Meet UNLV’s New Special Events Lieutenant!

As attacks like the one on the Boston Marathon remind us, danger can strike anywhere at any time — even during the most respected and celebrated of events. With nearly a million sports, entertainment, and fundraising events occurring at UNLV alone each year, what better solution to ensure the safety of attendees than the creation of a dedicated special events lieutenant position within the UNLV Department of Police Services?

Learn more about the person selected to serve in this capacity, Special Events Lieutenant William Newman, and how he and the UNLV Department of Police Services protect the community by turning to page 2.
In Depth: UNLV PD’s Special Events Unit

On January 13, 2014, Sergeant William Newman was promoted to special events lieutenant to oversee police operations during events held on the UNLV campus. With experience as the former director of security for the Miss Universe organization, vice president of corporate security for ETM Entertainment Network, a detective with both the Adams County Sheriff’s Department and Northglenn Police Department in Colorado, a sergeant with the Denver Narcotics Task Force, and an agent with the Colorado Bureau of Investigation, he brings a wealth of pertinent experience to the role. In fact, Lt. Newman had already made a profound impact on how crises at events on campus had been handled while he was a sergeant. He was awarded a Valorous Unit Citation this April for his efforts at a riot that broke out at Sam Boyd Stadium during the El Super Clasico soccer match in July of 2013, which you can read more about in the sidebar on page 3.

Lt. Newman’s new role has him focusing on his strengths in emergency management, preparedness, and planning for special event law enforcement operations. More specifically, his responsibilities include:

- Overseeing all security services for special events on the UNLV campus, including coordinating all law enforcement agencies working special events
- Directing investigations of any criminal incidents occurring in event locations
- Developing security policies and creating strategic plans to address counterterrorism and crowd control issues
- Training various staff (e.g., UNLV Athletics and Thomas & Mack security supervisors) and conducting drills at campus event venues to ensure emergency preparedness and compliance
- Managing equipment and security-related computer applications at UNLV’s event venues
- Researching Homeland Security funding opportunities

Lt. Newman’s efforts ultimately have and will continue to serve to decrease the likelihood of attacks at events held on the UNLV campus and minimize the repercussions of those that may not be entirely preventable. Police Services is proud to be able to offer UNLV students, faculty, staff, and guests a heightened level of security and greater peace of mind while they enjoy events on campus.
On July 3, 2013, multiple riots broke out among 400 rival soccer fans and even some of the players attending El Super Clasico at Sam Boyd Stadium. With mobs throwing rocks, bottles, and punches at each other, the situation was unstable and dangerous.

More than 120 police officers from Las Vegas Metropolitan Police Department (LVMPD), Henderson Police Department, UNLV, and the park police responded — including Lt. Newman, who was then a sergeant. During a record-setting heat wave, Lt. Newman worked alongside his law enforcement brothers and sisters nearly 7 hours without rest, participating in the formation of a police line amid the chaos to separate the feuding groups and breaking up additional fights as they erupted to restore the peace and promote the safety of event attendees. He also conducted emergency planning with the LVMPD to formulate and execute a successful egress plan to prevent additional rioting at the conclusion of the event.

For his heroic actions, professional leadership, and outstanding work at this event, he was awarded one of UNLV Police Services’ prestigious Valorous Unit Citations.
When UW-Madison student Eric Cardinal got a text message on his phone, he had no idea he was about to become a hero.

But that’s exactly what happened a little over a year ago. While working at a Shell station near the campus, he received one of the school’s emergency text notifications regarding a suspected shooter university police were trying to apprehend. Shortly thereafter, Cardinal noticed a man in his store fitting the description given in the message. He activated a silent alarm, and police arrived on the scene, arresting the suspect within minutes.

This is how well a campus emergency notification system can work — and when it works right, few things are more gratifying.

But what if Cardinal hadn’t decided to opt into UW-Madison’s notification system, which places the burden of enrollment on the shoulders of each campus community member? What if he had made the all-too-common apathetic choice to not bother with signing up to receive information via these critical systems? What might’ve happened then?

