

COMMUNITY ENGAGEMENT ANNUAL REPORT



Creating community partnerships for a safe future.

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MISSION & PHILOSOPHY

The SUNOPD Community Engagement Unit is a division of dedicated Southern University at New Orleans Police Department (SUNOPD) personnel committed to providing proactive crime prevention services and programs to help establish meaningful and lasting bonds with SUNO stakeholders and community members.

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 community's needs courteously and professionally. The Department will also take steps to address practices, actions, or attitudes that may contribute to community tensions and grievances.

Furthermore, we pledge to create positive, lasting imprints on those we serve through our response guarantee First Impressions Matter. A first impression is essential to our commitment to serve and further our mission statement and helps construct enduring partnerships with our community members and stakeholders.

MESSAGE FROM YOUR POLICE DEPARTMENT

SUNOPD is committed to providing and sustaining a safe environment for university members to study, work, live, and enjoy their college experience at this historic university.

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

When addressing the issues we face, we encourage a partnership approach from everyone. Yes, we challenge you, as a partner of our great community, to join us in partnership to keep a safe campus and neighborhood by reporting any unusual activity you observe.

Together, we can create a safer community one partnership at a time!



SUNOPD's Community Policing and Crime Prevention is now COMMUNITY ENGAGEMENT!

Over the past few years, the SUNOPD has been committed to providing the most professional and comprehensive services possible to our students, staff, and faculty. We've narrowed the gap between law enforcement and campus/community members through educational programming and outreach services. Even now, we pledge to recommit ourselves to never settling and continuing to forge productive partnerships with our campus/community partners to ensure a safe campus and a safe future for generations to come!

Additionally, SUNOPD has announced a new Community Engagement logo that signifies the bridge between the Department and the SUNO community members and its stakeholders. This logo introduces a more evolved, community-oriented identity to reestablish this Department's goals and mission and provides a symbol that is tantamount to the highest professional standard. When partnered with the Community Engagement motto, the Knight—defender of the SUNO community—represents honor, service, and merit.



*Community Engagement
Coordinator*

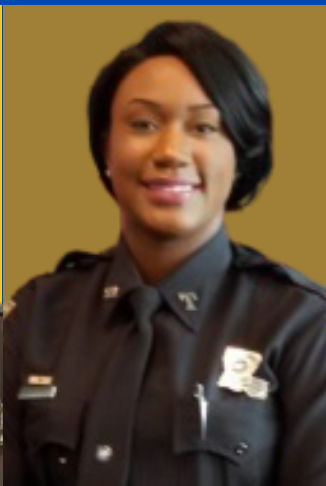
Cpl. C. Brumfield

Cpl. A. Shah

Det. E. Stephens

DC. P. Jason

Ofc. A. Anthony



2 • EMPLOYMENT OF COMMUNITY POLICING INSTRUCTORS

For the first time in SUNOPD history, SUNOPD has Virginia Center for Policing Innovation (VCPI) certified community policing instructors. The principles distributed during the course encourage participants to develop and employ more functional patrol techniques that increase cooperation from community members. SUNOPD has 2 VCPI instructors.

0 • IMPLEMENTATION OF CRISIS INTERVENTION TRAINING (CIT)

CIT programs create connections between law enforcement, mental health providers, hospital emergency services, and individuals with mental illness and their families. Through collaborative community partnerships and intensive training, CIT improves communication, identifies mental health resources for those in crisis, and ensures officer and community safety. SUNOPD now has 3 CIT-certified officers that can be deployed in the event of a mental health crisis.

2 • CHILD PASSENGER SAFETY TECHICIAN

SUNOPD now offers child car seat installations and programming. Certified by Safe Kids Worldwide, our technician works with campus and community members to educate and provide resources, giving hands-on assistance with the proper use of child restraint systems.

1 • NHTSA LHSC GRANT AWARD

SUNOPD was awarded the U.S. Department of Transportation/National Highway Traffic Safety Administration (NHTSA) Louisiana Highway Safety Commission 'High Visibility Traffic Safety Enforcement' grant award to conduct high visibility traffic safety enforcement overtime and address additional supporting efforts.

