

# 2019



ANNUAL REPORT

# FROM THE EXECUTIVE DIRECTOR

Dear Supporters,

In this work it can be hard to separate the tragedies from the victories. In 2019 we saw the largest Clery Act fine in history, reminding us of the hundreds of students whose abuse by Larry Nassar went unrecognized and ignored. The Michigan State University program review from the



Left to right: Executive director Jessica Mertz, Clery Center board members Julie DeVercelly, Gary DeVercelly, and Anne Seymour, and associate executive director Abigail Boyer on a visit to legislators at the Senate Office Building in Washington, D.C.

Department of Education outlines failures of both systems and individuals. Yet we also know that with the painful unfolding of this tragedy, and the long overdue justice for the victims, is an opportunity for change. We know we can help schools continue to do better, and we know they are motivated to keep students safe.

When a new executive director begins their tenure at an organization, there can be uncertainty and apprehension. But with a dedicated board of

directors, a passionate staff, and unwavering supporters, what I saw instead was renewed energy. A willingness to embrace this opportunity of new leadership and to map out a bold vision for the future. We wrapped up this successful year with the completion of a new strategic plan that will guide us into the next five years of growth.

2019 was a year for us to reflect and to think big. We start off a new decade surrounded by opportunity. Thank you for continuing to help us reach our potential and for pushing us beyond it.

Jessica Mertz  
Executive Director

### Strategic Goals

Our five strategic goals focus on:

1. enhancing our impact and expanding our reach;
2. delivering superior trainings and products;
3. updating our business model;
4. prioritizing diversity, equity and inclusion; and
5. maintaining our organizational strength.

# 2019 HIGHLIGHTS



Four visits to Capitol Hill to educate policy-makers about campus safety issues and to advocate for the Report and Educate About Campus Hazing (REACH) Act.

Awarded the Office on Violence Against Women's Campus Grant for technical assistance and logistics for the 11<sup>th</sup> consecutive year.

Hosted two "Clery Act: Trending Now" conference calls which provided discussion and Q&A on trending issues in Clery Act compliance and legislative updates.



Held 11 Clery Act Training Seminars for over 550 participants, which provided over 180 hours of training, plus 10 custom Clery Act Training Seminars, reaching over 440 participants.



Hosted four paid webinars and four free webinars to reach over 960 total participants.



Launched our groundbreaking dating violence prevention & awareness film, [Then Everything Changed](#). Over 470 people participated in the launch webinar and the film has received over 250 additional views and downloads.

### CONNECT WITH US!

Email Kristen at [ksweeney@clerycenter.org](mailto:ksweeney@clerycenter.org) to be added to our email list. And follow us! @CleryCenter on:

