

**Maintaining and Enhancing Collegiate Safety:  
A Partnership in Safety**

Submitted by:

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## **Overview of Department**

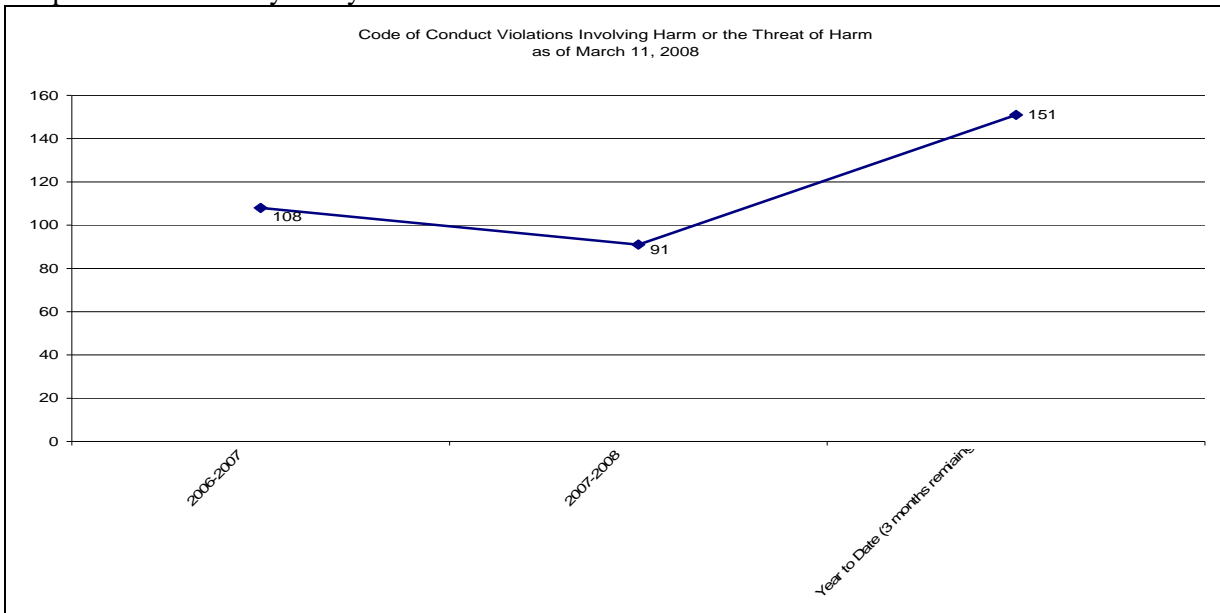
The Dean of Students Office is the foundation of campus community and safety, on and off campus. It is the responsibility of this office to be both proactive and reactive to shifts in the student community and to sustain a healthy, safe, ethical and productive environment. Our actions are designed to promote student success, retention, leading towards graduation. The areas that comprise the Dean of Students Office include Judicial Affairs, Parents & Family Programs, Crisis & Emergency Response, Campus Safety, UA Facilitators, LGBTQ Affairs, and Academic Integrity. This proposal focuses on the area of Campus Safety and Educational Outreach.

## **Abstract of Proposal**

The university campus has evolved and adjusted over the last decade. Campus safety has always been a priority but the current student generation requires innovative methods and techniques related to communication. Messages regarding safety, how to report safety concerns, how to stay safe on and off campus, and what to do in a time of crisis will be created through various multimedia campaigns and become the foundation for starting the Dean of Students SafeCats brand. The new program will create new educational outreach opportunities as well as enhance current educational resources on campus and through collaboration with other safety stakeholders provide a coordinated and comprehensive approach to creating a safe campus culture.

## **Detailed Statement of Proposal**

The Dean of Students Office (DOS) routinely responds to emergencies and crises that directly impact students, families, and community members. In addition, tragedies such as 09/11, the College of Nursing shootings at UA in 2002, and the Virginia Tech massacre of 2007, have altered the work load and the role of the DOS. The graph below clearly illustrates the growing awareness and concern the campus community shows toward any type of aberrant behavior. The number of Student Code of Conduct cases has grown exponentially over the last eight years, with a corresponding rise in stalking, harassment, sexual assault, fighting and other violent crimes or violations. In the wake of the tragedies noted above, the DOS has also been charged with new threat assessment and management responsibilities. Cases that involve individuals who pose a threat of harm to themselves or others must be given priority and evaluated immediately to ensure campus and community safety.



National trends on college campuses show that alcohol/drug abuse, sexual assault, violent crime, mental illness, relationship violence, hazing and self injurious behavior continue and new strategies are needed to educate students and address the issues. Many off campus crimes, such as the recent home invasions or car jacking never become part of our Student Code of Conduct statistics. However, crime creates a student in need of assistance and each act of violence perpetrated upon a member of our community leaves not only one student impacted, but many. As the Virginia Tech Report succinctly notes in its conclusion, “For each, [student] there also are family members and friends who were affected. Each...homicide represents an individual case unto itself. The families of the deceased as well as each physically and emotionally wounded student have required support specific to their individual needs.”

