NC State University Police Department 2021 Customer Satisfaction Survey

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Presentation Outline

- Documentation and Data Files

- Survey Design and Response Rates

- 2021 Survey Results & Trends
  - Trend data is every 3 years in the spring semester (2010-2019)
  - The 2021 survey was administered in the fall semester, which is earlier than usual, but in the same academic year

- Open-End Comments

Things to Keep in Mind

- Covid-19 Pandemic
  - March 2020: Switch from in-person to virtual classes; campus depopulated
  - Summer 2020 - Fall 2020: Classes virtual; reduced campus housing; campus depopulation
  - Spring 2021 – Current: Hybrid classes and work

- Black Lives Matter
  - Summer 2020 – Current: Protests and civil unrest against perceptions of police brutality

Documentation and Data Files

- Electronic files saved to shared drive
  - Map to S:\DeptShared\UPD Survey\Fall2021
  - Need ISA to grant permission to access (by UnityID)

- Printed notebook

- "Read Me"
  - Information about all files provided in final report

- Methods report

- Announcements
  - Copies of all correspondence with survey sample members

- Population
  - With response rates by demographic characteristics

- Questionnaires
  - With results *(with and without "Don't Know")*

Documentation and Data Files (cont.)

- 2021 highlights and summary of trends

- PowerPoint presentation

- Results
  - Overall frequencies
  - "Banner tables"
    - Results broken out by demographic groups (with and without "don't know" responses)
      - Gender, race/ethnicity, faculty/staff or student status, age, years on campus, contact with NC State PD

- Open-end comments
  - Coding scheme
  - Number of comments by topic
  - Verbatim comments by topic *(electronic files only)*

- Data
  - "Raw" survey data *(electronic files only)*
  - Codebook

Survey Methods

(see CPD_2021_methods.report.doc)

- ## Population
  - ### Faculty/staff
    - Permanent employees as of November 1, 2021
      - FTE > .75
      - Main Campus, Centennial Campus, Vet School
  - ### Students
    - Enrolled as of November 1, 2021
    - Undergraduate and graduate
      - 18 years of age or older as of Nov 1
      - Excludes non-degree seeking students
      - Taking at least one non-distance education course
  - ### Stratified Random Sample
    - 33% faculty/staff (n=2,571)
    - 20% students (n=6,156)

Survey Methods (cont.)
(see CPD_2021_methods.report.doc)

- Administration Mode
  - Online Voluntary
  - Confidential (not anonymous)
- Field Dates
  - November 8, 2021 – November 23, 2021
    - Administered in late fall; other years it was administered in the spring semester
- Correspondence
  - Email invitation and reminders to non-respondents
    - Three follow-up reminders (Nov. 11, Nov. 16, and Nov. 22)

Response Rates
(see CPD21.resprate.table.doc)

	Survey Population		Survey Sample		Survey Respondents		Response Rate	Margin of Sampling Error (+/-)*
	N	% of population	N	% of sample	N	% of respondents		
Total	38,963	100.0%	7,149	100.0%	1,575	100.0%	22.0%	1.9
Gender								
...Female	19,297	49.5%	3,468	48.5%	885	56.2%	25.5%	2.5
...Male	19,666	50.5%	3,681	51.5%	690	43.8%	18.7%	3.0
Race/Ethnicity								
...Asian Amer	2,831	8.6%	590	8.3%	67	4.3%	11.4%	10.6
...Black / AfrAmer	2,900	7.5%	638	8.9%	116	7.4%	18.2%	7.4
...Hispanic	2,434	7.3%	457	6.4%	63	4.0%	13.8%	10.6
...White	24,947	64.1%	4,512	63.1%	1,063	67.5%	23.6%	2.3
...Other / Unknown	5,833	12.5%	952	13.3%	266	16.9%	28.0%	4.3
Status								
...Faculty/Staff	7,642	19.6	1,782	24.9%	786	49.9%	44.1%	2.0
...Student	31,321	80.39	5,367	75.1%	789	50.1%	14.7%	3.0

Margin of Sampling Error (MOSE)

- Range of values that contain the true population value in 95 out of 100 possible samples

- MOSE Example
  - Overall MOSE = +/- 1.9 percentage points
  - 40.0% "strongly agree" that *NC State PD provides a high level of service to the University* means that in 95 out of 100 samples the "true" value would be between 38.1% to 41.9% (i.e., 40.0 +/- 1.9)

- **Must take into consideration when looking for meaningful differences**
  - *Note that MOSE gets larger as sample size gets smaller…*

"Weighting"

- A statistical technique used in survey research to 'realign' the sample profile with the population
  - Example:
    - Faculty/Staff = 22% of pop but 31% of respondents
    - Student = 78% of pop but 69% of respondents
    - So we "weight" each student response more heavily and each faculty/staff response less heavily
- CPD data weighted based on:
  - Faculty/staff or student X gender X race/ethnicity
  - Weights ranged from:
    - 0.31 (white, female, faculty/staff)
    - 5.20 (Black, male, student)
      - 2nd largest = 3.32 (Hispanic, male, student)

2021 University Police Department Customer Satisfaction Results

For more information see:
cpd21.banner.tables.EXCLUDE.DK
cpd21.banner.tables.INCLUDE.DK
cpd21.overall.freqs.EXLUDE.DK
cpd21.overall.freqs.INCLUDE.DK

UPD Services, Availability, and Information

- Members of the campus community are **generally positive** about the UPD services, availability, and the information they provide

- The number of highly favorable ratings ("strongly agree") is <u>lower</u> overall as compared to the last administration of the survey

Services

Most positive ratings

- Areas where 30% or more "strongly agree":
  - *UPD keeps victims/witnesses informed of case status* (35%)*
  - *UPD responds to calls in a timely manner* (34%)
  - *UPD provides the services requested of it* (32%)
  - *It is easy to contact the correct person when requesting UPD assistance* (32%)
  - *Victim assistance programs are readily available on campus* (32%)
  - *Adequate number of NC State police/security at games/events on campus* (32%)

Services (cont.)

Least positive ratings

- Areas where 10% or more "strongly disagree" or "disagree" that UPD provides good service:
  - *UPD makes customer service its top priority* (19%)
  - *UPD keeps victims/witnesses informed of case status* (18%)*
  - *UPD is aware of needs/concerns of NC State community* (17%)
  - *UPD provides good information on the services they provide* (16%)
  - *UPD is effective in its role to ensure public safety* (15%)
  - *UPD does an excellent job overall* (13%)
  - *UPD's services are highly accessible* (11%)

* Indicates item is both a positive and negative rating, so respondents are somewhat polarized

Services: Sub-Group Differences

- Generally more likely than their respective counterparts to give the **most favorable** ratings to UPD services**:**
  - Faculty/staff
    - *all 11 items*
  - "Other" racial category (i.e., American Indian/Alaskan Native, Native Hawaiian/Other Pacific Islander, multi-racial, not specified/unknown)
    - *10 items*
  - Those who have interacted with UPD for 3 or more different reasons
    - *6 items*
  - Men
    - *4 items*

Services: Sub-Group Differences (cont.)

