



**STUDENT
ENGAGEMENT**

Campus Escort

Program Evaluation

Evaluator's Guide

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Evaluation Purpose

The University of Nevada, Reno, Center for Student Engagement has asked this committee to conduct an independent evaluation of the Campus Escort service in order to:

- Determine the extent to which our goals are met;
- Establish a method to improve service to: customers, student staff, and the campus community.

Evaluation Questions

- How has working for Campus Escort impacted student persistence and graduation rates?
- How has working for Campus Escort impacted students' professional development?
- How has Campus Escort impacted student involvement in campus activities?
- How has the Connect Shuttle impacted campus civic engagement?
- Recommendations for improving Campus Escort.
- Is RideCell helping to increase efficiency of Campus Escort services?
- Do students understand how to use Campus Escort?
- Do students feel safe on campus?
- Does Campus Escort serve its mission?

Program Mission

The Associated Students of University of Nevada Campus Escort Service will be known as a premier student program by providing prompt, courteous, safety escorts to the students, faculty and staff of the University of Nevada, Reno. ASUN Campus Escort Service will make its priorities safety and personal safety awareness for its community on or off campus.

Our objective is to provide a safe transportation alternative to people on campus after normal business hours and to maintain a safe campus. In order to provide these services through walking or driving, our courtesy starts with a smile and ends with a safe arrival at the destination.

Vision

The vision of Campus Escort Service is to become the most well-known and utilized student-operated service on campus. Our vision is to help mold a model escort service that will be duplicated on other campuses around the country. All departments at the University of Nevada will view the program as an asset and will be excited to assist in our efforts to fulfill our mission, vision, and goals. By adhering to a high standard of safety, providing excellent and knowledgeable customer service, respecting one another and our patrons, working with local law enforcement to be an extra set of “safety eyes” and ultimately having fun, we will make the University of Nevada and its neighboring communities safer places.

Five-Year Plan Overview

The University of Nevada, Reno's growing population is anticipated to reach 22,000 students before 2021. Because of the growing student population, the campus is developing and growing as well. By 2020 there will be a new fitness center, a new Student Achievement Center, multiple new residential complexes, RTC Rapid (city bus) will be extended to UNR, changing road access around campus, and new academic and administrative buildings to support this growth.

