

# Understand, Plan, & Act: Campus Safety with ArcGIS

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Transform Campus Operations with ArcGIS

Fall Webinar 3

# Agenda

- Introduction
- Esri Campus Safety Solutions
- Mapping Emergencies at USF
- Account Management Support
- Esri Resources
- Q&A

# Webinar Housekeeping

- Please enter your questions in the chat box
- Microphones will be muted
- Q&A session at the conclusion of the webinar
- Webinar & slides will be available
- Survey following the webinar

# Welcome to "Digitally Transforming Campus Operations with GIS" webinar series

Digitally Transform  
Vegetation Management on  
Campus

September 15, 2022

12pm CST / 10am PDT

Streamline Campus Field  
Operations with ArcGIS

October 20, 2022

12pm CST / 10am PDT

Understand, Plan, Act:  
Campus Safety with ArcGIS

November 17, 2022

12pm CST / 10am PDT

# Campus Safety & Security Solutions

# Common Challenges for Campus Safety and Security

**Preparing for and Responding to Crises**

Coordinating with Outside Agencies

**Understanding Criminal Activity On and Around Campus**

**Ensuring Safety and Security at Campus Events**

**Maintaining Situational Awareness**

# ArcGIS for Public Safety

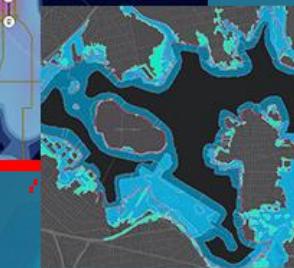
