform student safety in your district at [gaggle.net](https://gaggle.net).

## Safety Management



### Content Analysis

**Machine learning technology** analyzes content in students' school-issued, blocks potentially harmful content, and highlights concerning content.



### Expert Review

Concerning content is reviewed by **Gaggle safety experts** in order to verify the content, understand the context, and determine the level of severity



### Rapid Response

In severe situations, district-appointed contacts are **immediately notified** by phone, even after standard business hours



Gaggle's mission is simple yet profound: empower educators to proactively safeguard students' well-being with innovative, real-time monitoring and a human-centric approach to intervention. As these Ohio districts have discovered, when it comes to protecting students, there is no substitute for vigilance, trust, and an unwavering commitment to care.

Learn more about the benefits of Gaggle Safety Management.