- Faculty/staff were consistently **much more likely** than students to give **favorable ratings** to UPD, most notably for:
  - *Responds to calls in timely manner* (51% of faculty/staff vs 29% of students "strongly agree")
  - *Provides services requested* (49% vs 28%)
  - *Provides high level of service* (48% vs 25%)
  - *Makes customer service its top priority* (45% vs 24%)

Services: Trends

- The percentage of individuals who **"strongly agree"** that UPD provides adequate services has **declined across all items** compared to when the survey was last administered in 2019
  - All 11 items are the lowest since 2010
- The percentage of those who said "don't know/not applicable" has increased since 2019*

* This could be because less people were on campus due to the COVID-19 pandemic

Services: Trends
An Example

UPD's Services Are Highly Accessible
(2010-2021)

Legend: Strongly agree ■ Agree ■ Disagree ■ Strongly disagree ■ Don't know/not applicable ■
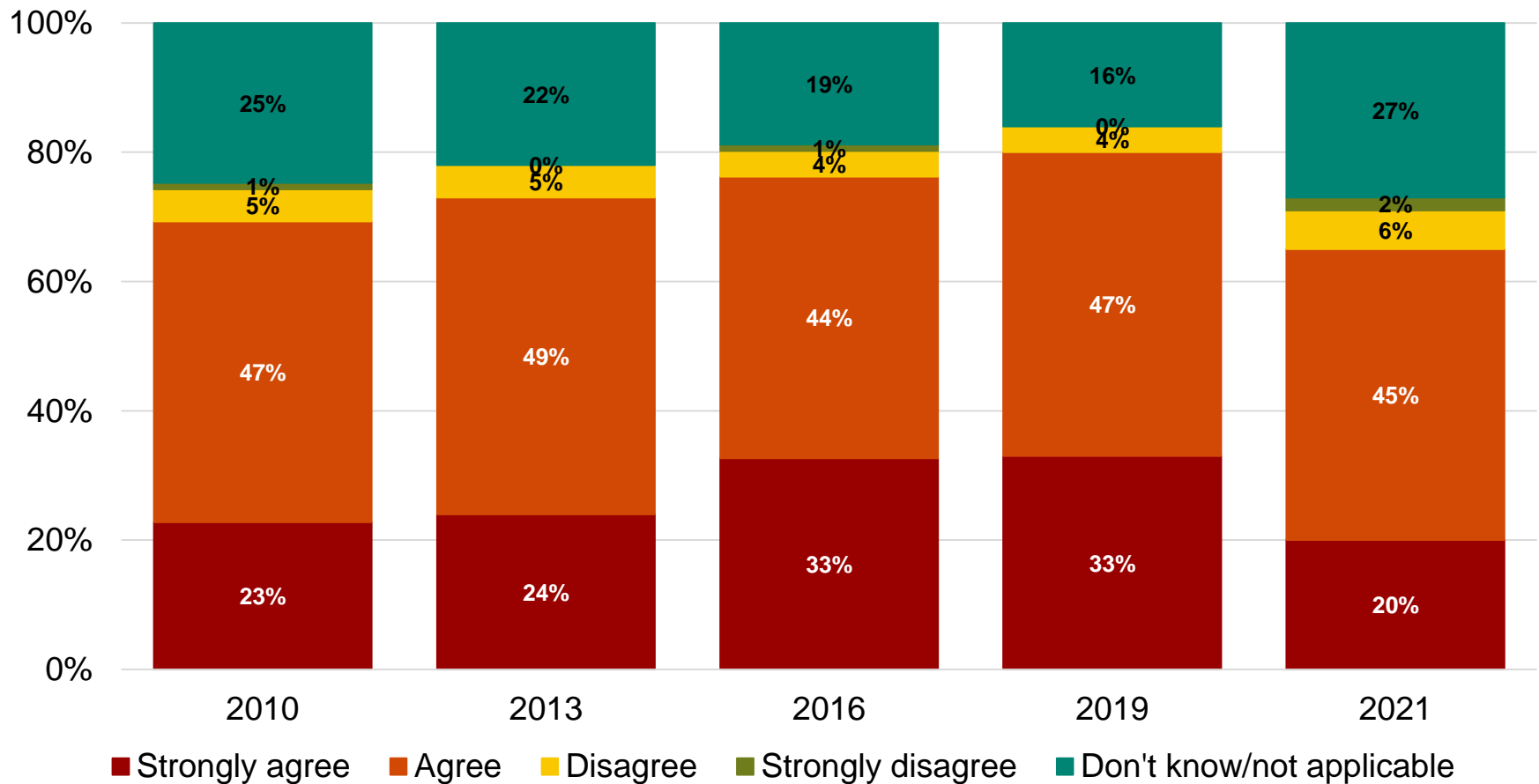
Availability & Information

Most positive ratings

- 35% or more "strongly agree"
  - *Crime alerts are appropriately issued across campus* (44%)*
  - *Public information about crimes on campus is readily available* (42%)*
  - *Telephone staff are courteous* (39%)
  - *Information about crime prevention & safety is readily available* (38%)

Availability & Information (cont.)

Least positive ratings

- 10% or more "strongly disagree" or "disagree"
  - *Patrol units are appropriately visible inside buildings (33%)*
  - *Patrol units are appropriately visible during nighttime (24%)*
  - *Patrol units are appropriately visible in parking lots (20%)*
  - *Adequate number of emergency blue lights (16%)*
  - *Victim assistance programs are readily available (14%)*
  - *Patrol units appropriately visible during day (13%)*
  - *Crime alerts are appropriately issued across campus (12%)**
  - *Public information about crimes on campus is readily available (12%)**
  - *Easy to contact correct person when requesting UPD (11%)*

* Indicates item is both a positive and negative rating, so respondents are somewhat polarized

