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# INTRODUCTION

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**E**ducational institutions throughout the world must ensure the safety and security of increasingly large numbers of students, faculty, and staff. A safe and secure campus enhances the atmosphere of learning desired in a collegiate setting, and encourages the support of the academic community. The return on investment is tangible, since both students and the general public are attracted to classes and events held in a safe and secure environment.

To ensure that campuses stay secure, administrators along with their safety and security department personnel must design, develop, and implement a strategic plan that details proactive ways to prevent crimes and protect assets at institutions of higher learning. Through this process, administrators will gain insight into the value of a viable safety and security department and be in a position to support the mission, goals, and objectives at the core of the strategic plan.

This book can serve as a resource for college and university administrators as well as for others involved in the pursuit of this specialty within the field of industrial security. The authors explore such topics as the legal aspects of campus security and the appropriate programs and equipment that help meet those requirements. Personnel factors are addressed as well, underscoring the need for diversity that provides for a culturally enriched campus.

The authors especially thank E. Floyd Phelps, CPP, 1997 chairman of the ASIS Standing Committee on Educational Institutions, for his efforts in guiding this book from a mere idea to a reality.

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Consultant

# CHAPTER 2

## Risk Management for Campus Administrators

by Bertus R. Ferreira, Ed.D., CPP

**R**isk management techniques have been used effectively for many years in business and industrial settings. College and university campuses face many of the same safety and security concerns and risks as their private sector counterparts. Risks are everywhere, and if not managed, they will cause many problems. Campus administrators must either do something about these risks, or be ready to answer to the courts when held liable.

The potential risks at educational institutions are numerous and very complicated. If a student or faculty member is assaulted, robbed, or raped, the institution can be held liable and may have to pay an enormous sum in litigation or an out-of-court settlement. If a certain campus is perceived as unsafe, students will take their tuition money elsewhere, a condition most educational institutions can ill afford. Colleges and universities house expensive equipment that can be stolen or damaged such as computers, electronic appliances, laboratory equipment, art pieces, rare documents, and books. Replacement costs for any one of these items can be astronomical. All of these safety and security risks need attention..

**Definitions.** Before embarking on a preventive security program to address these specific issues, the university must decide what it values be it people, property, or information and to what degree it is willing to protect those valuables. This process can be completed using the following proven techniques.

*Risk management* comprises deliberate actions that anticipate, recognize, and analyze potential threats and losses. These actions include reducing or preventing such risks and evaluating the effectiveness of the measures taken.