BACK-TO-BACK CRISSES ON CAMPUS
CSUF PD CHIEF OF POLICE
Raymund Aguirre

CSUF PD ADMINISTRATIVE CAPTAIN
Scot Willey

ASSOCIATE VP OF STRATEGIC COMMUNICATIONS
Ellen Treanor

CSUF PD PUBLIC AFFAIRS SPECIALIST
Marissa Garza
MAIN POINTS

- Background on Cal State Fullerton
- Synopsis of Events
- Mutual Aid
- Timeline of Events
- Police Response & Emergency Communication
- Media & Press Challenges
- Community Concerns
- Mental Health & First Responders
- New Capabilities
- Lessons Learned
Cal State Fullerton was founded in 1957

- In 2019, 40,000 students enrolled
- Average Student Age: 23-years-old
- International students from 77 nations attend CSUF

More than 4,000 full-time and part-time faculty & staff members are employed at CSUF

Instructional programs are offered by eight colleges, which include 110 academic degrees (55 undergraduate and 55 graduate degrees)
SYNOPSIS OF EVENTS

THREE BACK-TO-BACK CRISES

August 19, 2019 - Homicide
September 10, 2019 - Alleged Rape
September 25, 2019 - Student with Loaded Gun
Mr. Chan was a retired administrator who was hired to work as a consultant for the fall semester.

Formerly the CSUF Director of Budget and Finance and Student Services for the University Extended Education from 2009 until his retirement in 2017.
NEIGHBORING AGENCIES

• Fullerton Police Department
• Placentia Police Department
• Orange County Sheriff's Department
• Fullerton Fire Department

CSU AID

• CSUF Strategic Communications
• President & Cabinet
• Student Affairs
• CSU Police Departments
  - Channel Islands, Dominguez Hills, Los Angeles, Long Beach, Northridge, San Marcos, San Bernardino, San Diego State & Cal Poly Pomona
TIMELINE OF EVENTS

- **8:28 A.M.** - DISPATCH RECEIVED CALL: MAN BLEEDING FROM HEAD
- **8:30 A.M.** - 5 OFFICERS ARRIVE ON SCENE (LIFE SAVING MEASURES COMMENCE)
- **8:37 A.M.** - CALL UPGRADED TO 245
- **8:39 A.M.** - SUSPECT SEEN HEADING EASTBOUND PAST MARRIOTT
- **8:41 A.M.** - COUNTY-WIDE "RED CHANNEL" GENERAL BROADCAST
- **8:43 A.M.** - MEDICS ON-SCENE
- **8:52 A.M.** - LOCAL BUSINESS SHOWS SURVEILLANCE VIDEO OF SUSPECT RUNNING NORTHEAST
- **8:55 A.M.** - WITNESS CONFIRMED SUSPECT RAN NORTHEAST TOWARD MARRIOTT
- **8:59 A.M.** - FIRST TWEET

- **9:15 A.M.** - ALERT MESSAGE ON FULLERTON.EDU
- **10:01 A.M.** - CALL UPGRADED TO 187
- **10:38 A.M.** - ALERT MESSAGE UPDATED ON FULLERTON.EDU
- **11:00 A.M.** - FULLERTON PD PRESS CONFERENCE
- **2:02 P.M.** - BOMB SQUAD CHECKED BACKPACK UNDER VEHICLE
- **3:36 P.M.** - RETWEET ABC7 NEWS "INCENDIARY DEVICE/KIDNAP TOOLS"
- **4:43 P.M.** - RETWEET KTLA ID OF VICTIM
CSUF HOMICIDE

8:59 A.M.
CSU Fullerton PD @csufpd · Aug 19, 2019
Police Activity: Avoid the area near Lot S - College Park. @csuf

9:25 A.M.
CSU Fullerton PD @csufpd · Aug 19, 2019
Media Staging Area: Langsdorf and eastside of Lot S. @csuf