ACCOMPLISHMENTS

TENETS OF ENGAGEMENT

For your police department, community engagement is coordinating to act to create and nurture partnerships within the community to ensure a better future. Community engagement is influential, thriving on both inclusion and diversity with engaged partners. Ensuring that these actions are consummated, SUNOPD employs three tenets to establish efficacy:



01 — Professionalism & Pride

SUNOPD is the difference between a career and a job. Meeting the standards that matter to our community is paramount to positive, working relationships with our community members. For us, this provides a great sense of fulfillment and honor while also providing a sense of confidence and safety for the community.



02 — Truth & Transparency

To help foster positive partnerships with our community, communication and personal accountability are of prime importance.



03 — Commitment to Partnerships

This, and all tenets of engagement, can only be accomplished recognizing both parties' understanding their role in the partnership and a willingness to make it work. This will ensure all parties can strengthen the partnership, resulting in practical, collaborative efforts.



OUTREACH & ENGAGEMENT

Why is community outreach and engagement so important?

Other than basic policing functions, such as responding to calls for service and taking complaints, what has your local law enforcement agency been doing to increase awareness and provide programming within its community?

If you have to think too long about it, then chances are they might not be taking advantage of the many opportunities available to partner with you and other community stakeholders.

We see it like this: if the community members look at us as supportive, professional partners, working together for common goals, they will turn to us to provide information about crimes or other problems in the community. With all its good intention, this is no easy feat.

So, the question is, how do we achieve this? SUNOPD's methodology entails proactive prevention initiatives, educational programming and resources, campus and community collaborations, and engagements events.



SUNOPD WELCOMES STUDENTS BACK TO CAMPUS

SUNOPD holds 3rd annual welcome event for freshmen

SUNOPD kicked off their 3rd Annual Freshmen Move-in and Meet & Greet in SUNO Housing for the fall 2021 academic year. This year SUNOPD collaborated with campus partner SUNO Honoré Center, welcoming the incoming class of 2025! Honoré students were also on-hand to help students move into their apartments! Incoming students learned more about police services and educational programming, registered for parking decals, and were provided safety tips for on and off-campus. Students also received grab bags with school supplies and other free giveaways.



SUNOPD partners with Dining Services & Residential Life to provide an Ice Cream Social

SUNOPD collaborated with Dining Services and Residential Life to provide incoming students with a welcome event to meet fellow Knights and close out the summer with a well-deserved cool treat! Dining Services donated delicious ice cream flavors, which students enjoyed during the event. During the social, students also participated in small ice-breakers and won awesome prizes, all while developing lasting friendships for years to come.



Can you guess the students' most popular ice cream flavor?

OUTREACH

Campus fun walk/run with Residential Life

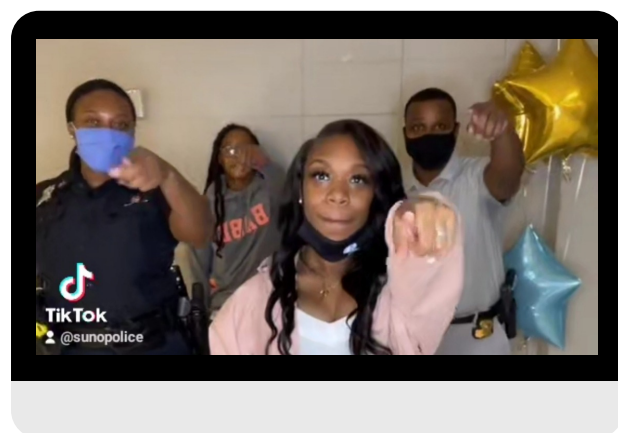
SUNOPD participated in Residential Life's Welcome Week Fun Run/Walk. Students were able to tour campus buildings, find classrooms beforehand, and connect with students leaders about navigating campus life.



TIK TOK Taco Tuesday



SUNOPD collaborated with campus partners (Residential Life, Dining Services, and the University Center) for a fun-filled Taco Tuesday engagement event. Students and staff were able to chat with officers and show off their dance moves for a wholesome TikTok challenge. Working with campus partners significantly boosts student and staff participation and allows for more resources and lasting connections for students. Furthermore, building and strengthening our relationships with campus partners give us more opportunities to make a difference in our campus community.



