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## **CSSM: Introducing a New Process for COVID-19 Security Screening Risk Mitigation**

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### **Abstract**

The security screening servicescape has been turned inside out since the origination of the novel Coronavirus-19 (COVID-19) and its spread into the United States and as well as the entire world has had a tremendous impact on the world's economic engines, societal behaviors, cultures, and in some countries the general population's complete way of life. The COVID-19 pandemic has wreaked havoc on man's societal need to congregate and socialize in terms of the way this virus appears to work. For example, let's compare pre and post COVID-19 security screening measures that include but are not limited to involve close contact interactions, temperature screening and searching bags. Contactless Screening Security Measures (CSSM) uses "contactless" screening procedures like temperature screening, a touchless bag procedure, new touchless artificial intelligence equipment, and a new to the security industry 9 and 3 body scanning technique while wearing Personal Protective Equipment (PPE). The CSSM objective is to eliminate touching via utilizing clear bags, and temperature checks for a touchless experience that provides the patron and staff a safe and healthy protocol. Herein, we utilize the current 2020 servicescape to introduce a novel business threat and a potential solution to the Facility and Event Management industries in a short introductory manuscript.

**Keywords:** Contactless Security Screening Measures, Touchless Security Screening Measures, Security Screening, Servicescape

### **The Current Worldwide 2020 Coronavirus-19 Pandemic Servicescape**

Just as a point of reference facility management is defined as connecting people, place, process, and technology (IFMA Foundation 2018). The servicescape term is taken from the services marketing literature and applied to the entire world as everything that is physically present to the consumer at the time of purchase (Bitner 1992; Hightower et al.2002). As a result of these two key descriptors of the current times, we proceed with the following details relating to the Coronavirus-19 Pandemic (Statistics as of August 30, 2020- WHO), **25,376,142** cases and **850,064** deaths worldwide. As a result, all (i.e., both large and small) venue security operations are now faced with expanding their security roles from one 'of weapon detection and searching for prohibited items,' to now one 'of ensuring health and safety measures for the COVID-19 threat and risk exposures for their employees, and patrons.' Adjusting to this almost insurmountable task in 2020, has placed a major burden on event operations as well as the impact of revenue short falls that every industry has experienced. PPE is not just a household phrase we have all become familiar with, but now it is an expensive essential tool and/or resource for the security professional in every industry.

### **The Problem**

Around the world and in the US from professional sports to National Collegiate Athletic Association (NCAA), have all been forced to make hard decisions around what reopening looks like.

For major league sports like the NBA and MLB, fans are not allowed. For NASCAR events, fan attendance was reduced from the typical 100K down to approximately 30K, all in a nonscientific effort to control the spread of the disease. Probably not the wisest choice given the out of control US market. For college football, the Pac-12, Big Ten, Mountain West and Mid-American, Middle East Athletic Conferences have all decided to cancel their games for this fall. This amounts to approximately 64 of the 140 NCAA football teams, that have made the hard decision to forgo the season amongst concerns around the pandemic for players, staff and fans.

Theme parks in the attractions industry have re-opened with reduced capacities, elimination of popular amenities, and touchless retail options. For those theme parks that have reopened, new contactless security screening measures have evolved with high-end technology, providing a major upgrade to their security operations with major cost increases. However, for most venues in most industries, they do not have the financial resources to invest in tens or hundreds of thousands, and in some cases millions of dollars to upgrade their security screening operation. So, what can security directors do to enhance their contactless security screening capabilities for their reopening efforts, ensuring health and safety for employees, fans and patrons? As a particular question in the Tampa, FL area, performing arts theatres have not reopened, except for a few venues that are utilizing tents in their parking lots as make-shift theatres with limited seating capacity still with the potential to spread the Coronavirus-19 amongst employees, customers, and the community.

