



CLERY  
CENTER

# 2020

## ANNUAL REPORT



# FROM THE EXECUTIVE DIRECTOR

Dear Supporters,

I don't need to tell you that 2020 was a year that changed us—as people, as communities, and as a country. We are just now beginning to grasp the impact that the pandemic had on colleges and universities, and on the students who had waited their whole lives to attend them. Safety—the thing we strive to improve for college students—was challenged in so many ways. Not just by the threat of the virus, but by the national increase in domestic violence, the surge in anti-Asian hate crimes, the growing unemployment rate, and so much more. We were reminded that colleges and universities are not immune to these adversities, and we were driven to find new ways to provide guidance and support.

In last year's annual report, less than a year into my role as Executive Director, I stated: "We start off a new decade surrounded by opportunity". The opportunities we had in 2020 didn't present themselves in the way I had expected; they instead came at us as a pyramid of challenges. Like organizations and institutions across the country we had to fundamentally change how we did business—how we reached people, how we connected with each other, and how we measured our success. All while responding to the needs of our own families and communities.

Despite the heartbreak and hardship, I feel an overwhelming sense of pride when reflecting on 2020. I am proud that we saw opportunity in the unexpected and that we stepped up when institutions needed guidance. I am proud of our resiliency as an organization. And I am proud that our community of support, that you, knew we wouldn't lose sight of our mission.

During this year of uncertainty, we took time to develop new organization values to guide our work. As you read this annual report and learn about all our new endeavors, I hope you see these values at the core and I hope you see yourself as a part of our success.



Jessica Mertz  
*Executive Director*

## 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:



Cover image: Adapted from original "On the Quad" St. Lawrence University in Canton, New York; © Decaseconds Photography.

OUR MISSION:  
Working together with  
college and university communities  
to create safer campuses.

## OUR VALUES:

Our organizational values distinguish not just what we do, but how we do it. They help guide our decision making, our culture, and our relationships. As a team we will strive to embody these values and to support each other in upholding them.

**Mission-Driven** When faced with new opportunities or unexpected challenges we stay grounded in our purpose.

**Collaborative** By building partnerships and working in teams we expand our reach and magnify our impact.

**Authentic** We remain true to our core principles of respect and integrity in our daily communications and our service delivery.

**Expertise** We recognize our collective knowledge as an organization and our long history of excellence in the field.

**Innovative** We challenge prevailing assumptions when warranted, adapt to evolving needs, and develop new approaches.

**Inclusive** We strive to build a community that is diverse in thought, identity, and experience.

# 2020 AT-A-GLANCE

## March: COVID-19 Hits

We create FAQs, tips, & resources blogs, and a virtual strategy session.

## May: New Title IX Regs.

We partner with SUNY SCI & VRLC to create webinars and training videos.

## June: Virtual Programming

Our new virtual offerings, VCATS and Member Technical Assistance Town Halls launch.

## June: OVW Virtual TTI

We organize the first ever virtual Training & Technical Assistance Institute as part of our OVW grant work.

## September: NCSAM

National Campus Safety Awareness Month offers free education all September long.

## October: Clery Handbook

The subregulatory Clery Act guidance handbook is rescinded; we offer guidance in the form of blogs & videos.

## December: How to Clery

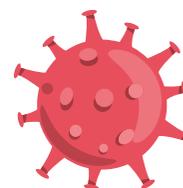
Our free webinar series concludes, having reached over 1,200 participants throughout the year!

*"This has been a time of profound loss and isolation for students. They have had to make decisions about staying or leaving campus, and to navigate the financial implications of both, all while trying to stay safe in their environments."*

- Sherisse Laud-Hammond

Director of Penn Women's Center, University of Pennsylvania

## THE IMPACT OF COVID ON COLLEGE CAMPUSES



Reports estimate over 530,000 cases of Covid-19 at U.S. colleges and universities since March 2020.<sup>1</sup>

More than 1,300 colleges and universities in all 50 states canceled in-person classes or shifted to online-only instruction for 2020's spring semester.<sup>2</sup>



Campus closures and the move to online learning caused colleges and universities to face a number of unexpected expenses from the outbreak. These expenses included: refunds issued to students for room and board, increased cleaning operation costs, and growing technology costs from moving courses online.<sup>2</sup>