Availability & Information: Sub-Group Differences

- Generally more likely than their respective counterparts to give **most favorable** ratings to measures related to availability and information:
  - Men
    - *All 9 items*
  - Faculty/staff
    - *7 items*
  - "Other" racial category (i.e., American Indian/Alaskan Native, Native Hawaiian/Other Pacific Islander, multi-racial, not specified/unknown)
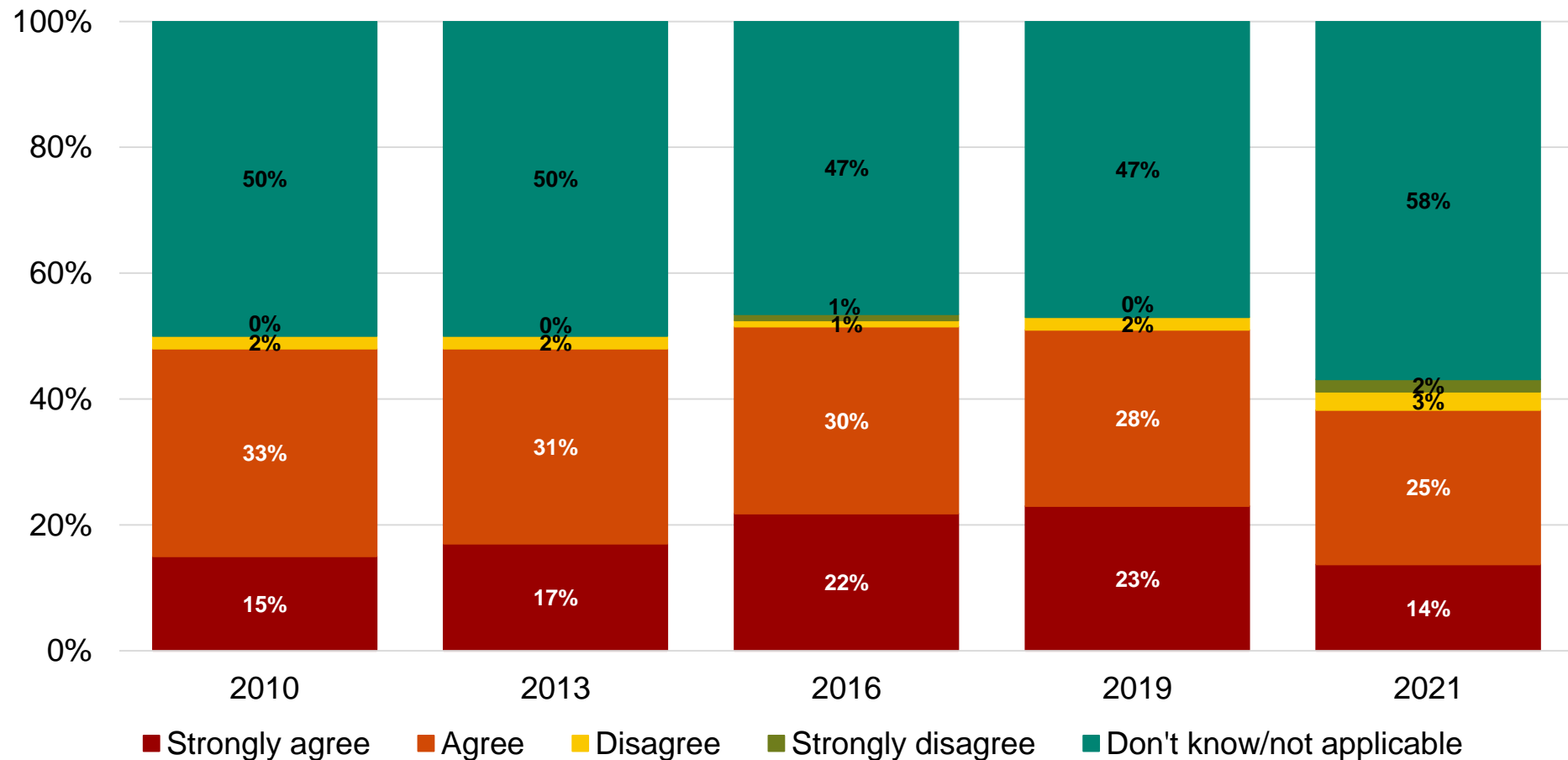   - *4 items*

Availability & Information: Trends

- Since 2019, the percent of respondents who **"strongly agree"** that UPD and safety information are readily available and visible has **declined across all 11 items** with one exception:
  - The percent of respondents who "strongly agree" that *public information about crimes on campus is readily available* is unchanged
- The percent of respondents who said "don't know/not applicable" increased from 2019

* This could be because less people were on campus due to the COVID-19 pandemic

Availability & Information: Trends
An Example

*Easy to Contact Correct Person when Requesting UPD Assistance
(2010-2021)*

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/not applicable
2010	15%	33%	2%	0%	50%
2013	17%	31%	2%	0%	50%
2016	22%	30%	1%	1%	47%
2019	23%	28%	2%	0%	47%
2021	14%	25%	3%	2%	58%

Professionalism of Police Employees

30% or more give most favorable ratings for all 11 specific professionalism skills asked about

Most positive ratings

- 35% of more "strongly agree"
  - *Police employees are professional when interacting with faculty (39%)*
  - *Police employees are professional when interacting with staff (39%)*
  - *NC State UPD telephone staff are courteous (39%)*
  - *Police employees have a neat and professional appearance (37%)*
  - *Police employees treat people fairly (35%)**

Professionalism of Police Employees (cont.)

Least positive ratings

- 10% or more "strongly disagree" or "disagree"
  - *Police employees take the time to explain their actions* (16%)
  - *Police employees treat people fairly* (13%)*
  - *Police employees go out of their way to help during time of need* (12%)
  - *Police employees are professional when interacting with students* (11%)
  - *Police employees display positive attitude and behavior* (10%)

* Indicates item is both a positive and negative rating, so respondents are somewhat polarized

Professionalism of Police Employees: Sub-Group Differences

- Generally **more likely** than their counterparts to give the most favorable ratings to the professionalism of UPD's police employees
  - Faculty/staff
    - *All 11 items*
  - Those on campus more than 5 years
    - *All 11 items*
  - Those who have interacted with UPD
    - *All 11 items*
  - Those 46 and over
    - *9 items*
  - Men
    - *3 items*

Professionalism of Police Employees: Status (Faculty/Staff vs Students)

- Most notable **areas of difference** in perceptions of professionalism of police employees by status (faculty/staff vs. students):
  - *Police employees are courteous* (53% faculty/staff vs 28% student "strongly agree")
  - *Police employees have a neat and professional appearance* (55% vs 33%)
  - *Police employees go out of their way to help during time of need* (49% vs 30%)
  - *Police employees treat people fairly* (48% vs 33%)
  - *Police employees are professional when interacting with students* (46% vs 31%)

Professionalism of Police Employees: Race/Ethnicity

- Most notable areas of difference in perceptions of professionalism of police employees by race/ethnicity
  - *Police employees are professional when interacting with staff* (41% White respondents vs 25% Black respondents "strongly agree")
  - *Police employees treat people fairly* (34% vs 19%)
  - *Police employees display positive attitude and behavior* (31% vs 17%)
  - *Police employees enforce all laws, rules, regulations* (30% vs 16%)
  - *Police employees are professional when interacting with faculty* (40% vs. 27%)
  - *Police employees take time to explain their actions* (32% vs 21%)