Community engagement is the true nature of our job. Community policing is policing!

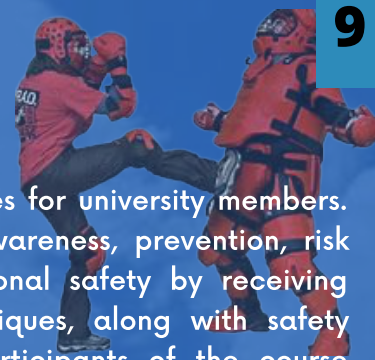
LT. ALBERT ERNEST, SUNOPD



R.A.D.

self-defense

SUNOPD held several self-defense courses for university members. These courses are designed to elicit awareness, prevention, risk reduction, and risk avoidance for personal safety by receiving realistic self-defense tactics and techniques, along with safety suggestions for on and off-campus. Participants of the course receive a lifetime guarantee to return to the course, free of charge.



Chat with the

CHIEF

With its popularity, Chat with the Chief has become a highly anticipated event during our annual Safety Week campaign. University members spoke with Chief Adams about community issues, campus safety, and more in an informal, relaxed, and positive environment. This year's hot topic was COVID-19's impact on residential life and visitation.



LEMONADE with the law

With a generous donation from community partner Raising Cane's Chicken Fingers, SUNOPD held its annual Lemonade with the Law bridging the gap campaign. This year, students, faculty, and staff gathered in the SUNOPD breezeway to provide feedback on campus safety and sign up for services while enjoying delicious Raising Cane's chicken fingers, sweet tea, and refreshing lemonade! University members also received free giveaways and entered a free raffle to receive a "Stop the Spread" cleaning basket.



This event provides critical feedback to ensure the productivity and effectiveness of programs and services offered by your police department. Development areas made known by university stakeholders are assessed and a plan of action is devised. Development areas outside the immediate control of SUNOPD are forwarded to the appropriate institutional department or outside agency.

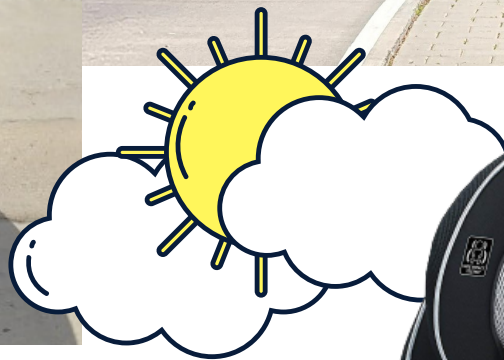
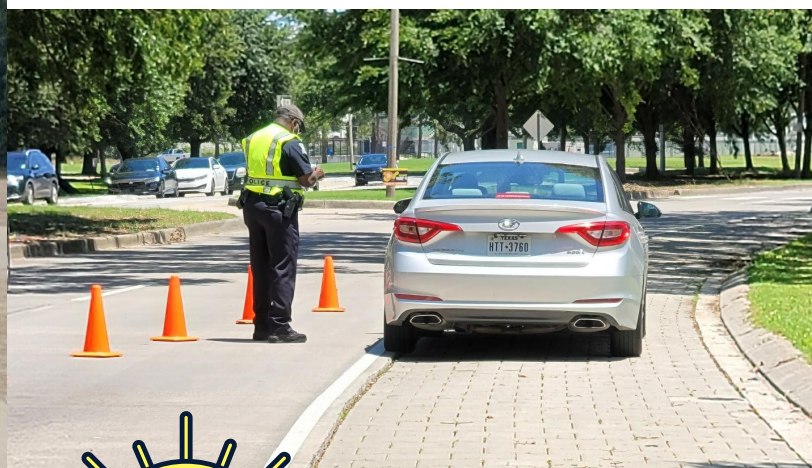


Lt. A. Ernest with raffle winner Ethan Dickerson



SUNOPD was awarded the Louisiana Highway Safety Commission's (LHSC) Click It or Ticket grant for the Federal Fiscal Year 2021. The grant aims to aid in reducing traffic crashes and the resulting deaths, injuries, and property damage. SUNOPD conducted several occupant protection enforcement checks within the Pontchartrain Park neighborhood in response to community members' concerns about the area's speeding and reckless driving incidents.

