Safe Communities Designation

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WKU has an impressive new accomplishment that will become a big part of future branding.

Amy Bingham explains what it is in this week’s View from the Hill.

When parents send their kids off to college, one of their number one concerns is safety. Hilltopper parents can take comfort in the fact that WKU is among a small group of universities with the distinction of being a “Safe Community.”

“Western Kentucky University will be the fourth university world wide to receive this accredited designation for safe communities.”

Just add that to the long list of selling points for WKU. But what makes WKU so safe?

“what’s your emergency?”

“A lot of what we did was just document things we were already doing.”

like the emergency phones on campus. We have over 90 on campus that are monitored by our 911 dispatcher.”

The university has also beefed up efforts to slow down the flow of traffic.

“We also brought in radar signs that indicate your speed. We found this was a great calming device because there’s a tendency to (it’s a wide street), people tend to exceed the speed limit.”

And added illumination to help keep pedestrians safe.

“We’ve been going through with the student government association and trying to light up areas of campus especially where crosswalks are concerned.”

This designation ceremony was a chance to celebrate, and recognize the people representing 18 programs WKU has that exemplify what safe communities is all about.

“This actually has been a very good learning tool for us as a campus community to understand the totality of what we have out there that focuses on Health and safety.”

“It just shows that we are constantly trying to improve, constantly looking at data we collect.”

From storm safety to residence hall communication, being an international safe community will now be a big part of WKU’s branding.

“The more we can do to outwardly show them that we have programs in place and we’re doing a lot of proactive things to protect their students, I think it’s gonna be a real positive for the university, parents and students.”

USC, Emory and Murray State University are the only other academic institutions in the world besides WKU to achieve this status. The Coalition is hoping to work with Bowling Green and Warren County to get a safe communities designation.

With this week’s View from the Hill, I’m Amy Bingham.

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