Clemson University
Strategic Plan for Alcohol and Other Drugs

PHILOSOPHY
Clemson University is committed to maintaining an environment that is healthy, safe and attractive for all members of the community. Students who choose to use alcohol and other drugs assume a responsibility to comply with South Carolina laws and University policies, to make decisions that reduce their personal risks, and to consider the health and safety risks posed to others. The University provides education, programs, and policies to empower students to make responsible decisions relating to alcohol and other drug consumption. Students who choose to violate University policy related to alcohol and other drug use are subject to discipline as outlined in the student code of conduct. Where those actions also violate state and/or federal law, students are subject to legal consequences as well.

APPROACH
Clemson University utilizes a comprehensive and multilayered harm reduction strategy, based on the Social-Ecological Model and focusing on harm prevention, to reduce the rates of misuse of alcohol and other drugs and their associated negative consequences. The American College Health Association’s Healthy Campus 2020 is intended to provide institutions of higher education with a framework by which to identify priorities and mobilize action. Their objectives and measures serve as a national reference for this plan. The American College Health Association’s National College Health Assessment II (ACHA-NCHA II) is be used as the national reference to track progress.

LONG TERM GOAL
Clemson University’s AOD strategic plan includes targets set for 10% improvement by 2020 as compared to the 2010 NCHA national reference data, in the following measures:
- High-risk drinking and illegal drug use
- Consequences of alcohol and drug use
- Protective behaviors
The Clemson University data and national reference data are shown in the tables below.

STRATEGIC SUBPOPULATIONS
Programs will be developed to address individual students, campus, community and state/national. Based on past data, Clemson has identified the following strategic subpopulations:
- Off-campus students
- Fraternity and sorority members
- First-year students
- Families

FOCUS AREAS
In order to reach our long-term goal, Clemson has adopted an evidence-informed approach and established four strategic focus areas.
Areas of Strategic Focus:
1. Prevention
2. Intervention and Treatment
3. Environmental Management
4. Protective Measures
**NCHA ALCOHOL AND DRUG SURVEY RESULTS 2010-2016**

<table>
<thead>
<tr>
<th>DRINKING BEHAVIORS</th>
<th>National Reference</th>
<th>Clemson 2010</th>
<th>Clemson 2012</th>
<th>Clemson 2016</th>
<th>2020 Strategic Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Heavy Episodic Drinking Rate: Five or more within last two weeks (percentages)</td>
<td></td>
<td>35.1</td>
<td>37.0</td>
<td>34.0</td>
<td>34.7</td>
</tr>
<tr>
<td>2. Frequent Heavy Episodic Drinking Rate: Six or more times within last two weeks (percentages)</td>
<td></td>
<td>2.5</td>
<td>2.2</td>
<td>1.7</td>
<td>3.0</td>
</tr>
<tr>
<td>3. Average Number of Drinks Last time you “partied” <em>(NCHA- Exec Sum)</em>  <em>Students reporting 0 drinks were excluded</em></td>
<td></td>
<td>5.1</td>
<td>5.1</td>
<td>5.0</td>
<td>4.9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BEHAVIORS AS A RESULT OF DRINKING³ <em>(in percentages)</em></th>
<th>National Reference</th>
<th>Clemson 2010</th>
<th>Clemson 2012</th>
<th>Clemson 2016</th>
<th>2020 Strategic Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Got in Trouble with the Police <em>(NCHA-Exec Sum)</em></td>
<td></td>
<td>3.2</td>
<td>2.6</td>
<td>5.1</td>
<td>1.7</td>
</tr>
<tr>
<td>5. Drove Car While Under the Influence <em>(Core-Exec Sum 2010 &amp; 2012; NCHA 2016)</em></td>
<td></td>
<td>n/a</td>
<td>29.4</td>
<td>21.9</td>
<td>20.3</td>
</tr>
<tr>
<td>6. Seriously considered suicide <em>(NCHA-Exec Sum)</em></td>
<td></td>
<td>1.3</td>
<td>1.5</td>
<td>0.6</td>
<td>2.5</td>
</tr>
<tr>
<td>7. Someone had sex with me without my consent <em>(NCHA-Exec Sum)</em></td>
<td></td>
<td>1.8</td>
<td>2.3</td>
<td>1.5</td>
<td>2.0</td>
</tr>
<tr>
<td>8. Performed Poorly on Test/Important Project <em>(Core-Exec Sum 2010 &amp; 2012; NCHA 2016)</em></td>
<td></td>
<td>n/a</td>
<td>21.8</td>
<td>23.1</td>
<td>4.3</td>
</tr>
<tr>
<td>9. Did something you later regretted <em>(NCHA-Exec Sum)</em></td>
<td></td>
<td>26.8</td>
<td>34.4</td>
<td>37.9</td>
<td>36.2</td>
</tr>
<tr>
<td>10. Missed Class <em>(Core-Exec Sum 2010 &amp; 2012; NCHA 2016)</em></td>
<td></td>
<td>n/a</td>
<td>33.9</td>
<td>37.5</td>
<td>29.0</td>
</tr>
<tr>
<td>11. Forgot where you were or what you did <em>(NCHA-Exec Sum)</em></td>
<td></td>
<td>24.1</td>
<td>34.3</td>
<td>34.1</td>
<td>31.5</td>
</tr>
</tbody>
</table>