Professionalism of Police Employees: Trends

- The percentage of respondents who "strongly agree" that police employees are professional has **declined across all 11 items** since 2019

  – Lowest ratings in 2021 as compared to previous years

- The percentage of respondents who said "don't know/not applicable" has increased since 2019*

* This could be because less people were on campus due to the COVID-19 pandemic
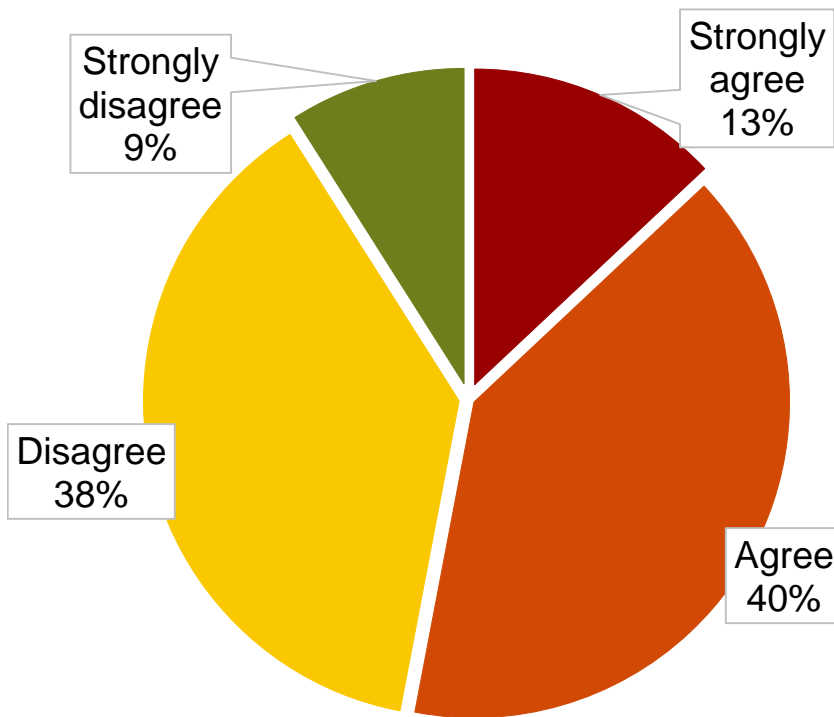
Professionalism of Police Employees: Trends
An Example

Police Employees Demonstrate Competency and are Knowledgeable About What They Do
(2010-2021)

Legend: ■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree ■ Don't know/not applicable
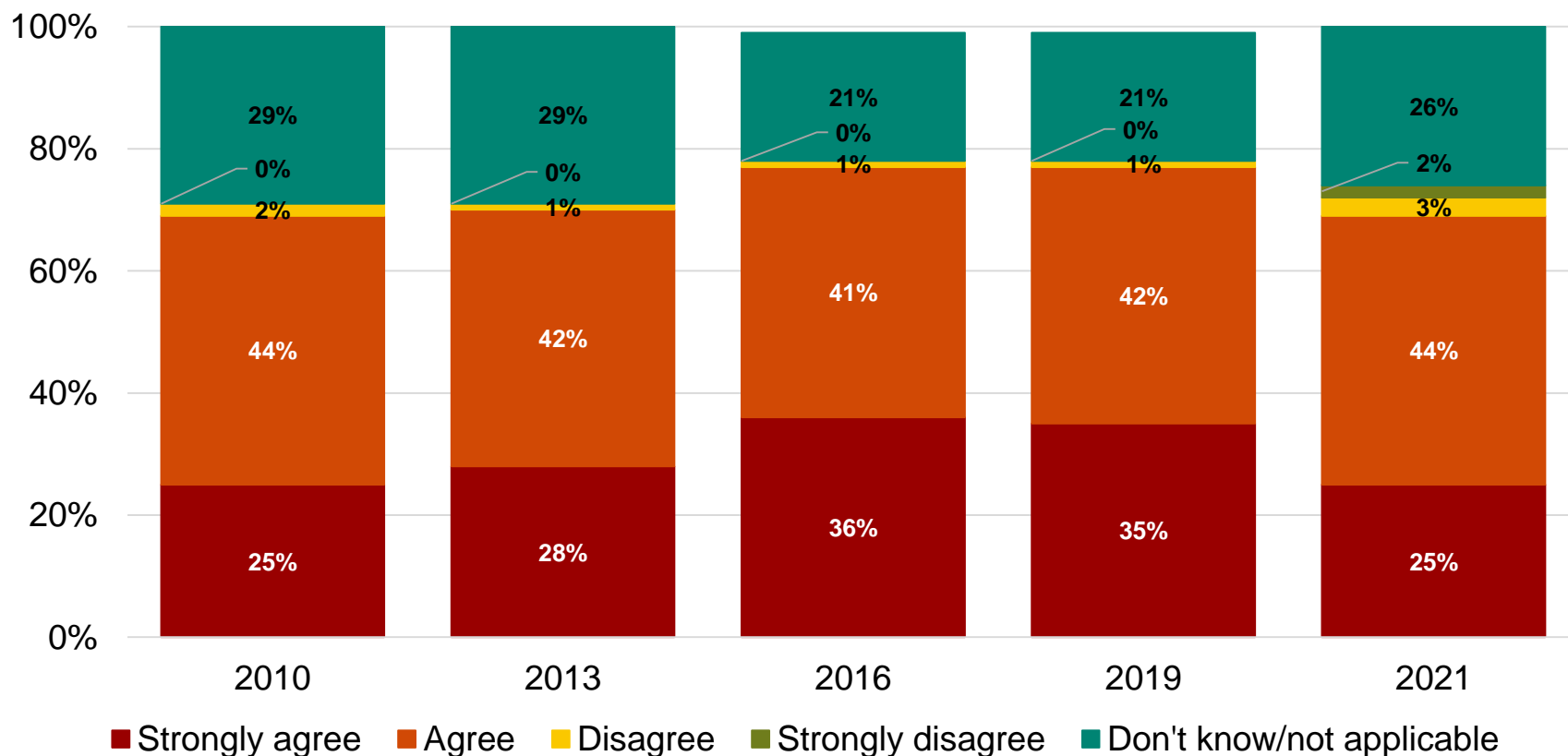
Feeling Safe on Campus

There are serious crimes on campus

Strongly agree 13%

Strongly disagree 9%

Disagree 38%

Agree 40%

Groups who are more likely to "***strongly agree***" that there are serious crimes on campus:

– Black respondents
  - (*24% vs 12% white*)

Feeling Safe on Campus (cont.)