Luckily, UNLV Police Services eliminated the potential for this scenario playing out on our campus. We deployed our emergency notification system (E.N.S.) in 2009, made the choice in 2010 to enroll all UNLV staff and students in E.N.S. automatically and allow them to opt out if they so desired, and haven’t looked back since. And while arguments regarding privacy occasionally arise when institutions are deciding between opt-in or opt-out emergency notification programs, more are coming to see as we did that protecting the campus population is fundamentally more important — especially considering that getting staff and students to enroll in, or opt into, emergency notification systems represents a significant challenge. In fact, not only had it been an issue for us when we first deployed our E.N.S., but it remains an
issue now for a combined 64% of more than 700 university respondents taking Campus Safety magazine’s 2014 Emergency Notification survey.

Naturally, this problem is prevented with automatic enrollment. This may be why Robin Hattersley Gray found that “automatic enrollment with opt out is much more popular now than it was in 2010” in “Campuses Continue to Invest in Emergency Notification Systems and Upgrades,” which summarized the survey’s findings. “Overall in 2014, 31% of survey respondents who have a text message system now use this approach,” she said. “Four years ago, only 11% used the opt-out option overall.”

This news should be celebrated, especially considering the fact that opt-out counterparts, opt-in programs, have average participation rates that flounder at an abysmal 10%-40%, according to FSU Emergency Management Coordinator Dave Bujak, quoted in Gray’s “9 Ways to Optimize Your Mass Notification System.”

At the end of the day, more people receiving critical emergency notifications means more are safe and community policing is more effective. Getting the message out to the greatest number of people possible is simply best accomplished via opt-out programs. Having no way to know beforehand whose eyes and ears might be the right ones at the right time to assist with crime prevention or damage control, making enrollment in emergency notification systems automatic is proactive and takes the guesswork out of who’s receiving these important warnings, instead delivering them to all who may be able to help or, at the very least, actively avoid danger.

Still, higher education overall has a long way to go when it comes to these programs. The only thing scarier than the fact that so many campuses still use an opt-in system for emergency notifications is that there are many institutions that don’t have any form of emergency notification system, let alone recognize the importance of considering the question of opt in/opt out.

The good news is, UNLV has these bases well covered. With an average of eight ENS messages posted per year (including tests) and an enrollment of more than 30,000 campus members, we and the university community continue to reap the many benefits of our decision to utilize an opt-out emergency notification system.

» More Information

“Emergency Text Alerts Not Reaching Most People on University of Wisconsin Campuses” by Rory Linnane
http://wisconsinwatch.org/2013/04/emergency-text-alerts-not-reaching-most-people-on-university-of-wisconsin-campuses/

“Campuses Continue to Invest in Emergency Notification Systems and Upgrades” by Robin Hattersley Gray
http://www.campussafetymagazine.com/article/campuses_continue_to_invest_in_emergency_notification_systems_and_upgrades

“9 Ways to Optimize Your Mass Notification Systems” by Robin Hattersley Gray
Everyday Safety

Two More UNLV Buildings Selected for Inclusion in SILVER STATE PROTECTION PROGRAM

Big buildings can mean big problems in the event of an emergency. That’s why Silver Shield, Nevada’s Critical Infrastructure Protection Program, was developed — and why it’s coming to UNLV once again.

Starting off with the mission to assess a select set of key infrastructures in the state of Nevada, Silver Shield quickly expanded its goal to include facilities, networks, and systems that are critical to the successful functioning of the state from economic, health, and safety perspectives. In Southern Nevada, the process begins with the identification of a facility as high priority based on the aforementioned criteria by the Las Vegas Metropolitan Police Department (LVMPD). Silver Shield then contacts the parties responsible for such infrastructures and conducts a variety of assessments, including questionnaires, on-site surveys, and more. Emergency response plans are developed or modified based on each site’s identified vulnerabilities in the event of a disaster, and the infrastructure is catalogued into the Automated Critical Asset Management System (ACAMS) and Critical Infrastructure Protection System (CIPS). An ongoing Infrastructure Liaison Officer (ILO) is then assigned to address future needs.

