



MARGOLIS HEALY[®]
SOLUTIONS FOR SAFE CAMPUSES[®]

MARGOLIS HEALY

CAMPUS SAFETY SURVEY

2015

INTRODUCTION

Margolis Healy conducted an anonymous, online survey for five and a half weeks beginning in April 2015 to assess the current state of campus public safety, confirm findings from the field, and information found in other recently released reports such as the Bureau of Statistics' Special Report *Campus Law Enforcement 2011-2012*. Respondents were invited from Margolis Healy's email subscribers, social media, and through partnerships with other professional associations via their membership lists and social media. A total of 513 people responded.

The survey covered five key topics: emergency preparedness including hazard and vulnerability assessments and active shooter exercises; campus public safety, including department types and staffing levels; regulatory compliance, including Title IX concerns and annual security reports; study abroad safety and security; and social media use and monitoring on campus.

The largest portion of respondents were campus public safety officials (police, security, etc.) at 51%. Other campus officials made up the second largest group of respondents at 21.5%. This group included general counsel, risk management, emergency managers, student affairs professionals, and Title IX and Clery coordinators. Senior leadership (presidents, provosts, VPs, and deans) came in third at 11.9%.

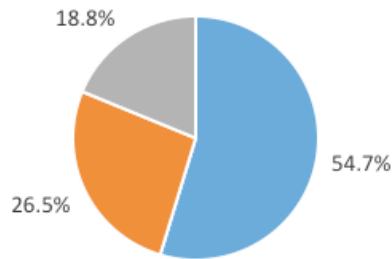
KEY FINDINGS

Emergency Management

Emergency management remains a critical component of campus safety and while we've seen extensive improvement in this area since the first campus safety survey we conducted in 2010, we've learned there is still work to be done.

Of those responding to our survey, 86% indicated that their institution has developed an emergency operations plan (EOP) that addresses threats and hazards specific to their university. However, only slightly more than half (54.7%) noted that their institution had conducted a comprehensive hazard and vulnerability assessment critical to the development of appropriate all-hazards emergency planning. Furthermore, more than a quarter (26.5%) have never conducted such an assessment. This begs the question, how effective and accurate are existing EOPs?

Has your institution conducted a comprehensive hazard and vulnerability assessment critical to the development of appropriate all-hazards emergency planning?

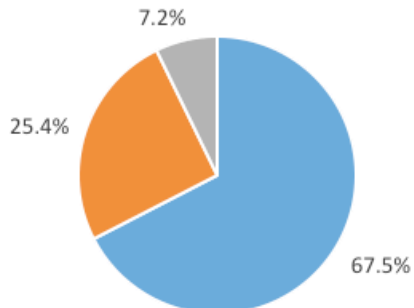


n=464

■ Yes ■ No ■ Don't Know

There are three types of active shooter exercises that institutions can undertake: tabletop, functional, or full-scale. One-quarter (25.4%) of our survey respondents indicated that they have never conducted any type of active shooter exercise on campus. The number one reason these exercises are not happening is because of budget constraints.

Has your institution ever conducted an active shooter exercise (table top, functional or full-scale) on campus?

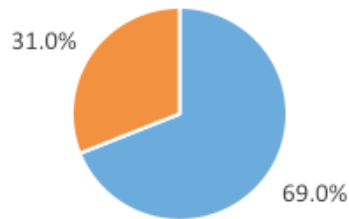


n=418

■ Yes ■ No ■ Don't Know

Thirty-one percent of participants responded that their institution does not have any staff dedicated to emergency preparedness efforts (this was defined as a full-time staff person or a person with a portion of their position dedicated to emergency preparedness efforts).

Do you have a staff member(s) dedicated to emergency preparedness efforts?

