

# WeTip Liaison

**Congratulations!** You have been selected as your district's WeTip liaison. The task may seem overwhelming, especially following a Kick-Off meeting, however, you are not alone and have a lot of resources at your disposal. WeTip is here to help and support your efforts to fully implement WeTip and maximize the benefits of this program.

- As the district's WeTip liaison, a few of the responsibilities you will have are to:
  - Act as the primary contact for crime tips,
  - Publicize the program within the district (to students, parents, certificated & classified employees and the community),
  - Arrange training sessions and promotional presentations with WeTip representatives (We Tip will conduct the training at the district's request),
  - Maintain a current list of site principals/contacts so WeTip may call them in the event of an urgent incident,
  - Establish a relationship with the local newspaper, radio station, and police/fire department.
  - Stress the importance, as well as the responsibility, of the site administrators to communicate to the liaison any incidents occurring at their site. Immediate action can be taken to relay vital information to WeTip so incident specific posters/bulletins may be forwarded to the administrator.
- To this end, listed below you will find various implementation tips and suggestions. It is by no means a complete or exhaustive list. You are in a unique position to know your district better than anyone and are encouraged to be creative and think of other ways to ensure students, staff and the community become educated and aware of the WeTip program.

## Suggested Implementation Tips

- Communicate with WeTip representative (Sue Mandell, 909-987-5005 ext. 250, [suemandell@wetip.com](mailto:suemandell@wetip.com) regarding the district's needs (i.e. literature/materials, training sessions for students/staff.)
- Work with the WeTip representative and with the assistance of the district office to customize/tailor the program to the district's need to address its current crime issue(s) i.e. vandalism, graffiti, arson fires, weapons, burglary, bullying, drugs, etc.
- Determine which crime resources may be applicable based on the follow criterion:
  - **Age of students**;
  - **Type of site** – elementary, middle/junior high, senior high school, District Office, Maintenance/Operations or Transportation;
  - **Location of site** – “High Risk” area, i.e. known gang activity, vandalism/graffiti, prior loss experience;
  - **Season/Time of year** – School sites are usually more vulnerable to crimes such as arson fires, theft and burglary during periods of the year when schools are closed.
  - Display the WeTip crime prevention reporting posters with the hotline number in conspicuous areas for students, teachers and staff to see.

- Emphasize the WeTip anonymous hotline is the district's hotline to use and further ensures a safe and secure learning environment.
- Publicize the WeTip program/800 number in all of the district's public relations literature to increase and solicit the community's awareness and involvement.
- Publicize the WeTip program/800 number in all communications to the students such as daily announcements over the school's PA system, newsletters/flyers sent home with students (sample letters available), assemblies/special events/pep rallies, hall passes/student/teacher ID badges, parking placards, items to promote school mascot. or build team spirit;
- Include WeTip crime reporting number on the districts and/or the school site's letterhead.
- If schools in the district have a "Spirit Week" use this opportunity to promote the WeTip program to the student body.
- Install a "link" to WeTip's homepage on the district's and/or school site's individual website for electronic submission of tips.
- Post WeTip's metal (all weather/reflective) signs in at least two separate locations in parking lots.
- Include WeTip's anonymous hotline number in any communications/press releases to the local media.
- Include We Tip's anonymous hotline number in the district's and/or site's telephone directory.
- Display WeTip crime prevention posters with the hotline number at School Board meetings.
- Communicate and inform the district's partnership with We Tip at staff meetings held for the District Office, Maintenance/Operations and Transportation.
- Communicate and inform the district's partnership with We Tip at School Board meetings.
- Ensure WeTip crime reporting posters are displayed around all construction projects.
- If there are any youth organizations i.e. YMCA, etc. within the district's boundaries ask if a WeTip poster may be displayed
- Display the posters with We Tip's crime prevention hotline number onboard school buses.
- Include an article regarding the WeTip partnership in any school publication.
- Encourage students to program the WeTip hotline number into their cell phones.
- If the district has a mass notification system, include the WeTip crime reporting hotline number in announcements.

- Print the WeTip crime number & logo on all required forms, notices, letters calendars etc. for all special events (red ribbon week, open house, new year orientation)
- If the district uses a public access channel to display messages to students show the We Tip number and logo.
- Ensure school counselors are aware of the WeTip program and appropriate posters are displayed in counseling offices/rooms.

### **When a Crime Occurs in the District:**

- Emphasize the use of the We Tip anonymous hotline number when speaking to the media regarding the crime. It is important when referring to the reward to state the amount as **“Up To \$1,000.”** Please do not state a \$1,000 reward is possible as this is a misleading statement; every tip may not contain sufficient information valuable to receive the full \$1,000 reward.
- Notify the graphics department at [graphics@wetip.com](mailto:graphics@wetip.com) and copy Sue Mandell at [suemandell@wetip.com](mailto:suemandell@wetip.com) that a crime has occurred and request media support from the We Tip staff. We Tip will develop camera-ready artwork specific to the incident that can be photocopied and distributed to students and staff.
- Provide We Tip with any crime data early so their operators can ask for appropriate and timely information from anonymous tipsters.
- Display the appropriate WeTip posters and Incident Specific Flyers in conspicuous areas for students, teachers and staff to see.
- Make announcements over the school's PA system regarding the WeTip anonymous hotline number and the possibility of a reward **up to** \$1,000.
- Remember this is the district's program and communication and awareness is key to the success of the WeTip partnership.
- Contact Sue Mandell at WeTip, (800) 78-CRIME/782-7463 or (909) 987-5005 extension 250 or [suemandell@wetip.com](mailto:suemandell@wetip.com) website [www.WeTip.com](http://www.WeTip.com) with any questions.

**Thank you for your support!**