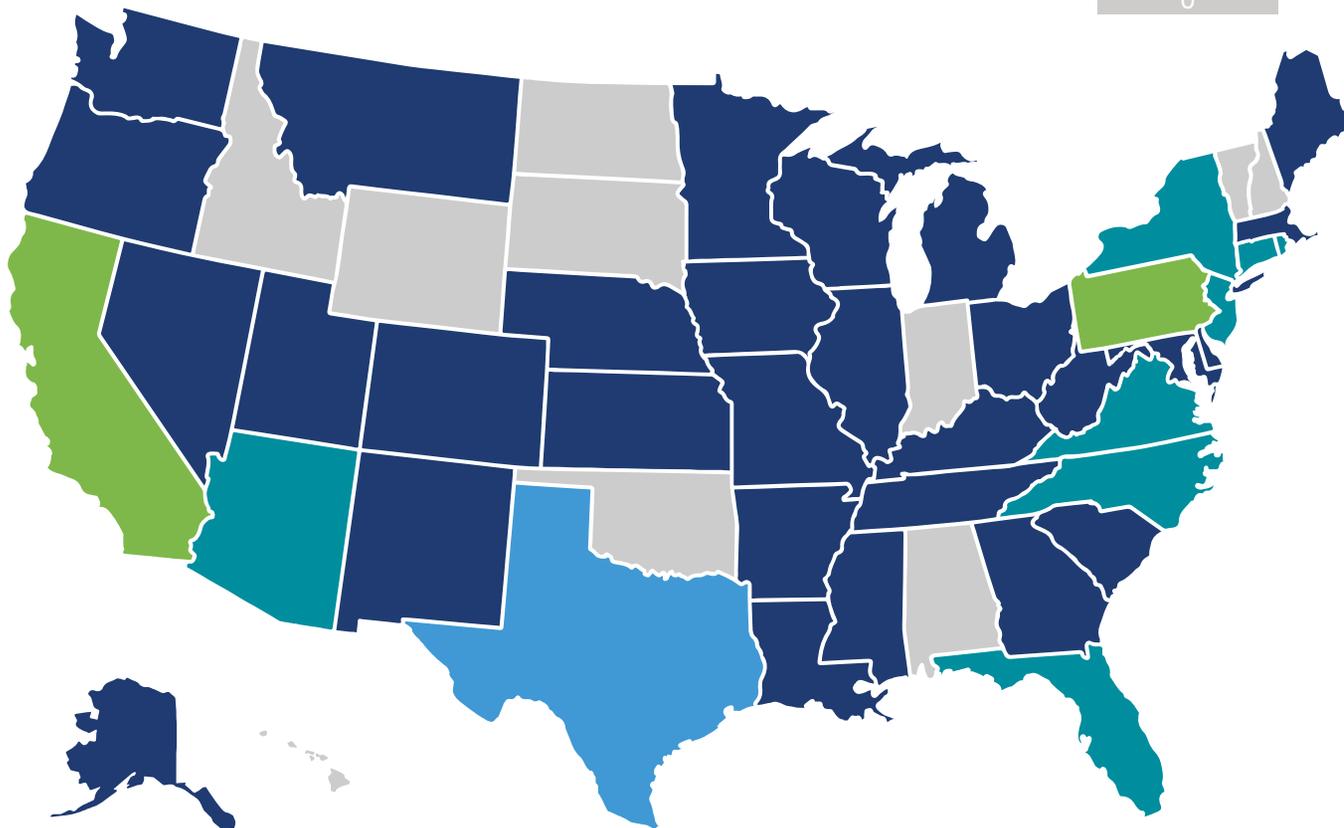


Our mission: Working together with college and university communities to create safer campuses.

# MEMBERSHIP PROGRAM

The Clery Center Membership program continues to empower institutions to use a team-based approach in finding answers to important compliance questions, explore best practices, and enhance campus safety measures on their campuses.

2019 was a year of growth for our Membership program in both the number of Member institutions as well as their engagement. We've seen an **increase in the total number of Member institutions by 21% from 2018** and **expanded our national reach to 42 states**. Clery Center experts conducted **86 ASR reviews in 2019, which was an increase of 68% from 2018**. The number of **members attending our in-person Clery Act trainings increased by 39%**. We are so excited to not only expand our reach throughout the nation, but that Members are engaging more with the services we offer to help improve safety on their campuses. We look forward to continuing to partner with our Members this year.



# MEMBER SPOTLIGHT



Left to right: James Dark (Safety and Risk Services), Commander James Madrid (UNM Police), Rob Burford (Director of Compliance), Deputy Chief Christine Chester (UNM Police), Marcos Romero (Housing – American Campus Communities) and Byron Platt (Emergency Manager).

## University of New Mexico

University of New Mexico (UNM), led by their dedicated Clery Act compliance director, Rob Burford, has prioritized institutionalizing Clery compliance over the five years they've partnered with Clery Center as a Member institution. They have been committed to training their campus administrators and in doing so, partnered with Clery Center to host a successful Clery Act Training Seminar in 2017. Rob and his team have committed to utilizing the Membership resources to further their understanding of Clery requirements and to incorporate that understanding into their institution's compliance efforts.

*"Clery Center, through their positive guidance, has assisted the University of New Mexico in becoming even more compliant with the Clery Act. While there is always work to do in the ever-changing landscape of campus safety, we are aided by the opportunities provided through the Membership program. We truly believe their stewardship is based on being 'at the heart of campus safety.'"*

Rob Burford, UNM Director of Compliance

# TEAM SPOTLIGHT

## Technology Department

In 2019 the tech team saw the addition of Jaykumar Puthran. “Jay brings a variety of experience in data analysis and database management, analytics research, and working with clients on a diverse set of projects ranging from cancer research to web systems,” said Amy Guthrie, department lead. “We are fortunate to have him on the team.”

The technology department also supported the facilitation of 32 successful webinars throughout 2019 and completed two successful OVW Campus Grant Program events.