### **The Solution**

CSSM has developed a cost-effective training certification, for all venues looking to evolve their security screening function to a contactless screening approach. CSSM has tapped into a 28+ year career law enforcement professional and experience as Chief of Safety and Security at the Straz Center for the Performing Arts to develop the solution. The course can be delivered in person, however since the local positive percentage rate is approximately 11 for the Tampa area (note the CDC 2020 suggests that any positivity rate higher than 5 should require a local government order to ‘shelter in place’ for all non-essential citizens), the training has been uniquely positioned for online learning participants. CSSM’s goal, is to standardize the security screening function of venues both small and large that are designed to protect the fans, patrons, and the security professionals tasked with the contactless screening function during event operations, in the midst of the pandemic.

CSSM is designed to be an enhanced security screening measure that can be implemented within the framework of most already established venue security screening profiles. CSSM will be implemented with a multi-pronged approach utilizing current security screening procedures, current equipment, merged with new temperature screening technology. The CCSM certification will fortify organizational COVID-19 risk mitigation and potentially limit liability by proactively certifying security staff as an enhanced health and safety initiative. CSSM has joined the front lines of the worldwide effort to combat the spread of COVID-19 and other infectious diseases.

### **Understanding COVID-19 Security Screening Risk Mitigation**

COVID-19 is an infectious virus caused by a novel coronavirus. Community mitigation actions are imperative in order to obtain a handle on the virus. The CDC currently suggests that any positivity rating higher than 5% requires a ‘shelter in place’ response from governmental authorities. It will be quite some time before a vaccine and/or therapeutic drug becomes widely available. Because COVID-19 is highly transmissible and can be spread by people who do not know they have the disease (Asymptomatic), risk of transmission within a community can be difficult to determine (CDC 2020). The COVID-19 pandemic has caused a change in the way security screening measures are carried out. Traditionally, security screeners had close physical contact with guests in order to carry out procedures such as body scanning with metal detectors. COVID-19 screeners have to stand in close proximity to a person’s face and body. Because COVID-19 is transmitted through respiratory droplets from coughing, sneezing or talking, the risk of spreading through an area with large groups of people is very high. And thus, putting the COVID-19 security screeners at significant risk for exposure. All essential and frontline workers such as doctors, nurses, grocery, and delivery personnel have been highlighted during the COVID-19 pandemic. However, there’s one group that hasn’t received the credit it deserves — security guards (Wade 2020).

“Before COVID-19, the security officer was pretty much a visible deterrent at an entrance of a building — he would help people.” Now there’s added responsibilities of having to enforce the policies of the business. Things like safe distancing and mass ordinances, so that’s an added responsibility. Being a security professional before COVID-19 was somewhat risky according to the job, however, the pandemic has amplified those risks. “Someone might be ignorant, someone might be belligerent, someone might be troubled. But if someone comes into an establishment and says, ‘I’m not going to wear a mask,’ it falls on the security officer to deal with that situation, not anybody else in the establishment. Not the grocery clerk, not the retail employee or manager; it’s a security officer who’s got that public safety duty” (Wade 2020).

Attacks against security officials have spiked during the Coronavirus-19 pandemic. In one example of many, Calvin James Munerlyn, a security guard at a Family Dollar Store in Michigan, was killed after he allegedly refused to let a customer in the store without a mask.

### **Personal Protective Equipment and the Security Officer**

The United States Center for Disease Control (CDC) and Occupational Safety and Health Administration (OSHA) both recommend the use of PPE in servicescapes where there are large groups of people in close proximity to each other. The Contactless Security Screening Method, in accordance with the CDC and OSHA, requires the use of PPE, specifically masks and gloves, in security screening areas. CDC recommends that people wear masks in public settings and when around people who don’t live in your household, especially when other social distancing measures are difficult to maintain. Masks may help prevent people who have COVID-19 from spreading the virus to others. Masks are most likely to reduce the spread of COVID-19 when they are widely used by people in public settings. Masks should NOT be worn by children under the age of 2 or anyone who has trouble breathing, is unconscious, incapacitated, or otherwise unable to remove the mask without assistance. Masks with exhalation valves or vents should NOT be worn to help prevent the person wearing the mask from spreading COVID-19 to others (CDC 2020). It is important that guests are made aware of the COVID-19 related risks they are exposed to and that they may expose to others while moving through campuses and buildings. Any servicescape (i.e., both indoor and outdoor) where a large group of people congregate for an event, the risk of infection is substantially elevated. COVID-19 is thought to be spread from person to person through respiratory droplets via coughing, sneezing, touching the face then touching a surface.