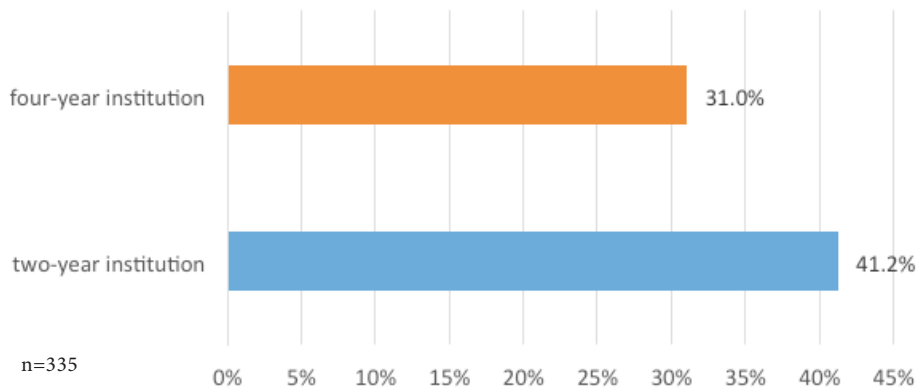


n=410

■ Yes ■ No

This number increases by 10 percent when you compare two-year colleges to four-year colleges.

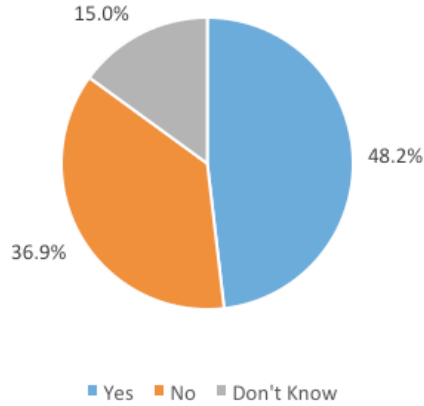
**Do you have a staff member(s) dedicated to emergency preparedness efforts?
Answer = No**



n=335

Finally, less than half (48%) of our respondents acknowledged that their institution conducts routine post-event meetings with all emergency preparedness personnel to evaluate current plans, and assess and address any changes that may be needed based on newly identified threats or gaps in coverage following a significant emergency incident at any US campus. Fifteen percent were unsure if such meetings were happening.

Following a significant emergency incident at any US campus, does your institution convene a post-event meeting with all emergency preparedness personnel to evaluate current plans and assess and address any changes that may be needed based on newly identified threats or gaps in coverage?

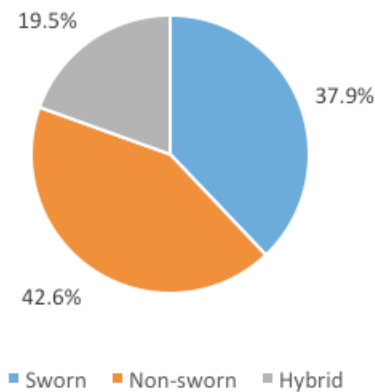


n=407

Campus Public Safety

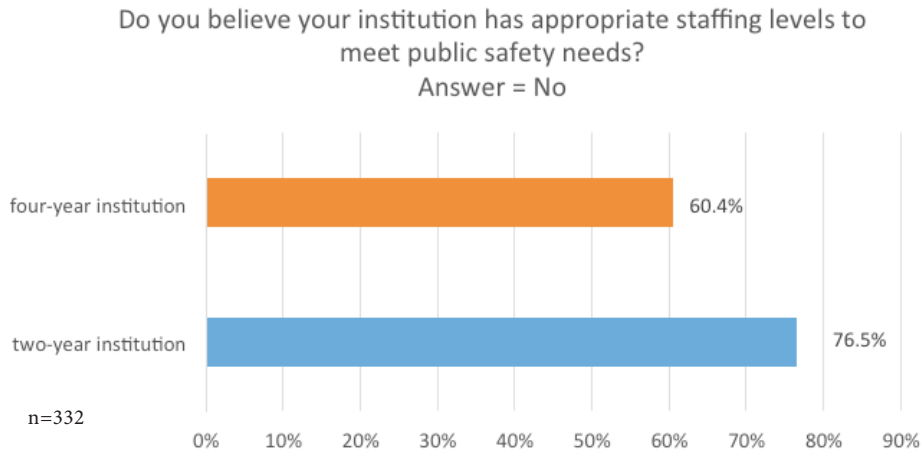
The majority of campus public safety departments, according to our respondents, are non-sworn (42.6%) compared to sworn (37.9%), but that margin of difference is shrinking. Hybrid organizations, those made up of both sworn and non-sworn officers, is on the rise, and according to the Department of Justice, Office of Justice Programs, Bureau of Justice Statistics Special Report *Campus Law Enforcement 2011-12* released in January 2015, 41% of all four-year campuses have hybrid departments.

