

Administration and Finance - 2019

DEPARTMENT ASSESSMENT PLAN



CSUSB WE DEFINE THE *Future*

University Police and Emergency Management

November 19, 2019

- Campus Awareness of Public Safety & Police Resources.



University Police and Emergency Management

■ Assessment Purpose

- Community Perception of Campus Safety
- Knowledge of Public Safety & Emergency Management Services and Resources on Campus
- Understand Success Levels of Current Marketing Strategies
- Determine Future Direction



UNIVERSITY POLICE DEPARTMENT

■ Assessment Methodology

- Survey Conducted / Community Outreach
 - “Its on Us” (Nov)
 - ASI Student Body (March)
 - Teal Fest (April)

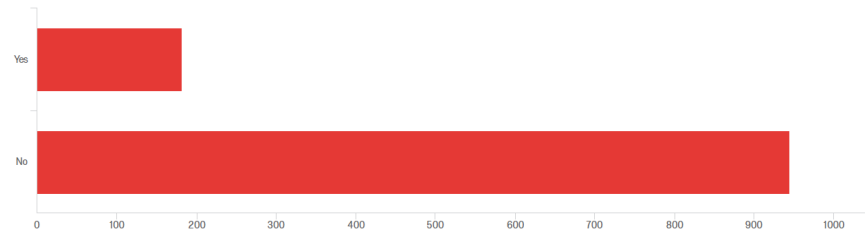
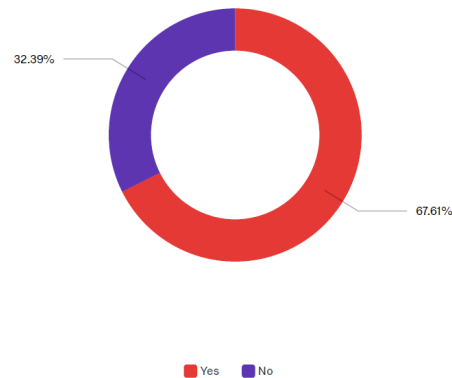


Police Department Assessment

■ Assessment Data

Total Surveyed 1127

- 67% said they know what to do in the event of an emergency on campus, however only 16% have visited the website

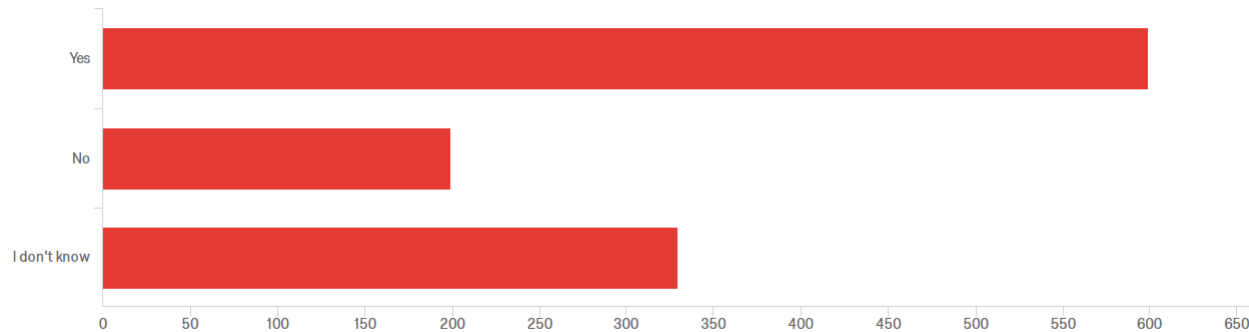


- 78% said generally campus is a safe place to be

Police Department Assessment

■ Assessment Data – continued

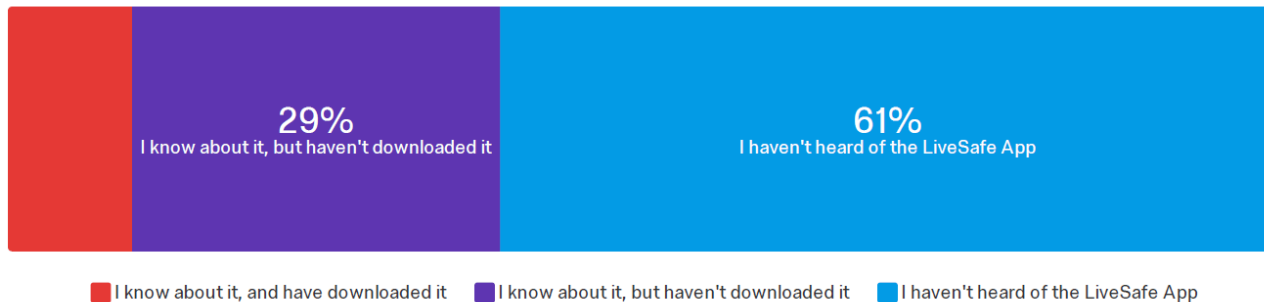
- 53% are subscribed to ENS thru BBConnect, 17% are not, 29% do not know?



Police Department Assessment

■ Assessment Findings

- 29% know about LiveSafe but have not downloaded it; 10% have downloaded it, and almost 62% had not heard of it



- 43% know we offer training to the community, 57% do not
- 72% are aware of the campus “safe ride” escort service, but only 11% have used it.

University Police Department

■ Implications for Practice

- What actions will the department put into place or further study based on the assessment results?
 - Standardized Onboarding
 - Showcase Webpage and Crime Stats
 - Additional Training Classes / Marketing
 - CSA Campus Wide Training – CSULearn
 - LiveSafe Awareness Campaign
 - Campus Business Conference

University Police Department

Additional Practices

- Continued Community Outreach
 - Coffee with a Cop
 - Pizza with the Police
 - Continue Tabling Events
 - SOAR & Transition
 - “Ask Me” Campaign
 - “Late Night”
 - Housing Presentations
 - Promoting through CSO
 - Branding

Some Recent Results

- 1636 Live Safe Users
- 534 New Users in the last 90-days
- Over 100% increase in “Safe Walks” (384)
- Overall Crime Reduction



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