In addition to more than 1,000 assessments it’s conducted throughout Nevada, Silver Shield has now assessed and cataloged UNLV’s Student Union as well as the Student Recreation and Wellness Center. These facilities join the previously assessed Sam Boyd Stadium and Thomas & Mack Center — all of which are mass population centers on the UNLV campus. In the event of an emergency situation at any of these facilities, the Silver Shield Protection Program will provide emergency plans and other critical information to dispatchers and first responders and help ensure the greatest degree of mitigation possible to all involved.
Laptop Registration Event  
Jan. 26 – LLB Lobby  
11:00 a.m. – 12:00 p.m.

Jan. 27 – LLB Lobby  
8:00 p.m. – 9:00 p.m.

Jan. 28 – LLB Lobby  
11:00 a.m. – 12:00 p.m.

Jan. 29 – LLB Lobby  
8:00 p.m. – 9:00 p.m.

Rebel Roundtable Meet & Greet  
Feb. 11 – SU by Info Desk  
12:00 p.m. – 2:00 p.m.

Mar. 25 – SU by Info Desk  
12:00 p.m. – 2:00 p.m.

April 22 – SU by Info Desk  
12:00 p.m. – 2:00 p.m.

Girls on Guard Self-Defense Course  
April 27 – PHQ  
3:00 p.m. – 7:30 p.m.

Girls on Guard Self-Defense Course  
May 6 – PHQ  
3:00 p.m. – 7:30 p.m.
**Department Transition**

Since August, Officer Paul Velez has been training with the UNLV Department of Police Services’ Detective Unit to prepare for his promotion to police detective. He will continue to serve as one of two public information officers for the department both before and after assuming his new role.

**Department Accomplishment**

The Nevada Police & Fire Games have been going strong each summer since 1976, and this past August, one of UNLV Police’s very own, Officer Brett Goff, took on the challenge of competing against his fellow brothers and sisters in law enforcement in the Games. With the vehicle he uses most frequently to patrol our campus — a bicycle — he brought home two silver medals from the event. Officer Goff also participated in the Logan to Jackson Bike Race and the Viva Bike Vegas charity ride. Way to go, Officer Goff!

**Departure of Dispatcher Mary Wade**

The UNLV Department of Police Services bid farewell to Dispatcher Mary Wade last summer. Mary was with UNLV Police’s Communications Unit for nearly nine years before moving out of state.

**Departure of Publications Writer Raegen Pietrucha**

The UNLV Department of Police Services also bid farewell to Publications Writer Raegen Pietrucha. Raegen was with the UNLV Police for eight months before transferring to UNLV Libraries.
UNLV Police Chief
Jose A. Elique

Assistant Chief
Sandy Seda

Newsletter Staff:
Manager, Office of the Chief
Hobreigh Fischer

Content & Design
Raegen Pietrucha

Student Assistants
Samantha Slinkard & Stephanie Cohen

Contact Information:
Police Department Address:
UNLV Department of Police Services
University of Nevada Las Vegas
4505 S. Maryland Pkwy.
Las Vegas, NV  89154-2007

Police Department Website:
http://police.unlv.edu/

Police Non-Emergency Phone Line:
702-895-3668

Police Fax Lines:
General: 702-895-3600
Police Records & Administration:
702-895-2685

Questions & Comments on Newsletter:
hobreigh.fischer@unlv.edu

“UNLV Police to Step Up Efforts Against Mopeds, Scooters on Sidewalks”
by Rene McCullough

“UNLV Police Prepare for a Potential Active Shooting”
by Holly Ramella
http://www.unlvrebelyell.com/2014/07/31/unlv-police-prepare-for-a-potential-active-shooting/