

SafeSpace Nebraska



FINAL REPORT

Who are we?

University: University of Nebraska-Lincoln (UNL)

Location: Lincoln, NE

Team size: 10

Project Title: SafeSpace Nebraska

Slogan: Know to "Run, Hide, Fight!"

Project Description

SafeSpace Nebraska focused on enhancing preparedness of college students for school shooting events. While school safety protocols were actively promoted in high schools, preparedness training was severely lacking on college campuses. Our campaign tailored the "Run. Hide. Fight!" protocol to the UNL community by engaging UNL students and staff through a variety of interactive tactics to enhance their knowledge of what to do in the event of an active shooter situation on campus.

Digital Content

Instagram: <https://www.instagram.com/safespacene>

Website: <https://safehavenmedia2023.wixsite.com/safe-space>

Target Audience

Our primary audience is UNL students.

Meet Maria

Maria Perez is a freshman at UNL. She is familiar with the lockdown protocol back in high school but doesn't know what to do at a collegiate level in the event of a school shooting crisis. The topic has not been touched upon in her orientation sessions, her syllabi, or her academic advisors. She uses social media a lot, particularly Instagram, but she has not seen posts on this topic on the accounts she follows. Her student mentor, who is a senior at UNL, tells her that he does not know school protocol either in a school shooting crisis. As someone who is passionate about changing the school environment for the better. She has not experienced school shootings but wants everyone to feel safe at UNL.

Project Goals

Our primary goal with this campaign is to make the UNL community a safer space. To that end, we set the following objectives:

- To get 100 signatures for our petition to include the Run, Hide, fight policy in the syllabus for UNL.
- To reach more than 2000 engagement interactions on our Instagram account..

Research

Secondary Research

Our team gathered insights from 23 diverse sources, including news outlets and government websites to identify risk and protective factors in mass and school shootings.

Findings & Insights

- Shooters predominantly fall within the 15-19 age range, with those aged 20+ associated with higher severity incidents. Everytown for Gun Safety documented 323 instances of gunfire on college campuses between 2013 and 2023. These findings suggest that UNL can be vulnerable to school shootings.
- Social-emotional learning has shown promise in reducing violent tendencies among youth. This suggests that interactive tactics that enhance social-emotional learning will be effective.

Primary Research

Our team conducted 10 in-depth interviews with UNL students, faculty, and field experts. This included an interview with a UNL police department representative. We also fielded a quantitative survey with over 200 responses.

Our primary research aimed to identify resources on campus and investigate UNL students' level of preparedness of school shooting.

In-Depth Interviews

- There was limited awareness among students regarding active shooter policies.
- Police responses were often not immediate, so it was important to know what measures to take in the case of an active shooter.
- Former SWAT leader expressed people were generally not prepared for an active shooter.

Quantitative Survey

- Students thought UNL had adequate precautions provided if there were a school shooting (email campus).
- About 25% of students did not have any knowledge of what to do if there were campus shooting.
- Instagram was the most preferred source of information for UNL students.

Tactics

Tactic 1: Social media

- Instagram was actively utilized to disseminate vital information regarding school shootings and UNL's active shooter protocol. Our target audience used social media actively and Instagram was one of the most utilized platforms. Regular posts kept UNL students informed about the latest developments, safety tips, and updates to the active shooter response plan. The aim was to create a digital safe space that served as a constant and accessible source of information, ensuring that the entire student body remained well-informed and prepared. We also encouraged followers to engage with our Instagram account and share our posts.

Tactic 2: A website with information about school shootings

- We created a website that detailed our key messages and all of our tactics. It also served as a reliable source that provided resources to students, faculty, and others who wished to learn more about our campaign. The website was promoted on our Instagram bio.

Tactic 3: A scenario-based training session

- We presented to a class of undergraduate students in the College of Journalism and Mass Communications. We had the opportunity to ask them about their knowledge of the active shooter protocol. We introduced two school shooting scenarios and discussed with the students how they should respond in an active shooting crisis happened right then. We also leveraged this opportunity to share our knowledge of UNL's active shooter protocol to further students' awareness of what to do during an active shooter event.
- We recorded this class discussion so that it can be posted to our website and social media to update other students' and faculty's information on UNL's active shooter protocol.

Tactics Cont.

Tactic 4: Booths at UNL's City Union and Journalism Building

- We held a booth at the union and another one in the College of Journalism & Mass Communications (Andersen Hall) that gave students the chance to interact with us and learn more about the active shooter protocol that UNL utilized. We explained the UNL protocol in the event of a school shooting crisis and encouraged the students to sign up for a petition (see Tactic 5 below).



Tactic 5: A petition to urge UNL to include its Run, Hide, Fight Policy in all future syllabi

- We created a petition through Change.org, advocating for the Run, Hide, Fight policy to be included in the safety information in all campus syllabi. We gave students an opportunity to sign this at our booth at the City Union.