Is your agency (police/public safety department) sworn or non-sworn?

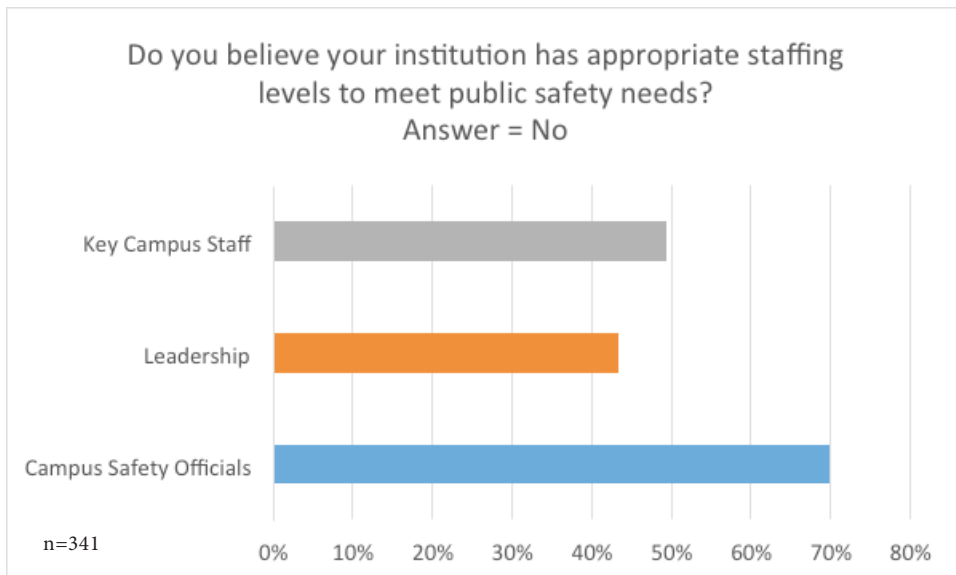


n=401

Six out of 10 (60.4%) respondents do not believe their institution has the appropriate staffing levels (including mix of staffing e.g., sworn, non-sworn, contract security, proprietary security, dispatch) to meet its public safety needs 24/7/365. This confirms recent findings from Campus Safety Magazine’s 2015 Salary Survey, which reported that public safety departments stated they had an increasing need for sworn officers and some saying their departments are “grossly understaffed.” The six out of 10 number stays consistent for four-year colleges but increases to nearly eight out of 10 respondents (76.5%) when the respondent represents a two-year institution.