Emergency Communications

Emergency Management

Fire, Rescue, and EMS

Law Enforcement

Homeland Security



# Campus Safety with GIS Today

## Citizen Reporting



## Crime Density



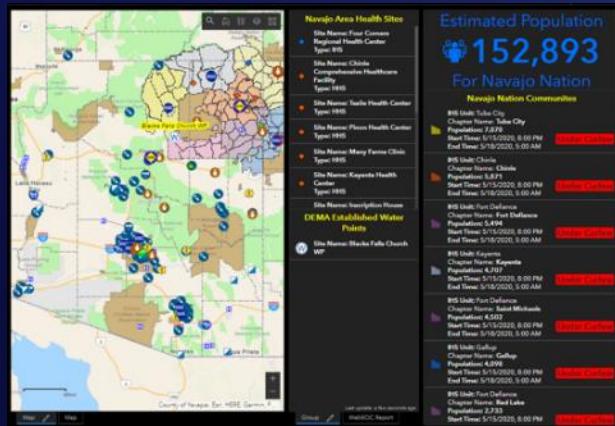
## Campus Navigation App



## Event Management



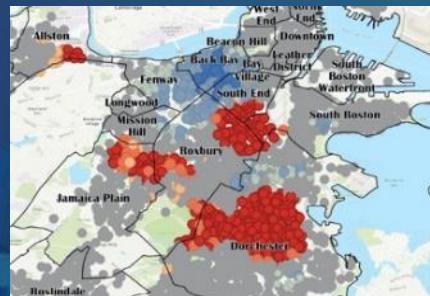
## Emergency Management



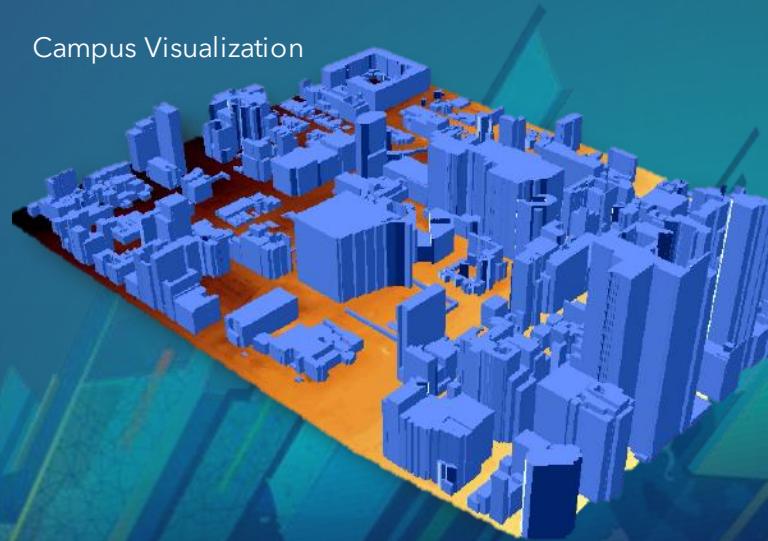
## Emergency Evacuation



## Hot Spot Patterns

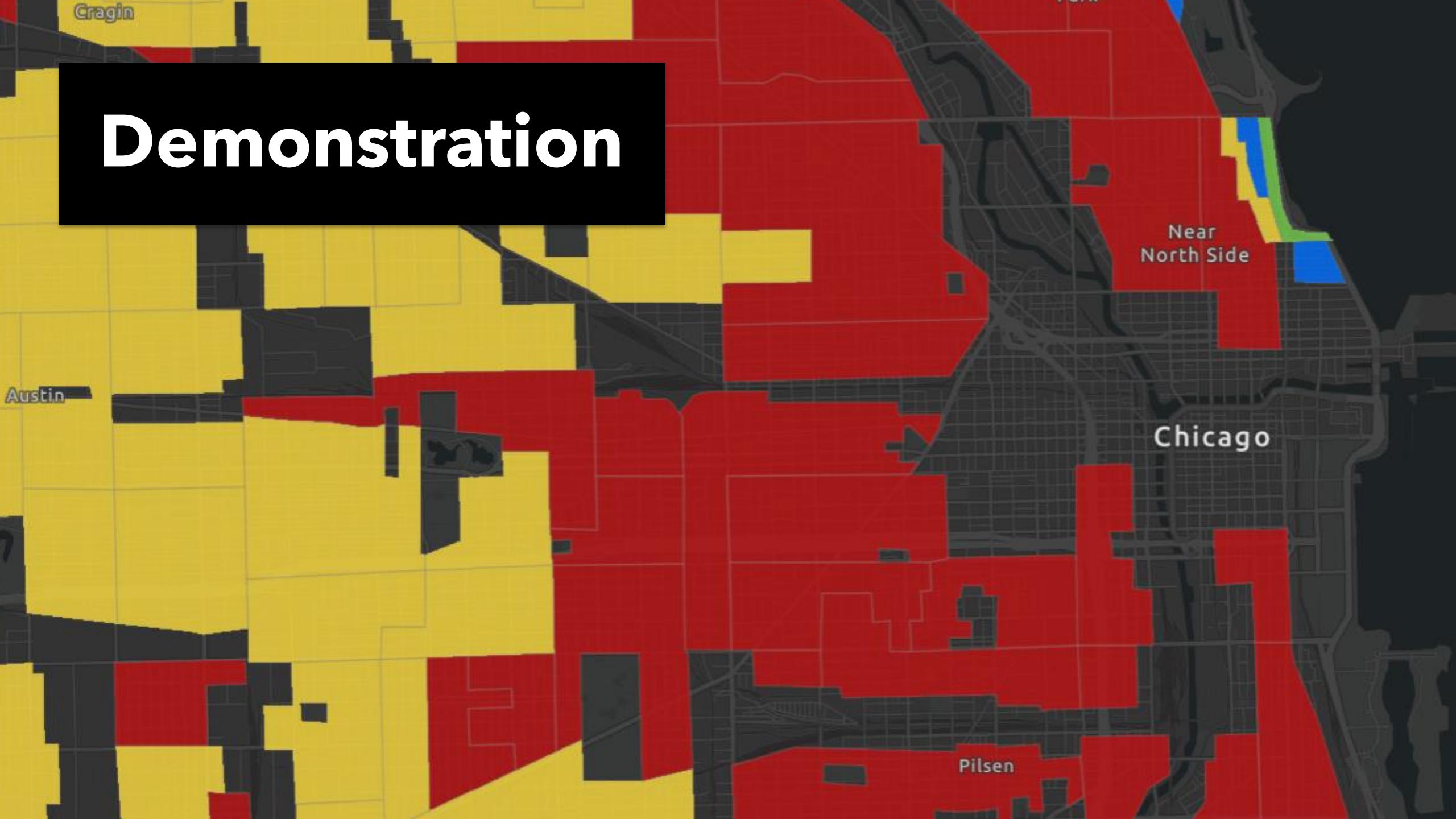


## Campus Visualization



Cragin

# Demonstration



# ArcGIS | One System Supporting Many Missions

## Event Management



## Real-time Crime Centers



## Bulletins & Briefings



## Executive Dashboards



## Daily Operations



CAMPUS BASEMAP | MOBILE REPORTING | PERSONNEL TRACKING | COMMON OPERATIONAL PICTURE | SPECIAL EVENTS | CRIME ANALYSIS

# Mapping Emergencies at University of South Florida



**Daniel Gessman**

**Building Information  
Services GIS Administrator**

**University of South Florida**

# Esri Account Management Support

# Who We Are



The Esri Higher Education team is your face of Esri. We support Educational and Administrative use of GIS on your campus.