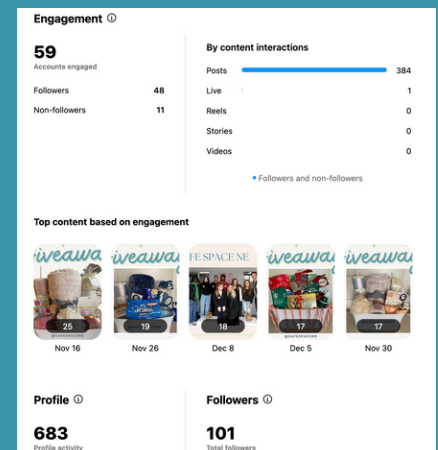
Tactic 6: Involvement with academic advisors' involvement to continue our mission

- We gave UNL's academic advisors cards with the "Run, Hide, Fight." protocol, as well as stress balls and magnets with our logo on them.

SAFE SPACE NE
COME TO OUR BOOTH IN THE LOBBY!
10:45 AM-12:15 PM
NOV. 15TH
STOP BY TO SNAG A PRIZE,
SIGN OUR PETITION, AND MORE!
Andersen Hall 2023

Safe Space Nebraska in the Andersen Hall lobby this Wednesday

Join Safe Space Nebraska in the Andersen Hall lobby this Wednesday 10:45 a.m.-12:15 p.m. This group of CoJMC students will be talking about their campaign to promote UNL's Run Hide Fight policy & how they're hoping to make UNL a safer space for students and faculty. Stop by to snag a prize, sign their petition and hear more about their incentive!



Strengths

1. Social Media Presence

We received daily interactions from our followers through their engagement with our posts, live videos, and participation in our giveaways.

2. Strong Partners

Our efforts were supported by various sources, including esteemed professors, the College of Journalism and Mass Communications, the UNL police force, and our peers.

3. Student Feedback

Students from different classes helped us with our Qualtrics survey and petition on active shooter knowledge. Their diverse input helped us identify gaps and improve our efforts.

Opportunities to Improve: Policy Change

- One challenge that we ran into during our campaign was being able to elicit real policy change within the time frame that we were given for the campaign. Policy changes take much more time than just one semester. Specifically, to be able to add the university's active shooter protocol policy on all university syllabi, it could take a year to see any action. We have initiated the process by sending the request to Faculty Senate, but the proposal will need to go through several committees for deliberation. In addition, we also sent a request to the mayor's office for a designated "School Shooting Awareness Day." We aimed to amplify community awareness about the proactive measures that could be taken to enhance safety. These requests are approved on a set schedule and we are expected to hear back from the mayor's office soon. In the future, we will be able to understand this process better so that we are able to make more of a difference in the time that we have.

Opportunities to Improve: Reaching Audiences

- We also had to adjust our target audience when we got to the planning phase. Our secondary research showed that high school or even middle school students were in great need of emotional support in the event of a school shooting crisis despite the practice drills and protocols taught in schools. When we started conducting primary research, we found out that it was hard to reach our target audience, that we did not have established partners that we can work with to engage with our target, and that we did not have enough time to get my proposed tactics approved through appropriate channels. As a result, we decided to pivot our direction and target college students at UNL instead, which extended our campaign research and planning process. Looking back, we should have spent more time research the logistics of engaging different kinds of audiences before we had committed a substantial amount of time and resources.

Measures of Effectiveness: Change.org Petition

One way we measured success was through our [Change.org](#) petition titled “Mandate Inclusion of 'Run, Hide, Fight' Policy in UNL Class Syllabi.”

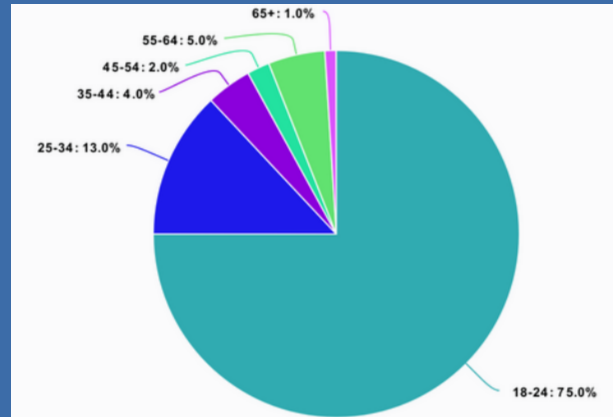
The signatures on our petition demonstrated the effectiveness of our campaign in stimulating behavioral change, indicating that our ideas were supported by both students and faculty. Our initial objective for our petition was 100 signatures. Over a month and a half, our petition gained 130 signatures. We exceeded our initial objective. The majority of our signatures were gained through interacting with students and faculty at our booths at the City Campus Union and Andersen Hall.

Measures of Effectiveness: Instagram and Training Session

We measured the success of our social media campaign by looking into the demographics and insights provided by the platform.

- We found that 78.4% of our followers were women and 21.5% were men. Our most popular locations of followers were Lincoln, NE with 80%, and Omaha, NE with 7%. This tells us that we reached our target location.
- Our campaign garnered 100 followers and reached 613 accounts, the majority being non-followers. This shows that the sharing of content on personal Instagram stories helped us reach those outside of our followers.
- Our total of 3,365 impressions and 1,045 profile visits shows that we garnered a substantial amount of brand awareness.
- The Post Interactions chart to the right details our post interactions in totality. The metrics show that our campaign generated more than 323 interactions.

