



SEPTEMBER 2020

Campus Safety Connection



Left: The Clery Center Team in a virtual staff meeting. The entire organization has been working remotely since mid-March in the wake of COVID-19.

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Dear Supporters and Friends,

When we began the process of creating a new strategic plan late last year, we had to ask some important questions. In what ways have colleges and universities come to rely on us and where do they need more from us? How can our values continue to guide our work without holding us back from taking risks? Where is our voice and expertise most needed in advocating around public policy? How do we ensure our services are accessible to those who need them most and also expand our team? And perhaps most complicated of all, should an organization with the Clery Act as part of its name and its legacy do more than focus on compliance with a federal law?

True to our values, we embarked on a collaborative process to develop the new plan, involving our staff, board, allies, Members, and colleagues. As we sought feedback from stakeholders, we heard one consistent message: Clery Center is known for its expertise and its approachability. We also heard words of encouragement: Clery Center must embrace being the leaders they are in this field.

This strategic plan was developed with those two principles in mind: stay true to who we are and don't be afraid to lead. We've committed to five priorities which will continue to expand our services beyond Clery Act compliance and will center Membership as our main avenue for helping campuses build comprehensive approaches to improving safety. As is highlighted in

our Diversity, Equity & Inclusion priority, this means recognizing the ways that marginalized and underserved communities on campuses have unique safety concerns that often aren't addressed through existing policies and traditional approaches to prevention.

We entered 2020 with great optimism and excitement about this plan and when the world around us came to a halt because of COVID-19, I worried our momentum might too. But as a 35-year-old organization with loyal supporters and a strong business model, we have both the privilege and the responsibility to succeed. Institutions of higher education are facing an unprecedented public health crisis and responding to a call for racial justice and equity — is not the time for us to step back, it's the time for us to step up.

We hope you can step up too and make a donation in support of both our continued success and the work ahead. In this newsletter we'll outline our new five-year strategic plan and highlight areas where the work of our future has already begun. I hope once you've read it you'll feel as excited and hopeful as we do!

Sincerely,

Jessica A. Mertz
Executive Director

CLERY CENTER'S STRATEGIC PLAN

IMPACT

Enhance our impact on improving campus safety and our ability to communicate about it.

Impact is critical; it's not enough to be sharing valuable resources and information with institutions, we want to ensure we are meeting our mission of creating safer campuses and enhance our ability to communicate about our work. *We want campuses to see the Clery Act as not just federal requirements, but also a tool for prevention and a blueprint to institutionalize their commitment to safety.* And we want Clery Center to not only be seen as delivering effective training, but as a national voice of leadership and advocacy. We know we make a difference in improving campus safety, now we want to focus on better understanding and communicating the impact of our work.

Superior experiences is one goal in the strategic plan, but is threaded throughout them all – enhancing our impact, expanding our reach, being responsive to diversity and equity needs, investing in ourselves – it all comes back to the experience. Did that institution get everything they needed out of our Clery Act Training Seminar? Was

SUPERIOR EXPERIENCES

Deliver superior experiences for all individuals, colleges, and universities that use our products and services.

an attendee with hearing loss able to understand our webinar on crime reporting? Can this small college afford our new CSA training video? Is our work reaching historically Black and tribal colleges? Is our organization attracting the best in the field? The answers must be “yes”, and that is what the superior experience goal is all about – our mission of creating safer campus communities.

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We have always prided ourselves on leading with heart. That is exactly where we need to begin in order to truly address oppressive systems that make safety a relative concept for so many—with our

hearts. *We need to look inward, recognizing our individual and collective biases, understanding our roots, and acknowledging where we can do better.* For us, this work has begun with investing in training for our team and improving our policies and practices to ultimately create a more inclusive work environment.

As an organization that promotes accountability, we will hold ourselves accountable to supporting marginalized communities. Readyng our team to prioritize DEI will result in programming that helps colleges and universities do the same, supporting our unwavering mission of creating safer campuses for all.

DIVERSITY, EQUITY & INCLUSION

Build our capacity to operate in ways that are fully inclusive of and responsive to the broad spectrum of diversity in college and university communities.