# How does the Education Team help you?

We help with anything relating to your need to Apply Geographic Information Systems on campus

## ***Licensing***

What do you have...  
... What do you need

## ***Communication Facilitation***

... Interactions with other Esri  
teams

## ***Support***

Tech support...  
... Product support  
... Best Practices  
... Training



# Esri Higher Education Team

<https://esriurl.com/EsriEdTeam>



*GIS improves learning, research, and administration*

Supporting education customers with account management and technical solutions.



**Geri Miller**

Director

My mission is to work with Esri teams and international distributors to support the global Education community in the applications of teaching/learning, research and administration.



**Justin Anderson**

Team Lead

Justin leads our smart campus operations initiative, focusing on the administrative and operational use of GIS in higher education and K-12. He also supports Esri partner alignment and the larger account management team.



**Mark Stewart**

Account Manager - midwest

I help higher education users achieve their teaching, research and administrative goals with Esri solutions.



**Mark Lecher**

Account Manager - southeast

I help higher education users achieve their teaching, research and administrative goals with Esri solutions.



**Ridge Waddell**

Account Manager - northeast

I love supporting our Education users with successful implementations across campus of their Esri Applications for both Academic and Administrative use purposes. I also value building relationships with our customers.



**Andrew Haglund**

Account Manager - west coast

As an account manager, I work with faculty, staff, and administrators of colleges and universities to help them leverage geospatial technologies to achieve their teaching, learning, and institutional goals.



**Ann Masangcay**

Account Manager

Ann Masangcay collaborates with community colleges, universities, and K-12 school districts to better leverage Esri technology for academic, research, and administrative use.



**Brian Baldwin**

Senior Solution Engineer

I am passionate about supporting the growth of modern GIS practices in academia through lectures, workshops, blogs, and 1:1 engagements.