Respondents are most likely to feel…

- "Very safe"
  - *Walking around campus during day* (83%)
  - *Being on campus on the weekend* (62%)
  - *Attending NC State games/events/parties* (55%)
- "Not very safe" or "not safe at all"
  - *Walking around campus after dark* (27%)
  - *Using parking lots/garages/decks* (14%)
  - *Working in office/lab after hours* (12%)

Feeling Safe on Campus: Sub-Group Differences

- Generally **more likely** than their counterparts to give the most favorable ratings to feeling safe on campus:
  - Men
    - *All 6 items*
  - White respondents
    - *All 6 items*
  - Those on campus for 3-5 years
    - *4 items*
- Overwhelmingly, men feel safer than women at various places/times on campus:
  - *Working in office/lab after hours (62% of men vs. 30% of women feel "very safe")*
  - *Using parking lots, garages, or decks (56% vs. 27%)*
  - *Walking around campus after dark (34% vs. 8%)*
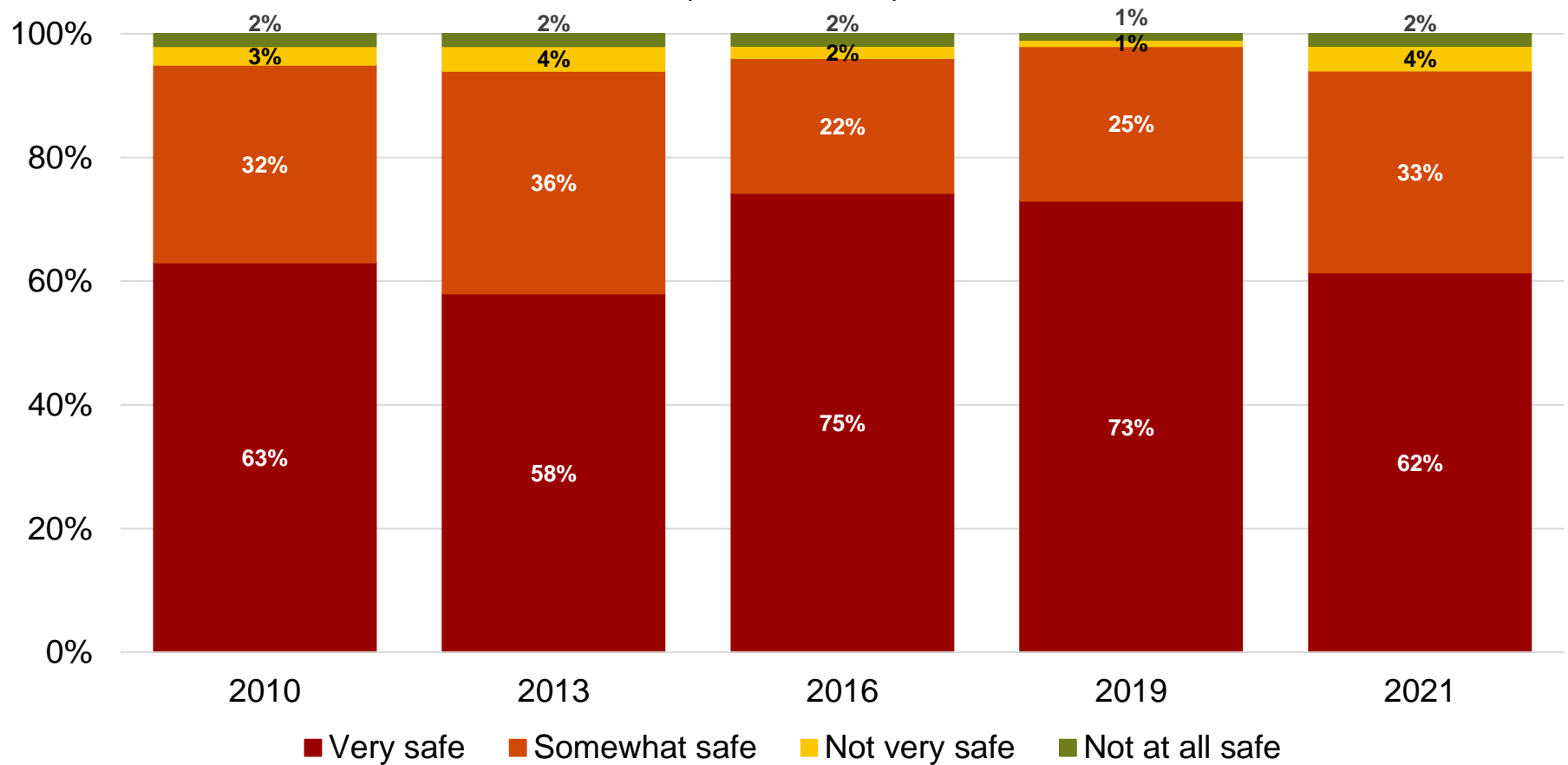 - *Being on campus on the weekends (72% vs. 51%)*

Feeling Safe on Campus: Trends

- The percentage of respondents who feel **"very safe"** on campus in various locations and at different times has **declined across all items** since 2019
  - This is especially noticeable for "attending NC State games, events, or parties"
    - This could be an effect of COVID

Feeling Safe on Campus: Trends
An Example

How safe you feel: Being on campus on the weekends
(2010-2021)

Legend: ■ Very safe ■ Somewhat safe ■ Not very safe ■ Not at all safe

Year	Very safe	Somewhat safe	Not very safe	Not at all safe
2010	63%	32%	3%	2%
2013	58%	36%	4%	2%
2016	75%	22%	2%	2%
2019	73%	25%	1%	1%
2021	62%	33%	4%	2%

Security Risks on Campus

Most likely to be rated…

- **"Very serious problem**"
  - *Unauthorized people in buildings* (40%)
  - *Trespassers, panhandlers, etc.* (39%)
  - *Inadequate police/security staffing* (34%)
  - *Poor lighting* (32%)
- **"Not at all serious"**
  - *Lack of information about crime on campus* (21%)
  - *Overgrown trees/shrubbery* (21%)
  - *Lack of awareness for crime prevention* (15%)