CLERY CENTER

OUR PRIORITIES

We believe the responsibility of ensuring student safety is a community-wide one and we've worked to design our programs to reach an array of campus professionals—from student affairs to public safety. **With our new strategic plan guiding us we will continue to expand our reach and diversify our audience, ultimately helping to build comprehensive approaches to campus safety through prevention, policy, and response.** We believe the most effective way to help schools institutionalize and prioritize safety is through our Clery Center Membership Program. As we look to reimagine and expand our membership program, we are guided by the evolving needs of colleges and universities across the country and focused on supporting those that need us most.

BUSINESS MODEL & MARKET

Update our business model and expand our reach.

Like many nonprofits, we started over 30 years ago with a few people, an important cause, and a lot of willpower. Since Connie and Howard Clery founded Clery Center, we have grown into a team of twelve full-time staff, who share the same dedication and passion that made our organization a reality. **We know that in order to do good work, we need to invest in our people and our culture.** As we navigated both the COVID-19 pandemic and the uprisings around racial injustice, we were all reminded of the importance of being a part of a supportive and inclusive team. In order to strengthen and grow our team, our strategic initiatives include updating

ORGANIZATIONAL STRENGTH

Invest in our people and culture to maintain our strength.

our organizational policies and procedures, investing in ongoing staff development, and maximising the engagement of our Board of Directors.

OUR PROGRESS ●●●●●

Despite the unexpected challenges COVID-19 has presented we remain steadfast in executing our new strategic plan. The Clery Center team found innovative ways to engage campuses, and embraced the opportunity to create new virtual programs. While our mode of delivery may be different, our impact remains the same.

2020 Highlights:

- Our team provided training to over 600 grantees on Clery Act compliance through our grant with the Office on Violence Against Women (OVW) Campus Grant Program. Along with a team of national experts, we continued to support over 190 institutions on dating violence, domestic violence, sexual assault, and stalking response.
- We supported institutions in understanding and implementing the Department of Education's updated Title IX regulations, which significantly impact reporting processes and disciplinary procedures. We developed free trainings and resources, including hosting a webinar with the SUNY Student Conduct Institute and producing a free video series with Victim Rights Law Center, which reached over 1,000 people each.
- With health and safety considerations front of mind, our team worked tirelessly to develop a new online Virtual Clery Act Training Seminar (VCATS) in record time so that we could continue to offer an interactive training during the pandemic. VCATS has been well-received; in fact, 100% of people who responded to the post-training survey agreed that taking VCATS improved their job performance.

NCSAM 2020:
The Same, Yet Different



#NCSAM20
#SameYetDifferent

DONATE NOW AND SUPPORT SAFER CAMPUSES

With your support we can continue to provide free resources and guidance to help institutions improve their prevention and response efforts. Please consider a donation to Clery Center today to further our mission of creating safer campuses for everyone:

clerycenter.org/donate

SEPTEMBER WAS NATIONAL CAMPUS SAFETY AWARENESS MONTH

There is little doubt that 2020 will go down in history. In the wake of COVID-19 and an advancing civil rights movement, institutions around the nation are reaffirming their commitments to campus safety. As communities wrestle with a new normal, the Clery Act remains the same – a call to action. This September, Clery Center highlighted how the Clery Act can serve as a guidepost, centering conversations around personal and campus safety following the historic events of 2020. Whether examining the increase in reports of intimate partner violence during lockdown, or the uptick in hate crimes and bias-related

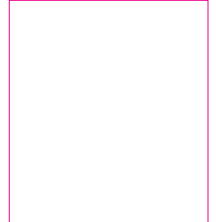
incidents, the Clery Act can serve as the barometer to examine campus climate.

We delved into the world of podcasts this National Campus Safety Awareness Month, with interviews with our very own Jessica Mertz, board member Bill Mitchell, and the Network for Victim Recovery of DC. We also hosted two free webinars and shared several new resources with the campus safety community, all of which which remain free and accessible year-round at clerycenter.org/ncsam.



“The best education
in the world is useless
if a student doesn’t
survive with a healthy
mind and body.”

—
Connie & Howard Clery
Clery Center Founders



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