### **Nonverbal communication while wearing a face covering.**

How to communicate instructions non-verbally to guests while effective verbal communication is necessary for offering instructions to guests, non-verbal communication is just as important. What is non-verbal communication? When we communicate with our facial and body expressions (eyes, mouth, body language), we are using non-verbal communication. Nonverbal gestures and cues reveal what is actually being said, more than the words itself. Studies have shown that 90% of the message you are conveying is expressed in the way you smile (or don’t smile), gesture, or make physical contact with another person. So, what do you do when your facial expressions are covered up by a mask, and you are required to maintain a distance of 6 feet from others?

Here are some ways to use effective non-verbal communication to provide a positive experience for guests and for the security team in general. Be mindful of your gestures, facial expressions, and body language when communicating instructions to guests. If you are not aware of your own tone through body language, negative emotions (irritation, anger, etc.) may be expressed in haste, and you may find yourself trying to de-escalate a tense situation with a guest.

Direct eye contact is sometimes key to understanding a guest’s emotions. However, it’s important to be aware of cultural differences in eye contact. In some cultures, directing the gaze downward is polite practice, not avoidance.

Using your hands and arms to instruct guests toward an exit, entrance or direction will also help communicate instruction in a non-verbal way. Gestures and facial expressions in guests that signal distress or discomfort. First, raised eyebrows wide eyes, whites of eyes very visible. Anger may be the case when two parallel lines between the eyebrowtightened eyelids. Second handsdiscomfort may be the indication by wringing handsor crossed arms.

Anger indications can also be clenched fists or tightening the grip. This action may be a precursor indication of an act of violence or display of rage. On the other hand, it could be a sign of extreme frustration. A very important consideration has to be given to every person encountered by a security operator. While a person is wearing a face covering, it would add difficulty in recognizing signs that a person may have a disability that requires special accommodations such as a hearing impairment and or the various spectrums of adults and children with Autism. According to the 2008 MarkeTrak VII survey, 35 million Americans were hearing impaired, corresponding to 11.3 percent of the US population. More than 25 million of them did not have a hearing aid.

28.5 percent of hearing-impaired Americans use hearing aids. The 2005 MarkeTrak VII report projects that the numbers of Americans with hearing loss will increase to 40 million by the year 2025 (Hear-it 2008).

Techniques for using non-verbal communication to ensure safety and to streamline the screeners certified in CSSM will wear the appropriate PPE while conducting screenings. This means that you might have a more difficult time being understood by guests because your mouth is covered with a mask. While wearing a mask, remember to speak as clearly as possible adjust your speaking volume giving spoken and non-verbal instructions maintains an orderly flow and can address causes of potential delays. In addition to awareness of vocal clarity and volume, here are some techniques for effective non-verbal communication while conducting security screenings.

Make eye contact. If you need to tell a patron to move forward in line or ask them to stand the required six feet behind another patron, making eye contact with the patron as you are addressing him or her can reduce confusion about whom is receiving instruction. Be sensitive to cultural differences with regard to eye contact, as in some cultures eye contact is frowned upon. Consider all factors before deciding a patron is simply choosing not to be compliant.

As suggested by LaFrance and Mayo (1978) in Figure 1, using physical gestures with your hands and / or head as you verbally communicate instructions. Even when the floor is marked with the 6ft distance markers and there are signs in prime locations alerting patrons to the social distancing rules, some patrons may forget or want to be non-compliant. In some cases, patrons may not be native English speakers, so seeing the gestures will aid them in following instructions more than hearing your words.

**Figure 1 Hand Signals**



The use of hand signs while wearing a face covering has become second nature and an organic part of the COVID-19 response. Various facial and hand gestures are used to emphasize direction, request, moods, and acknowledgement responses. Some examples are raised eyebrows simultaneously and shrugging shoulders meaning “I don’t know”. Combining these movements while putting a cupped hand around the outside of the ear would signify “I can’t hear you”.