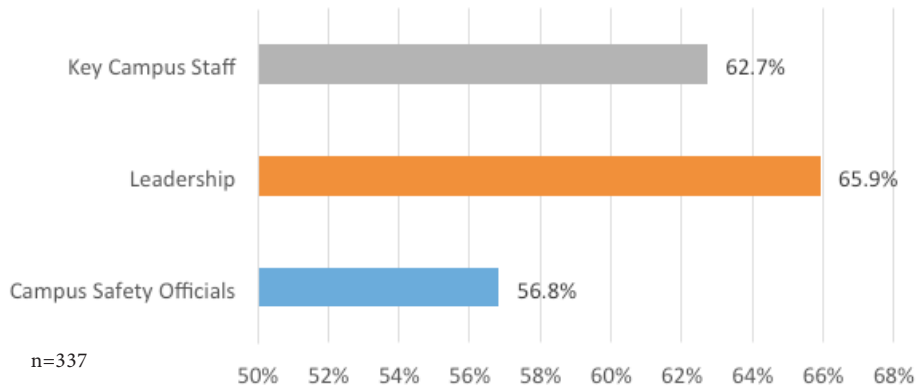
Perception to this issue is paramount. When segmenting this question by audience, we found nearly 7 out of 10 campus safety officials believe they did not have appropriate staffing levels compared to 4 out of 10 of campus leadership (presidents, provosts, etc.) and nearly 5 out of 10 of key campus staff (general counsel, student affairs, etc.).



Regulatory Compliance

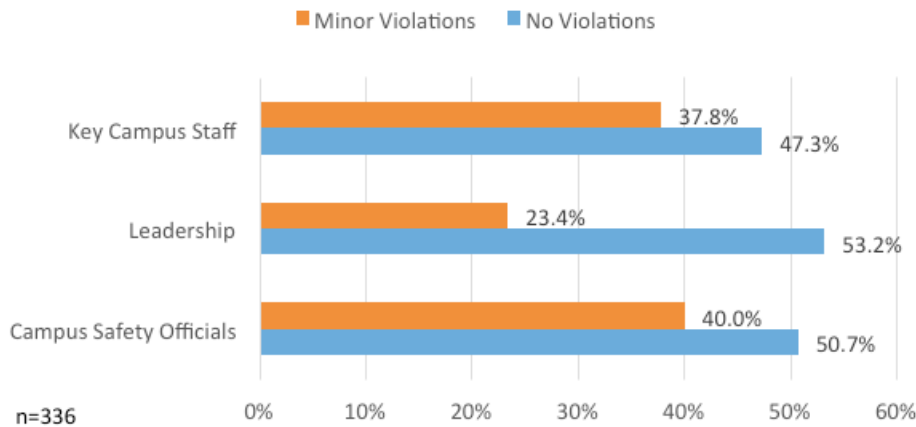
More than half (56.8%) of those responding to our survey somewhat or strongly agreed with the statement: I am concerned about Title IX violations (gender violence, sexual harassment, etc.) at my institution. Comparatively, campus administrators/senior leadership were the most concerned (65.9%) while public safety officials had lower concerns (56.8%).

I am concerned about Title IX violations (gender violence, sexual harassment, etc.) at my institution. (somewhat and strongly agree with this statement)



Despite the new VAWA amendments to the Clery Act, which went into effect July 1, 2015 but were expected to be implemented last year with a “good faith effort,” more than half (51.4%) of all respondents believe their institution’s annual security report (ASR) is in compliance with the Clery Act without any violations. Senior leadership is the most confident in their institution’s ASR, with only 23.4% believing they have even minor violations.

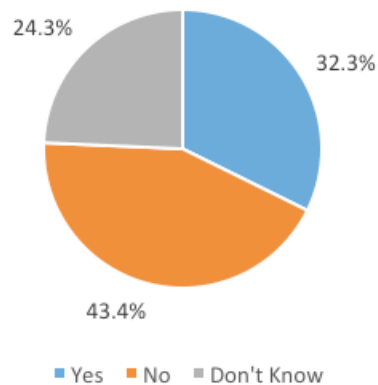
I believe my institution’s Annual Security Review (ASR) is in compliance with the Clery Act.



Study Abroad

Study abroad safety and security is a topic of increasing concern as more than 280,000¹ college students study abroad each year for credit. The largest number of study abroad programs are overseen by the Dean or VP of Academic Affairs (35.7%) followed by an institution's Provost (Vice, Assistant, or Associate) at 22.1%. Unfortunately, the more important promising practice of developing a multi-disciplinary team to address travel abroad safety and security issues has not become the standard yet, with only 32.3% of respondents indicating their institution has such a team in place.