Security Risks on Campus: Sub-Group Differences

- Consistently **much more likely** than their counterparts to say a range of conditions create "a very serious" security problem on campus:
  - Black respondents
    - *All 12 items*
  - Women
    - *All 12 items*
  - Faculty/staff
    - *5 items*
- Key areas of concern for students (compared to faculty/staff):
  - *Lack of information about crimes on campus* (28% "very serious problem" for students vs 20% for faculty/staff)
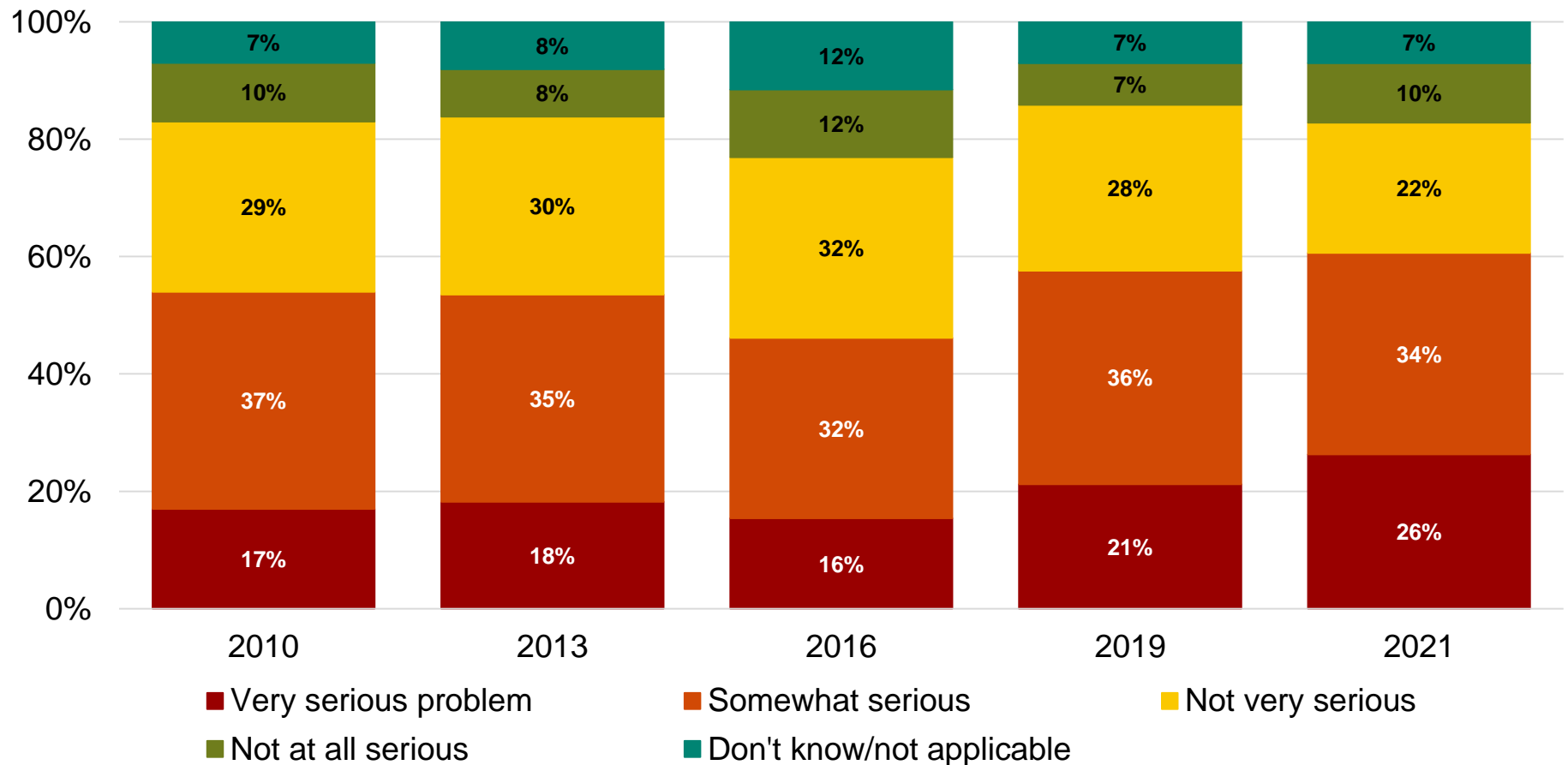 - *Lack of awareness regarding crime prevention* (26% vs 20%)

Perceived Security Risks on Campus: Trends

- The percent of respondents who chose "very serious problem" has notably increased for 11 of 12 items since 2010

- The areas for which the percentage selected "very serious problem" has declined since 2019 for:
  - *Trespassers/panhandlers*
  - *Issues created by ongoing construction*
  - *Unauthorized people in buildings*

- The percent of respondents who said "don't know/not applicable" remained the same or increased since 2019

Support for Security Measures

Over half of respondents say they would support and/or willingly participate in all seven suggested security measures

- **Most support for:**
  - *Increased lighting outside buildings* (97% say "yes")
  - *Use of electronic cards to access buildings* (87%)
  - *Use of cameras outside buildings* (84%)
- **Least support for:**
  - *Wearing an ID card on campus* (55%)

Support for Security Measures: Sub-Group Differences

- **More likely** than their respective counterparts to support increased security measures:
  - Women
    - *All 7 items*
  - Faculty/staff
    - *6 items*
  - Age 46 and over
   - *3 items*
  - Black respondents
    - *3 items*

Support for Security Measures: Trends

- Overall, respondents indicate slightly **increased support for most security measures:**
    - *Wearing ID card on campus*
    - *Electronic cards for access to buildings*
    - *Restricting access to few doors/buildings*
    - *Restricting outsiders' access to campus*
    - *Increased lighting on campus*

- **Cameras** (outside or inside buildings) are the exception, with both items showing **reduced support** since 2019