Logic Model

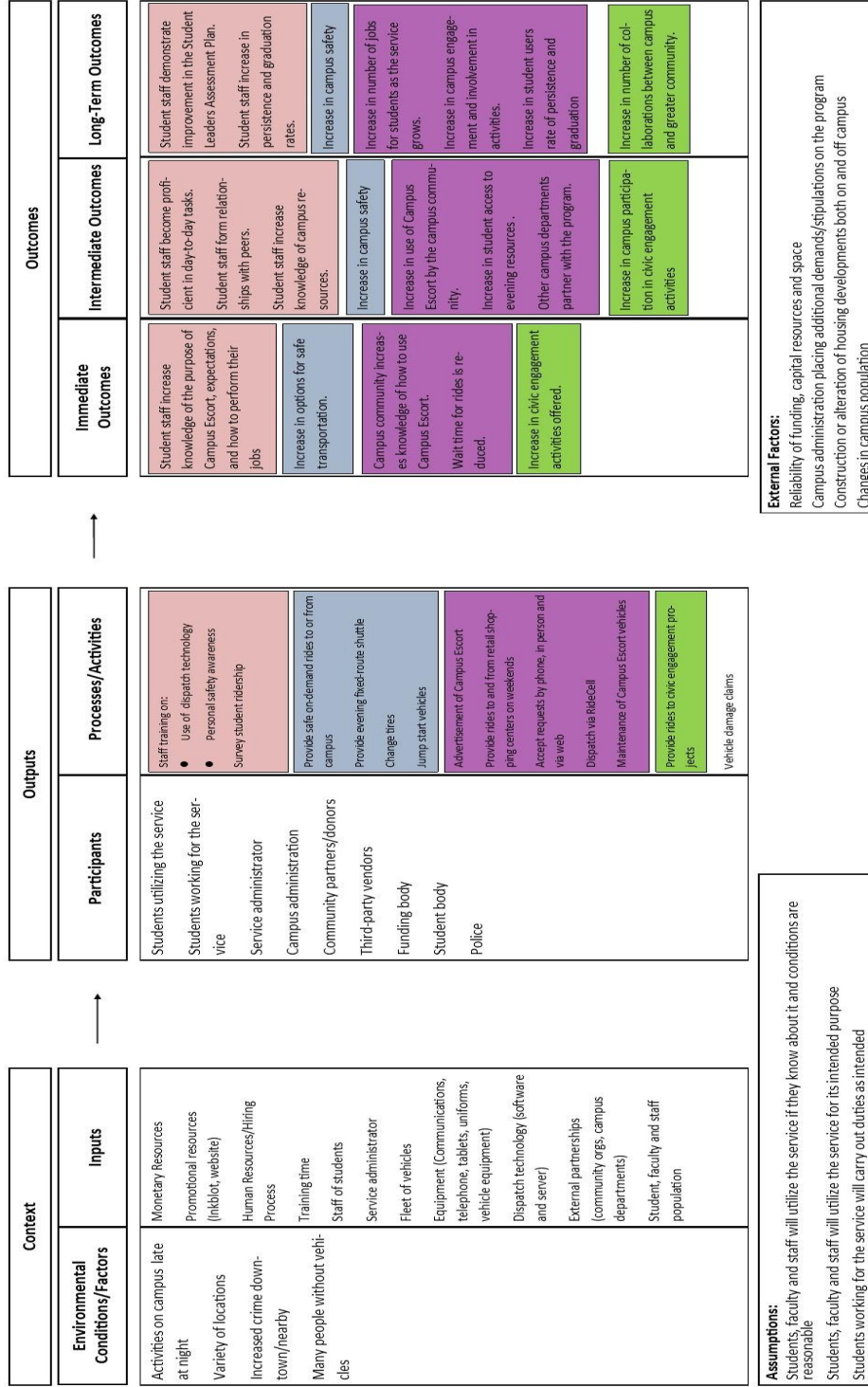
Program: ASUM Campus Escort

Purpose: Development of a Logic Model for Evaluation of the Campus Escort Program

The Associated Students of University of Nevada Campus Escort Service will be known as a premier student program by providing prompt, courteous, safety escorts to the students, faculty and staff of the University of Nevada, Reno. ASUM Campus Escort Service will make its priorities safety and personal safety awareness for its community on or off campus.

Possible Metrics:

Student staff assessments (rubrics, academic progress)
 Campus community/users assessments (surveys, focus groups, usage data)
 Obtain participation and usage statistics from other departments with events or services



Historical Information

When Campus Escort began as a walking service in the 1984-85 academic year, it was a group of student leaders and volunteers from fraternities and various other clubs on campus looking to take a proactive approach to improving safety on campus at night. The program was directed by a student appointed by ASUN. ASUN also funded the program and bought the radios, the computer and the printer used by the students. The program at that time was very small, escorting about 2 people a night.

In September 1985, the program moved from ASUN to the campus police department in order to expand the service by using vehicles for transportation. University Police used non-paid reserve police officers (called Campus Safety Officers, or CSO's) who were motivated to serve in order to become eligible for sponsorship by University police to the police academy. They generally had four CSO's at any given time, the majority of whom were not University students.

In 1986 the CSO's began receiving wages from University Police and assumed other police functions in addition to providing escorts. By 1990, they were supervised by a full-time Police Officer and moved into the main University police station. The program was primarily funded by police, except for an occasional special request to ASUN for equipment, wages, or the primary vehicle that was used to provide escorts.

In 1994, due to the need for an individual who could dedicate more attention to the Escort Service, the program was added to Mike Hendi's responsibilities under the direct supervision of the University Police Administrative Sergeant. Hendi hired the first group of full-time students and the first women for the program. At this time, the average number of escorts increased from around eight to twenty-five per night.

The police helped set the standard for the Campus Escort program, providing valuable training to improve officers' self-defense, CPR, first aid and driving skills in order to better serve students, faculty and staff. The University Police also provided backup for the CSO's when needed. In turn, the CSO's became extra eyes and ears for the University Police. Seven of the CSO's even went on to become police officers, three of them with the University Police, by 1996.

In the summer of 1996, the University Police Department was moved from the division of Student Services to Finance and Administration. However, the Escort Service remained in Student Services. ASUN was excited to continue funding it, and purchased its own radio system and created a dispatcher position for its employees.

Since 1996, monumental changes have been made to improve the quality of the staff and the service to students. The Escort Service grew from one vehicle to seven and from eight escorts per night to over 300 per night.

Today, Campus Escort Service employs more than 25 students and gives over 30,000 rides per academic year. The program has received community donations to purchase six new vans to replace its older vehicles. Along with new vans, Campus Escort has implemented a new, automated dispatch system that allows riders to request a ride more quickly and easily. It also allows for online requests, GPS tracking and automated notifications. ASUN continues to provide 100% of the yearly funding for student wages and operational costs.