Instagram Age Demographics



This pie chart is a visual representation of the different age demographics of our followers. The majority of our followers were between the ages of 18-24, which aligned with our target audience of college students.

Post Interactions

Likes	Comments	Saves	Shares
253	45	1	24

Pre- and Post-Presentation Survey of the Training Session

We measured the success of our scenario-based training session by conducting pre- and post-surveys ($n = 19$ for pre-survey and $n = 16$ for post-survey) of students who attended the training.

- In the pre-survey, 84.2% of 19 students said that they had not been provided information from UNL about school shootings. Only 52% of students knew of “Run, Hide, Fight.” and 48% did not. Also, 89% of students indicated they were not prepared for school shootings.
- In the post-survey, 100% of students noted that they were aware of “Run, Hide Fight.” 75% were prepared for school shootings. All students said that they believed the presentation helped them feel more prepared in the event of an active shooter threat on campus.

These findings show our training helped bring awareness and preparedness to UNL students as they were lacking in it beforehand.

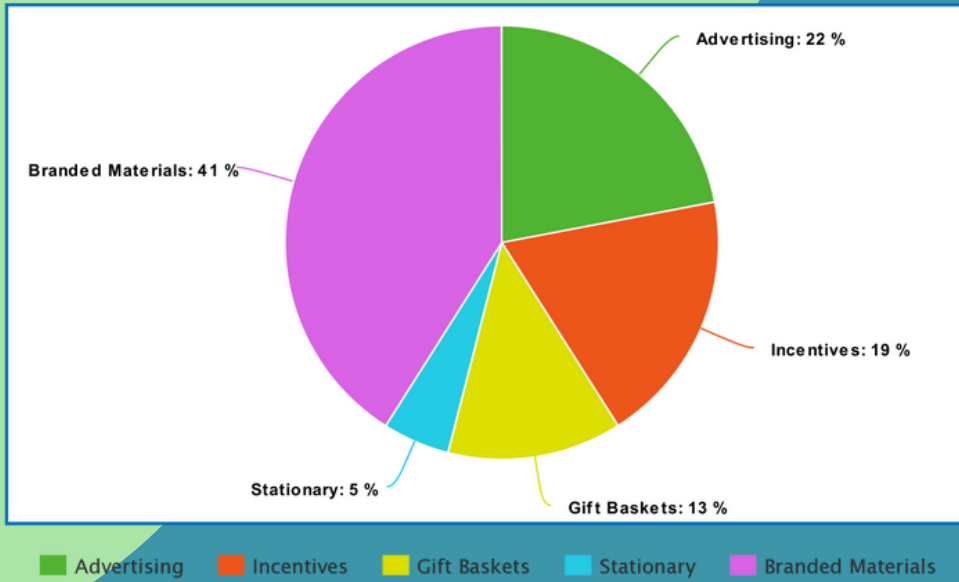
Opportunities to Sustain and Scale

Many of our tactics are sustainable beyond the timeframe of this campaign. For instance, adding the school shooting preparedness protocol to syllabi will not only make the information readily available to all UNL students but also accessible in future semesters. As another example, the designated "School Shooting Awareness Day," when passed, will also make school shooting preparedness a salient topic for all Nebraskan schools and communities in the future.

Our tactics are also scalable. It is easy to implement our campaign on other college campuses and middle/high schools.

1. Offer our scenario-based training in campus activities, such as orientation week, student clubs, residence hall meet, and academic departments.
2. Offer our scenario-based training online. We provided a structured program with information on "Run. Hide. Fight." tailored to our campus in our training session. It is easy to convert the content onto an online video or curriculum module so that anyone with Internet access can learn the information.
3. Build on our social media strategy. Based on our research findings and insights, we craft key messages and planned engagement strategy on the topic of school shooting. Our social media strategy can be adapted for other campuses or even social causes in the future.
4. Partner with influencers. We identified some key influencers in our campaign, including academic advisors and UNL police. Our experiences and tactics with these influencers will also prove useful for future campaigns that promote preparedness for school shooting.

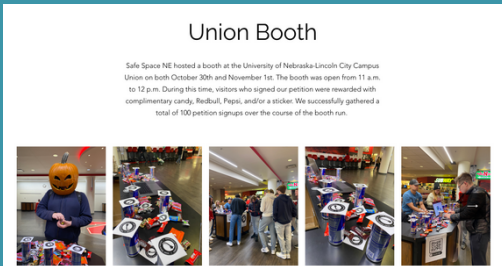
Budget & Media



Spent: \$2,092.33
 Added Value: \$1,500

Our main costs in this campaign were our branded magnets, stress balls, shirts, and social media advertising. We also allocated funds to create an Instagram giveaway where our followers could share the post and secure entry into the raffle for following our page and tagging their friends. Research incentives like Visa gift cards, doughnuts, and candy were utilized as incentives to get out target audience to participate in our surveys and our booth at the union. Our added value is due to us designing our website and all of our graphics for social as well as our t-shirts.

Safe Space NE Website



Giveaway baskets



"What is my Safe Space" post



Booth at the Union

