

Public Safety Advisory Committee (PSAC) – Meeting Minutes

October 6, 2022

12:30-1:30pm

Held in Day 316 Board Room and via zoom

Members: Byrne (faculty), Davis-Frost (institutional), Ovadia (student), Caplan (institutional), Ladley (institutional), Pender (faculty), Lee (faculty)

Absent: Hodges (staff), Juan (student), Loebach (student), Radloff (staff)

Guests: Clive Howard

Co-Chairs: DeStefano, Lombardi

Staff: Honan, Matta, Conrad, Blackwell

START: 12:31pm

I. General Updates & Introductions

PSAC Co-Chair, Joanne DeStefano, welcomed the committee members and mentioned the two new student appointees, Lauren Loebach and Andrew Juan, who were unable to attend this meeting due to schedule conflicts.

DeStefano then introduced the Director of Brand Management, Clive Howard, who would present to the committee later in the meeting.

II. Update on Critical Response Team (CRT) Search

Compliance Administrator, Peggy Matta, provided the committee an update on the search for a CRT Director. The position posting had been open for two and a half weeks and recruitment is on-going. Matta explained the process for the search team and the process for the interview team. She also announced the CRT Coordinator positions would be posted the following week.

III. Communication & Rebranding Public Safety

Howard presented information to the committee about brand management to give the committee a guide as they think about the rebranding of public safety. He discussed aspects of the Cornell branding guide and how they might affect PSAC branding.

Faculty Senate Representative, Sahara Byrne, state that the mission, purpose, and values of PSAC might not align perfectly with Cornell as the Cornell brand can feel overwhelming. She asked if we could consider a focus group and Howard agreed that research is helpful. Matta confirmed that there is time for a focus group. She also mentioned that she has been working with CIT of a Department of Public Safety website. Howard agreed to assist the CIT team.

DeStefano asked Howard for any suggestions, and he reassured the group that this would take time. He suggested the committee looks at what exists and create a structure based on that and figure out how each piece of PSAC then fits the structure. It will evolve and need flexibility.

The committee discussed opportunities for engagement and thought about good exposure versus bad exposure. Ideas for the website layout were also discussed focusing on the following topics:

1. What do visitors to the site want to know
2. How would the site most likely be used
3. What aspects are most important and should be easiest to access

The committee also discussed what aspects of public safety will be most important to convey to freshman on campus. Ideas on the messaging and the delivery of that message were discussed. The committee agreed that while the initial communication is important, there will need to be multiple touchpoints to ensure that public safety services are well known and able to be accessed in an emergency.

IV. Draft Public Safety Mission Statement

AVP of Public Safety, Dave Honan, and Compliance Administrator, Peggy Matta, drafted a public safety mission statement to share with the group for discussion and feedback. Due to time constraints, the mission statement will be discussed at the following meeting.

V. Recommendations from International Crisis Intervention Conference

Due to a change of schedule, Racial Justice in Public Safety Fellow, Conor Hodges, was unable to attend to give his recommendations. DeStefano stated that Hodges would be following up with the committee regarding his recommendations.

Meeting adjourned at 1:31 PM
Notes by: Maggie M Blackwell