Program Overview

Services Provided:

Safe transportation

The primary service offered is safe transportation within the campus community in our passenger minivans. Our minivans are white Dodge Caravans with navy blue Campus Escort decals.

Nighttime Fixed-Route Shuttle Services

Campus Escort offers a nighttime fixed route shuttle service. It currently runs from 6:00PM-11:00PM, Monday-Thursday, and 5:00PM-8:00PM Friday. Shuttle service is generally provided within 15 minutes or less at each of the following locations:

- Downunder Café: on Artemisia Way
- Joe Crowley Student Union: at the main shuttle stop out front
- Lombardi Recreation Center: at the main shuttle stop on the north side
- Sterling Sierra Apartments: at the bus stop on Enterprise Road
- The Highlands: at the shuttle stop by the front office
- Sierra Hall

Our shuttle vehicle is a white and gray mini shuttle bus with University of Nevada and Campus Escort decals.

Weekend Retail Shuttle

Campus Escort offers a shuttle to take students in the residence halls to the shopping centers at Mae Anne and McCarran. This shuttle runs on Saturdays during the fall and spring semesters from 12:00PM-4:00PM. The stops are:

- Downunder Café
- Ponderosa Village
- Walmart parking lot

Vehicle Assistance

Campus Escort can assist with dead batteries and flat tires. A vehicle assistance waiver must be signed before assistance can be provided. Campus Escort Service cannot assist with unlocking vehicles.

Law Enforcement Contact

Campus Escort provides additional eyes for the police department and makes contact with UNRPD if a Campus Escort Officer witnesses suspicious activity or if a situation occurs that jeopardizes the safety or welfare of person or property.

Common Pick-up Sites on Campus:

To avoid confusion, the Campus Escort will pick up at the following locations if dispatched to the buildings listed below.

<u>Building</u>	<u>Pick up site</u>
Ansari Business-----	Old Gym Shuttle Stop
Joe Crowley Student Union, Knowledge Center-----	Shuttle Stop in front of JCSU
Lawlor Event Center-----	15 th St. Pullout
Lombardi Rec. Center-----	Shuttle stop on Stadium Way
D.C., Argenta Hall-----	South entrance on Artemesia
Canada, Nye halls, Sierra Street parking garage*-----	Nye/Canada Roundabout
Church Fine Arts-----	Sierra Spirit stop on Virginia St

Campus Escort will pick up at any location on campus, although those listed above are some of the most common.

Service Area Restrictions:

ASUN Campus Escort Services provides services to all students, faculty and staff of the University of Nevada, Reno, with the following restrictions:

Customers who repeatedly violate or attempt to circumvent policies cause a disruption to the service and may receive a warning from the supervisor on shift at the time. If the behavior continues, the customer may have his or her Campus Escort privileges revoked for a semester or more.

Off-Campus Locations

Campus Escort only serves customers who are going to or from a campus location. Those requesting to be escorted from an off-campus location to another off-campus location will be denied service.

Perimeter

Campus Escort operates within a 3 mile radius of the perimeter of University property. This is based on driving distance, not geographical distance. Mileage is determined using either the trip meter in the van or a web-based map.

Parties and Intoxicated Customers

Campus Escort does not pick up or drop off customers at known party locations. If the dispatcher receives three calls to the same residence in one night, service to that location will be discontinued for the remainder of the night. Alternatively, if the Campus Escort Officers reasonably determine in any other way that a location is the site of a party, service to that location will be discontinued for the remainder of the night.

Further, even if there is no known party at a specific location, we cannot provide rides to individuals who are intoxicated or chemically impaired due to safety and liability risks within

the vehicle. Campus Escort reserves the right to refuse service if a customer appears, smells, or behaves in a manner that reflects that he or she is intoxicated.

3rd Party Commercial Establishments

Campus Escort does not pick up or drop off at commercial establishments. The only exceptions are the following:

- Walgreens on North Virginia (for medicinal purposes)
- WinCo Foods on Northtowne (because ASUN Food Pantry issues resources there)*
- Circus Circus parking garage (drop off at vehicle only)
- Transportation centers including the 4th Street Bus Station, the Greyhound Bus station and the Amtrak station.

*If Campus Escort takes someone from campus to WinCo Foods, that person may get a ride from WinCo to a residence, provided the residence is within service range from the university.

