



2021 ANNUAL REPORT



FROM THE EXECUTIVE DIRECTOR



Dear Supporters,

I will be honest; it feels good to have 2021 behind us. If 2020 was the year that the world stopped, 2021 was the year when we all eagerly tried to put the puzzle back together, only to realize the pieces just didn't fit anymore. The myriad challenges that college students, their families, and educational institutions faced

were complex and will be long-lasting. There were so many opportunities to feel discouraged, but we never felt defeated. At Clery Center, we adapted. We stayed focused and worked harder to respond to the evolving needs in front of us — what you will see in this annual report is evidence of that.

Adapting meant expanding our virtual program offerings, launching a policy and procedure audit, and building new partnerships to increase our impact. It also meant offering free guidance to institutions through programs like our first ever National Campus Safety Awareness Month Summit, and the development of free resources like the Campus Commitment to Hazing Prevention: Action Guide.

2021 marked 35 years since Jeanne Clery was killed. 2022 marks 35 years since Clery Center was founded. We are reminded that from life's greatest challenges can come the most meaningful impact. Through all of the evolutions of our organization and of campus safety — what has remained constant is both our mission and you, our supporters.

Join me in taking a collective deep breath filled with pride and perseverance as we reflect on a year where together, we rose to the challenge.

Jessica Mertz
Executive Director

CONNECT WITH US!

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



Cover image: "Princeton University" by Geoff Livingston

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.

2021 AT-A-GLANCE

JANUARY

We announce our 2021 free webinar series, Beyond the Basics. The series concluded in October and reached over 1,900 participants throughout the year.

APRIL

With StopHazing, we release a new free resource, the Campus Commitment to Hazing Prevention: Action Guide, highlighting how campuses can commit to hazing prevention.

SEPTEMBER

We launch our first ever National Campus Safety Awareness Summit, bringing together almost 1,000 campus safety professionals for two days of virtual and free education.

FEBRUARY

Clery Center presents at several national conferences throughout the year, including the National Association of Student Personnel Administrators, the National Organization for Victim Advocates, and the Network for Victim Recovery of DC.

JUNE

With the International Association of Campus Law Enforcement Administrators and the Anti-Defamation League, we create a new free resource for public safety officials on how to recognize and prevent hate crimes on college campuses.

OCTOBER

We partner with ADT to create a campus safety survey, the findings of which result in a set of campus safety tips for students and their loved ones (see survey results on page 6).

NATIONAL ADVOCACY LEADERSHIP TRAINING

Clery Center partnered with the National Organization for Victim Assistance as a subject matter expert for their National Advocacy Leadership Training (NCAT). NCAT is an advanced training academy that builds skills in responding to sexual assault, stalking and interpersonal violence in higher education. Campus and community-based victim advocates from across the country participated to learn more about a range of topics including trauma-informed advocacy, Boundaries and Confidentiality in Campus Advocacy, and the Clery Act requirements.



HAZING PREVENTION LEGISLATION

2022 marks 15 years since Clery Center board members and advocates Gary & Julie DeVercelly lost their son, Gary, Jr., to hazing. They have worked tirelessly to get anti-hazing legislation passed and we continue to be hopeful for the passage of the REACH Act (read more on page 8). You can view all of our free hazing resources, including the award-winning short documentary film "We Don't Haze" and get an overview of the REACH Act on our website: www.clerycenter.org/hazing



Gary DeVercelly, Junior

NATIONAL CAMPUS SAFETY AWARENESS MONTH

In addition to our first ever NCSAM virtual summit, we also launched an unprecedented fundraising campaign. You, our supporters, helped us reach our goal, raising over \$30,000 to support our free educational programs. These crucial resources provide access to colleges and universities regardless of budget, ever more important as campuses continue to be affected by the COVID-19 pandemic. Learn more about NCSAM: www.clerycenter.org/ncsam



Congresswoman Lucy McBath [D-GA6] gives opening remarks on day two of NCSAM.

MEMBERSHIP HIGHLIGHTS

We have greatly benefited from the customized trainings.

