CSUSB UPD Community Survey Report - 2024

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**Executive Summary**

In Fall 2024, the School of Criminology and Criminal Justice conducted a campus-wide survey at California State University, San Bernardino (CSUSB) on behalf of the University Police Department (UPD). The purpose of the survey was to gather feedback on UPD’s performance and to support its accreditation process. A survey was distributed electronically through Qualtrics to faculty, staff, and students via the official “colleagues” and “students” listserv distribution channels. Insights were gathered from a total of 354 respondents across the campus community. In general, most respondents feel safe on campus and trust the campus police. UPD can better serve the campus community by advertising its services, connecting more with the campus population, increasing lighting in parking lots, and deploying more officers at night.

**Sample**

The survey generated responses from 354 participants, all of whom provided informed consent and were given the option to withdraw at any time. Demographic characteristics of the respondents are summarized in Table 1, though it should be noted that this demographic data reflects only those participants who voluntarily provided this information. This approach to demographic collection ensures participant privacy while maintaining data integrity.

**Findings**

All respondents were first asked if they feel safe on campus, with about 74% of answers indicated they agree or strongly agree they feel safe on campus. Figure 1 shows a bar chart of responses to this question.



Figure 1. Bar chart of respondent’s feelings of safety on campus



The survey then posed three questions to UPD supplied by an external consultant. These questions ask survey takers to rate UPD’s performance in creating a safe campus environment, UPD’s overall competence, and UPD’s attitude and behavior to the campus community. Responses to these questions are summarized in Figures 2-4. As shown in these charts, about 70% of respondents believe UPD does a good job of creating a safe campus environment, and about 50% rate UPD’s competence as “good” or “excellent” (although 25% of respondents are unsure how to respond). Finally, about 60% of responses say UPD has a good or excellent attitude toward the campus community (20% “don’t know” UPD’s attitude).



Figure 2. Bar chart of attitudes toward UPD’s ability to create a safe campus



Figure 3. Bar chart of attitudes toward UPD’s competence



Figure 4. Bar chart of attitudes toward UPD’s attitude and behavior

After answering this series of questions, respondents were asked a series of questions about their likelihood of cooperating with UPD. Specifically, respondents were asked to indicate whether they would report a crime to UPD, provide UPD with information to catch a suspect, report dangerous or suspicious activity to UPD, and assist UPD if asked to do so. Answers to these questions were summed together and rescaled from 0-100. Figure 5 shows a histogram of responses and demonstrates that respondents indicate an overwhelming willingness to cooperate with UPD.



Figure 5. Histogram of willingness to cooperate with UPD

The last section of the survey asked each respondent to provide feedback to UPD with two open-ended questions. One question requested information about service improvement, while the other provided an opportunity to state safety and security concerns. Each question was thematically coded to find recurring patterns in the data. Instead of providing detailed quotes, we provide a numerated list of key themes found in the data (summarized in Table 2).



**Key Findings**

1. **Campus Safety Perception:** Approximately 74% of respondents reported feeling safe on campus, with responses indicating agreement or strong agreement on campus safety.
2. **UPD Performance Assessment:** The survey included questions developed by an external consultant regarding UPD’s performance. Results indicate:
	1. **Campus Safety Environment:** About 70% of respondents rated UPD’s efforts to create a safe campus environment as positive.
	2. **Competence:** Around 50% of respondents rated UPD’s overall competence as “good” or “excellent,” while 25% were unsure.
	3. **Attitude and Behavior:** Approximately 60% rated UPD’s attitude toward the campus community positively, with 20% reporting they were unfamiliar with UPD’s attitude.
3. **Willingness to Cooperate with UPD:** Respondents were asked about their likelihood of cooperating with UPD in various scenarios, such as reporting crimes or suspicious activity. The responses show an overwhelming willingness to cooperate with UPD.
4. **Community Feedback and Concerns:** The survey’s open-ended questions solicited direct feedback from respondents on a number of areas for UPD’s improvement and specific safety and security concerns. Analysis revealed several recurring themes:
* **Service Improvement:** Respondents suggested increasing nighttime patrols, improving UPD visibility on campus, enhancing positive interactions with students, fostering warmer relationships with the campus community, and optimizing 911 dispatch services.
* **Safety and Security Concerns:** Key concerns included the need for better promotion of safety services (e.g., escort services) and the replacement of campus panic buttons. Addressing sexual harassment, parking lot thefts, managing issues related to unhoused individuals, and addressing bullying on campus. Additionally, respondents highlighted the importance of cultural sensitivity training and adopting a victim-centered approach.

This feedback demonstrates confidence in campus security measures and validates UPD’s effectiveness in maintaining campus safety. The data provides valuable insights for UPD’s accreditation and ongoing engagement strategies with the CSUSB community.

**Recommendations/Suggestions for UPD Based on Community Feedback Questions**

**Enhance Campus Presence and Visibility:**

* Increase patrols, particularly during nighttime hours, to improve security visibility and deter potential incidents.
* Continue regular “meet-and-greet” events to foster positive, approachable interactions with students and staff.

**Improve Awareness and Accessibility of Safety Services:**

* Increase advertisement of existing services, such as campus escort options, through email, social media, and campus signage.
* Establish a dedicated information campaign to ensure students and staff are aware of available safety resources.

**Address Specific Safety Concerns:**

* Increase surveillance and patrols in parking areas to reduce thefts and deter suspicious activity.
* Collaborate with campus and community services to address issues related to unhoused individuals on campus and create policies to ensure a safe, respectful environment for all.

**Optimize Emergency Response Systems:**

* Review 911 dispatch protocols to see if user experience could be improved.
* Upgrade or replace panic buttons across campus for more reliable emergency access.

**Foster a Supportive, Culturally Sensitive Approach:**

* Emphasize to officers the importance of cultural sensitivity for all UPD staff to build trust within diverse campus communities.
* Adopt a victim-centered approach, particularly for cases involving sensitive matters like harassment or assault, to prioritize the needs and well-being of affected individuals.

In sum, there are several key areas of improvement that UPD can consider in order to enhance campus safety and community relations. First, there could be increased visibility through expanded night patrols and community engagement events, coupled with better promotion of existing safety services through multiple communication channels. Second, specific operational improvements are wanted, including enhanced parking area security and upgraded emergency response systems, particularly the modernization of campus panic buttons. Finally, UPD could strengthen its commitment to cultural sensitivity and victim-centered approaches, ensuring all staff members are equipped to serve and support the diverse campus community effectively, especially in sensitive situations.