**Canserina Kurnia**

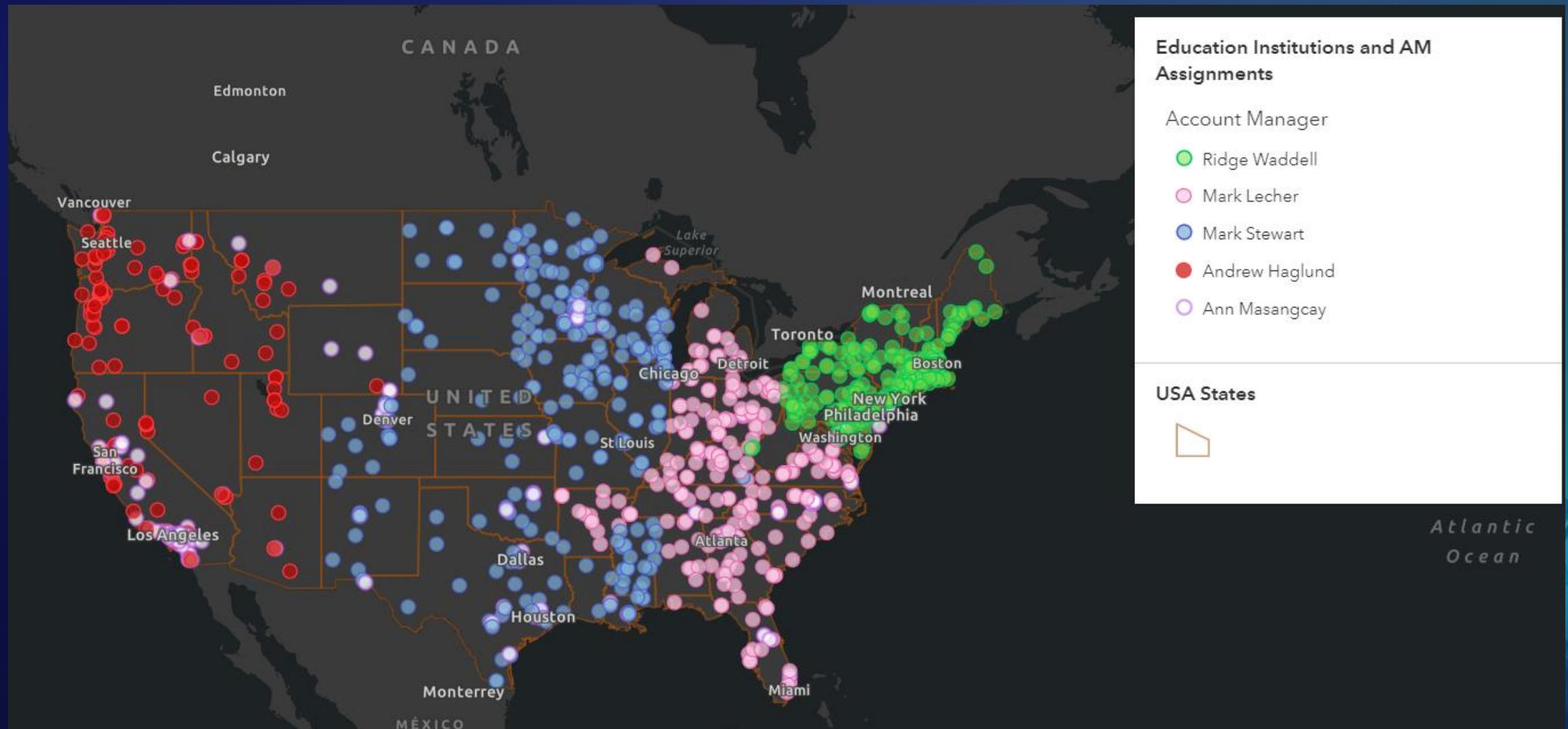
Senior Solution Engineer

I provide technical advice and assistance in advancing GIS and remote sensing technology for teaching and research in higher education.



# Find Your Esri Account Manager

<https://go.esri.com/FindMyAM>



# Contact Information

- Contact Your Account Manager
  - Andrew Haglund (west coast) - [ahaglund@esri.com](mailto:ahaglund@esri.com)
  - Mark Lecher (southeast) - [mlecher@esri.com](mailto:mlecher@esri.com)
  - Mark Stewart (midwest) - [mstewart@esri.com](mailto:mstewart@esri.com)
  - Ridge Waddell (northeast) - [rwaddell@esri.com](mailto:rwaddell@esri.com)
  - Ann Masangcay - [amasangcay@esri.com](mailto:amasangcay@esri.com)

# Esri Resources

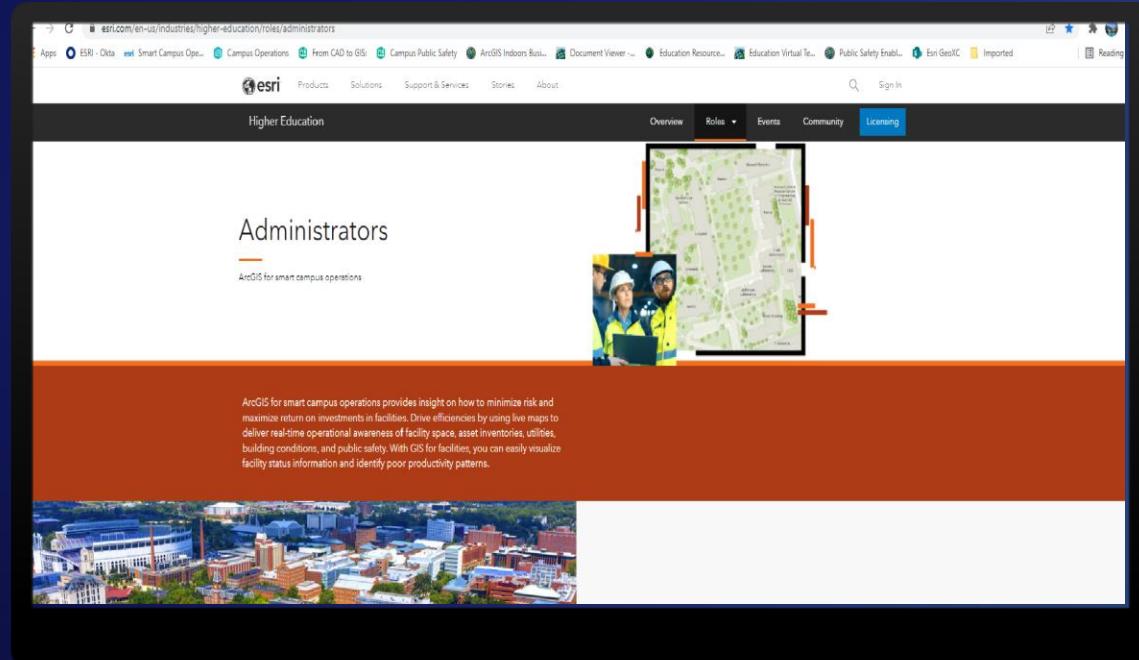
Training Resources: <https://www.esri.com/training/>