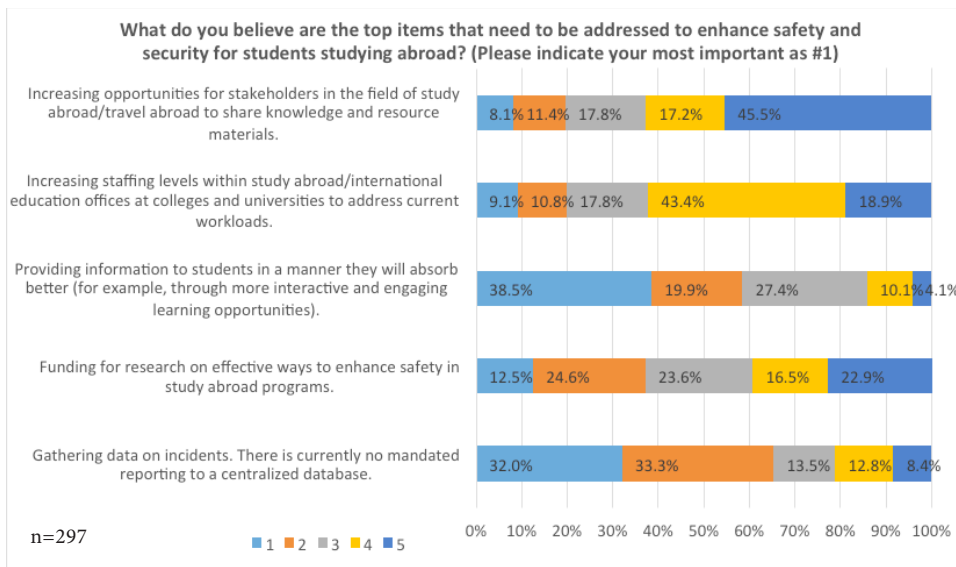
Does your institution have a multi-disciplinary team that addresses travel abroad safety and security issues?



n=362

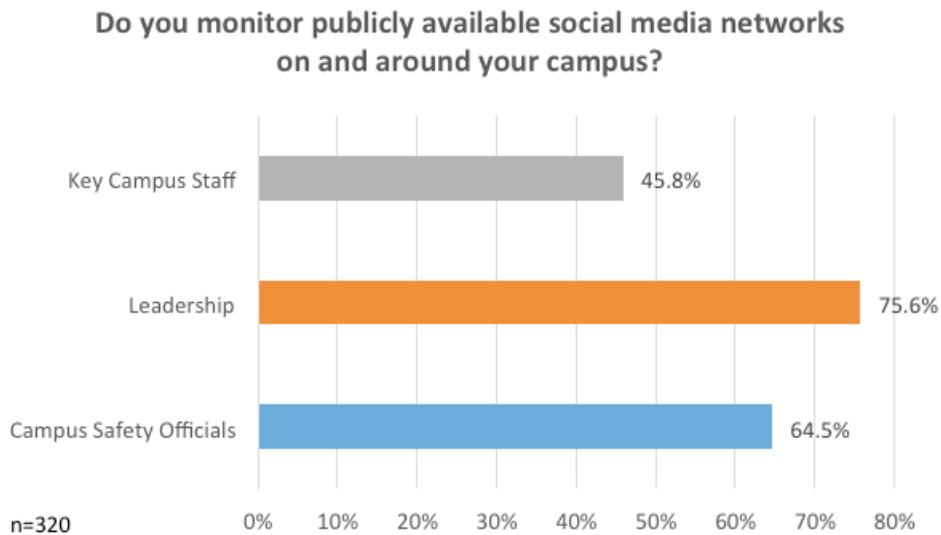
When asked what are the top items that need to be addressed to enhance safety and security for students studying abroad, respondents noted their most important item was “providing information to students in a manner they will absorb better (for example, through more interactive and engaging learning opportunities),” at 38.5%, followed closely by “Gathering data on incidents. There is currently no mandated reporting to a centralized database,” at 32%.

