



JGW Group

Arriving Prepared[©]

A Guide to

Developing Personal Safety and
Security Awareness for Incoming
Students



Introduction

- Each year, approximately 2,500,000 students under the age of 21 enter universities and colleges across the United States.
- For the majority of these students, the day they move on campus or into off campus housing will be their first time away from home and the first time they become fully responsible for their own safety.



Introduction

- While most universities offer some form of safety briefing as part of new student orientation, most focus on general campus rules or specific safety issues such as active shooter or sexual assault prevention.
- Few campuses provide the tools students need to develop the personal safety awareness skills required to safely navigate on and off campus environments, and to securely use, and interact on social media.



Introduction

- Interviews with students, parents, and various university security experts verified the need for and benefit of general campus safety and security awareness training.
- *Arriving Prepared: A Guide to Developing Personal Safety and Security Awareness for Incoming Students* provides students and their families with the information needed to discuss on campus, off campus, and social media safety and to develop personal safety awareness plans.



Introduction

- Produced for students by students, the training addresses on campus, off campus, and online safety and security from the student's point of view.
- Three short videos provide the students with needed safety and security information in a format that is easy to understand and designed to help the student and family develop personal safety strategies regardless of campus or environment.





Training Objectives

1. Provide new students with the knowledge and understanding, needed to develop personal safety and security awareness skills.
2. Help students incorporate safety and security practices into their daily routine.
3. Provide the institution with a way of addressing general on and off campus safety and security issues without referring to specific events, places, groups, or establishments.
4. Ease the concerns of parents, and provide them with a basic platform from which they can launch more in-depth discussions about safety and security with their students.
5. Initiate an atmosphere of safety and security before the student arrives on campus



Training Topics

- On Campus Safety and Security Awareness –
 - General Safety
 - Developing safety awareness
 - Establishing primary and alternative routes and routines
 - Dorm Safety
 - Avoiding Distractions
- Off Campus Safety
 - Off campus safety considerations and planning
 - Understanding where the university ends and the town begins
 - Living off campus
 - Use of ride sharing services
 - Safely enjoying social events
 - Enjoying the off campus experience without the risk



Training Topics

- Social Media, Phone, and Online Safety
 - The expanding universe of social media and its role in college life
 - Sharing and safeguarding information
 - Avoiding the pitfalls of open networks
 - Overcoming social media bullying
 - Phone safety

Benefits

- Educates students and families on key safety and security factors opening the door for discussions between the student and their family with regard to personal safety.
- Third party production provides a way for universities to address safety and security issues from a national perspective thereby avoiding the use of campus specific incidents or issues.
- Reduces risk to the institution by addressing safety and security issues directly with the student and their family.



Benefits

- Proactively addresses the requirements for crime prevention education as required under the Clery Act ensuring incoming students and their families understanding the actions they can take to remain safe in housing, on-campus, and when off campus.
- Helps students better understand the definition of on and off campus and how to recognize the transition of responsibilities between campus security and local law enforcement.



Benefits

- Students who are aware of the potential safety and security issues both on and off campus have the necessary tools to recognize and avoid placing themselves in high risk situations.
- Students enrolled in universities with non-traditional campus settings, face additional risk when transiting between classes or activities and will benefit directly from this comprehensive safety and security training.



Benefits

- Students arrive with a functional knowledge of personal campus safety and their responsibilities.
- Reduces the need to set aside time during orientation to address general safety and security with new students.
- Allows students and parents to review the materials together reinforcing the overall safety and security message.
- Parents feel the university takes safety and security seriously



Benefits

- Students are more receptive to peer to peer, online and electronic content and delivery methods
- Online delivery reduces distractions normally associated with the orientation environment.
- The use of peer to peer facilitation increase both the attention and retention factors when dealing with on and off campus safety and social media safety.



Summary

- Builds safety and security awareness
- Establishes that student safety and security is a principal issue for the university.
- Helps alleviate parent's concerns
- Provides a pathway for the parent and their student to discuss safety and security topics



Summary

- JGW's Pre-Orientation Safety and Security Awareness training provides new students with the tools needed to develop effective on and off campus habits and alerts them to the issues associated with the use of social media.
- The program is cost effective, reduces the need for the university to address general safety and security issues, and demonstrates the institution's desire to provide a safe and secure living and learning environment.





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Questions

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