9:37 A.M.
CSU Fullerton PD @csufpd · Aug 19, 2019
CSUF MAIN CAMPUS: Assault deadly weapon. 8:30 AM 8/19/19. So. of College Park. Suspect male, black hair, pants & shirt. SEE EMAIL FOR DETAILS. @csuf

10:01 A.M.
FullertonPD PIO @FPDPIO · Aug 19, 2019
Please avoid the area of the 600 Blk of Langsdorf due to police activity. A homicide occurred on the campus of @csuf and the FPD will be handling the investigation due to an MOU with @csuf. FPD PIO will be handling all media inquiries and he is en route to the scene.

10:43 A.M.
CSU Fullerton PD @csufpd · Aug 19, 2019
Press conference expected at 11 a.m. @csuf

11:21 A.M.
CSU Fullerton PD @csufpd · Aug 19, 2019
UPDATE: Crime appears to be a homicide caused by a bladed weapon. Suspect description: Asian adult male in mid twenties, black hair, black pants and black shirt last seen headed east on Nutwood. @csuf

COMMUNICATION WITH PUBLIC BEFORE, DURING & AFTER A CRISIS IS KEY!
A message from CSUF EMERGENCY

CSUF MAIN CAMPUS: An assault with a deadly weapon was reported at about 8:30 this morning 8/19/19 in the parking lot South of College Park building. Suspect description: male with black hair, black pants and black shirt. Suspect last seen headed to Marriott area. Possession of weapon unknown. Do not confront suspect. Call City of Fullerton Police with any information, 714-738-8600, press 0. Police have responded. All members of the campus community play an important role in ensuring a safe campus environment. Please report all crimes and suspicious persons or behavior to the University Police at 657-278-3515. In case of an emergency, always dial 911.

The Timely Warning Bulletin is being issued in compliance with the Jeanne Clery Act and the purpose is to provide preventative information to the campus to aid members from becoming the victim of a similar crime.

If you need additional support or assistance, please contact the many resources available on campus:
- Wellness Center/Confidential Victim Advocate - (657) 278-3928
- Counseling & Psychological Services (CAPS)/Confidential Counseling - (657) 278-3040
- Title IX Office - (657) 278-3212
- University Police Department for on-campus safety escort - (657) 278-2515
- Housing Business Hours: (657) 278-2168; after hours: (714) 681-6918
- Rape, Aggression & Defense (RAD) - http://police.fullerton.edu/rad/

The Timely Warning Bulletin is being issued in compliance with the Jeanne Clery Act and the purpose is to provide preventative information to the campus to aid members from becoming the victim of a similar crime.

To view the CSUF EMERGENCY privacy policy, please click here.

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MEDIA AND PRESS CHALLENGES
MEDIA PLACEMENT
Ensure the media is placed away from the command post so they’re unable to hear confidential information.

TEAMWORK & COLLABORATION
Ensure you have someone managing the media and communicating with stakeholders.

SOCIAL MEDIA
Post what you know, when you know it and RESPOND to your community.
<table>
<thead>
<tr>
<th><strong>ABC WORLD NEWS</strong></th>
<th><strong>KCAL 9</strong></th>
<th><strong>AGENDA FREE</strong></th>
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<tr>
<td>Assisted in releasing suspect information</td>
<td>Talked about the victim being targeted by killer and backpack the suspect left behind</td>
<td>Provided an overview of entire crisis including social media feeds</td>
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**REALITIES**
- Respond within 15 minutes
- ID stakeholders
- Prepare for TWO-WAY communication
- Monitor

**RULES**
- Use prepared holding statement (Ex. Police investigation at the Titan Student Union. Avoid the area. Will update shortly)
- Direct heart of message to the ones that hurt most
- Respond to all questions if possible

**SOCIAL MEDIA**
- Turn off all scheduled posts and ads
- Twitter is #1 platform during a crisis
- Make all posts 100 characters

**TIPS FOR HANDLING THE MEDIA**
- Send to single source for updates (PD/Emergency Page)
- You're in control
- Stage media away from command post
JOINT PRESS CONFERENCE

THE HOMICIDE TOOK PLACE ON A MONDAY MORNING, AND BY WEDNESDAY NIGHT, THE SUSPECT WAS IN CUSTODY.