¹NAFSA, http://www.nafsa.org/explore_international_education/advocacy_and_public_policy/study_abroad/trends_in_u_s_study_abroad/



Social Media

Today, 89% of adults age 18-29 use social media.² Our survey respondents noted overall that nearly two-thirds (63.2%) of their institutions are monitoring publicly available social media networks on and around their campuses. However, this number varies greatly when broken down by audience as seen in the follow graph.

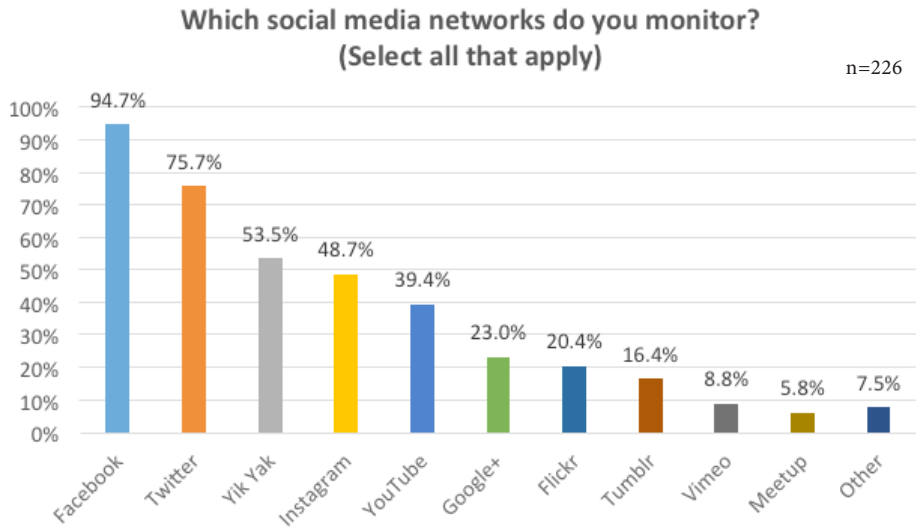


Key campus staff are the least likely to have knowledge about social media monitoring on their campus, while campus leadership believe, perhaps erroneously, that social media monitoring is occurring on their campus.

There has also been a shift of which social media outlets college students use, trending away from Facebook to simpler more instant services such as Twitter, Instagram, Snapchat, WhatsApp and Yik Yak. For the first time, Instagram dominated social media rankings by 53% in young adults ages 18 to 29,

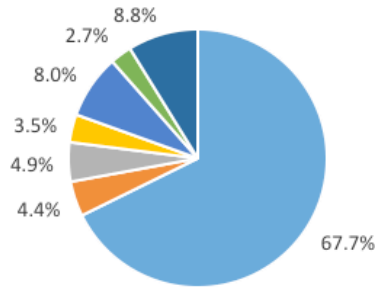
²Pew Research Center. Internet, Science and Tech. *Social Media Use by Age Group Over Time*. <http://www.pewinternet.org/data-trend/social-media/social-media-use-by-age-group/>

according to new data from the Pew Research Center released in January 2015. Campuses most consistently monitor Facebook (94.7%), followed by Twitter (75.7%), and Yik Yak (53.5%).



Surprisingly, more than two-thirds (67.7%) of respondents indicated that their institutions continue to monitor social media using manual methods. Only eight percent are using social media threat alert software or contracting with a social media monitoring company to assist with these efforts.

How do you monitor these networks?