Be Safe - Drive Smart!



SUNOPD now employs a Safe Kids Worldwide certified child passenger safety technician for the first time. As a resource to both the campus and university community, the technician provides one-on-one instruction on properly using and installing a child's car seat. The technician also provides a variety of activities, community presentations, and general education for child restraints and seat belt usage.

In addition to reducing crashes and the tragedies that follow, while conducting occupant protection enforcement, needy drivers were able to obtain vouchers for child car seats, free of charge!

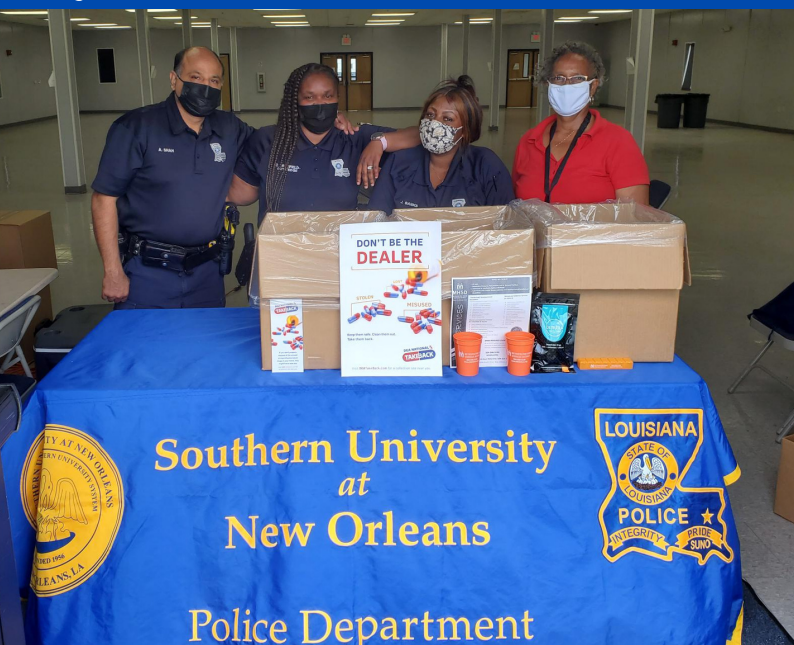


"A working relationship with community members reduces crime and improves the quality of life."

CHIEF BRUCE ADAMS, SUNOPD



Bi-annually, SUNOPD partners with the Drug Enforcement Administration (DEA) in the National Prescription Drug Take Back campaign. In 2021, SUNOPD collected more than 376 pounds of prescription drugs. The National Prescription Drug Take Back Day aims to provide a safe, convenient, and responsible means of disposing of prescription drugs that are no longer being used or expired. This year, we partnered with the Metropolitan Human Services District to educate the general public about the potential for abuse of these medications and other drugs.



On August 29, 2021, Hurricane Ida made landfall on the Louisiana coast, impacting the region, resulting in damage to the campus and community while leaving students and area residents without power for days.

In need, community members unable to travel were met with SUNOPD officers bearing water and other essentials. With the aid of Louisiana National Guardsmen, SUNOPD officers were able to provide community members with ice and water in the wake of disaster.