### CSSM 9 and 3 hand-held body scanning technique.

The CSSM 9 and 3 Technique comes from 28+ years of law enforcement experiences. 9 and 3 refer to the 9 o’clock and 3 o’clock positions on a clock face. Traditional techniques require the screener to stand directly in front of the patron and move the handheld detector across the body. The previous screening (aka: wand) process placed the screener in proximity of the patron’s face and body. Under the current COVID-19 mitigation security screening response plan, the handheld screening technique has been altered to give patrons, visitors and staff members peace of mind and “safe space” (meaning 2 to 4 feet away from the person) while undergoing the hand-held scanning process.

The CSSM protocol includes the procedure for use of the hand-held metal detector in ways that comply with COVID-19 mitigation plans. Here is a breakdown of traditional body scanning versus current COVID-19 mitigation body scanning. Traditional techniques have the security professional stand directly in front of the patron; move handheld detector across the body. The security screener was in proximity of the patron's face and body.

The CSSM 9 and 3 COVID-19 mitigation security scanning removes the screener from the patron's face and personal space decreasing the potential for exposure to COVID-19 by using the non-invasive and contactless 9 and 3 position to conduct the screening process. The 9 and 3 techniques remove the security officer from being in direct line of being easily punched or kicked by a disgruntled aggressive patron. The 9 and 3 positioning places the security officer in a more strategic and officer safety friendly position to gain control or potentially arrest a person. The 9 and 3 technique can give the security operator more confidence to conduct the body scan focusing on technique and thoroughness. Lastly, the 9 and 3 addresses and eliminate perceived gender bias. For example, a female patron may feel uncomfortable having a male security officer conduct a body scan. The 9 and 3 may help a patron feel more comfortable with this process because the security officer is at their side and not directly in front of them. The 9 and 3 technique addresses officer safety, COVID-19 exposure, tactical positioning, and patron comfort in an efficient manner.

## **Conclusion**

Screeners using hand-held metal detectors will wear mandatory PPE, cloth face coverings, and gloves in accordance with CDC recommendations. The 9-and-3 technique allows for more distance between screeners and patrons. It involves a non-invasive and touchless process that intends to put patrons more at ease. Security officers need to understand the significance of diversity, equity and inclusion in the role of improving the guest experience. Security officers must also learn to appreciate the significance of showing empathy and understanding while making the guest experience a positive one for all patrons. Security personnel need to show compassion for all patrons and guests while they navigate the screening process that will include an added layer for COVID-19. Security personnel should refrain from expressing personal, political, and religious views to patrons and guests, while at the same time understanding how the current community may affect the mindset and mood of patrons and guests. Cultural sensitivity should be used in conjunction with the presentation of understanding and patience in order to help expedite your company's return to prominence under this "new normal" caused by the COVID-19 Pandemic.

CSSM is the first and only security officer certified training course of its kind at this time. CSSM was created and designed to provide security screening practitioners with a standardized industry wide contactless security screening that provides COVID-19 mitigation measures for venues and organizations around the world. Security officers are one of the first points of contact when people attend events and enter public spaces. The security officer role requires close proximity contact with patrons, visitors, and guests at risk to exposure. CSSM provides a training certification specifically focused on solidifying COVID-19 health and safety protocols and procedures for security personnel. The CSSM program combines the relevant subject matter training and COVID-19 mitigation elements into an intuitive online training course.

The organizational benefits of training security officers in CSSM could significantly reduce staff and patron exposure to COVID-19 and other infectious diseases. The goal of CSSM is to establish the certification program as the security officer training equivalent to the well-known required Cardiopulmonary Resuscitation (CPR) /Automated External Defibrillator (AED) training certifications. Organizations may see operating cost reductions in the area of general liability insurance premiums, and possibly receive discounted rates influenced by having trained and certified security agents. Additionally, having trained and certified security officers may reduce the labor force reduction impact caused by a future pandemic outbreak by having security officers with elevated levels of training and preparedness. CSSM's ultimate goal is to emerge and become a world recognized industry mandated standardized training certification for all public safety and security officers in the western hemisphere and abroad.

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