Freshman enrollment in fall 2020 declined by an unprecedented 13.1%. This led to an overall postsecondary enrollment dip of 2.5%.<sup>2</sup>

In Fall 2020, 44% of colleges were operating with classes either fully or primarily online (out of 3,000).<sup>3</sup>

<sup>1</sup> [nytimes.com/interactive/2021/us/college-covid-tracker.html](https://www.nytimes.com/interactive/2021/us/college-covid-tracker.html)

<sup>2</sup> [ncsl.org/research/education/higher-education-responses-to-coronavirus-covid-19.aspx](https://www.ncsl.org/research/education/higher-education-responses-to-coronavirus-covid-19.aspx)

<sup>3</sup> [collegecrisis.shinyapps.io/dashboard/](https://collegecrisis.shinyapps.io/dashboard/)



## PARTNERSHIP 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.



**The State University of New York's Student Conduct Institute** partnered with Clery Center to provide a free webinar and follow-up question and answer session on the Department of Education's changes to Title IX in May 2020 and their impact on the Clery Act. The sessions addressed important and pressing campus safety questions quickly.



Clery Center collaborated with **Victim Rights Law Center** to create a three-part video training series, *Digging Deep into the Clery Act and Title IX Intersections*. This free training series highlights three important intersections between the Clery Act and Title IX in the new regulations: Advisors of Choice, Accommodations, and Authority for Reporting.

## MEMBERSHIP PROGRAM

In a year of unexpected challenges wrought by Covid-19, Clery Center's Membership program was able to adapt quickly to provide virtual options for our Members, like a new monthly technical assistance town hall, in which Members get real-time answers to their Clery Act questions. We also created Member Workshops to address timely campus safety topics like Title IX and the Clery Act Handbook rescission (read more about these issues in our Policy Update on page 6).



**98%** of Members continue to utilize Membership because Clery Center experts are **knowledgeable**.

**98%** of Members continue to utilize Membership because of Clery Center's **customer service**.



## MEMBER SPOTLIGHT

### Central Community College – Grand Island

For the past few years Central Community College has worked to prioritize Clery compliance by partnering with Clery Center as a Member institution. Their team is led by security director, Lauri Shultis, who is committed to utilizing the Membership resources like the ASR review, Virtual CATS, and Technical Assistance to further understand Clery Act requirements and bolster institutional compliance efforts.



Lauri Shultis

*"Central has been a Clery Center Member for several years now; it is so comforting to know when I have a Clery question I can email or pick up the phone and have an answer fast. Each year I take advantage of the ASR review and use the recommendations to make changes in our institution policies and procedures to ensure we are Clery compliant. I have also found their trainings to be timely and useful to help me navigate the complexities of Clery."*

—  
Lauri Shultis, Clery Compliance Officer  
Central Community College – Grand Island, Nebraska

# TEAM SPOTLIGHT

## DEI (Diversity, Equity, Inclusion) Committee

As the country continues to confront a long history of racial injustice, institutions of higher education and nonprofits alike are engaging in much needed self-analysis on the role they play in sustaining racist and discriminatory practices that are antithetical to creating inclusive environments. Clery Center, too, is looking inwards to see how we can better model organizational equity and operate in ways that are responsive to the broad spectrum of diversity in college and university communities.

With the adoption of a new five-year strategic plan in early 2020, Clery Center committed to centering diversity, equity, and inclusion, starting with the creation of a DEI Committee. The DEI Committee is focused on creating an equitable organizational culture wherein all staff members, board members, and stakeholders are empowered to bring their unique perspectives, shaped by their experiences and their identity.