RESILIENCY DURING DISASTER

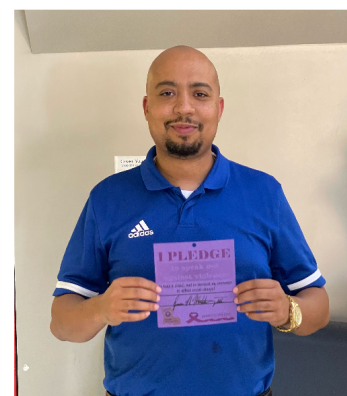
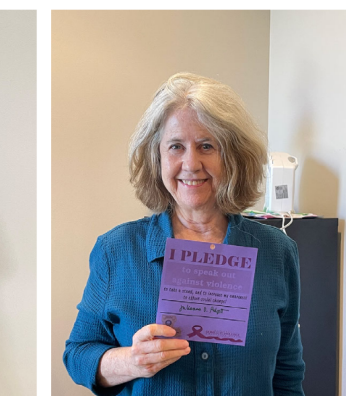
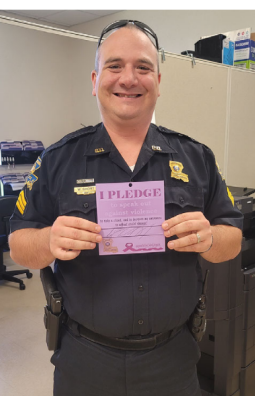
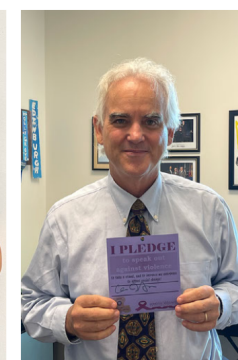
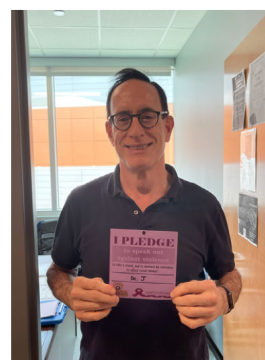
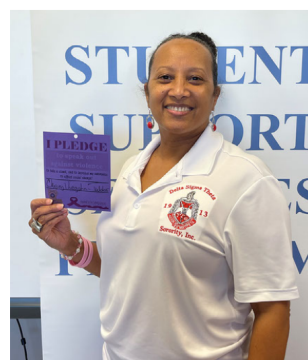
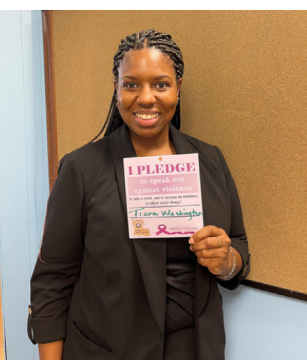
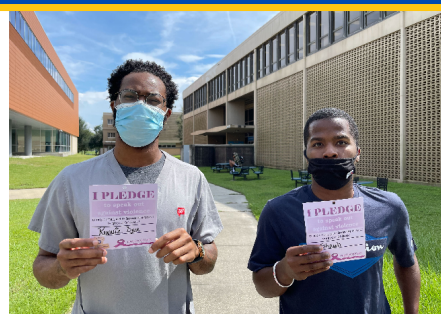
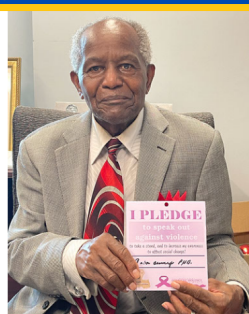


Throughout October, SUNOPD held an awareness campaign to highlight domestic violence issues and its impact on victims, survivors, and their families and to help hold abusers accountable.

Members of the campus community were able to make pledges to take a stand against domestic violence, increase awareness, and effect change!



I PLEDGE

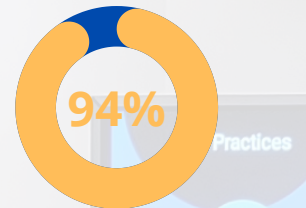
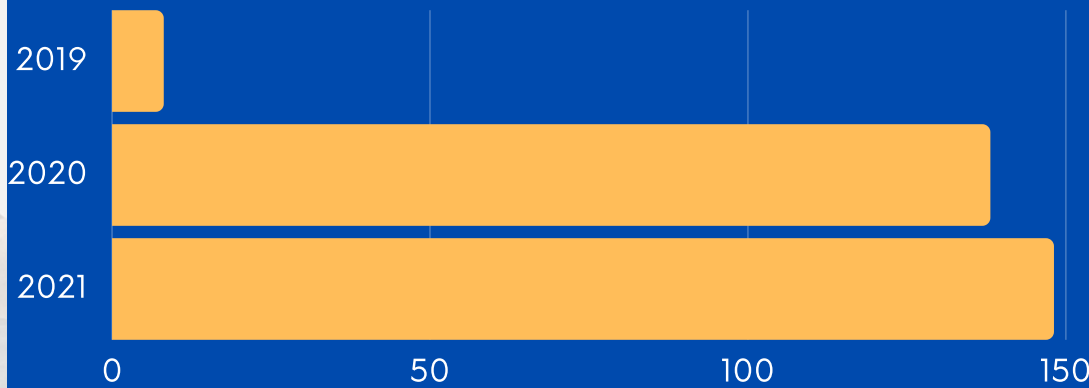


