

Report of the Review Committee:

**Enhancing the profile of
Crime Prevention Services on Campus**

**A Division of: McMaster University
Security and Parking Services**

August, 2005

Sgt. Catherine O'Donnell

Introduction:

On May 9, 2005 an Organizational Review of McMaster University's Security Services and Parking and Transit Services Units was released. Included in this review was a brief look at the services of the Crime Prevention Division of Security Services. The review team along with University constituents felt that this division needed more attention and recommendation that a committee be created to review the profile of the crime prevention office on campus.

A committee was created and lead by the Sergeant of Crime Prevention and Campus Community relations with the primary goal of enhancing the profile and awareness of the Crime Prevention Office to the McMaster Community.

This review was conducted during the months of June and July 2005.

Review Committee Members:

The review committee was chaired by Catherine O'Donnell, Sergeant of Crime Prevention and Campus Community Relations, Security and Parking Services at McMaster University. Catherine has been a member of the Security Services team for the past 12 years. In the summer of 2002 Catherine became the Sergeant and creator of the Crime Prevention Division.

The team members of this committee included a vast number of community stakeholders who had varying knowledge and interest of crime prevention services offered on campus. Some had significant knowledge and shared in many projects, while others were unfamiliar with all that is offered.

The committee included members from as many aspects of the community as possible, notably the McMaster Students Union (MSU), McMaster Association of Part-time Students (MAPS), Alternative Commuting & Transportation (ACT), Office of Public Relations, Security and Parking Services, Residence Life, Judicial Affairs, Undergraduate Students, First Year Experience Office, Society of Off Campus Students (SOCS), Registrars Office and Campus Health Services (CHS)

A complete list of all committee members can be found in Appendix 1.

The Process:

Sergeant O'Donnell met with members of the committee both in formal group meetings as well as individually. This was undertaken so as much insight on the perception and expectations of the Crime Prevention Division could be gained. This process also proved to be successful, as it allowed for brainstorming sessions with the stakeholders which have lead to our recommendations.

History:

In 2002 the Security Services department created a Crime Prevention division with one staff person, the Sergeant of Crime Prevention. The goal of this division was to educate the campus community on crime prevention techniques and to provide safety and security audits to the McMaster Community. A centrally located office, separate from other Security operations was created on the first floor of the newly constructed McMaster University Student Centre.

Since that time, this division has become a reliable and essential resource for members of the McMaster Community. This service has become very popular for student leaders who utilize the office to educate their clubs, groups and residence students on various topics such as Personal Safety, Property Protection, Liquor License Laws and Date Rape Drugs. This office is also used as a point of contact for students who are working through an unusual situation and are unsure of the services available to assist them. The Crime Prevention Sergeant, with her vast knowledge of the community, is able to direct these students to the best resources available both on and off the campus.

In addition to serving the student population, this office is also very popular for the remainder of the McMaster community. This is achieved through a presence on a variety of committees. These committees have varying initiatives such as Health and Safety, Sign and Way Finding, Off Campus Community Relations, Substance Abuse, and Cycling just to name a few. Included in this is the quality assurance aspect of Security Services reports. This is done in order to prepare the Security Services Annual Report and monthly statistical reports which allow the Crime Prevention Sergeant to share information on crime trends and other information related to the McMaster community.

In 2003 the office took on the responsibility of recruitment of new officers, the maintenance of operational schedules and oversight of some of the departmental training.

In 2004-05 this office had a need to become more involved in the operational aspect of the Security Services Department. This included taking on the additional responsibility of co-ordinating all departmental training including, in-service training. The Crime Prevention Sergeant is also responsible for the security of the McMaster sites off campus, such as the Downtown Centre, Frid Street, The Innovation Park, and working on the future security for the Burlington campus. Also recently added is the supervision of special duty officers, CCTV student monitor, and the Investigator, as well as overseeing the entire court operations.

A list of initiative and projects undertaken by this office is located in Appendix II of this report.

Funding:

In each of the three years of operation, the Crime Prevention Office has operated with a maximum of \$1000.00 operating budgeting received from the Security Services department. This funding covered such items as:

- Stationary supplies for two educational bulletin boards
- Supplies to build and maintain a promotional display board
- Cardstock for photocopying publications
- Table rentals for various educational events, such as Alcohol Awareness Fair and Clubsfest.
- Advertisements in various student publications such as the MSU Almanac, Centre for Student Development (CSD) manuals
- Promotional giveaways
- Partnership programs with other Services

Additionally, this funding was used to develop an incentive program through the use of key chain whistles. These whistles were distributed to both staff and students as participation incentives during various seminars, while enhancing the profile of the Security Services department. This additional funding was unavailable to this office in 2005.

