SOUTHERN UNIVERSITY AT NEW ORLEANS POLICE DEPARTMENT

CREATING COMMUNITY PARTNERSHIPS FOR A SAFE FUTURE

SUNOPD
Community Policing & Crime Prevention Unit

COMMUNITY INVOLVEMENT REPORT
2019
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Welcome to Southern University at New Orleans. Your Police Department (SUNO PD) is committed to providing and sustaining a safe and secure environment for you to study, work, live and enjoy your college experience at this historic university.

The safety of our community depends on the dedication of the men and women who serve as police officers. They must demonstrate daily, their sensitivity to the particular needs of our community members and stakeholders. We achieve this goal by being approachable, knowledgeable and steadfast in our efforts to provide the highest standard of professional and courteous services.

The safety of our community also rests on the dedication of community members, joining with law enforcement to achieve this mission. When addressing the issues we face, we encourage a partnership approach with everyone. We challenge you, as a partner of our great community to join us in keeping our campus safe. Together, we can create a safer community one partnership at a time.

Bruce E. Adams
Chief of Police
Vow of Transparency and Commitment

The Southern University at New Orleans Police Department (SUNO PD) is a fully functioning police department ready to meet the needs of all community members. SUNO PD consists of sworn police officers and civilian staff that include students in our work-study program who are all committed to serving with professionalism and pride. Serving our community through programs and department initiatives provides our staff with an abundance of resources to effectively and efficiently carry out the day to day functions that include but are not limited to emergency response, victim assistance, crime prevention and overall campus safety, and educational programs and safety services.

Our commitment to serve is our top priority. That is why it is the mission of this Unit to provide a vow of transparency to all of our community members and stakeholders. Through transparency, we can work together to fulfill this mission and establish significant and lasting bonds that will ensure its operation for future generations. We also commit to establishing lasting imprints on those we serve through our response guarantee “First Impressions Matter.” The importance of a first impression, through positive experiences, is monumental to our commitment to serve and to the furtherance of our mission statement and help to build long-lasting relationships with our community members and stakeholders.

Officer Ethel Theresa Stephens
Community Policing and Crime Prevention Coordinator
COMMUNITY POLICING MISSION

Southern University at New Orleans Police Department is a fully functioning police department ready to meet the needs of the SUNO community and beyond. SUNOPD consists of sworn police officers and civilian staff that include students in our work-study program who are all committed to serving with professionalism and pride.

It is the guiding principle of the Southern University at New Orleans Police Department to develop and maintain a commitment to make available proactive community crime prevention programs. The Department will cultivate close ties with and respond to the needs of the community in a courteous and professional manner. The Department will also take steps to address practices, actions, or attitudes that may contribute to community tensions and grievances.

OUTREACH (RAPPORT) AND ENGAGEMENT

Community engagement efforts, through the Community Policing & Crime Prevention Unit (CPCPU), has recently been revitalized for inclusivity of the entire SUNO community and areas adjacent to the University. These efforts are due in part to the growing need for increased community involvement and problem-solving tools to help make our campus and neighborhood safer. The SUNOPD, through the CPCPU, looks to highlight proactive problem-solving in an organized, routine, and professional manner. As an alternative to solely responding to crime only after it happens, the CPCPU inspires this Department to proactively cultivate resolutions to fundamental circumstances contributing to safety concerns.

Community Policing & Crime Prevention Coordinator

The CPCPU Coordinator is responsible for preserving relationships between the SUNO Police Department and the SUNO community and adjacent areas through presentations, meetings and other educational programs or activities to deliver education about crime prevention and problem-solving. The CPCPU Coordinator also cultivates policies and coordinates departmental tasks as they relate to issues addressed within the SUNO community. This includes, but it not limited to, establishing, preparing, implementing, and maintaining all crime prevention and community-based activities and programs that are employed by the Department.

Community Policing & Crime Prevention Officers (CPOs)

CPOs are responsible for creating an environment in their daily contact that promotes a positive exchange of ideas necessary for proactive policing and good, effective community-police relations. CPOs may be assigned to residence housing areas or University Department/Colleges, and are required to work with staff, faculty and students in those areas to provide programming, problem-solving, and community relations among the residents or users of those areas. CPOs also conduct security surveys in residential housing and all University structures; reply to inquiries from community members and provide information regarding personal security or community concerns.
Rape Aggression Defense
On August 20, 2019, SUNO PD held the first R.A.D. for Women class of the semester. The course provided participants with realistic self-defense tactics and techniques and also is designed to help women overcome the effects of sexual violence and abduction by teaching assertiveness, awareness, risk reduction, and avoidance.