TRAINING

In an effort to impart a holistic and comprehensive approach to the needs of our community, SUNOPD has incorporated, for the first time ever, community policing instructors. This accomplishment gives us an advantage when educating officers and the community on the best practices and advantages of community/police relationships and the benefits of establishing working partnerships. In addition to our local efforts, this training initiative aims to increase the capacity of other law enforcement professionals and their community partners to engage in community policing and engagement on an unprecedented national scale. Designed with today's complex challenges in mind, instructors can highlight a rejuvenated perspective on the importance of relationship building and community trust.

EMBEDDING EDUCATION

Improving how we interact with campus and community members



increase in community engagement training since 2019

148

hours of community engagement training by department members in 2021



7% increase in training

IN-SERVICE TRAINING

Annually, officers are required to complete training requirements to retain Louisiana POST certification. Mandatory training includes a mixture of firearms, officer survival, legal updates (to include ethics), and electives. In 2020, due to the COVID-19 pandemic, SUNOPD facilitated the first departmental in-service training which is contrary to former years where officers trained solely alongside the New Orleans Police Department. In 2021, SUNOPD incorporated community policing into the in-service with the inaugural "Community Policing in Action" training. Throughout the training, officers were provoked to enhance their awareness, skills, and abilities to engage in modern policing strategies to foster better ties with our community.