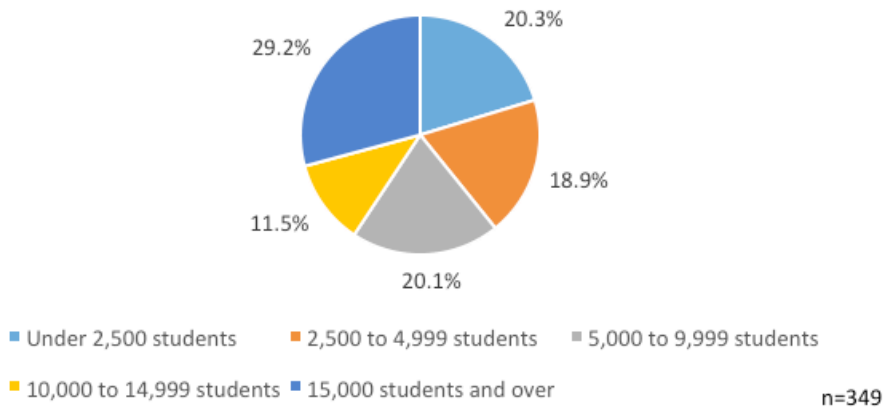
- Manually, without the assistance of a social media monitoring service
- Rely on student reports
- Follow students on social networks
- Some combination of manually, reports, and following students on social media
- Contract with an independent social media monitoring company
- Don't Know
- Other

n=226

Demographics

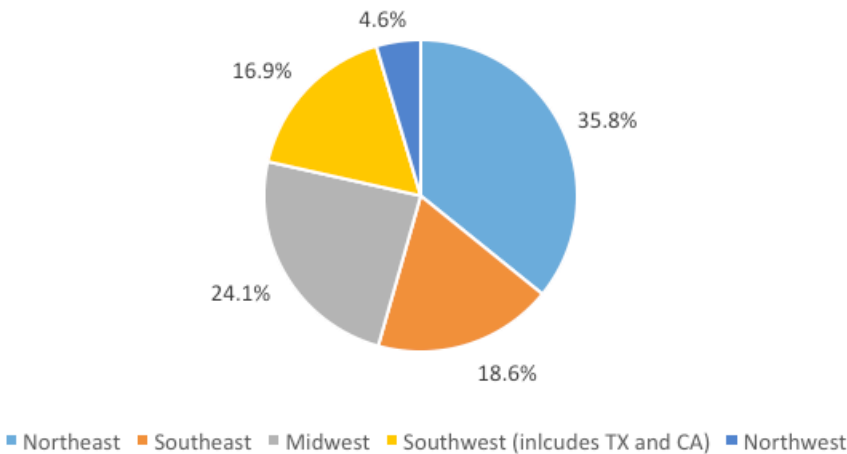
The majority of our respondents represented four-year public (34.4%) and private (42.4%) institutions. Forty-six percent of our total respondents were located in an urban area while 34.5% were in a suburban area. The student population of the institutions represented was fairly evenly distributed except for schools in the 10,000 – 14,999, which had the lowest percentage at 11.5%, as seen in the chart below.

Please indicate the student population of your institution (including graduate students, if applicable)



Six out of 10 respondents indicated that their institution’s core populations were comprised of undergraduate students, which is consistent with the majority representing four-year public and private schools. Finally, more than one-third (35.8%) of our respondents came from the Northeast.

Geographically, my institution is located in: n=349



Conclusion

While we see some promising trends in campus safety, particularly in the areas of emergency management and greater awareness and concern about Title IX violations on campus, it is clear that work needs to continue on the part of all audiences to improve communication on campus, appropriate staffing levels to keep students as safe as possible 24/7/365, and to prepare campus safety officials for crises and emergencies by reviewing and updating procedures on campus regularly.

If you have any questions or feedback about this report, please contact publicrelations@margolishealy.com

About Us

Margolis Healy is a professional services firm specializing in campus safety, security, and regulatory compliance for colleges, universities, and public and private K-12 schools. With more than 20 years each of distinguished experience in law enforcement and public safety, Gary J. Margolis and Steven J. Healy's combined experience has earned Margolis Healy recognition as one of the leading companies for safety and security needs in North America. In 2013, Margolis Healy won a competitive bid from the Department of Justice, Bureau of Justice Assistance to establish and lead the National Center for Campus Public Safety.



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