

# NEWSLETTER

## OACUSA

July 2008

Volume 1, Issue 1

### SPRING CONFERENCE - BE PREPARED

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Brock University and Niagara College hosted the 2008 Spring OACUSA Conference in Niagara Falls. This was an exceptional conference with a focus on Being Prepared. The location, overlooking the falls, was breath taking.

The conference host committee, chaired by, Mayla Parrent, left no detail overlooked. The two and a half day conference was filled with information and provided plenty of time for networking and information sharing. Our evenings were well planned with a visit to the Niagara College Culinary Institute where we were treated to an excellent meal and wine selections by the culinary students. Our

next night was hosted at the Mama Mia Restaurant at the Fallsview Casino where we sampled a variety of Italian dishes.

Our Keynote Speaker for this conference was Kevin Cameron, a board certified expert on traumatic stress. Kevin spoke to us about Threat Assessment as it relates to school shooting. In his session Kevin provided us with tools and triggers to assist us in identifying high risk situations and high risk student behaviours.

Kevin also spoke to us about the concept of the "Empty Vessel" and students connections to others including adults.

Lastly he broke things into four sections:

- Personality of the student
- School Dynamics
- Family Dynamics
- Social Dynamics



- see page 2 for more -

#### OACUSA EXECUTIVE:

- ♦ **President** - [Rod Curran](#)
- ♦ **Vice President** - [Claude Giroux](#)
- ♦ **Secretary** - [Robin Begin](#)
- ♦ **Treasurer** - [Alan Hayward](#)

#### NEWSLETTER SUBMISSIONS

- ♦ Submissions are welcomed and appreciated
- ♦ Editor - Cathy O'Donnell - [odonnel@mcmaster.ca](mailto:odonnel@mcmaster.ca)
- ♦ Submission deadline for next issue - September 1

### PRESIDENT'S MESSAGE - Rod Curran



I would like to thank all the members of OACUSA for their support of our executive for a second term. I would like to welcome Claude Giroux to our team. Claude will be leading a strategic planning session at the fall conference in Windsor. It is very important for all members to take part as this

is your association and we need your input into our five year plan.

During 2008 all colleges and universities received funding from the Ministry of Training for Colleges and Universities. This funding was needed to upgrade security enhancements for CCTV, warning systems and emergency planning. OACUSA will continue to be your advocate for future funding in this area.

OACUSA is currently in discussion with John Shalagan of T.C.U to fund regional sessions on Threat Assessment starting in November of 2008. Kevin Cameron has developed this two day workshop and we are hopefully it will be fully funded by the Ministry. The announcement will either be made at our conference in Windsor or in early November. - see page 2 for more -

## EDITOR'S MESSAGE



It is my honour to be asked to be your Newsletter editor. This is the first issue of our new newsletter for OACUSA members. The new 2008 executive of OACUSA is looking to increase the communication and information sharing between OACUSA members and thought that reintroducing our newsletter would be a great mechanism to assist with this goal. It is our intention to produce this newsletter quarterly. It would be great if a variety of members could submit articles or submission for upcoming newsletters. If you have something to share with the group, I would love to have it. Please email me regularly with any thoughts.

As this is our first issue, I would really like your input into what you would like to see in this newsletter and more specifically, what you would like this newsletter to be called. I would love to hear your opinion. Here are some names that have been suggested so far: Email your selection to the [editor](#)

- € OACUSA Informer
- € The Informer
- € OACUSA Connections
- € OACUSA Herald
- € OACUSA Happenings
- € \_\_\_\_\_

## PRESIDENT'S MESSAGE - CONT'D

I have been asked to sit on the OACP lockdown committee by the Ministry. The mandate of this committee is to make recommendations to assist all educational facilities in Ontario to plan for and practice lockdown procedures in the event of a major incident of school or campus violence or threat of violence.

In closing I would like to thank Cathy O'Donnell for the excellent job on this newsletter. I would encourage all members to submit articles. See you all in Windsor in October.

### UPCOMING EVENTS:



**2008 FALL MEETING  
WINDSOR  
OCTOBER 22 - 24**

**2009 SPRING  
CONFERENCE  
KINGSTON  
DATE - TBD**

## SPRING CONFERENCE HIGHLIGHTS - continued from page 1



*Are you a Tigger?*



*Or an Eeyore?*

Bob Koehler also enlightened us all with his great opening keynote address on "Extra Ordinary Leadership". Bob focused on what makes organizations extraordinary. Remember "An organization is only as good as the collective mind-set of the people who show-up for work each day."