Active Shooter
From a preparedness mindset, the SUNO PD strives to educate our community in a wide range of issues that have the potential to affect our campus, including active shooter incidents. In response to the mass shooting at an El Paso, Texas Walmart, SUNO PD Active Shooter Trainers held Active Shooter Presentations at the local Walmart located at Chef Menteur Highway from August 8-10, 2019. These presentations are a component of the SUNO PD Community Policing Program and are designed to prevent panic and better prepare individuals in the event of an active shooter incident.
Safety Escort Service
The SUNO PD provides escort services to those who wish to be escorted from any location on the campus to their vehicles or to their residence on campus. Safety escorts are provided to or from any location on or near campus 24 hours a day, 7 days a week, 365 days a year.

Vehicle Assistance
The SUNO PD offers jump-starts to individuals needing assistance with weak or dead batteries. Persons needing jump-starts can contact us at (504) 286-5290. Drivers of vehicles needing jump-starts should raise the hood of their vehicle to help identify their vehicle. In order to have the vehicle jump-started; a Liability Release Form must be completed and signed by the driver of the vehicle being jump-started and by the officer providing assistance.

Lost and Found
Property found by members of the Southern University at New Orleans community may be turned in at any time to Lost and Found Services at the Southern University at New Orleans Police Department. The central Lost and Found is located at SUNO Police headquarters on the Park Campus, Maintenance Building at 6400 Press Drive, New Orleans, La 70126. Students, faculty, staff, and visitors are encouraged to inquire about lost or misplaced articles.

Special Events
On September 21, 2019, the SUNO Police Department participated in the 1st annual SUNO 60th Stride Walk.
PROGRAMS AND INITIATIVES


See It. Hear it. Report it! is SUNO Police Department’s campaign to encourage residents and SUNO community members to help our police department report suspicious activities. Officers on patrol depend on detailed information from residents and SUNO community members who are the eyes and ears of our community. When we work together, we make our community a safer place to live and work. The Department has increased literature and postings around the campus and residential housing about staying safe, on and off-campus.

The Department encourages all SUNO community members that if they see a crime in progress or suspicious activity or hear something strange such as a crash, loud bang, or scream, they should immediately contact the SUNO Police Department with as much information as possible.

KEEP YOUR APARTMENT AND VEHICLE DOORS LOCKED.

BE VIGILANT. BE AWARE OF YOUR SURROUNDINGS AT ALL TIMES.

ENJOY VISITATION HOURS WITH PEOPLE YOU ARE WELL ACQUAINTED WITH.

REMEMBER, SUNO IS A WEAPON, DRUG, SMOKE AND ALCOHOL-FREE CAMPUS.

DO NOT DISCONNECT SMOKE DETECTORS. DOING SO, IS A CRIME!

Operation Identification

Operation ID is a nationwide program designed to discourage burglary and theft of valuables. It also provides a way for you to easily identify stolen property and increases law enforcement’s chances of recovery and conviction. The SUNO Police Department has partnered with LeadsOnline LLC’s citizen property inventory system Report It to provide the SUNO community with an online service for property registration and inventory. SUNO community members can utilize an engraver at no cost, which is provided by The Department.
Safety Week 2019
Safety Week is a subset of the National Campus Safety Awareness Month. During this week, the SUNO PD strives to provide educational components geared toward safety on campus and encourages dialogue between SUNO student, faculty, staff and the SUNO PD with regard to violence prevention and program involvement. During this time the SUNO PD also encourages the SUNO community to voice concerns about police services and programs they would like to see implemented.

⇒ **Chat with the Chief**
On September 16, 2019, the SUNO Police Department held its 3rd Annual Chat with the Chief event during SUNO Police Safety week. The purpose of the event is to narrow the gap between the communities and police. The SUNO community members participate in a conversation with the Chief of the Police regarding parking issues, safety complaints, and community issues during this event. SUNO community members were also provided with tips for staying safe on and off campus.