During the past few months, DOS has completed a campus wide safety survey with responses from numerous undergraduate students. The survey has shared endless amounts of information: 81% of female and 54% of male students indicated they were very concerned or somewhat concerned about safety on campus. The single most startling finding comes in response to the question, “Please indicated your agreement with the following statement – The average college student thinks that it is acceptable to have sex with someone who is severely intoxicated.” Forty-three percent of students indicated some form of agreement! Female students on campus are concerned with the possibility of violent crime, especially sexual assault. This students’ comment typifies the qualitative responses received on the survey, “As a female, I have to worry about everything. Possible mugging, rape, assault [sic] of any kind.” Survey data also indicates that students feel less safe off campus and there is a perception that violent crime in the area surrounding campus has increased.

37% of students don't know what to do if a friend is suicidal or engages in self injurious behavior	90% of students are unfamiliar with the hazing hotline
38% of students don't know what to do if a friend is sexually assaulted	25% of students have experienced some form of harassment while off campus
26% of students don't know what to do if a friend is depressed	38% of students don't know what to do if a friend intends to harm others
23% of students don't know what to do if a friend is extremely intoxicated	34 students report being sexually assaulted while off campus

We must utilize a new medium and technology to expand our educational efforts to: 1) help students know their resources, 2) how to report, 3) how to help a friend in need, and 4) better understand issues.

**New Initiatives and Ideas**

1. Create an emergency wallet card, similar to this one from the University of Florida. Cards will be distributed at Orientation and to current students in various Student Affairs units like the Bookstore, Campus Recreation, Campus Health, Residence Life and will include phone numbers for:
  - Safe Ride
  - UAPD
  - Safe Walk
  - Counseling and Psychological Services
  - OASIS
  - Dean of Students Office
  - Additional Emergency Contact



2. Development of the multimedia campaign
  - Creation of YouTube Educational Outreach Campaign: Students creating messages for students about “How to stay safe” and “Examples of a good community member.”
  - Facebook Ad Campaign: Intentionally post UA safety messaging for all UA students through various Ads posted on each account
  - Increased development of the instant messaging system: Provides students and parents with the opportunity to ask anonymous questions or address concerns
  - Further develop the UASafeCats Blog: Provide students with a forum to respond or address safety concerns
  - Creation of Twitter account
  - Campaign issues will target: Sexual assault/consent, hazing, how to help a friend/peer in distress (suicidal, victim of violence, engaging in self injurious behavior, etc), safe community messages (how to report a crime, bystander expectations)
3. Marketing materials highlighting the multimedia campaign
4. How to identify and respond to disruptive and threatening student behavior for faculty and staff
  - Additional version with student emphasis to address students’ lack of knowledge about reporting resources and how to help friends in distress
5. Education and materials about the meaning of consensual sex
  - An entire newspaper/banner/flyer campaign built around the concept of consent
  - Follow up with multi-media and Internet resources
6. How to help a friend/what to do if you witness a crime
  - Resource guides and workshops related to reporting for various types of crime
  - How to support someone who has been the victim of a crime
7. Suicide prevention materials
  - Resource guides detailing how to help a friend who is depressed
  - Flyers and multimedia resources that explain how to report and what to do if someone threatens to harm themselves or others

***All initiatives and ideas will be completed in conjunction with various departments. Each department serves as a potential funding source. Those departments include the Associated Students of the University of Arizona, Campus Health, OASIS, Counseling and Psychological Services, Women’s Resource Center, University of Arizona Police Department (UAPD), Graduate Professional Student Council, Residence Life, and Fraternity and Sorority Programs. The initiatives will require all areas on campus to come together to address the safety and well-being of our campus population to strengthen current initiatives, address gaps in safety information, enhance the overall scope of safety messaging and communication, to target the issues that have been identified in the survey and focus groups by students and the data we have seen in our caseload in the Dean of Students Office.***

## **Itemized Budget**

<b>An emergency wallet card:</b> <i>(See new initiative/idea #1)</i>	<b>\$5,000</b>
<b>Multimedia Campaign:</b> <i>(See new initiative/idea #2)</i>	
<b>YouTube Outreach Campaign:</b>	<b>\$500</b>
<b>Facebook Ad Campaign:</b>	<b>\$500</b>
<b>Instant Messaging System:</b>	<b>\$150</b>
<b>UASafeCats Blog:</b>	<b>\$150</b>
<b>Twitter:</b>	<b>\$150</b>
<b>Student Worker (manage new medium):</b>	<b>\$5,000</b>
<b>Marketing Print Materials (posters, brochures, ad's, handouts):</b> <i>(See new initiative/idea #3)</i>	<b>\$1,000</b>
<b>Disruptive/Threatening Behavior Materials:</b> <i>(See new initiative/idea #4)</i>	<b>\$1,500</b>
<b>Educational materials (consent, bystander behavior, hazing, etc):</b> <i>(See new initiative/idea #5)</i>	<b>\$3,500</b>
<b>How to help a friend/what to do if you witness a crime:</b> <i>(See new initiative/idea #6)</i>	<b>\$3,500</b>
<b>Suicide prevention materials:</b> <i>(See new initiative/idea #7)</i>	<b>\$3,500</b>
<b>SafeCats Logo/Brand Development:</b>	<b>\$550</b>
<b>TOTAL:</b>	<b>\$25,000</b>

## **Assessment**

The safety survey will serve as a great resource and tool for assessing the university student community with regard to safety, perception of safety, and the effectiveness of educational print and media campaigns designed to reach students. The safety survey will be administered next year to assess the effectiveness of these new multimedia campaigns for the undergraduate and graduate student population. In addition, focus groups will be conducted on an annual basis with large subsets of student populations to gain feedback, refocus educational efforts, and ensure the programs are effectively meeting the needs of our student population.