

**Public Safety**

**Student Advisory Committee for Security**

**Wednesday, February 23, 2021**

**12:00 p.m. ET**

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| <b>Committee Members:</b><br>Kingsley Baidoo - ✓<br>Aniruddha Dey<br>Dimera (Dee) Durham<br>Jasmine Galante<br>Chae Young (Ashley) Lee - ✓<br>Lucas Miranda-Martinez - ✓<br>Michael McGill - ✓<br>William (Billy) Mills - ✓<br>Ben Scherzer - ✓<br>Lanise Stevenson - ✓<br>Veric Tan<br>Pinyi (Erica) Wang<br>Julia Zeng | <b>Staff:</b><br>Connor Scott - ✓<br>Allison Avolio - ✓<br>Jarron Jackson - ✓<br>Evie Uhlfelder - ✓<br>Walter Brown - ✓<br>Phil Kasten - ✓ |
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**MINUTES**

- Welcome
  - Vice President Scott welcomed everyone to the meeting.
- Introduce Allison Avolio
  - Vice President Scott welcomed Allison Avolio;
  - Allison Avolio, Special Assistant, Student Affairs introduced herself to the Committee.
- Introduce Phil Kasten
  - Vice President Scott welcomed new employee, Phil Kasten;
  - Phil Kasten, Johns Hopkins Security Accreditation Advisor, introduced himself to the Committee.
- Introduce Walter Brown
  - Vice President Scott welcomed new employee, Walter Brown;
  - Walter Brown, Sr Advisor to the Vice President for Security, introduced himself to the Committee.
- Introduce Ben Scherzer
  - Vice President Scott welcomed Ben Scherzer, SGA Student Rep;
  - Ben Scherzer introduced himself to the Committee.
- Discuss Public Safety Social Media
  - The department would like to use Social Media to reach out to the community and provide information to the community; engagement and issues – allowing the community to respond and have an engaging conversation
  - Sr Director Jackson asked the group if we want to be more casual or more formal?
    - Lanise Stevenson explained that each platform is used for different purposes and we should use all of them to engage the different age groups/populations

- Twitter for quick updates; Instagram to share pictures and engagement; SnapChat/TikTok to share longer stories; etc.
  - Ben Scherzer encouraged the department to engage and have conversations head-on with the community before crafting a first-time message on SM;
  - Walter Brown agreed and noted the importance of conversation.
  - Ashley Lee discussed using Instagram – because it is more accessible – for tips, information, share news; Use Instagram to connect with other Hopkins accounts;
  - Louis Miranda-Martinez – use Instagram live to have opportunities for students to ask questions and our department answers them
  - Lanise Stevenson pointed out the six 6 purposes of using SM
    - Information
    - Celebration
    - Clarify
    - Showcase
    - Community
    - Communication/Connection
  - Phil Kasten noted building trust is key; under promise/over deliver; encourage a slow, steady start so people know they can count on us;
- Sr Director Jackson asked the group to discuss the negative about SM; it can be perceived as propaganda – how do we overcome that?
  - Louis Miranda-Martinez agreed that is an issue, posts would need to come off less scripted and more authentic;
  - Michael McGill pointed out this would be a good opportunity to use SM to humanize our team members/officers;
    - Disseminate information
    - Safety Tips
    - How does JHPS get people to the page and give them something to view
  - Lanise Stevenson suggested a few Social Media Best Practices:
    - Posting in The Hub to inform the community about our social media campaign;
    - First call to action is to follow JHPS SM pages;
    - What will be shared so the community can engage;
    - JHPS needs to be strategic about the approach in order to be effective;
    - Must meet the Hopkins Standard, Hopkins is looked at as a gold standard – clarity across the JHPS is essential;
    - Be sure to elevate cultural and linguistic responsiveness.
  - Ben Scherzer suggested looking at the JHSPH Instagram page, they create content that is relatable and informative;
    - Michael McGill agreed with Ben, the JHSPH page is elementary AND scholarly (use a lot of graphics).
  - Billy Mills noted using SM as a diverse platform helps the propaganda feel goes away; getting to know an officer is a great way to reach the community; and don't focus too much on one campus (people who aren't impacted by too much information (relevancy));
  - Allison Avolio and Lanise Stevenson discussed the pros and cons of each campus Public Safety team having their own accounts. Different account would highlight officers to their specific campuses, and students could follow the specific campus pages, but this would make keeping the messaging standard for the department more difficult.
  - Lanise Stevenson asked Vice President Scott what does JHPS want people to talk about on the pages:

- Vice President Scott noted the importance of bridging the gap between being the perceived department and engaging the community as a partner.
  - Lanise Stevenson noted JHPD SM needs to be in line with One Hopkins initiative
  - Connor addressed the Officer Social Media matter
    - Can't discuss too much because this is a personnel matter;
    - But agrees that what is done during off time reflects how you are as a JHPS employee and what you post matters;
    - Sr Director Jackson agreed and stated the JHPS team is held to a high standard, but not an impossible standard and we should all expect those standards to be upheld by JHPS employees.
- Vice President Scott thanked everyone for their contribution during the discussion and ended the meeting.