# UW-Eau Claire Campus Safety

## Analyzing Communication and Active Shooting Resources

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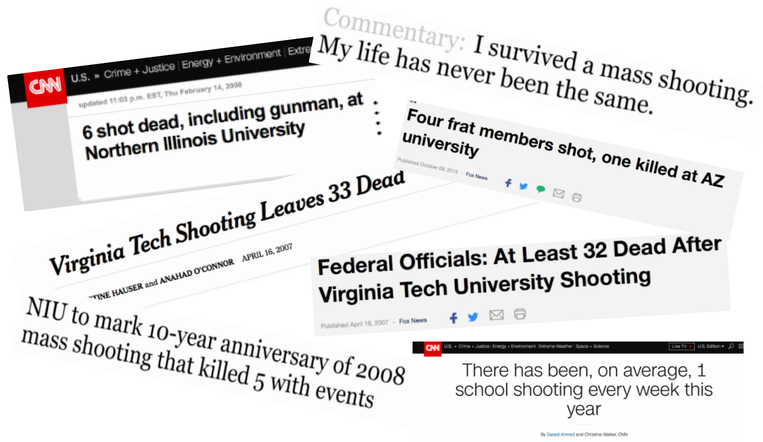



## Abstract

The idea of campus safety, specifically active shooting on college campuses, has been recognized by society to a great extent in recent years. This study examines the way individuals feel about communication regarding active shooting at the University of Wisconsin-Eau Claire. The goal of this research is to help the University of Wisconsin-Eau Claire and other college campuses improve communication around active shootings in a practical and prepared manner. Furthermore, this study will contribute to a growing body of research on campus safety and human-caused crises.

## Literature Review

- Following Virginia Tech in 2007: Colleges and Universities tried to implement *threat assessment teams* to help identify students in need of mental health care (Reed & Brennan, 2015; Schatz, 2016)
- Most often surrounds emergency response to an active threat as opposed to preparedness and training (Booker, 2014; Gow et al., 2009; Gregory, 2012; Knott, 2014; McGee & Gow, 2012)
- We need to build “cultures of preparedness” that are long-term and sustainable (Kupuku & Khosa, 2013).
- Campus communities should “co-produce” communications related to active shooting threats, which would involve a collaborative process among students, faculty, staff, and emergency personnel (Berkes, 2009; Canhoto et al., 2016; Williams et al., 2016).

## Research Questions

**$R_1$:** Do UW - Eau Claire students perceive their campus as safe and prepared for an active shooting crisis?

**$R_2$:** Which forms of emergency communication do UW - Eau Claire students prefer in the event of an active shooting crisis?

**$R_3$:** Which communication resources do UW - Eau Claire students believe would be helpful for learning about active shooting preparedness and safety?

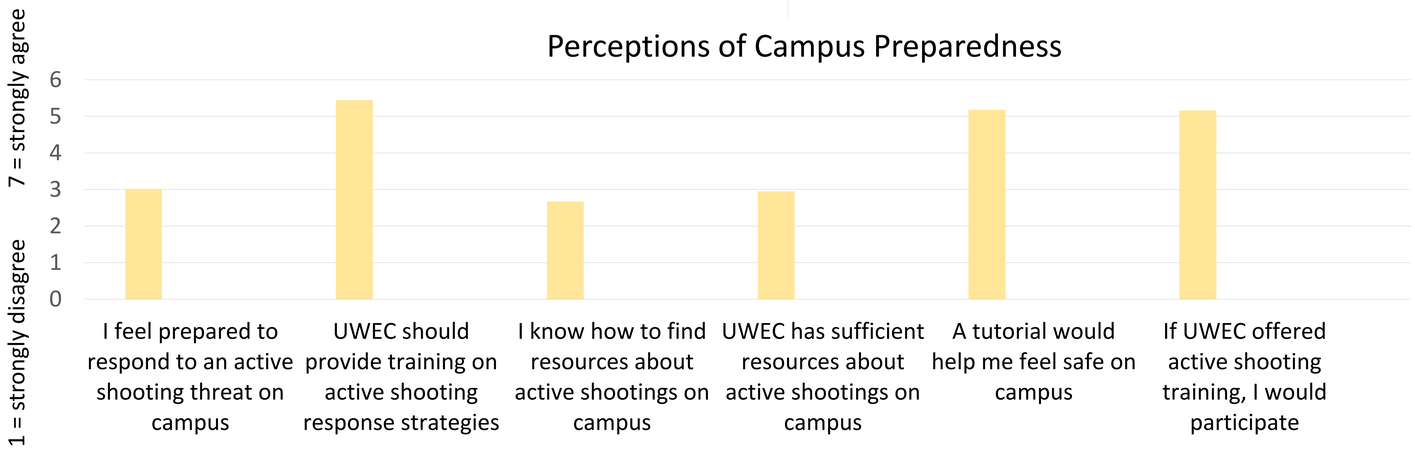
## Method and Participants

We surveyed UW-Eau Claire students via email. The survey was 5-10 minutes and was completed willingly and without compensation. Quantitative survey questions asked about perceptions of safety, campus safety communication, gun ownership, and a number of demographic variables.

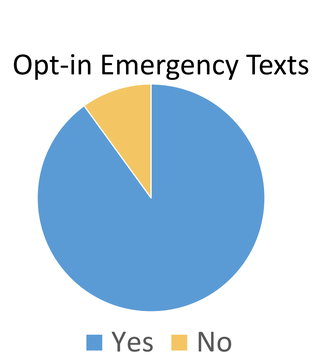
Students also responded to an open-ended question regarding improvements for campus safety

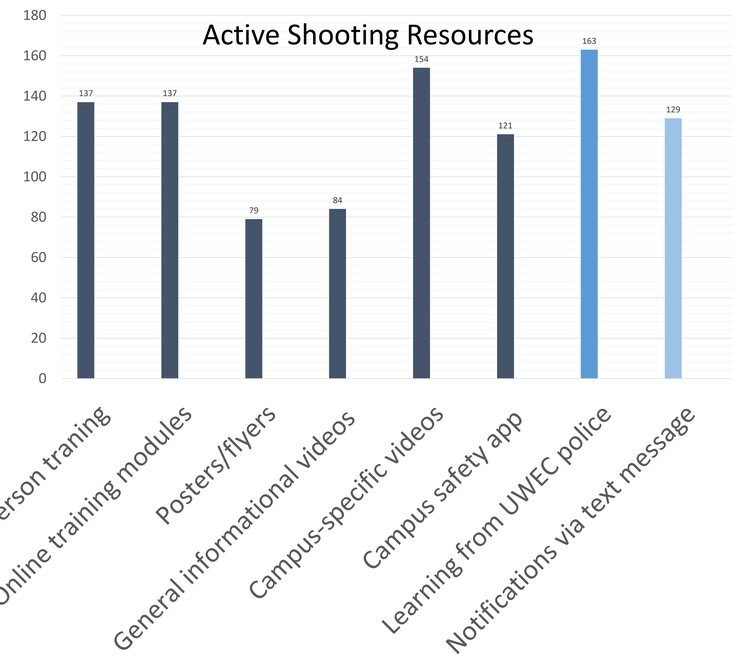
Preliminary results are based off of 211 students. 177 students identified as female, 30 as male, and 4 preferred not to identify. Our sample represented a variety of years enrolled at UWEC, specifically 26% first-year students, 18.5% second-year, 29.5% third-year, 19% fourth-year, and 6% fifth-year.

## Preliminary Results




## Preliminary Results Cont.






*We thank the Office of Research and Sponsored Programs for supporting this research, and Learning & Technology Services for printing this poster.*