Left to right: Jaykumar Puthran, Abigail Boyer, and Bambi Griffin of Clery Center, with Sheri Miller of East Central University, OVW Law Enforcement TA Provider; Maria Cristina Pacheco-Alcalá of Casa de Esperanza, OVW Minority Serving Institutions and Cultural Competence TA Provider; and Lindsey Tilley of East Central University, OVW Law Enforcement TA Provider.

As our organization grows, the tech team has been able to do more than ever. They’re providing Clery Center with a wide range of competencies, such as website, database, and digital course management, video editing, report generation, and providing support to the institutions and staff who engage with and benefit from our programs. We are grateful to have their expertise as we move into a new decade!



Left to right: Maureen Rush, University of Pennsylvania, Connie Clery, and Jessica Mertz.

*“The Clery Center team continues to be an example for how to lead with heart and integrity. Their collaborative approach to improving campus safety will have a lasting impact at colleges across the country.”*

– Connie Clery, Clery Center Co-founder

## Mellam Foundation Grant

In 2019, Clery Center received funding from the Mellam Family Foundation to support Clery Center’s internship program.

The goals of the internship program are to:

- Enhance the educational experience of students in Pennsylvania by providing paid internships for college students;
- Offer students real-world experience in a nonprofit organization and marketable skills that cross sectors;
- Increase Clery Center’s capacity and impact with specific focus on outreach, research, assessment, and public policy; and
- Provide a mechanism for Clery Center to receive ongoing feedback from and regular interaction with the population our programs are designed to support.

We are grateful to our two interns, Tyler and Gillian. Tyler has been invaluable in supporting Clery Center’s policy efforts by conducting background research, helping Clery Center develop policy positions, and drafting a literature review of existing Clery Act research. Gillian has enhanced Clery Center’s communications through her expertise in research, video editing, curriculum design, and support with fundraising and development.

## Meet Our Interns



### Tyler Van Vliet

#### Public Policy & Research

Tyler received his B.A. in Political Science and History from Rutgers University and is currently earning his M.A. in United Nations & Global Policy, also from Rutgers. He has extensive experience in policy research, writing, and literature review, and plans to continue in policy research in the field of global security or peacekeeping after completing his internship with Clery Center.



### Gillian Booth

#### Marketing & Communications

Gillian earned her Bachelor of Music degree in Voice Performance from Temple University. She is experienced in development and fundraising and brings her many skills in communications and community engagement to Clery Center. She hopes to start her career as a communications professional in the nonprofit arts sector at the conclusion of her internship.

# PARTNERSHIP HIGHLIGHTS



As one of many technical assistance providers for the **Office on Violence Against Women** Campus Grant program, we are part of a national network of leaders in the field of interpersonal violence prevention and response. These partners include: **Alteristic, Casa de Esperanza, Mississippi Coalition Against Sexual Assault, and Men Can Stop Rape.**



**StopHazing**, national leaders in hazing prevention, continued to work closely with Clery Center in promoting and evaluating the *We Don't Haze* project and advocating for federal policies to address hazing.



**Break the Cycle** is a national nonprofit that supports young people in building healthy relationships and create a culture without abuse. Their expertise was crucial in the development of our dating violence awareness video, *Then Everything Changed*, which featured staff and survivors with whom they work.



Clery Center's executive director attended **EVERFI's** Senior Leader Summit and their Campus Prevention Network Summit in Nashville, TN. As sponsors of NCSAM, EVERFI co-facilitated a webinar focused on using evidence to implement change.



Clery Center's senior director of programs attended **NASPA's** Hill Days, an immersive training experience that connects professionals with their congressional delegation and key policy makers.



## POLICY UPDATE

2019 brought many opportunities for Clery Center to provide insight and expertise to policy-makers with the introduction of multiple bills that would have an impact on campus safety and potentially amend the Clery Act. Given our ongoing work with campuses across the country and our organizational history with federal policy, we are uniquely positioned to provide well-informed feedback about the real-time impact of laws on students and administrators.

### Title IX Regulations

Since the Department of Education published proposed regulations for Title IX in November 2018, the Office of Information and Regulatory Affairs (OIRA) has held almost 100 meetings with stakeholders to help them analyze the potential costs and benefits. In January 2020 Clery Center met with OIRA and shared many of the points made in our public response to the Notice of Proposed Rule-Making in 2018, including concerns about how the new regulations could conflict with the Clery Act.