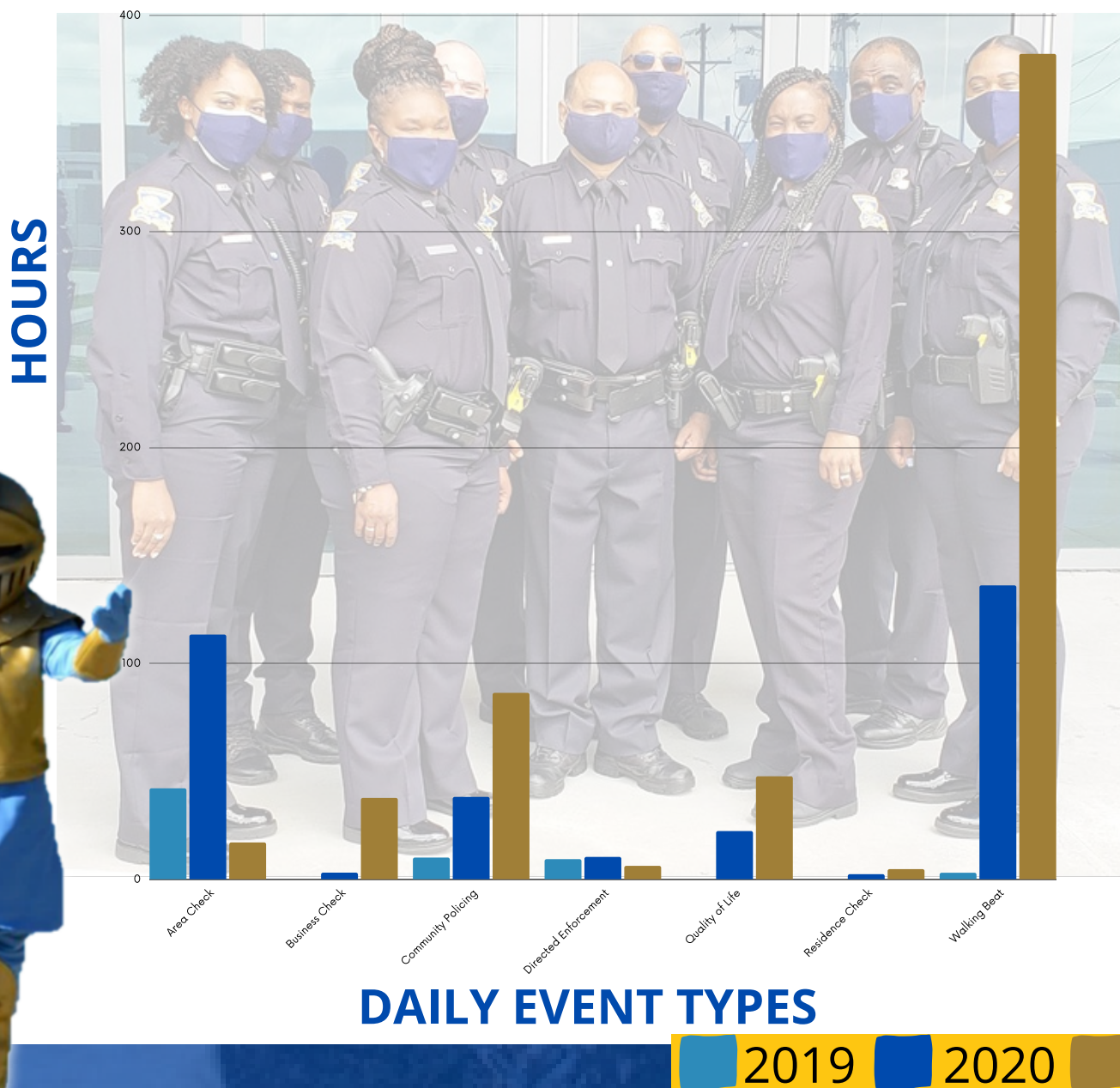
MEASURING PROGRESS



With a renewed sense of commitment to engagement efforts, daily activity counts give a visual to analyze our presence to campus and community members. Since 2019, we've made great strides in visibility and impact to further ongoing relationship building with the community. We also use this data to identify development areas and adopt new initiatives and strategies to maximize our efficacy, efficiency, and services.

EMBEDDING OPPORTUNITY

Improving our visibility with campus and community members



NEXT STEPS

Where do we go from here? Engagement reports are not just about looking back, but also looking forward. This annual Engagement Report is a continuous work in progress – a way for us to track our impact and improvements over time. This section outlines our strategy for continuing the excellent work done so far.



01 — Recruitment

- Expand recruitment opportunities to college and university recruitment fairs
- Broaden recruitment initiatives via web and social media platforms
- Develop and implement a recruitment video



02 — Training

- Expand crime prevention initiatives for community members to increase personal safety and awareness:
 - Active Shooter
 - Bomb Threat
 - Emergency Preparedness
 - Physical Security Assessments
- Expand community policing training to other university PDs



03 — Organizational Buy-In

- Increase recognition for positive community interactions
- Provide constructive feedback on informal reporting of negative interactions
- Encourage all department personnel to attend at minimum (1) community event



FOLLOW US!

Stay up-to-date on all things SUNOPD. These connections significantly impact the way we communicate with campus and community partners and the general public.



UNIVERSITY WEBSITE

www.suno.edu/police



INSTAGRAM

@SUNOpolice



FACEBOOK

@SUNOsafef



Serving with Professionalism and Pride



CUSTOMER SATISFACTION

Your police department is committed to providing the highest quality police service to our community. One way to evaluate our level of professional service is to obtain feedback from students, visitors, faculty, and staff members who have needed to interact with our officers in the past. We hope to continually improve our efforts and identify development areas through this feedback.

Therefore, we ask SUNO and university community members who have requested service or response in 2021 from the Police Department to assist us by taking a few minutes to complete this survey.

Participation in this survey is anonymous.

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 SUNOPD can provide a detailed description of their complaint or suggestion. Good or bad, we will consider every comment in hopes of improving our service.

Community Engagement Unit

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We thank you for your continued support in our efforts to contribute to the safety and well-being of our community.