

Yale University

Yale *Public Safety*



The Customer

Yale University is a private, Ivy League university located in New Haven, CT. Yale has an enrollment of over 13,000 students.



The Situation

In 2020, the Yale Police Department (YPD) introduced Heidi the service dog as a means of facilitating outreach and relationship-building on Yale's campus. To meet Heidi, community members initially had to email a YPD officer. To further support community engagement, YPD wanted to make it easier for students to request a visit from Heidi.



The Solution

To address this concern, Yale's Public Safety's LiveSafe team developed a customized card on the LiveSafe mobile app home screen that allows community members to request a visit quickly and easily from Heidi. Yale Public Safety then sent a LiveSafe Broadcast message informing the community of this new feature and reminding them that Heidi "is always looking to bring joy" to Yale and New Haven community members.



The Result

Using the LiveSafe platform, Yale Public Safety was able to further demonstrate their dedication to community engagement and to improve access to an innovative and impactful YPD outreach initiative.

"LiveSafe has helped Yale Public Safety maintain a safe living, learning, and working environment in partnership with all whom we serve. And we are fully committed to doing so."

- Ronnell Higgins, Director of Public Safety and Chief of Yale Police Department