*“While we cannot directly control events that happen on a national scale, we can control how our campus responds to these events – with unity, solidarity, and a determination to do our part to correct injustices in our own communities.”*

–from a joint statement to San Joaquin Delta College by Dr. Omid Pourzanjani, Superintendent/President, Dr. Lisa Cooper Wilkins, Assistant Superintendent/Vice President of Student Services, Dr. James Todd, Assistant Superintendent/Vice President of Instruction and Planning, & DeAnna Solina, Esq., Vice President of Human Resources and Risk Management



## POLICY UPDATE

### Title IX Regulations

In May 2020 the Department of Education released new Title IX regulations that dictate how institutions of higher education must adjudicate and respond to incidents of dating and domestic violence, sexual assault, and stalking. Concerns related to these regulations were expressed widely. Clery Center published a Statement of Position, focused on the misalignment created between Title IX and the Clery Act. The paper was shared with legislators and stakeholders alike and resulted in a Congressional Delegation Letter led by Representative Ann McLane Kuster (NH-02) and signed by 16 members of Congress.

### Clery Act Handbook

In October 2020 the Department of Education announced the rescission of the 2016 *Handbook for Campus Safety and Security Reporting*, the most recent Clery Act subregulatory guidance. While over the years we have advocated for changes in the handbook, we believe it served an important role in helping apply the regulations on campuses. Since the rescission, Clery Center has worked to fill the gap of support by publishing blog posts, participating in and hosting free webinars, and updating our training materials. Moving forward, we will continue to advocate for the Department of Education to issue improved subregulatory Clery Act guidance.

### Anti-Hazing Legislation

The Report and Educate about Hazing (REACH) Act continued to gain momentum in 2020 securing 73 co-sponsors in the House. The core components of the bill were included in the College Affordability Act. The REACH Act will institutionalize hazing education and prevention and standardize how hazing is defined, tracked, and prevented across colleges and universities.

For more information about the REACH Act and how to support it visit [stophazing.org/policy](https://stophazing.org/policy).

# 2020 REACH



9,167  
VIRTUAL PROGRAM  
REGISTRATIONS



35  
NEW MEMBER  
INSTITUTIONS



82.7%  
MEMBERSHIP  
RENEWAL RATE



5,211  
EDUCATIONAL  
FILM VIEWS\*



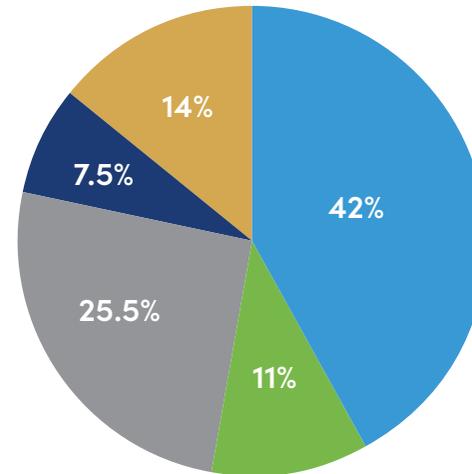
559,926  
TOTAL IMPRESSIONS  
19,127  
ENGAGEMENTS

*"I find myself being a cheerleader for Clery Center. [They] set a new standard for training, support and materials wrapped in a package that is user friendly and easy to understand."*

– 2020 Member Survey Response

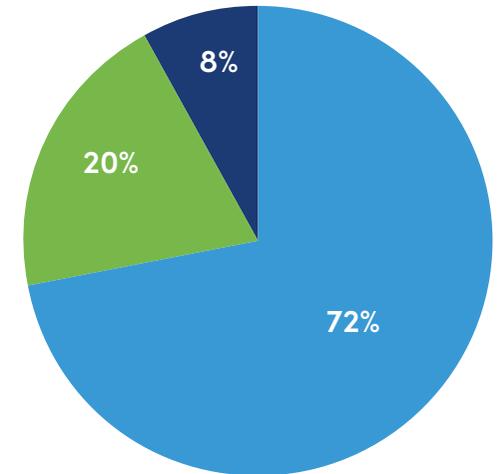
\*data from Oct. 2019 – March 2021, as our video sharing platform does not share views by date

# 2020 FINANCIALS



REVENUES

42%	Membership Fees
11%	Program Fees/Pub. Sales
25.5%	Federal Grants
7.5%	Contributions
14%	Investment



EXPENSES

72%	Program Expenses
20%	Management & Operating
8%	Fundraising

Total estimated revenues for fiscal year 2020 were \$1,351,681 while estimated expenses totaled \$1,285,783. Please note that revenue and expenses are estimates and subject to change pending a final audit in spring 2021. 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