Support for Security Measures: Trends
An Example

*Participate/support: Wearing ID card on campus
(2010-2021)*
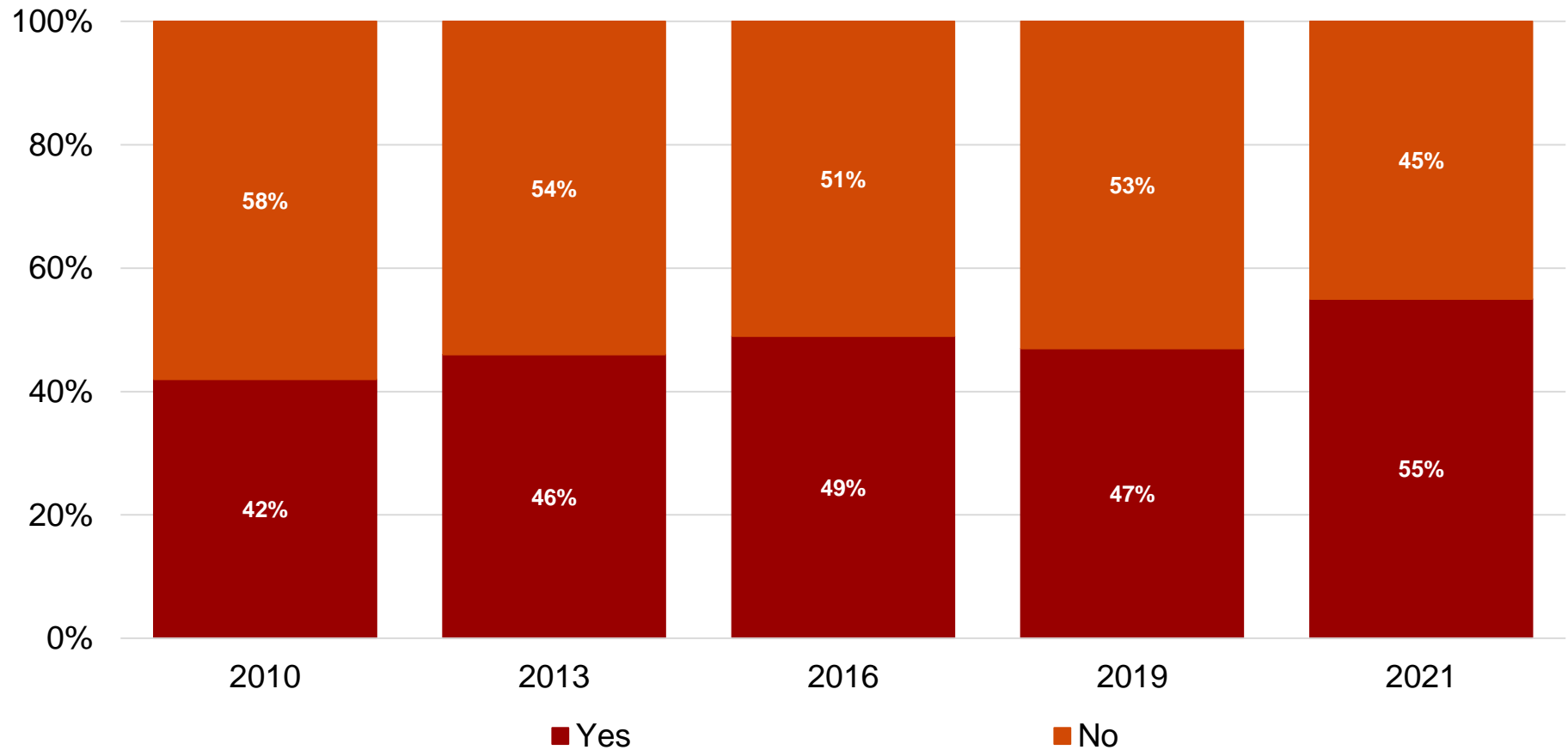
Interaction with Police Department

Most common reasons for interacting with CPD:

– *Attend safety lecture/workshop* (27%)

– *Fire alarm* (26%)

– *Locked out of building* (10%)

- **Overall, interactions with UPD have declined from previous years***

  – **Greatest differences:**

    - *Attend safety lecture/workshop* (39% in 2019 vs. 27% in 2021)
    - *Fire alarm* (31% vs. 26%)
    - *Number of personal escorts* (*10% vs. 6%*)

* This could be because less people were on campus due to the COVID-19 pandemic

Interaction with UPD: Sub-Group Differences

Faculty/staff were **much more likely** than students to have interacted with UPD for the following reasons:

- *Attended safety lecture/workshop* (55% faculty/staff vs 20% students)
- *Attended violence prevention/active shooter presentation* (46% vs 11%)
- *Locked out of building* (23% vs 6%)
- *Locked out of car* (10% vs 4%)
- *Used a panic alarm* (8% vs 1%)

Support for Emergency Notifications*

- Methods of emergency notifications with **most support:**
  - *Text message* (87% say "yes" to receiving such notification about an emergency)
  - *Broadcast email* (84%)

- Methods of emergency notifications with **least support:**
  - *OnCampus app* (24% say "yes" to receiving such notification about an emergency)
  - *Alertus desktop notification* (17%)

* Revised question in 2021

Support for Notifications: Sub-Group Differences

- **Most likely** to support receiving notifications through various methods:
  - Women
    - *All 4 items*
  - Faculty/staff
    - *4 items*
  - Black respondents
    - *3 items*

- These groups are **most likely to support *text messages*** as the top preferred method of notification compared to respective counterparts

Violence Prevention

- **18% of respondents** have *attended a violence prevention/active shooter presentation* on campus
  - Of those who attended, **95% reported** being "very" (60%) or "moderately satisfied" (35%) with presentations

- **Top reason** for not attending violence prevention presentation/active shooter presentation:
    - *Unaware of such presentations* (82%)

Violence Prevention: Sub-Group Differences

- More likely than their respective counterparts to have attended violence prevention presentation:
  - Faculty/staff
    - (*46% vs 11% of students*)
  - Black respondents
    - (*41% vs <20% White and Other/Unknown*)
  - Those age 46 and over
    - (*49% vs 11% under 26*)
- Most likely than their respective counterparts to be unaware of such presentations, among those who did not attend:
  - Students
    - (*85% vs 64% faculty*)
  - Those under 26 years old
    - (*86% vs 56% age 45 and over*)
  - Women
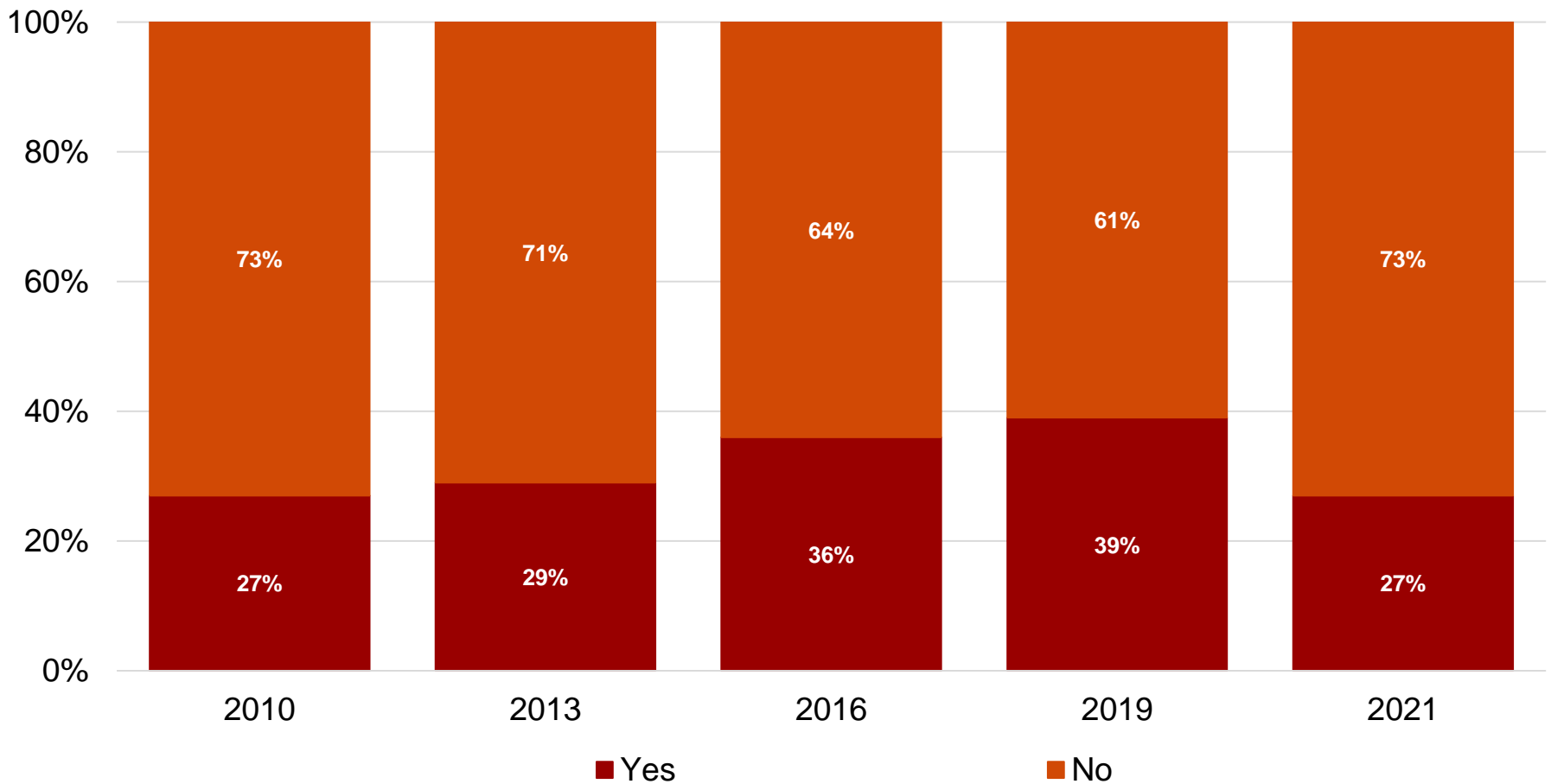   - (*88% vs 77% men*)