The Clery team works with us to provide meaningful scenarios and integrates our campus culture and norms.

– Member Survey Respondent

100%

of those who participated in our Member Survey agreed that Membership helps their institution comply with the Clery Act and improve campus safety.

31%

of our Members are minority-serving institutions or community colleges. We aim to increase this percentage as our Membership program grows.

MEMBER SPOTLIGHT

Prince George's Community College – Largo, Maryland

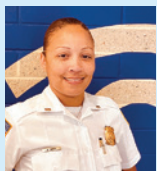
PGCC onboarded a dynamic new Chief of College Police in January 2020. During the summer of 2020, in the midst of the pandemic, he worked with the Compliance Officer, Susan Watson, to reevaluate how the institution meets its Clery obligations. Tragically, he succumbed to a heart attack on January 1, 2021. PGCC leaned heavily on its Clery Center Membership to elevate its program during a very challenging time.



Susan V. Watson

"Clery Center has remained a source of intelligence and a resource for best practices. The Clery Act Training Seminars have been pivotal in expanding knowledge and strengthening understanding of the Clery Act throughout our campuses. With the assistance of the Clery Center, we are not merely achieving Clery compliance; we are developing a Clery-infused culture at PGCC."

—
Susan V. Watson, Compliance Officer
Prince George's Community College, – Largo, MD



Lt. Barbara A. Smith,
Clery Officer

2021 CAMPUS SAFETY SURVEY

Personal safety is top of mind on college campuses across America

Student safety concerns & takeaways

This school year, many college students are reporting that they are concerned about their personal safety on campus. ADT and Clery Center partnered to uncover students' top safety concerns as well as resources they are tapping to try to stay safe.

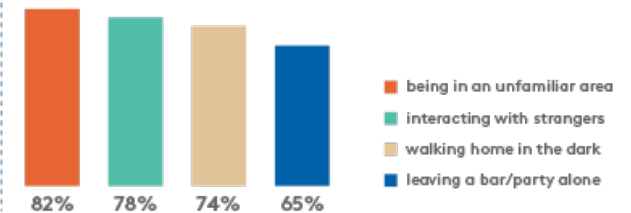
When freshmen are on campus for the first time, there is an increased risk of sexual assault called the Red Zone — but this semester, freshmen and many sophomores will fall into this category — creating a potential 'Double' Red Zone.

Findings

82%

of college students are concerned about their personal safety as they return to campus

Activities that cause students to feel unsafe on campus include:



Resources

17%



of college students utilize campus security escorts

55%

admit they haven't called friends for help when they have felt unsafe in fear of judgement



75%

keep their phone with them at all times as a means to feel safe

ADT and Clery Center enlisted Engine Insights in September 2021 to survey 1,002 college students identified from a demographically representative sample of the U.S. population.

SoSecure
by ADT



TEAM SPOTLIGHT

New on the Board of Directors

In 2021 Clery Center welcomed three new members to our board of directors. Please join us in welcoming them to the team!



Kevin Connors is head of the Outsource Trading desk in New York at BTIG, where he has worked for the past 15 years. Kevin's grandparents were longtime friends of the beloved Clery family. Kevin is a graduate of Marist College, where he met his wife and was also captain of the Swimming & Diving team. He currently resides in Rumson, New Jersey with his wife and three young children.



Pearl Kim was formerly appointed to the Pennsylvania's Office of Attorney General as a Senior Deputy Attorney General. Formerly an Assistant District Attorney in the Delaware County District Attorney's Office, Pearl was Chief of the Human Trafficking Unit in the Special Victims and Domestic Violence Division. Pearl obtained her J.D. from Villanova University School of Law and received her B.A. from Bryn Mawr College.



Beth Riley, M.D. is a gynecologist who has devoted her career to improving the health of women and families. She was a close friend and tennis teammate of Jeanne Clery. Dr. Riley earned her B.A. from Harvard, M.D. from Stanford, and completed her residency at U.C. San Diego. She has volunteered at Outside In Clinic, caring for homeless and uninsured individuals. Beth is married, with two children in college.

THANK YOU, DEB!