### Anti-Hazing Legislation

With the support of our board members who have been personally impacted by hazing, Clery Center has continued to advocate for federal anti-hazing legislation. The REACH Act (Report and Educate About Campus Hazing Act) would require institutions of higher education to report hazing incidents to campus security authorities or local police agencies and require campuses to provide hazing prevention programs. Since being introduced to the House in January 2019, REACH has secured bi-partisan support with 72 co-sponsors. The Senate version of the bill, introduced by Senator Klobuchar in March 2019, currently has six co-sponsors and has continued to gain momentum as a key concern on Capitol Hill.

# NATIONAL CAMPUS SAFETY AWARENESS MONTH

2019's theme was **Bridging the Gap**, designed to draw attention to various areas of campus safety work that can be confusing for people to put into practice. We focused on connecting theory to practice in



order to simplify ways campus safety practitioners can enact both Clery Act requirements and those of other intersecting laws to ensure safer campus communities. By providing concrete examples of how to execute campus safety tasks — like creating security awareness events, producing a biennial review for an institution's drug and alcohol abuse prevention program, and determining whether to send a timely warning or an emergency notification — we showed campus safety practitioners how possible it is for them to accomplish these endeavors.

## 2019 NCSAM REACH



WEBINARS

679  
PARTICIPANTS

489  
INSTITUTIONS

48  
STATES



NCSAM WEBSITE

4,277  
UNIQUE  
PAGEVIEWS

1,883  
UNIQUE USERS



EMAILS

25%  
OPEN RATE

19%  
CLICK-THROUGH  
RATE



594,705  
TOTAL IMPRESSIONS

24,647  
ENGAGED USERS



31,381  
TOTAL IMPRESSIONS

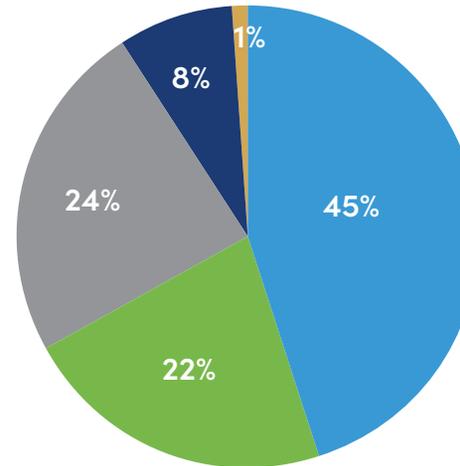
418  
TOTAL ENGAGEMENTS



4,090  
TOTAL IMPRESSIONS

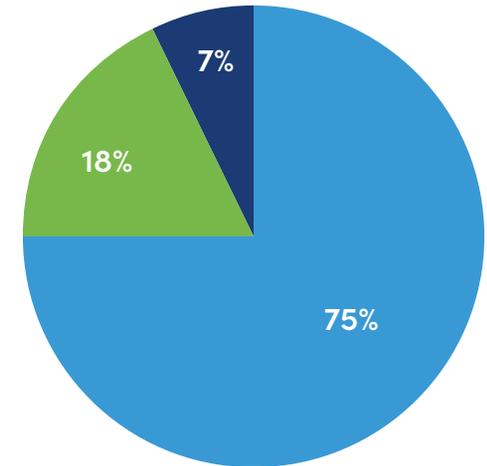
227  
TOTAL ENGAGEMENTS

# 2019 FINANCIALS



### REVENUES

45%	Membership Fees
22%	Program Fees/Pub. Sales
24%	Federal Grants
8%	Contributions
1%	Investment



### EXPENSES

75%	Program Expenses
18%	Management & Operating
7%	Fundraising

Total estimated revenues for fiscal year 2019 were \$1,281,000 while estimated expenses totaled \$1,333,000. Please note that revenue and expenses are estimates and subject to change pending a final audit in spring 2020. More information about the Center, including a copy of our most recent audited financial statements and Form 990, can be found on our website at [clerycenter.org](http://clerycenter.org).



The Clery Center is proud to serve as a GuideStar Exchange Platinum Participant, representing our commitment to financial transparency. For more information about the Exchange program, please visit [guidestar.org](http://guidestar.org).



“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