Present: Roger Maas, Mary Lou Read-Dreyer, Cheryl Ross, Philip Carpenter, Laura Beamer, Paul Carpenter, Sgt. John Votaw, *Dave Scharenberg, Melissa Burlingame, Neil Dickey, Tina Berg

* Committee Chair


1. Meeting called to order at 10:30
2. The minute from the November 20, 2013 were approved

- Mr. Scharenberg discussed the changes that the University Council made to bylaws, Article 16.3 at the December 4, 2013 meeting. The office of Vice President for Safety and Community Relations has been added to the committee membership list.

3. Old Business:

- The attached proposal was discussed. The main thrust of the Crosswalk Initiative will be planned for the beginning of the fall semester.

Sgt. Votaw commented that the NIU Police dept. has been exploring this same issue. Officers whose responsibilities include residence halls hold periodic meetings with students and have the opportunity to discuss safety issues. This forum could be used as an initial and on-going program to improve awareness. Lt. John and Sgt. Votaw would be the contacts. Prof. Dickey suggested that this begin with the new semester.

Sgt. Votaw also suggested that article in the Northern Star should also discuss the consequences of crosswalk violations for pedestrians and motorists. Past articles have been well received.

Mr. Scharenberg will visit with Physical Plant departments that drive university vehicles to discuss the associated crosswalk laws and responsibilities.

Mr. Scharenberg will also contact the Northern Star for more information. Possibly having a student reporter interview officers and write a series of articles on the subject.
Ms. Burlingame discussed using social media for the initiative. She will look into developing a “Facebook” page. Mr. Maas mentioned that prior to instituting anything, proper approval should be sought. All agreed. Ms. Burlingame will put together a draft to present to the next committee meeting.

Power Point presentations on building video systems was discussed. The question would be “where to start”? Mr. Scharenberg suggested that each member write down a thought or two to be presented at the January meeting. Sgt. Votaw mentioned that the Police dept. may have a program already available.

Sgt. Votaw also suggested that “bicycle patrol” officers may be used to deliver the message through handouts, discussions with pedestrians. We could develop flyers to be handed out.

Ms. Burlingame raised the idea of “branding” or coming up with a slogan or character that can be identified as the lead in the initiative. Ms. Beamer suggested “Heads Up”. Mr. Scharenberg suggested “Don’t Hit a Huskie”. Further ideas will be discussed at the January meeting.

Media Services supports the idea of a “student video contest” and the committee agrees that we should proceed with a role out in the fall. A goal to release videos around the Homecoming timeframe and award “homecoming points”. Mr. Paul Carpenter commented that we will need “rules” for the competition. He also suggested that we make an effort to have information available for student orientations beginning in June. The NIU Police would be able to assist with a short “Power Point” to be presented at orientation meetings.

Ms. Burlingame suggested that we also work with the residence hall CA training program. Ms. Berg will discuss this with people running the program to get more information.

Commitments:
- Mr. Scharenberg will contact the Northern Star for more ideas and information on article publication
- Mr. Scharenberg will also further investigate signs on the Huskie Buses
- Sgt. Votaw will research his resources for Power Point presentations and other pertinent information

4. New Business:
   - Mr. Scharenberg discussed briefly the Smoke Free Campus. This request should come up through the student organization. The committee will not pursue this issue at this time.

5. Next meeting scheduled for January 15, 2013
6. Meeting adjourned at 11:20