Weekend Residence to Residence Policy

On Friday and Saturday nights, Campus Escort will not take passengers from one residence to another, regardless of whether one of the locations is on campus. This includes on-campus housing, off-campus housing, fraternity and sorority organizations or any other place where someone may be living.

User Experience

Submitting a Request:

Customers may request a ride using one of several available methods:

- Using the “This is Nevada” app on a mobile device
- By phone at (775) 742-6808 and using the automated dispatch system. They may also press ‘0’ to speak with a dispatcher
- Online at www.unr.edu/escort

Once a request is submitted, it is placed in a queue for the dispatcher to assign to a van as one becomes available. Requests are accommodated as promptly as possible, in the order in which they are received.

If a customer submits a request that is on the fixed-route shuttle route and during the time of operation of the fixed-route shuttle, the customer must utilize the shuttle instead. That customer will receive a call from the dispatcher notifying him or her that the request has been canceled and that the shuttle will be arriving shortly.

Delay Times:

Customers should usually expect to wait between 3-10 minutes for a ride; however, during heavy request volume it may be up to 20-30 minutes before a van will be available. Customers are recommended to stay in a safe place until Campus Escort arrives.

When a van has been dispatched to a location, the customer receives an automated call from Campus Escort stating that a van is on the way. If the customer is not at the pick-up site when the van arrives, he or she will receive another automated call stating that the van is waiting outside. After 3 minutes, if the customer is not outside, it becomes the dispatcher’s decision when to declare the call a “no-show.” A customer who misses his or her pickup can call back to request an escort again but will not be placed ahead of other requests.

Receiving a Ride:

Because Campus Escort has multiple vans providing rides to people at any given time, the officers in the vehicle will confirm that the customer approaching their vehicle is indeed the request they are assigned to pick up, either by the drop-off location or using the last 4 digits of the phone number used to make the request.

Upon confirmation of the desired location and/or phone number, the officers will drive the customer to the location to which he or she requested to be escorted. They will watch to attempt to ensure the customer gets safely into his or her home, car or other destination.

Administering Rider Surveys:

ASUN Campus Escort strives to provide excellent service at all times. The Rider Survey provides information on the level of its service and whether that meets the rider's expectations. Each year, the administrative supervisor will determine how many surveys must be administered. At that point in time, the supervisor will set a number of surveys to be done in each van, each night.

Campus Escort Officers can then ask a customer if they would like to participate, and hand the person the tablet. The survey takes only a few moments to complete and provides valuable feedback to help improve the service. After completing the survey, the rider can hand the tablet back to the Campus Escort Officer.

Campus Escort Budget Information

Fiscal Year 2014-2015

	FY2015		FY2014
Student Wages		\$ 142,000.00	\$ 122,622.00
Fringe		2,130.00	1,839.33
Travel			
Operating		53,700.00	58,000.00
RideCell Program		38,994.00	38,994.00
Host			
Subsidy - Provost	\$13,000.00		
Total Escort		\$ 236,824.00	\$221,455.33
Total ASUN Budget		\$2,486,995.41	

Historical Budget

Year	State	Non-State	ASUN	GSA	Rollover	Total Budget
1996-97	\$25,000.00	\$8,000.00				\$33,000.00
1997-98	\$46,923.00	\$8,000.00	\$16,923.00			\$71,846.00
1998-99	\$47,430.00	\$13,000.00	\$40,521.00			\$100,951.00
1999-00	\$48,850.00	\$13,000.00	\$18,680.00	\$8,882.00		\$89,412.00
2000-01	\$51,289.00	\$13,280.00	\$43,856.00	\$2,000.00		\$100,425.00
2001-02	\$91,020.00	\$16,240.00	\$53,824.00	\$13,343.00		\$184,427.00
2002-03	\$99,977.00	\$13,000.00	\$10,000.00			\$122,977.00
2003-04	\$67,565.00	\$13,000.00	\$67,215.00			\$147,780.00
2004-05	\$100,165.00	\$13,000.00	\$13,122.00			\$126,287.00
2005-06	\$100,465.00	\$13,000.00	\$11,000.00			\$124,465.00
2006-07	\$78,889.00	\$13,000.00	\$19,967.14		\$14,929.00	\$126,785.14
2007-08	\$77,877.00	\$13,000.00	\$51,657.88		\$4,393.11	\$146,928.42
2008-09	\$95,661.00	\$13,000.00	\$48,971.64		\$11,456.85	\$169,089.49
2009-10	\$97,643.04	\$13,000.00	\$50,000.00			\$160,643.04
2010-11		\$13,000.00	\$109,863.04		\$2,357.00	\$125,220.04
2011-12		\$13,000.00	\$172,818.98		\$4,072.14	\$176,891.12
2012-13		\$13,000.00	\$1884,223.69		\$30,406.64	\$214,630.33
2013-14		\$13,000.00	\$208,455.33			\$221,455.33

Program Resources

Staff:

Currently there are 32 campus escort student staff members.

