



UNIVERSITY *of*  
DENVER

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CAMPUS SAFETY

**COMMUNITY PARTNERSHIP  
PROGRAM**

Revised: June 2019

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# EXECUTIVESUMMARY

In order to accomplish its mission of reducing crime and overall fear of crime, the Division of Campus Safety has built a partnership with the University of Denver community. By establishing sustainable relationships with community members and campus groups, the Division has and can continue to reach new levels of efficiency and effectiveness while developing a favorable public image. The level of care and concern for this community exhibited by all Division personnel must be genuine and the desire for partnership should be include all operations.

This Community Partnership Program lays out several strategic initiatives that the Division has undertaken. It is not a replacement for officers’ daily public relation contacts. Rather, this program is a guide officers can use as they engage our community in a variety of methods. The previous strategy for outreach that was employed by the Division included a single officer dedicated to addressing community concerns. This program has replaced that idea and makes community engagement the responsibility of every officer.

The Community Resource Officer will assume the role of coordinating events, providing support & materials, and managing large outreach events. Additionally, the Community Resource Officer is responsible for maintaining this program, publishing any updates made of this document and for providing the Director and Associate Director with a quarterly progress report on the items contained in the plan.



## TABLE OF CONTENTS

Introduction & Purpose	5
Strategic Partnerships	6
Outreach Programs	6
<b>Outreach Courses</b>	8
DCS on Social Media	9



## DEFINITIONS

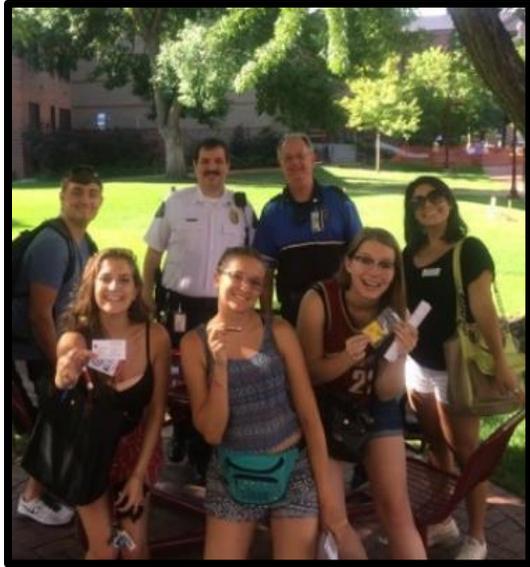
<b>Campus</b>	Refers to the property of the University of Denver within the University Park neighborhood of the City and County of Denver.
<b>Command</b>	Refers to the senior leadership group of the Division of Campus Safety.
<b>Community</b>	A group of people considered collectively, especially in the context of social values and responsibilities; society. At the University of Denver, the Community includes all students, staff & faculty. Parents of students and University alumni may be considered part of a larger DU community but our on-campus constituents are the primary components of the definition of “community” for purposes of this document.
<b>DCS</b>	Acronym for the Division of Campus Safety.
<b>Division</b>	Refers to the Division of Campus Safety which includes the Department of Campus Safety, Parking Services, the Electronic Security Systems & Technology Unit, and the Office of Emergency Preparedness.
<b>Officer</b>	Refers to University of Denver Campus Safety officers that are currently assigned to the Patrol Operations unit in a security capacity.
<b>University</b>	Refers to the University of Denver.

The Division of Campus Safety holds Community as one of its four core values. Further, the Division is committed to delivering quality safety, security and parking services in a professional, respectful and consistent manner. As such:

- We engage the DU community in various ways to deepen our relationship, build rapport, and open a greater line of communication with the public;
- We strive to facilitate a campus atmosphere that is safe and enjoyable for our community and guests; and
- We are members of our community and invest into its quality of life.

The purpose of this Community Outreach Program is to outline the various channels that the Division has available and has developed in order to drive these values. In engaging our community through these various efforts, the Division employs the principles of Community Oriented Policing Services (C.O.P.S.). This model, developed by the United States Department of Justice, encourages law enforcement agencies to approach their work as a collaborative partner within the community, rather than a governing body, and provides extensive guidance to agencies who follow it. Since 2013, C.O.P.S. has been the foundation of the Division’s patrol and crime prevention strategies. Campus Safety officers receive on-boarding training and biannual “Community Policing Defined” certification.

By following this model and engaging our community, the Division is able to not only combat instances of crime but help eliminate the fear of crime. More importantly, activities related to this model of policing have proven to change negative perceptions of law enforcement within the community, making citizens more likely to report crimes, share information with officers, and join officers in the fight against crime.



**It’s not going to be easy...**

“Pioneers have to expect to feel ignored, invisible, and lonely a good portion of the time. What they’re doing is so new and different that others can’t see their work even when it’s staring them in the face. These are difficult dynamics to live with, especially when you know you’ve done good work, that you’ve solved problems that others are still struggling with. This is why it’s so important that pioneers work as a community, encouraging one another through the trials and risks natural to those giving birth to the new in the midst of the breakdown of the old.”(1)

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<sup>1</sup>Wheatley, M., & Frieze, D. (2011). *Walk out walk on a learning journey into communities daring to live the future now* (p. 12). San Francisco: Berrett-Koehler.

