ECU Police Department 2014-2019 Strategic Plan

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

University Action 1.6: We will be a national model for campus safety and the safest campus in the UNC System.

Unit Objective 1: Create a model for campus safety.

Metrics:
1. Area crime rates
2. Annual Security Report

Unit Actions:
1. Partner with representatives from Geography, Criminal Justice, Greenville Police Department and ECU 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. Provide crime mapping training to supervisors, crime analyst and others as an additional effort to determine appropriate deterrence methods for crime and crime areas.
3. Deploy a public crime mapping application that is accessible to the ECU and surrounding communities to increase awareness of criminal activities in and around campus.

Unit Objective 2: Create a safe corridor of travel from uptown to the campus and the surrounding campus neighborhoods.

Metric:
1. Daily, Weekly, Monthly and Annual Crime Data

Unit Actions:
1. Assign ECU officers to the Greenville Police Department Center City Unit to assist with addressing social harms in the uptown and residential areas along 5th Street.
2. Increase patrols (vehicle/bicycle/foot) 5th Street during the hours of 9:00 pm until 3:00 am each night.
3. Partner with Student Affairs, Geography, and Criminal Justice to promote the use of the 5th Street corridor as a “safe corridor” of travel.

University Commitment 2: Serve the Public

University Action 2.5: We will target professional development, continuing education, and lifelong learning opportunities.
Unit Objective 3: Develop resources to educate international students, faculty and staff on safety and security; information to include driver safety, personal safety, and security of their property and residences.

**Metric:**
1. Community Activity forums and feedback

**Unit Actions:**
1. Collaborate with International 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 International Affairs as a liaison for international students, faculty and staff. The officer would develop a working relationship with International Affairs to present programs and exchange information on safety and security.

University Commitment 3: Lead Regional Transformation

University Action 3.1: ECU will be “open to business.” We will create a new Millennium Campus and we will develop the business structures and practices needed to interact and innovate efficiently with our partners in the public and private sectors.

Unit Objective 4: Expand partnership interactions and open dialogues with and beyond the campus community.

**Metrics:**
1. Number and types of meetings/events
2. Percent increase of in social media postings

**Unit Actions:**
1. Increase involvement with national, regional, state, local and university groups and individuals. This includes hosting and attending more meetings/events, increase collaboration with local, state and federal law enforcement; and increasing the Police Department presence on social media.
2. Include a community meeting room in the plans for a new police department.

University Action 3.11: We will model healthy lifestyles for the region. We will be a leader in workplace wellness.

Unit Objective 5: Increase fitness standards for police officers.

**Metric:**
1. POPAT scores

**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. Highlight police officers’ fitness goals and performance/ improvements through ECU communication channels, including Facebook, Twitter and other social media.