RideCell Automated Dispatch

This web-based technology consists of a secure website for the dispatcher to log onto and mobile devices for the Campus Escort officers to access the call information from the vans.

Tablets:

ASUN Campus Escort utilizes 10 iPad tablets provided by RideCell for recording data and administering rider surveys.

Two-Way Radios:

Campus Escort utilizes Motorola two-way radios for internal communication between staff members. All minivans are equipped with a radio system. However, the two 12-passenger vans are not, and thus any Campus Escort Officers utilizing those vehicles must use a hand-held radio.

Vehicles:

Campus Escort maintains a fleet of 9 Dodge Grand Caravans (one of which is wheelchair accessible), 2 Ford E-350 12-Passenger Vans, 1 Glaval Mini Shuttle Bus on loan from UNR Parking & Transportation Services, and the Connect Shuttle which is a 25-passenger StarCraft Allstar Shuttle. The Connect Shuttle is not typically used for Campus Escort, but could be if the mini shuttle were out of service.

Jump Box:

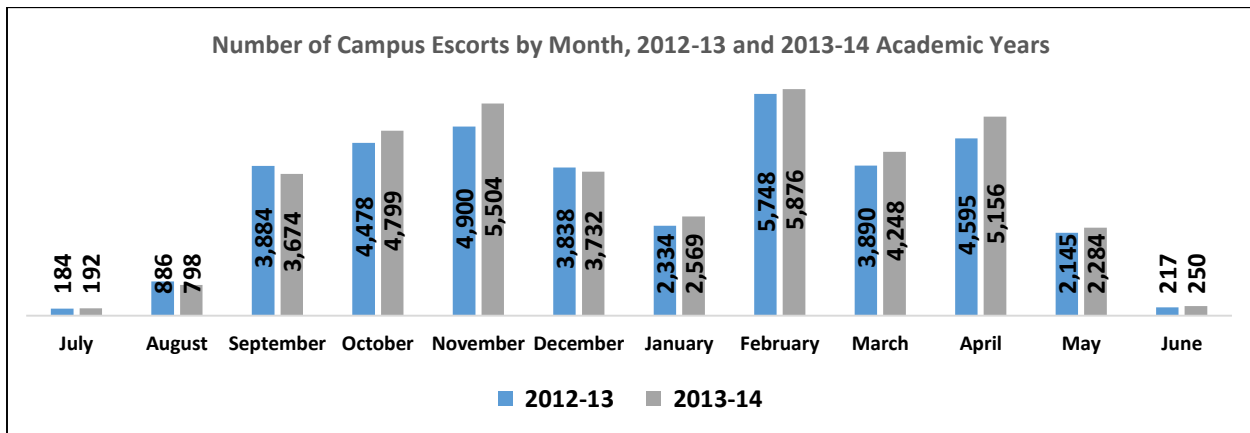
The jump box is kept in the office area or in a van designated by the Equipment Supervisor at all times. It is plugged in to charge at the end of each night.

Vehicle Equipment:

Each vehicle has equipment needed to operate service on a nightly basis. This includes: a posse box with any necessary paperwork and equipment-related instructions, a set of snow chains, a set of jumper cables and a first aid kit.