Violence Prevention: Trends

- Overall, the percent of respondents who reported **attending a safety lecture or workshop** has **declined** since 2019*

Violence Prevention: Trends
An Example
Interacted with CPD: Attended Safety Lecture/Workshop
(2010-2021)

Campus PD vs. Local PD*

- Generally, UPD is rated **more favorably** than local police departments
  - NC State police are quicker to respond than local police (19% "strongly agree")
  - NC State police provide more community help (17%)
  - NC State police are more trustworthy (15%)

* New question in 2021

Open-End Comments

(see CPD_CODING_SCHEME_2021.XLS, CPD21.BUILDING.FREQS.DOC, CPD21.POS_NEG_FREQS.DOC)

Open-End Comments

- Q29. Describe any safety concerns you have about specific buildings, locations, or conditions on campus within the NC State UPD service area

  - (# of responses = 518)

- Q30. Additional comments, recommendations, and suggestions for improvements for the NC State University Police Department

  - (# of responses = 232)

Coding Scheme: Positive & Negative

- **Safety Precautions/Service**
  - Panic buttons
  - Emergency blue lights
  - Security cameras
  - Escort services
  - Educational programs / outreach
  - Wolfline bus schedule
  - Concealed carry
  - ID badges / card access
  - Safety / emergency measures in buildings

- **Employees/Dept/Services**
  - Number / Presence
  - Demeanor
  - Reporting / Enforcement
  - Response time
  - Bias / Profiling
  - Communication
  - Handling of SA cases

- **General Safety**
  - On campus
  - At bus stops
  - At parking lots
  - Concerns about crime rates

Coding Scheme: Positive & Negative (cont.)

- **Buildings**
  (residence & non-residence)
  - Accessibility
  - "Outsider" presence
- **Unsafe Conditions**
  - Weapons
  - Theft / vandalism
  - Traffic / pedestrian safety
  - Overgrown vegetation
  - "Outsider" presence
  - Construction
- **Miscellaneous**
  - Police pay
  - Vaccination rates
  - Alternative approaches

- **Harassment/Assault**
  - By UPD
  - By faculty
  - By staff
  - By students
- **Lighting**
  - Around buildings
  - Parking decks / lots
  - Tunnels
  - Bus stops
  - Brickyard
  - Surrounding campus

General Observations & Most Common Areas of Concern

- Lighting (23% of comments)
  - Concern with general campus lighting, especially at night or along common walkways

- Number & presence of officers (15%)
  - Overall, faculty/staff and students appear to want increased visibility of safety measures: more patrols, more escorts, and more community outreach/educational programs

- General safety (12%)
  - Increased crime on and around campus; increased visibility/knowledge about crimes

- Traffic / pedestrian safety (9%)
  - Many comments were about lighting or visibility
  - Other concerns include speeding, running stop signs, not yielding for pedestrians, and scooters/bikes

Campus Locations of Concern Commonly Mentioned

- Parking lots/decks (15% of comments)
  - "I am sometimes nervous when parking in any of the parking decks. There are plenty of cameras, but I don't know that cameras prevent crime as much as record crimes happening." (Faculty/staff)
  - "Want more lighting and increased patrols around parking garages" (Student)
- Hillsborough St (7%)
  - "Concern has escalated for…all of Hillsborough Street and campus parking around Hillsborough also. I am uncomfortable with the number of non-University persons in this area, the increase in crime, and feel uncomfortable in these areas now more than ever, but even more so in the last year." (Faculty/staff)
  - "Hillsborough is very dark and makes me uncomfortable." (Student)

Positive Comments

- Most common positive remarks (*n=128*):
  - Thanking UPD (37% of positive comments)
  - Demeanor / professionalism of UPD (21%)
- Examples:
  - "I have seen university police interact with homeless people twice. On both occasions, I thought they handled the situation calmly, patiently, and professionally. I was glad to see that they took the necessary time to help the person leave on their own, without having to use force." (Faculty/staff)
  - "Everyone that I have interacted with has been very kind, and for that I am very appreciative." (Student)

Negative Comments

- Most common negative remarks (*n=753*):
  - General campus lighting (12% of negative comments)
    - "I have spent significant amounts of time on many college campuses and NC State is the darkest one I have ever seen. Super creepy at night." (Faculty)
    - "I wish there were more lighted areas around campus and more law enforcement walking around campus during the nighttime." (Student)
  - Number / presence of police employees – combined not enough + too many (11%)
    - "It may be good to have more of a police presence on campus at all hours of the day. This may decrease the number of random acts of violence that occur on the outskirts of the campus." (Faculty)
    - "Alternatives for non-emergency services. Some services do not require an armed sworn officer." (Student)

Questions? Comments? Discussion?

Contact Institutional Strategy and Analysis

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