A JOINT PRESS CONFERENCE WAS HELD THE FOLLOWING DAY.

SUSPECT: CHUYEN VO
Alleged Rape

SEPTEMBER 10, 2019

6:32 A.M.

CSU Fullerton PD • @csufpol - Sep 10, 2019
At 12 a.m. this morning, a rape occurred in the elevator of the Nutwood pk structure. Suspect: Male Caucasian, 25-years-old, shoulder length brown hair, navy blue plain t-shirt, black shorts, approx. 5'10", 160lbs. If seen, do not engage the suspect and dial 9-1-1. #csuf

8:13 A.M.

CSU Fullerton PD • @csufpol - Sep 10, 2019
Update: Suspect had a small mole near his right eye and light blue or green eyes. No weapons were used. #csuf

10:22 A.M.

CSU Fullerton PD • @csufpol - Sep 10, 2019
For an updated media briefing, visit @csufpol on Facebook. #csuf will cover the cost for all Rape Aggression Defense (RADO) participants this semester. You can enroll at police.fullerton.edu.

2:39 P.M.

CSU Fullerton PD • @csufpol - Sep 10, 2019
Update: Suspect sketch will not be available until approximately tomorrow afternoon. #csuf

4:02 P.M.

CSU Fullerton PD • @csufpol - Sep 11, 2019
Press conference scheduled for 4:30 p.m. today behind the Nutwood parking structure (State College Blvd. & Arts Dr.) #csuf

5:05 P.M.

CSU Fullerton PD • @csufpol - Sep 11, 2019
We will be doing a Facebook Live at 11:30 for a media briefing with Captain Whisy. #csuf

5:57 P.M.

CSU Fullerton PD • @csufpol - Sep 11, 2019
Update: After further investigation, it was discovered that the incident reported on September 10th did not occur at Cal State Fullerton. The investigation has been turned over to Orange County Sheriff's Department. #csuf
ALLEGED RAPE
"Install cameras and have more security patrolling in the parking lots especially at night! Our safety should be a priority. How many more stabbings or rapes does it take until CSUF finally takes action!"

"If it didn't happen on campus, delete the post and write a new one to explain that. And just because it didn't happen on campus, doesn't mean cameras still don't need to be installed."
Call of possible student in possession of a loaded firearm on campus

Earlier tonight, a 22-year-old Westminster man was arrested on a felony charge of carrying a loaded weapon on a university campus. William Nguyen, a CSUF student, was taken into custody by CSUF Police and will be transferred to Orange County Jail and arraigned within 48 hours.
Establish a way to address the needs of your personnel, both physically and mentally, within 72-hours of a critical incident.
NEW CAPABILITIES

COMMUNICATION TOOLS

Take over all digital displays at CSUF Main Campus and CSUF Irvine Campus during a crisis

New Emergency Notification System (ENS)
LESSONS LEARNED

MOVING FORWARD
• Ensure the ENS system is regularly tested
• Create a crisis communications plan
• Remember your people
• Formalize your relationships with outside agencies
• Establish relationships with PIOs from surrounding agencies
• Control the media, don't let them control you
• Prepare for two-way communication
POLICE CHIEF
Raymund Aguirre
raaguirre@fullerton.edu

CAPTAIN
Scot Willey
swilley@fullerton.edu

AVP STRAT COMM
Ellen Treanor
etreanor@fullerton.edu

PUBLIC AFFAIRS
Marissa Garza
magarza@fullerton.edu

FOLLOW US ON SOCIAL MEDIA

@CSUF
@CSUFOFFICIAL