⇒ **Sexual Assault and Domestic Violence Awareness Bingo**
The SUNO Police Department held its first Sexual Assault Awareness & Domestic Violence Awareness Bingo event on September 17, 2019. During this event, SUNO Police collaborated with the New Orleans Family Justice Center and provided students with healthy relationship tips to improve their relationship skills. The game used bingo cards with different categories instead of numbers. The categories included "Things to look for in a relationship," "Red flags," "Obstacles to a healthy relationship," "Green flags," and "Skill to build a healthy relationship."

⇒ **Active Shooter Presentation**
On September 18, 2019, The SUNO Police Department held an Active Shooter Presentation with students, faculty and staff. SUNO PD has certified NCBRT active shooter instructors who have been trained to facilitate awareness and preparedness courses centered on surviving an active shooter incident. These presentations are a component of the SUNO Police Department’s Community Policing Program and are designed to prevent panic and better prepare individuals in the event of an active shooter incident.
民警 vs 学生排球比赛

9月19日，SUNO警察局举办其第二次体育赛事并与学生进行比赛。这些体育活动是SUNO PD社区警务计划的一部分，旨在缩小社区和警察之间的差距。

Mimi Crown：堵车
9月19日，SUNO警察局和Myisha Growe（Mimi Crown）合作举办第3届年度人口贩运意识活动，期间是安全周。Mimi Crown分享了她的人口贩运经历和旅程。她和SUNO警察局帮助学生、教职员工和员工识别和报告潜在的人口贩运情况。
Lemonade with the Law

The SUNO PD held its first “Lemonade with the Law” event on September 20, 2019. During this event, SUNO Police collaborated with Raising Cane’s to provide students with an opportunity to engage SUNO Police Officers in an informal conversation regarding parking issues, safety complaints, and community issues during this event. SUNO community members were also provided with tips for staying safe on and off campus. Participants who were willing to talk in the event were offered various snacks and a cup of Raising Cane’s lemonade or tea.

Operation Hydration

The SUNO Police Department established Operation Hydration in September 2019. During Operation Hydration, the SUNO PD provides water and Gatorade to students, faculty and staff during a heat advisory. The SUNO PD also provides tips on how to stay safe during a heat wave and on how to treat heat-related illness like heat exhaustion.
Domestic Violence Awareness Month
Throughout the month of October 2019, the SUNO Police Department sponsored a clothing drive for the survivors of domestic violence. The SUNO Police Department collected an assortment of women’s, men’s, and children’s clothes, shoes, and supplies. These donations were divided among needy agencies and organizations within the Greater New Orleans area that advocate for and support victims of domestic abuse.

With the support and contributions of the SUNO family, we far exceeded the donation target collecting 27 boxes of women’s, men’s, and children's clothing, shoes, and accessories along with care packages. This surpassed our initial target so much so that it allowed us to provide donations to other charities and advocacy groups within the Greater New Orleans area (Ozanam Inn, New Orleans Mission, Grace House, and Metro Jefferson Emergency Shelter), also benefiting victims of abuse, sexual assault, stalking and the homeless.
As officers and support staff rededicated themselves to breaking the cycle, the SUNO Police Department wore purple ribbons throughout October to display our encouragement of awareness and support for those that have experienced domestic abuse as well as to highlight our ongoing efforts to end domestic violence.

**Campus Safety**

⇒ The SUNO Police Department held a fire drill in SUNO Housing on October 16, 2019. Housing staff and residents were able to familiarize themselves with the necessary procedures in the event of a fire or other emergency. Staff and residents were able to safely exit at the sound of the fire alarm, while SUNO Housing staff with SUNO PD ensured all residents were safely extricated from all apartment rooms.

⇒ In October 2019, panic alarms were installed throughout the School of Social Work, College of Education and College of Business. These alarms are strategically positioned electronic devices designed to assist in alerting the SUNO Police Department in emergency situations where a threat exists.

⇒ Security cameras were added to three of the newly constructed buildings on campus, the School of Social Work, the Arts & Humanities and Social Sciences building, and the Natural Sciences building. The addition of these cameras help to increase overall campus safety by aiding in the deterrence of criminal activity including theft and vandalism, resolve disputes and gather evidence for injuries and accidents that may occur, and provide students, faculty, and garner staff with a general sense of peace of mind.
First Impressions Matter
The FMI effort began August 1, 2019 to ensure all SUNO community members and stakeholders were being treated with an exceptional level of professionalism and pride, regardless of the circumstances.