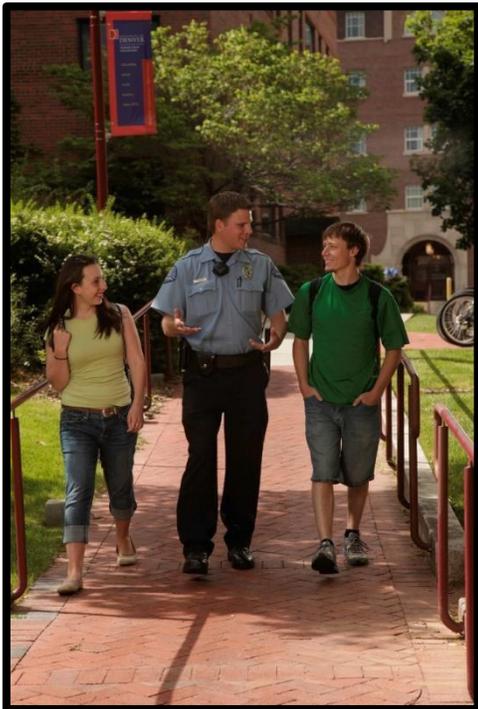
## STRATEGIC PARTNERSHIPS

The Division actively engages in activities that build and maintain positive, working relationships with the following campus groups (In no particular order):

1. Center for Multicultural Excellence
2. Undergraduate Student Government
3. Graduate Student Government.
4. Greek Council
5. Staff Advisory Council
6. Faculty Senate

This is accomplished through attendance at meetings hosted by these groups, co-sponsoring outreach events, email exchanges and phone calls, hosted meet-and-greets, and other methods that are only limited by the creativity of the individual personnel assigned to these partnerships. Projects and collaboration with liaison groups is encouraged as well, given that these groups are the primary focus of the Division's outreach efforts.

## LIAISON PROGRAM



The Campus Safety Liaison Program pairs Campus Safety Officers and personnel with various groups across campus. These groups can range from Departments or Units, student clubs, staff/faculty groups, or community organizations. These liaison partnerships are distinguished from the Emergency Response Teams implemented and maintained by Campus Safety's Office of Emergency Preparedness.

A critical element to the liaison program is pairing officers with groups that hold similar interests to the officer. For example, an officer with a background in events would be best suited for working with the event management staff across campus and an officer with a background in or familiarization with a fraternity/sorority would be the ideal liaison for DU Fraternity & Sorority Life. Similar interests should be heavily weighed when officers are paired with campus & community groups. In doing so, the partnership will form naturally.

This program is not intended to replace day-to-day public relations contacts. That is, all officers are encouraged to engage with all members of the DU community at every opportunity. The liaison program exists to provide a forum for a deeper level of engagement between Campus Safety personnel and campus groups; allowing for

both parties to be involved in each other's events and campaigns.

Liaisons will rely upon the Community Resource Officer to develop, create and produce marketing materials for distribution to DCS partners. Liaisons should provide the Community Resource Officer with

as much advance notice as possible when materials are needed. Suggestions for new materials will always be welcome.

Liaisons should maintain frequent contact with the Community Resource Officer regarding their activities with DCS partners. At least monthly, a brief synopsis of the partnership, any progress on co-sponsored projects, and general updates should be provided to the Community Resource Officer via email.

## RIDE-A-LONGS

Students, staff and faculty can request to join a Campus Safety Officer on patrol for a segment of the Officer's shift. Ride-a-longs must be approved by the Patrol Captain or his/her designee within 10 days prior to the Ride-a-long. This time will allow for a brief background investigation to be completed on the requesting party.

## OPEN FORUMS – “SafeWalk”

The Division also holds an annual event called a Safe Walk that involves Campus Safety and Facilities Management inviting students to walk the campus as a group and identify elements of the physical campus environment that can be changed or improved upon to increase safety. This event is in compliance with the University's CPTED (Crime Prevention through Environmental Design) efforts.

## OPEN FORUMS – “SafeTalk”

Campus Safety offers a series of open forums to all members of the DU community. “SafeTalk” is an important engagement tool offering a space where dialogue is encouraged. It has proven to be valuable in the Division's efforts to better serve the community. These events are scheduled on a quarterly basis with the dates and times varying to ensure that all community members have an opportunity to participate. These events focus on concerns voiced by the community, which may include potential challenges that have a bearing on campus safety activities and recommended actions.

## MEDIA INTERVIEWS

From time to time, Campus Safety receives interview requests from various media entities. Requests from all but the University's student newspaper, the Clarion, are referred to the Division of Marketing & Communications. The Community Resource Officer works with the External Communications Manager to brief them on situations so that they are well informed for addressing the media. All Campus Safety personnel are strictly prohibited from communicating with members of the media. The Community Resource Officer is responsible for handling interview requests from the Clarion. Other personnel can be interviewed by the Clarion at the discretion of the Patrol Commander or his/her designee.

## SAFETY EDUCATION

Campus Safety offers a wide-variety of courses to the DU community. Common courses include:

- ▣ Introduction to Self Defense (90-min)
- ▣ Rape Aggression Defense (R.A.D.) for Men & Women
- ▣ Are You Prepared? Active Shooter Response
- ▣ Fire Extinguisher Training
- ▣ First Aid / CPR / AED
- ▣ Mace in Your Face

Custom course options are available and all courses can be offered to groups upon request. [Additional information on outreach courses is available to the community on the DCS website under the Safety Education tab.](#)



## DCS SOCIAL MEDIA

The Division's social media plan was developed as a comprehensive strategy for establishing an internet presence on social media sites. In doing so, the Division is furthering its mission of providing the University Community with quality safety & security services through the use of clear communication and progressive thinking. Additionally, the Division is working to establish strong community relations by engaging directly with the community in both the sharing and gathering of information via the Internet.

Social Media is also being used for "Officer Spotlight" posts. These posts feature a Campus Safety Officer or Division employee and include a photo and information about the officer. These posts build community and show the human side of our profession.

