ECU Police Department Strategic Plan 2017-2022

Mission
The mission of the East Carolina University Police Department is to partner with students, faculty, staff, as well as, visitors to provide and maintain a safe learning environment while enhancing the quality of life at East Carolina University and the surrounding community. The East Carolina University Police Department will support the educational mission of the university by promoting safety, providing services, and working in collaboration with the university community.

University Commitment 1: Maximize Student Success

Priorities—Student Success, Globalization

University Goal 1.4: We will reflect a global workplace and society by diversifying our faculty, staff, and students. We will increase the number of international students on our campus. We will provide 25 percent of ECU graduates with study abroad experience and increase scholarship opportunities to improve accessibility. We will increase those with competency in a second language and leverage our success with the Global Partners in Education.

Unit Objective 1: We will increase the contact hours spent with the ECU international community by 2% per year for a total of 10% by 2022 through increased programs and education safety-related issues, concerns, and endeavors. (Currently performing 10 contact hours per year)

Metric:
1. Number of contact hours with the ECU International Community (programs, educational events, and other)

Unit Actions:
1. Collaborate with Global Affairs to develop resources and present programs specifically addressing the needs of international students, faculty and staff at East Carolina University.
2. Assign an officer to the Office of Global Affairs and implement an officer liaison program for on-campus residence facilities by which individual officers will provide education outside of the classroom to help international students develop socially in a way that enhances safety and security.

University Goal 1.7: We will foster a positive campus environment and culture that encourages a diverse, living-learning community to maximize student success.

Unit Objective 2: We will reduce crime rates by 5% by 2022.

Metrics:
1. Annual campus crime rates
2. Response time to calls for service
Unit Actions:
1. Partner with representatives from Geography, Criminal Justice, Greenville Police Department to research, purchase and implement crime analytical software. The analytical software will include crime mapping for predictive analysis for deploying resources in high crime areas.
2. In collaboration with the Student Safety Committee, create primary pedestrian corridors for traveling on and off campus.
3. Work with Student Government Association to develop and implement a student safety committee that will serve as an advisory board to ECUPD regarding all safety related issues, concerns, and endeavors.

University Commitment 2: Serve the Public

University Goal 2.5: We will be a portal for professional development, continuing education, and lifelong learning opportunities that support the needs of our region’s people and businesses.

Unit Objective 3: We will increase or extension and engagement with in the university community in regards to community affairs programming with an emphasis on safety programming including Run, Hide, and Fight active shooter training.

Metric:
1. Increase our overall safety presentations by 5% by 2022 starting with a 2017 baseline of 149 presentations delivered.

Unit Actions:
1. Incorporate Run, Hide, Fight training into Cornerstone for easier accessibility.
2. Incorporate Clery Campus Security Authority into Cornerstone for complete accountability.
3. Promote safety programming within residence halls through newly implemented officer liaison program.
4. Continue ongoing efforts to promote R.A.D. self-defense classes for females.
5. Integrate our vulnerability assessments into our safety programming component.

University Commitment 3: Lead Regional Transformation

University Goal 3.1: We will grow ECU into the third-largest research institution in the UNC system by investing in our people, tools, and facilities. We will seek solutions to the challenges of our region, including health issues, coastal community resiliency, advanced manufacturing, and assisting the military.

Unit Objective 4: By 2022, we will reduce the number of misdemeanor violations by 5% at off-campus events and functions by expanding partnership interactions and collaborations with and beyond the campus community.

Metrics:
1. Number of misdemeanor violations (off-campus events)
2. Number of hits on website and social media sites

Unit Actions:
1. Collaborate with the city of Greenville to secure citywide jurisdiction to allow ECUPD to assist the city as needed during university events or major student attended functions that are occurring off campus.
2. Assign ECUPD officers to the city’s Center City Unit to assist with addressing quality of life issues within the grid and uptown area.
3. Rebuild the ECUPD website and social media sites to make more user-friendly and as a means for promoting collaboration, communication, accomplishments, and sharing information and resources.
4. Participate in the planning of the new police department and create facilities that promote collaboration with the Greenville and other local law enforcement agencies and the community.

Priorities: Comprehensive Campaign and Fundraising

Unit Objective 5: We will pursue opportunities to increase funds and submit at least five Law Enforcement Grant Funding applications by 2022.

Metrics:
1. Number of submissions
2. Total awarded

Unit Actions:
1. Explore what funding opportunities are available through entities such as, the Governor’s Highway Safety program, Federal Department of Justice, and other entities for ECUPD to apply.
2. Secure grant writing training for personnel within ECUPD.

Our Responsibilities

University Goal 4.5: We will promote sustainable environments and be a leader in workplace wellness.

Unit Objective 6: 100% of ECU police officers will meet the implemented fitness standard for police officers by 2022

Metrics:
1. Number of officers that meet the standard (baseline will be tested in 2018)

Unit Actions:
1. Establish a team of representatives from Athletics, Health and Human Performance and Police Department to develop a plan to progressively increase fitness standards for police officers.
2. Develop a fitness program that addresses compliance to the standard.
3. Highlight police officers' fitness goals and performance/improvements through ECU communication channels, including Facebook, Twitter and other social media.
4. Target date of meeting standard is 2020.
Priority: Diversity
University Goal 4.1: We will embrace an inclusive university community and are committed to recruiting and retaining faculty and staff with diverse backgrounds.

Unit Objective 7: We will reduce citizen complaints regarding discrimination by 25% by 2022. We will foster a positive work environment that is all inclusive and welcoming and will reduce internal complaints by 50% by 2022.

Metrics:
1. Number of citizen complaints against the agency for discrimination and mistreatment.
2. Results of the CALEA required employee survey.
3. Biannual supervisor report of body camera footage submitted to the Chancellor’s office.

Unit Actions:
1. Coordinate with the Office of Equity and Diversity to provide a block of Diversity instruction to all members of ECUPD on an annual basis.
2. Require supervisory review of body camera footage to ensure adherence to policy and procedure and customer service and implement appropriate corrective action to address deficiencies.
3. Evaluate and analyze citizen complaints regarding diversity and how individuals were treated by the agency and use the results to address problem areas in employee performance.
4. Use the CALEA required employee survey to evaluate internal issues regarding diversity and inclusion and address deficiencies through career development opportunities.