**First Impressions Matter:**

**Response guarantee from Southern University at New Orleans Police Department:**

- We will meet with you privately or at a place of your choice to make a report.
- We will not release your name to the public or press.
- Crime statistics and incidents are public record, but identifying information is withheld.
- Our officers will not prejudge you, and you will not be blamed for what occurred.
- We will treat you and your particular case with courtesy, sensitivity, dignity, understanding, and professionalism.
- If you have a preference for either a male or female officer, we will do our best to accommodate your request.
- We will assist you in receiving hospital, medical, counseling, and other support services even if you choose not to pursue criminal charges.
- We will fully investigate your case and will help you to achieve the best outcome. This may involve the arrest and full prosecution of the suspect. You will be kept informed of the progress of the investigation and/or prosecution.
- We will consider your case seriously, regardless of your gender and sexual orientation, and regardless of the gender and sexual orientation of the suspect(s).
Rebranding Campaign
In addition to the “First Impressions Matter” campaign, the SUNO PD has announced a new insignia that bridges the gap between the department and the SUNO community members/stakeholders. This insignia introduces a more evolved, community-oriented identity for the purpose of reestablishing the goals and missions of this department and to provide a symbol that is synonymous with the highest professional standard. When partnered with the unit motto, the Knight represents service and merit.
Recruitment Efforts
On October 9, 2019, the SUNO Police Department participated in the Southern University at New Orleans Career Day sponsored by the College of Business and Veterans Affairs. Students were able to meet with Officers and gain specifics surrounding the department’s jurisdiction and authority, current job opportunities with summaries, and pertinent information about position qualifications and benefits.
NEW OUTREACH EFFORTS

1ST Annual Freshman Move-In Meet & Greet
The SUNO Police Department held the 1st Annual Freshman Move-In Meet and Greet in SUNO Housing for the Fall 2019 semester. Officers welcomed incoming freshman and returning students. Incoming freshman was able to participate in a raffle for free giveaways, while they and returning students were able to sign up for crime prevention programs and police services. Students were also provided with tips for staying safe on and off-campus.

Established Partnerships
The SUNO Police Department has various partnerships with many integral departments and agencies to foster better communications between the community and the department.

⇒ Girl Talk
The SUNO Police Department, in conjunction with the Student Development Center, and Title III held a candid conversation forum about the female issues of life titled “Girl Talk.” Students were given the opportunity to discuss significant issues that women of all ages face including healthy relationships and boundaries, better decision-making and were able to share their life experiences in a judge free space.
National Prescription Drug Take Back Day
The SUNO Police Department participated in the National Prescription Drug Take Back Day in collaboration with the Drug Enforcement Administration (DEA) on October 26, 2019. This event aims to provide an appropriate and responsible way to dispose of prescription drugs that are no longer being used or have expired. The general public is also educated on the potential for abuse of prescription and OTC medications. This year, seventy-five pounds of medications were collected.

DEA NATIONAL RX TAKE BACK

Officers vs Students Basketball Game
The SUNO Police Department held its 1st Annual “Ballin’ Together” Basketball Game on March 29, 2019.
Click It or Ticket
The Southern University at New Orleans Police Department participated in the U.S. Department of Transportation’s National Highway Traffic Safety Administration’s national Click It or Ticket campaign. This is a high-visibility enforcement effort that ran from May 20 to June 2, 2019, aimed at enforcing seat belt use to help keep families safe. The national seat belt campaign runs concurrent with the busy travel season.

“During the Click It or Ticket campaign, we’ll be working with our fellow law enforcement officers across local and state lines to ensure the message gets out to drivers and passengers,” said Chief Bruce Adams. “We cannot overstate the importance of wearing a seat belt. It’s the law, but it’s more than that: By far, buckling up is the simplest thing you can do to limit injury or save your life during a crash. We see the results of not wearing a seat belt all the time. We see the loss of life. So often, it could have been prevented with the simple click of a seat belt.”