Information obtained from Committee Members:

The first question asked to all participants in this review was;

“What is your current understanding, if any, of the Crime Prevention Services at McMaster?”

The following is a summary of comments received;

- The Crime Prevention Office uses an educational approach to preventing crimes on campus.
- The Crime Prevention Office is a relationship building office and a resources centre for all members of the community. This office is less formal, thus allowing an easier connection.
- The Crime Prevention Office provides the community with a feeling of neighbourhood watch and involvement of community members, inclusive to all.
- The creation of this office promotes that crime is not acceptable on campus, and the University is providing a proactive approach to crime on campus.
- The Crime Prevention Sergeant provides a humanistic face to Security Services
- The Crime Prevention Office is a referral service, a sounding board and a liaison with the rest of the Security Services Team as well as Hamilton Police.
- The Crime Prevention Office provides training for all student leaders on the role of Security and safety on the campus.
- This office is a partner and collaborator for educational materials.
- The Crime Prevention Office provides education on a variety of topics to students, faculty and staff and will research any additional topics as needed.
- The Crime Prevention Sergeant provides support, both emotional and physical, in a safe environment for students

One other formal question was asked all the committee members and that was;

“What do you feel is lacking or missing from the Crime Prevention Office of McMaster?”

The following is a summary of comments received

- More student buy-in is needed, possibly club based.

- Leadership opportunities for students
- Student face on the office
- Student Crime Stoppers
- Student Initiatives
- More elaborate promotions
- Sponsorship and funding resources
- More staff to keep up with the demand

These two questions lead us into focus groups which allowed us to brainstorm on our primary target, which is students. In these sessions we worked on eliminating some of the areas that are currently missing from the Crime Prevention Office and work toward reaching our goal of enhancing the profile of this office. These brainstorming session also provided us the basis for the following recommendations:

RECOMMENDATIONS:

A. *Office location*

- 1) The current office location in the McMaster Student Centre is excellent. Also the current title of “Crime Prevention” and “Crime Prevention Sergeant” provide an excellent explanation of what this area has to offer.
- 2) Signage is required outside of the office door to direct people’s attention to the office.
- 3) Specific weekly office hours should be created and maintained. This would allow the community to be aware when the office will be staffed. Presently the office hours are flexible depending on the appointment schedule of the Crime Prevention Sergeant
- 4) Weekly office hours should include casual time in the MUSC atrium or possibly setting up a working table in outside the office regularly.
- 5) Working at McMaster Photo Identification Card production should be removed from this office. Specifically, staff members currently only see this office as the card office. This double service in such a small space also makes it difficult for members of the community to receive crime prevention assistance due to the line-ups.

B. *Seminars and Presentations:*

- 1) Presently seminars are prepared for individual groups on requested topics and others are prepared in an open house format. In most cases attendees are provided handouts or pamphlets with a summary of the information presented.
- 2) Requested seminars should be continued as in the past with the following additions
 - a) Laptop computer and projector be purchased for the department. This would eliminate the need to use personal and borrowed equipment.
 - b) Funding should be allocated to cover participation incentive items
 - c) Handout material should be professionally printed
 - d) Seminars made available off campus as well as part of the External Campus Community Resource Initiative
 - e) Open-house general education format seminars should be continued in the following format
 - i) Funding should be available to widely advertise the event
 - ii) Funding be located to provide incentive items for attendance, such as food specifically for the student population
 - iii) Seminars should be prepared on video and placed on line for all access 24 hours a day. Videos include the following
 - Very clear topic headings
 - Short segments with the ability to click through to find the clip that relates to what you are looking for
 - Be fun, while being informative
 - Videos should include students
 - Videos could be played in continuous loop in dining halls on "Campus TV"
 - Seminars should be available on CD format to be handed out during promotional events