Are you **AMAZING?**



Anne Marie Gullimette, entertained us all with her excellent presentation on "Campus Humour". I don't think any of us will

be able to look at Tigger the same again.



*"We teach what we are, not what we teach"*



Chief William Blair from Toronto Police Service attended the conference and spoke about Youth Violence in Toronto.

Chief Blair also spoke with us about the

importance of uniform officers working in the community and the difference that this makes.

Blair then spoke specifically about the working relationship between police municipalities and the university and college security and special constables.

## OACUSA PONDERINGS

### David Timmins - York University

York University Security Services is considering the purchase of new alarm monitoring automation software and would be interested to hear from anyone who can provide recommendations and/or information on software that has the capability of integrating alarm monitoring with CCTV and Access Control technologies (system convergence). If you have any information please respond directly to David at dtimmins@yorku.ca

### Sue Gilbert - Sheridan College

Sheridan College is preparing for a possible labour dispute later this fall. If anyone has any strike contingency plans as it relates to security services please forward them directly to Sue at sue.gilbert@sheridan.on.ca

### Nathalie Jacob - University of Ottawa

University of Ottawa is looking at developing some new prevention programs in residences. If anyone has any efficient programs/partnerships or events you hold in your residences that are working well please forward them directly to: Nathalie at nathalie.jacob@uottawa.ca

FEEDBACK WANTED

CHECK OUT  
THE NEW  
OACUSA  
WEBSITE

Send comments to:  
Alan Hayward  
and  
Robin Begin

## WATERLOO REGIONAL POLICE AND UNIVERSITY OF WATERLOO ENTER INNOVATIVE COLLABORATION

**WATERLOO** – Waterloo Regional Police Service and the University of Waterloo are jointly announcing they have entered into a groundbreaking collaboration, believed to be the first of its kind in Canada.

Starting in August, a WRPS Staff Sergeant will be seconded to the UW Police Service filling the position of Manager, Police and Security Operations, within UW police services.

Both services believe this unique staffing arrangement will result in enhanced collaboration between the university police and regional police.

They also believe it will lead to better service for both the UW campus and the

community as a whole.

"Our Service, as part of our fundamental approach to crime prevention and law enforcement, takes great pride in demonstrating leadership through the development of new and innovative approaches to ensuring excellence in the delivery of policing services to our community," said Police Chief Matthew Torigian.

"This innovative approach of having a senior WRPS officer working directly with our own police service will further ensure that the latest in policing and emergency services will flow seamlessly to our campus," says University of Waterloo President,

David Johnston.

The newly appointed staff sergeant, Chris Goss, will report jointly to both the superintendent of WPRS #3 division, and to the director of UW police and parking services.

For more information, contact Al MacKenzie - almacken@uwaterloo.ca

We're on the Web

[www.oacusa.ca](http://www.oacusa.ca)

# REACHING OUT TO YOUR AUDIENCE: THE IMPORTANCE OF A STRATEGIC COMMUNICATION PLAN

BY: NATHALIE JACOB

**UNIVERSITY OF OTTAWA** - The latest publication of the Campus Law Enforcement Journal (May/June 2008) contains an interesting article on how Syracuse University Public Safety was able to reach out to its community by marketing their services to a targeted audience. It is an excellent example of how diversified marketing intends to meet the various needs of our communities. One of the key messages shared by the author is to learn how our clientele collects their information in order to use the right tools to share your messages. Consultations with the various members of the university community are a very important first step to optimize the efficiency of your communication plan. How would you otherwise know what their needs are and how to fulfill them? Furthermore, opened discussion and welcomed feedback are beneficial in increasing your Service's profile and credibility among the members of your community.

## **WHY SHOULD WE CARE ABOUT COMMUNICATION PLANNING?**

We often assume what our community needs are based on our own perceptions. There are many messages that we want to transmit to our clientele but are they the right ones? Are our messages the ones our clients are ready to receive or actually care to receive?

Strategic communication planning offers many advantages and among them is the chance to evaluate if the marketing tools and awareness activities we develop are actually in sync with our clientele's needs while meeting our own objectives. Those objectives are born from our Service's strategic planning where mandate, vision, values and objectives for the upcoming year(s) are identified. A well developed communication plan will be in line with your strategic plan and will offer a comprehensive road map for the upcoming year(s).