Community Resources: <https://community.esri.com/t5/education/ct-p/education>

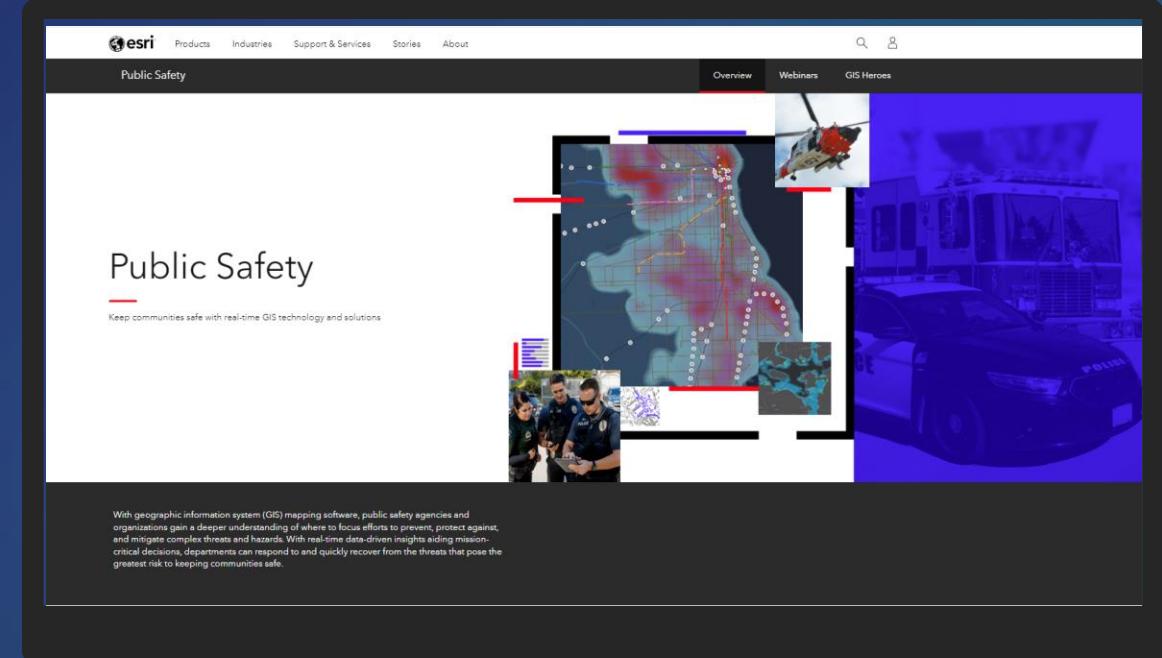
CFTA: <https://www.cfta.org/>

Linked In Smart Campus Operations  
Page <https://www.linkedin.com/groups/6800562/>

# Esri Public Safety Resources



The screenshot shows the Esri Higher Education website under the 'Administrators' section. The top navigation bar includes links for Products, Solutions, Support & Services, Stories, and About. The main content area features a map of a campus with several red callout boxes pointing to specific locations. Below the map, there is a photo of two people in hard hats and safety vests looking at a tablet. A text box explains how ArcGIS for smart campus operations provides insight for minimizing risk and maximizing return on investments. At the bottom, there is a large image of a city skyline.



The screenshot shows the Esri Public Safety website. The top navigation bar includes links for Products, Industries, Support & Services, Stories, and About. The main content area features a map with a red overlay and several smaller images: a helicopter, a police car, and two people in safety gear. A text box discusses how geographic information system (GIS) mapping software helps public safety agencies prevent, protect against, and mitigate threats. The background of the page has a blue and purple abstract design.

Links provided in the Chat window



esri

THE  
SCIENCE  
OF  
WHERE