- iv) Handout material should be available electronically

C. *Animated Character (Constable Jonesy)*

- 1) In the past year, officers within the Security Services team have created and voiced an animated character. This initiative was directly overseen by the Crime Prevention Sergeant and is used to educate the student population on current crimes on campus as well as provide an avenue for proactive information. Presently a new clip is prepared bi-monthly and is posted on the Security web page. This character, Cst Jonesy, was shown to committee members and received raving reviews. The following recommendations refer to the expansion of this initiative
- 2) Promoting the existence of this character in the following ways
 - a) Creating and distributing Cst. Jonesy
 - i) Stickers
 - ii) Key chains
 - iii) Buttons
 - iv) Small stuffed animals for prizes, giveaways or sale in the bookstore
 - b) Create a Cst. Jonesy life like (3-4 foot) sign for Crime Prevention Office. Cst. Jonesy would be holding a changeable sign. This sign would be available to promote
 - i) Upcoming events
 - ii) Office hours
 - iii) Location of office
 - c) Add a link on the First Year Experience Web page
 - d) Email new episodes directly to residence students via Community Advisors
 - e) Create a large mascot for fairs and general use
 - f) Current episodes should be given descriptive titles relating to the topic of the episode
 - g) Educational bulletin boards should be used to promote the character

D. New Program Initiatives and Promotions

1) Bicycle Thefts

- a) As an attention getter, place one bike for every bike or fraction of bikes stolen on campus in the atrium of the Student Centre
- b) Set up a booth displaying how to correctly secure your bicycle to prevent thefts
- c) This event could be partnered with the ACT office and MaCycle Co-op as with other cycling events

2) Property Thefts

- a) Add up the value of all items stolen on campus and equal them to something large such as the number of sports cars or food and then ask "How can we stop this !"

3) College Partnerships

- a) Partner with Mohawk College Police Foundation program to develop more crime prevention initiatives
- b) Work more closely with Security Departments of other Colleges and Universities in Ontario

4) Student House Watch

- a) Work with the MSU and Hamilton Police to create a program to provide a unique style of neighbourhood watch for off campus students while they are away during academic breaks

5) Promoting Security Services

- a) Should be mandatory of all residence buildings to have a

session on Security Services

- b) Promotion could be completed through MSU clubs and groups.
- c) Regular display booths throughout the campus
- d) Posters throughout the campus with general information

6) **Promotion of weekly Crime Beat**

- a) A weekly paraphrased summary of all security events on campus is published on the Security web page. This page could be linked to the Daily News

7) **Advertising**

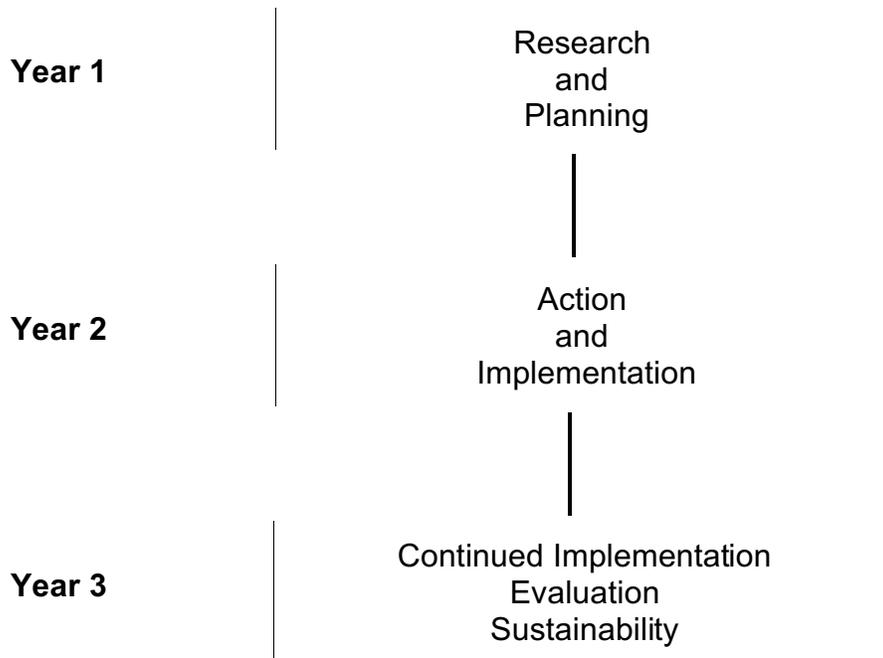
- a) Bi-monthly or monthly ads should be placed in the Silhouette. These ads should include Cst. Jonesy as a mascot and could provide such tips as
 - i) Criminals are out there, don't leave items unattended
 - ii) Double lock your bike at all times
 - iii) McMaster Constables are sworn Peace Officers
- b) All advertisements should conclude with "for more information check out the security web page at www.mcmaster.ca/security."
- c) Security Web page should be linked on all main pages of campus partners for easy access
- d) In the long term, Security Services web page should be available through the University portal.
- e) Advertisements with crime tips could be placed on HSR and campus Shuttle buses
- f) All departmental pamphlets should be created with a consistent design and be professionally prepared and printed