At the end of 2021 our longtime Chief Financial Officer, Deborah Shelley, retired. Deb has always been deeply committed to Clery Center's mission and work, and remains one of our fiercest advocates. We are honored she spent so much of her career helping us to keep college students safe.



L-R: Deb, Connie Clery, Clery Center founder, and Mary Swanson, Board Member, at Deb's retirement celebration.



POLICY UPDATE

Since its founding in 1987, Clery Center has engaged with policymakers in recognition of the significant impact that could result from legislation: driving systemic change on college campuses. Building on this history and experience we developed a two-year policy agenda to inform and guide our advocacy priorities. The agenda outlines three key priorities:

1. Seek dependable guidance from enforcement authorities
2. Ensure equity for all survivors of dating and domestic violence, sexual assault, and stalking
3. Heighten awareness of pressing campus safety issues and their impact on under-resourced communities

2021 Progress/Highlights

- Submitted written and public comment in response to new proposed Title IX regulations
- Strengthened relationship with survivor organizations including End Rape on Campus, It's On Us, and the Student Voice Coalition
- Provided expertise and feedback to legislators and ally organizations on various bills that aim to impact campus safety
- Partnered with StopHazing and Julie and Gary DeVercelly on the successful reintroduction of the Report and Educate About Hazing (REACH) Act [S. 744, H.R. 2525]
- Developed several resources and outreach tools to educate the community about the impact and importance of the REACH Act and secured endorsements on the bill from over 30 national organizations

2021 REACH



6,326
VIRTUAL PROGRAM
REGISTRATIONS



35
NEW MEMBER
INSTITUTIONS



86%
MEMBERSHIP
RENEWAL RATE

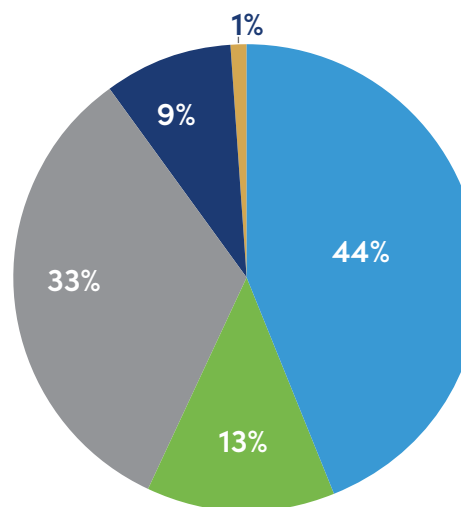


4,890
EDUCATIONAL
FILM VIEWS



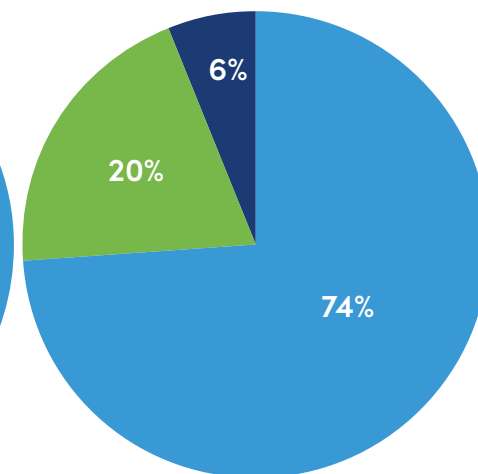
404,828
TOTAL IMPRESSIONS
14,254
ENGAGEMENTS

2021 FINANCIALS



REVENUES

44%	Membership Fees
13%	Program Fees/Pub. Sales
33%	Federal Grants
9%	Contributions
1%	Investment



EXPENSES

74%	Program Expenses
20%	Management & Operating
6%	Fundraising

Total estimated revenues for fiscal year 2020 were \$1,362,000 while estimated expenses totaled \$1,402,000. Please note that revenue and expenses are estimates and subject to change pending a final audit in 2022. 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 www.clerycenter.org.

We Moved in 2021!

Take note of our new address:

Clery Center
501 Office Center Drive
Suite 8
Fort Washington, PA 19034

Phone: 484.580.8754



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.



“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