Developing Partnerships
The SUNO Police Department was invited to the grand opening of a local AT&T in the Gentilly neighborhood on August 21, 2019. The Department is looking to cultivate a lasting partnership with AT&T and other local businesses in the Gentilly/Pontchartrain Park neighborhoods.
Educational Outreach

⇒ **CBA Week 2019**
The SUNO Police Department partnered with the College of Business Administration during their annual CBA Week on October 28, 2019. This event is designed to provide students with a weeks’ worth of professional development activities. During this event, Department officials focused on crime prevention strategies and observing a proactive approach to avoiding the legal system. Other departmental services and programs were discussed with students and faculty such as Operation Identification, *See It. Hear It. Report It.* and R.A.D. self-defense for women training.

⇒ **SUNO Upward Bound Roundtable**
On November 23, 2019, the SUNO Police Department partnered with the SUNO Math & Science Upward Bound Program to participate in a roundtable discussion about sex education as it pertains to the law. Participants received knowledge about sexual consent and the legal ramifications while discussing safe dating practices and relationship red-flags.
Healthy Minds Healthy Bodies Summer Program

On June 18, 2019, SUNO PD officers discussed various matters, including summer curfew, appropriately interacting with peers, respecting boundaries and the personal space of others and bullying.

Digital Outreach

Social Media

In an effort to supplement better community relations and community outreach, the SUNO Police Department seeks to enhance public trust with different levels of transparency and engagement through establishing social media accounts. The Department had been able to expand community outreach efforts, impart community policing related principles into these modes of outreach, and to help build relationships and reinforce interactions with SUNO community members that might otherwise be minimal or absent. SUNO community members essentially have access to The Department 24/7.

Metrics

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<tr>
<td>Instagram</td>
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SUNOPD has expanded our online presence through Google with Google profile and access. This is a tool that helps the SUNO Police Department manage our online presence across the Google platform. When searched, parties may view useful information such as hours of operation, phone numbers, and photos and are able to find our physical location. Through this tool, we can gain insight on department effectiveness and efficiency through reviews and SUNO community engagement, optimize our search visibility, and is ultimately another communication channel.

The Department’s social media presence was established in June 2019 and had grown greatly due to continued involvement with community members.
Online Reporting
Crimes can be reported anonymously using our online reporting system.

The online reporting portal can be accessed online directly at http://www.suno.edu/page/report-a-crime

Customer Satisfaction Survey
The SUNO Police Department is committed to providing the highest quality police service to our community. One way we evaluate our level of professional service is to obtain feedback from students, visitors, faculty and staff members who have had the occasion to interact with our officers in the past. Through this feedback, it is our hope to constantly improve our efforts and to identify areas needing attention.

This survey can be accessed online directly at www.suno.edu/page/campus-police-customer-satisfaction-survey

Contact Us
Students, visitors, faculty and staff members who have a suggestion or a complaint regarding SUNO PD can provide a detailed description of their complaint or suggestion. Good or bad, we will take every comment in consideration in hopes of improving our service. Our “Contact Us” is slightly different from our customer satisfaction survey. Unlike the survey it is not anonymous, and it also allows individuals the opportunity to provide suggestions, complaints, compliments, and/or problems on campus and also for the department to provide follow-up.
CAMPUS FEEDBACK

Throughout the year, students, faculty, staff, and community stakeholders have the opportunity to provide critical feedback to the department to ensure our productivity and effectiveness. We welcome all suggestions, complaints, compliments, and/or problems on campus and near campus as it ignites more opportunities for meaningful public engagement.

Listed are developments areas as voiced by SUNO stakeholders:

Park Campus

1. Lack of officer visibility during evening hours
2. Inadequate number of parking spaces
3. Speeding on Press Drive

Lake Campus

1. Lack of officer visibility during day and evening hours (indoor)
2. Lack of officer visibility during evening hours (outdoor)
3. Insufficient lighting in parking areas
4. Lack of signage in parking areas

Housing Residents

1. Insufficient lighting in housing
2. Inadequate number of officers to patrol housing areas
3. Increase in property crimes
4. Housing entry wait times (during checkpoint hours)
5. Nonresidents loitering in and around building breezeways and parking areas
6. Easy accessibility into housing by nonresidents (rear fence and east entrance of fence)

GO KNIGHTS!!!

#SUNOsafe  #SUNOstrong

Also check us out at  www.facebook.com/sunopolice  @sunopolice