- 8) **Promote Crime Prevention Month or week on campus**
- a) Have a fair which would include
 - i) Hamilton Police
 - ii) Displaying equipment used and carried by McMaster Constables
 - iii) Display of crime stats
 - iv) Display of active crime prevention initiatives
 - v) Demonstrations
 - vi) Student Involvement
 - vii) Recruitment of new officers
- 9) **Create a Student helper group**
- a) Student Volunteers to work in the Crime Prevention Office
 - b) Honorariums could be provided to leaders
 - c) Creation of student Crime Stoppers run by student volunteers who would assist with crime prevention initiatives
 - d) Campus volunteers could work in partnership with the volunteers at the Community Policing Centre in Westdale.

The overall feeling of the Review Committee was that the Crime Prevention Division is an asset to the Campus Community. This division should continue to work in partnership with others to enhance the safety and security of the campus. Additional funding to this division would enhance its profile both on and off the campus.

Implementation:

The implementation of this review is expected to be a three year process as outlined below:



The first stage in this process would involve applying for funding. With the assistance of Terry Sullivan, we are presently researching the possibility of applying for a Federal Grant from the Community Mobilization Program under the National Crime Prevention Strategy.

We feel that the current plan for our crime prevention programs at McMaster University would qualify for this funding as we are working towards more student involvement in our programs. Also it is our ultimate goal to have some crime prevention programs solely created and implemented by students.

The grant application is presently being prepared with submission to the National Crime Prevention Strategy planned for early 2006.

Appendix I

Crime Prevention Review Committee

Kevin Beatty	Residence Life, Training and Development Manager
Michele Corbeil	Student Affairs, First Year Experience Co-ordinator
Corinna Fitzgerald	Student Affairs, Judicial Affairs Coordinator
Tammy Fleming	Security and Parking Services, Special Constable
Candy Hui	Registrars Office, Student Liaison
Maria Ieluzzi	SOCS, President 2005/06
Bob Nunn	Security and Parking Services, Investigator
Jackie Osterman	MAPS, Executive Director
Tommy Piribauer	MSU, President 2005/06
Roger Prasad	Campus Health, Health Education Coordinator
LeAnne Quirt	Undergrad Student and ACT office representative
Catherine Spafford	Undergrad Student, Student Code of Conduct
Terry Sullivan	Security and Parking Services, Director
Julia Thomson	Public Relations, Advisor

Appendix II

Crime Prevention Initiatives

- ◆ Creating and maintaining a new website for Security Services
- ◆ Distributed safety whistles
- ◆ Created and Maintain two education boards
- ◆ Assisted in creating “Cst. Jonsey” an animated character for Security Services
- ◆ Instituted a tailgating program for residence students
- ◆ “Is it Worth the Price?” poster campaign for Liquor infractions
- ◆ “Watch out for each other” - Rape Drug Campaign
- ◆ “Natural High” poster, CD and support group for recreational drug users
- ◆ “Never Leave Items Unattended” poster campaign in the libraries as well as the Mohawk building
- ◆ Cycling Safety and Laws on campus
- ◆ “Good Neighbour Guide” for off campus students
- ◆ Crime Stoppers on Campus

Information Booths

- ◆ Cycling Safety
- ◆ Living Safely off campus
- ◆ Role of Security Services

Created and presented the following seminars

- | | |
|-----------------------------------|--|
| ◆ Alcohol Education | - Residence Life Staff |
| ◆ Detecting Counterfeit Currency | - all cash handling areas of community |
| ◆ Drug Education | - Residence Life Staff |
| ◆ Home Security | - Off Campus Students |
| ◆ Loss Prevention | - Titles bookstore staff |
| ◆ Personal Safety | - variety of community members |
| ◆ Property Protection | - variety of campus departments |
| ◆ Rape Drugs | - Residence Life and Quarters Staff |
| ◆ Role of Security Services | - variety of campus departments |
| ◆ Robbery | - all cash handling areas of community |
| ◆ Security and Policing in Canada | - International Students |