

BE SMART. BE SAFE.

PUBLIC SAFETY STRATEGIC PLAN

BUILD UP

SPEAK UP

REACH OUT

Since being named UC's 28th President, Santa J. Ono has made public safety a top priority. Launched in November 2012, the President's Campus Safety Committee is a diverse working group—of students, faculty, parents, administrators, community leaders, city officials and law enforcement professionals—driven by a unified vision to:

**MAKE THE UNIVERSITY
OF CINCINNATI AN
INCREASINGLY SAFE AND
SECURE ENVIRONMENT BY
REDUCING CRIME,
PROMOTING SAFE HOUSING
AND ADVANCING PUBLIC
SAFETY ON CAMPUS AND
WITHIN THE SURROUNDING
COMMUNITIES.**

The President's Campus Safety Committee and the Department of Public Safety (UCPD) have contracted with UC's Institute of Crime Science (ICS), a nationally recognized leader in the integration of crime research and best practices, to bring a new level of expertise and experience to our prevention, deterrence, response and detection efforts. ICS has leveraged their long-standing relationship with the Cincinnati Police Department (CPD) to further advance coordination, collaboration and data sharing between UCPD and CPD.

In Spring 2013, President Ono charged the President's Campus Safety Committee with developing a strategic plan to guide the University's public safety priorities, planning and resourcing. The Public Safety Strategic Plan is organized by three interrelated goals: **Build Up**; **Speak Up**; and **Reach Out**. Each goal includes multiple foci and will be implemented via a series of action steps. Our success will be measured by three core metrics:

- 1) the overall crime rate on campus;
- 2) the overall crime rate within the surrounding communities of CUF (Clifton Heights, University Heights and Fairview), Clifton and Corryville; and
- 3) perceptions of safety and fear of crime gleaned from ICS research.

Being part of a comprehensive university located within an urban setting, we must recognize that all of us have a meaningful role to play in cultivating an increasingly safe and secure environment on campus and within the surrounding communities. From staying alert to reporting suspicious behavior to making smart choices, we must take informed action every day.

Be Smart. Be Safe.

STAFFING, PATROLS, & THREAT ASSESSMENT

- Continue to partner with the Institute of Crime Science (ICS) to enhance data-driven decision making related to staffing and patrols.
- Develop a comprehensive crime calendar with ICS that will trigger a heightened, targeted response by UCPD and CPD during peak crime periods—ranging from increased staffing levels to expanded prevention efforts.
- Utilize crime mapping technology and customized reports by ICS to better pinpoint patrol assignments for UCPD and CPD.
- Hire a Public Information Officer within UCPD to manage communications and marketing; facilitate training; coordinate mobile substation activities; lead outreach efforts to key audiences; and oversee timely notifications.
- Develop an action plan to decrease thefts in hot spots on campus (i.e., Rec Center; Langsam Library; TUC).
- Develop an action plan to transform UC's Threat Assessment Team into a national model.
- Develop an action plan to utilize UCPD's Special Response Team within the overall crime prevention plan.
- Continuously assess and improve response plans for emergency scenarios on the various campuses.

ASSETS & INFRASTRUCTURE

- Enhance crime analysis efforts via the newly created crime database that synthesizes formerly disparate data from UCPD and CPD.
- Partner with Duke Energy and CPD to conduct lighting audits in Corryville and Clifton (CUF completed).
- Develop an action plan to further improve lighting on campus.
- Develop an action plan to further improve safety signage on campus.
- Develop an action plan to implement an outdoor warning system on west campus.
- Complete implementation of the card-access system on the east and west campuses.
- Install three additional security cameras in targeted areas on campus, bringing the total to 126 on campus.
- Work with CPD to conduct annual assessments of the University-funded security cameras in CUF.
- Enhance the NightRide program: additional handicap-accessible van; assign a third-shift security officer; annually assess effectiveness.
- Explore the viability of utilizing a mobile app dedicated to public safety.
- Improve the visibility of UCPD uniforms.
- Establish a working group to redesign UCPD's website.

TRAINING & PROGRAMS

- Improve training for and effectiveness of the Campus Watch Workers program for students.
- Elevate the Safe Housing Committee to a standing group devoted to continuous assessment of fire safety efforts on and off campus.
- Establish a taskforce and action plan to assess UC's approach to the Clery Act—from compliance to training to reporting.
- Establish an oversight committee to regularly review UC's compliance with the Clery Act.
- Determine how the Advisory Committee on Public Safety (ACOPS) can best support and advance the Public Safety Strategic Plan.
- Implement comprehensive training related to the Campus Sexual Violence Elimination Act (SaVE Act).
- Implement recommendations from the Sexual Assault Sub-Committee for Campus Crime Reduction Task Force.
- Further enhance and expand alcohol awareness programs and promotional materials.