Program Usage Data

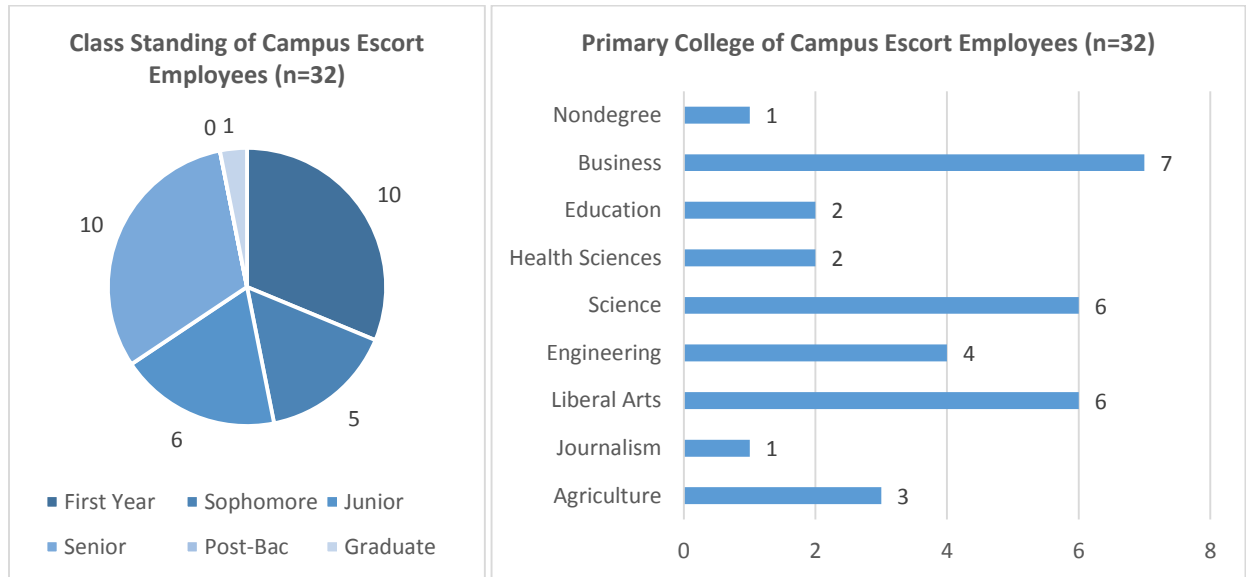
Year	Number of Escorts
1991-92	150
1992-93	541
1993-94	718
1994-95	816
1996-97	2,650
1997-98	3,914
1998-99	5,745
1999-00	6,773
2000-01	26,536
2001-02	35,418
2002-03	29,773
2003-04	29,291
2004-05	25,996
2005-06	31,065
2006-07	27,318
2007-08	27,389
2008-09	24,342
2009-10	30,605
2010-11	33,546
2011-12	35,767
2012-13	37,092
2013-14	39,082



Student Employee Assessment

As of February 28, 2015, there are **32 campus escort student employees**. The average cumulative grade point average is **3.24** and the average credit load for the Spring 2015 semester is **14 credits**.

The graphs below describe the class standing and primary college of campus escort employees.



Public Perception

Nevada Sagebrush

[Campus Escort expands service](#)

3/25/2014 By: Rocio Hernandez

Nevada Today

[Campus Escort service turns 30, sets ride record last year](#)

8/26/2014 By: Christine Seiber

Increase in student enrollment and ridership leads to expanded services and “civic engagement shuttle.”

[University Campus Escort and Policy Services endure weather for a safe campus](#)

12/11/2013 By: Patrick Harris

Record-breaking 430 ride requests filled in one night by Campus Escort during first winter storm.

[New grant for Campus Escort adds vehicles, equipment](#)

1/16/2008 By: Skyler Dillon

As spring semester classes begin, Nevada students have a new and improved Campus Escort Service to help them navigate the 290-acre campus safely after dark.

[Campus Escort service resumes full operations](#)

8/21/2008 By: Natalie Savidge

All Campus Escort Service employees are easily identified by their distinct uniforms, which include a white polo shirt and navy blue pants. They are trained, work in pairs of two and remain in radio contact at all times

[Campus Escort Service offers safe travel around campus](#)

1/31/2008 By: Natalie Savidge

University students, faculty and staff have a new-found interest in safety, and for protection and crime prevention information. After Brianna Denison, a 19-year-old Reno woman who attended college in California was abducted from a residence near the University.

Peer Programs

University of Arizona

SafeRide: http://saferide.asua.arizona.edu/Safe_Ride/Home.html

Mission: To serve those going to or from campus while also providing a friendly and official presence on the streets at night.

Managed by the Associated Students of the University of Arizona, The University of Arizona Parents and Family Association, and the UA Student Affairs Fee.

University of California, Davis

Safe Rides: http://police.ucdavis.edu/divisions_services/campus_security/safe_rides.html

Managed by the UC Davis Police Department.

University of Southern California

Campus Cruiser Program: <http://transnet.usc.edu/index.php/campus-cruiser-program/>

Mission: To provide a safe, courteous, efficient, and reliable service to and from a residence or any campus facility within our boundaries. Courtesy to our customers begins with a smile and ends with a safe arrival at your destination. We want our customers to have a consistent and enjoyable experience every time they call for our services.

Managed by USCTransportation.