## **WHAT ARE THE IMPORTANT COMPONENTS OF A COMMUNICATION PLAN?**

Establishing the goal and the objectives of your plan is first. Here, at uOttawa, we have identified five objectives such as increasing the visibility of our emergency tools and decreasing the incidence of sexual violence and personal theft on campus. You then have to identify your target audiences (i.e. potential students and their parents, new professors or employees, first year students, graduate students, etc.). By understanding the needs of each audience, you will see that they vary and this will have to be reflected in the way you communicate with them.

Describing the strategic approach is next. It gives an overview of how you intend to meet your objectives. For example, are you thinking of developing a broad or a specific campaign? For the next couple of years, at uOttawa, we will work with a broader campaign – the "Help us Help you" campaign – but specific campaigns will be developed under this umbrella in order to meet the objectives we have identified. Therefore, one of the specific campaigns will be to develop a visibility campaign for the RAD program and the STOP Theft program in order to increase the number of participants in our crime prevention programs. Consequently, specific tools (ex. Website, leverage social networking sites to create a dialog with students, etc.) will be developed accordingly.

Identifying what the key message will be is another crucial step. What do you want to communicate to your community? For Protection Services, through our broader campaign "Help us Help you", the key message we want to send out to our community is that personal safety is everyone's business, that we cannot do it alone. We can provide you with the tools and you can do it...Just like Home Depot!

At the core of your plan you will find the SWOT analysis: **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats. You are doing an analysis of the current situation therefore, you lay on the table all activities and tools you are currently using to get your message across, to reach out to your community. How can we do this differently and more effectively and what could interfere with the success of each initiative?

The following step is fun and involves the feedback of your community and your staff. This is where you get into the details, this is your work plan. Best visualized in a table format, you identify and describe what objective you are trying to reach, what are your strategies and tactics (what activities or tool will you create), who will be responsible for creating and executing it and by what time period will it be available or happening. An example can be found in the table at the bottom of this article.

Last but not least, the evaluation or performance indicator section. Knowing that your initiatives are successful in meeting your objectives and your community's needs is crucial. Therefore, you must identify ways to measure the success of your activities and tools. Don't forget that there are plenty of resources within the community that can guide you through this process if you lack human resources or expertise for the program evaluation.

## REACHING OUT TO YOUR AUDIENCE - CONTINUED FROM PAGE 4

You could solicit the help of a quantitative or qualitative research method class (very prevalent in Social Sciences) to conduct a survey or focus groups or work with a professor that specialize in program evaluation. They are great untapped resources available to all of us.

### CONCLUSION

Reaching out to our clientele can be challenging as their means of communication evolve quickly and derive from traditional ways we were used to. 'Millennials' or "Generation Y" are our student generation, and new needs are arising with the particularities of this generation. They are very peer oriented and are interested in quickly knowing what is in it for them. They are also very technically savvy and all own a computer and cell phone and are always connected on Facebook or any other type of social network. We need to adapt ourselves to this new generation otherwise, we will miss the boat! We have to re-think the pamphlet and the traditional "talking-head" style presentation and revamp them with more actual, creative and interactive tools. Remember, the purpose of your communication plan is to understand the expectations of each community representative and to communicate your intentions using the right tools. A good plan will be your guide to success!

TABLE 1 – WORK PLAN: ACTIVITIES AND TACTICAL APPROACH

Objective	Strategy	Tactics	Person responsible	Timeline
Increase participation in crime prevention programs and courses offered by Protection Services	Increase awareness and number of registration for the STOP Theft program	<ul style="list-style-type: none"><li>• Organize information tables</li><li>• Create page on our website</li><li>• Create a Facebook group</li></ul>	Prevention team	September 2008

## CONGRATUALTIONS - U of T

CAUBO (*Canadian Association of University Business Officers*) has selected their Ontario Regional Winner for the Quality and Productivity Award.

We are pleased to congratulate, The University of Toronto Campus Community Police with this significant recognition. U of T was selected as a result of their successful STOP program. STOP anti-theft system is a unique patented protection device that significantly impacts equipment theft by eliminating the reason for most theft-black market resale value.

Congratulations to Dan Hutt, Manager, U of T Campus Community Police and his team Mike Munroe, Sam D'Angelo and Peter Franchi.