PROMOTE AWARENESS

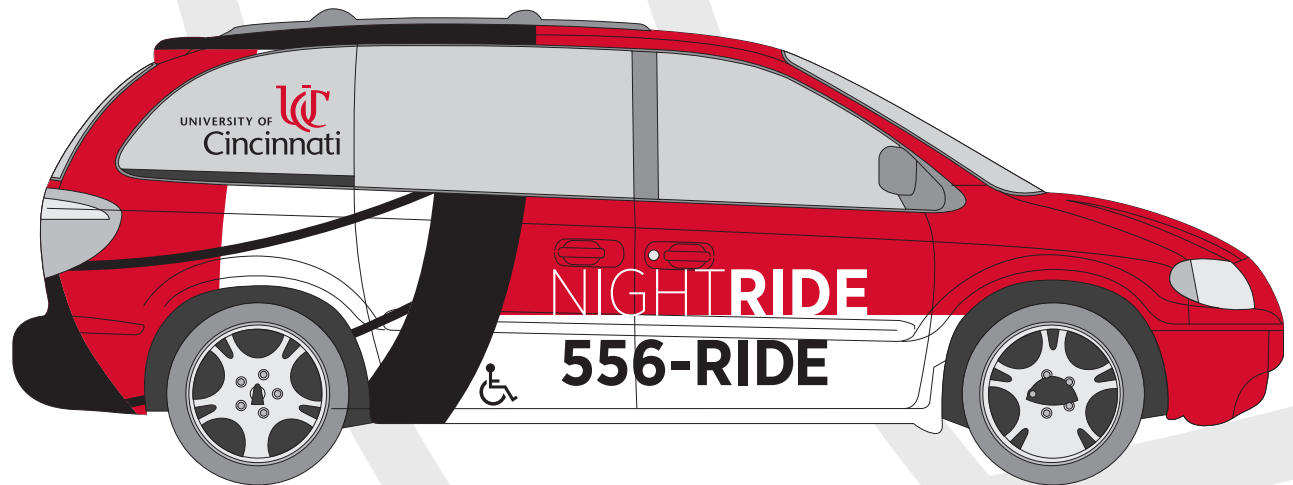
- Launch the “Be Smart Be Safe” marketing campaign—with a cutting-edge design—to raise awareness about public safety:
 - + Tailor messages and materials to resonate with different stakeholders (prevention of crime, alcohol, gender-based violence, etc.)
 - + Design a dedicated webpage
 - + Produce a brief video by and for students
 - + Develop a suite of marketing materials (e.g., posters, flyers, postcards, door hangers, magnets, etc.)
 - + Create a coordinated social media strategy among President’s Office, UCPD, Student Government, etc.
 - + Promote UC’s commitment to public safety via local media outlets
 - + Purchase ads in The News Record promoting the “Be Smart Be Safe” campaign
 - + Collaborate with Uptown Consortium to have local businesses participate in the “Be Smart Be Safe” campaign
 - + Collaborate with Uptown Rentals to secure their participation in the “Be Smart Be Safe” campaign.

ENHANCE EDUCATION

- Continually improve the public safety presentation—a joint effort between UCPD and CPD—during student orientation.
- Conduct a specialized public safety orientation for international students.
- Maximize educational and outreach opportunities during National Campus Safety Awareness Month (September) and UC’s Student Safety Week (April).
- Promote the credit-based course focused on student safety in an urban setting jointly developed by ICS and CPD.
- Partner with The Women’s Center and RECLAIM to further educate the campus community on the impact of gender-based violence.

PRESIDENTIAL COMMUNICATIONS

- Send a letter from President Ono to the parents of incoming students every August detailing the critical importance of public safety, the key successes to date and the diverse array of resources available to students.
- Ensure that President Ono redoubles his emphasis on public safety when speaking to students, parents and public officials.
- Send a letter from President Ono to local judges underscoring that the targeting of UC students, faculty and staff for victimization is completely unacceptable.



CINCINNATI POLICE DEPARTMENT

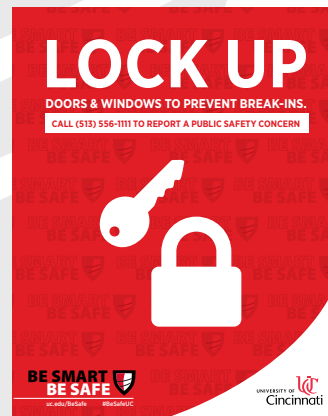
- Redirect available overtime support in Districts 4 & 5 to increasing CPD patrols and visibility during peak crime periods.
- Partner with the ICS and the Student Safety Board to increase distribution of prevention materials in District 4 & 5 neighborhoods.
- Build on the partner car initiative with CPD to deter thefts and robberies.

UPTOWN CONSORTIUM & NEIGHBORHOOD ASSNS.

- Partner with Uptown Consortium to re-energize regular meetings among public safety directors in the uptown area.
- Strengthen UC's relationships with the neighborhood associations by having UCPD leadership regularly attend their meetings.
- Promote neighborhood development and revitalization.
- Keep local businesses apprised of the University's public safety priorities.

CITY OF CINCINNATI

- Promote the City's "Safe Student Housing" initiative developed in July 2012.



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The University of Cincinnati's Public Safety Strategic Plan was drafted and put into action by the following individuals:

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