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¹ National Reference for Core Survey questions is the composite of the 2009-2011 Core Survey data. National Reference for NCHA questions is 2010 NCHA national data.
² The 2020 strategic plan target is defined as a 10% improvement from the 2010 National Reference.
³ Students who responded “N/A I don’t drink” were excluded.
⁴ This item was not included on the NCHA survey in 2010 or 2012. 2010 and 2012 information comes from the Core Survey.

Adopted as a working document: April 20, 2015
Latest revision and approval: May 15, 2017
## NCHA ALCOHOL AND DRUG SURVEY RESULTS 2010-2016 (continued)

### USE OF ILLEGAL DRUGS

<table>
<thead>
<tr>
<th></th>
<th>USE OF ILLEGAL DRUGS (in percentages)</th>
<th>National Reference</th>
<th>Clemson 2010</th>
<th>Clemson 2012</th>
<th>Clemson 2016</th>
<th>2020 Strategic Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Marijuana use in the last 30 days <em>(NCHA-Exec Sum, Q8A6)</em></td>
<td>17.0</td>
<td>10.5</td>
<td>12.9</td>
<td>12.8</td>
<td>12.3&lt;sup&gt;5&lt;/sup&gt;</td>
</tr>
<tr>
<td>13</td>
<td>Prescription drug misuse in the past year <em>(NCHA-Exec Sum)</em></td>
<td>15.3</td>
<td>14.1</td>
<td>15.2</td>
<td>12.7</td>
<td>13.8</td>
</tr>
<tr>
<td>14</td>
<td>Use of illegal drugs in the last 30 days excluding marijuana&lt;sup&gt;6&lt;/sup&gt; <em>(NCHA-Exec Sum)</em></td>
<td>n/a</td>
<td>5.8</td>
<td>6.4</td>
<td>6.2</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### PROTECTIVE BEHAVIORS<sup>7</sup>

<table>
<thead>
<tr>
<th></th>
<th>PROTECTIVE BEHAVIORS&lt;sup&gt;7&lt;/sup&gt; (in percentages)</th>
<th>National Reference</th>
<th>Clemson 2010</th>
<th>Clemson 2012</th>
<th>Clemson 2016</th>
<th>2020 Strategic Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Avoid drinking games <em>(NCHA-Exec Sum, Q15B)</em></td>
<td>29.9</td>
<td>38.9</td>
<td>34.3</td>
<td>37.0</td>
<td>38.5&lt;sup&gt;5&lt;/sup&gt;</td>
</tr>
<tr>
<td>16</td>
<td>Determine, in advance, not to exceed a set number of drinks <em>(NCHA-Exec Sum, Q15D)</em></td>
<td>29.7</td>
<td>35.6</td>
<td>42.0</td>
<td>39.4</td>
<td>41.0&lt;sup&gt;5&lt;/sup&gt;</td>
</tr>
<tr>
<td>17</td>
<td>Pace drinks to one or fewer per hour <em>(NCHA-Exec Sum, Q15H)</em></td>
<td>29.6</td>
<td>31.6</td>
<td>30.9</td>
<td>30.7</td>
<td>32.7</td>
</tr>
<tr>
<td>18</td>
<td>Eat before and/or during drinking <em>(NCHA-Exec Sum, Q15I)</em></td>
<td>59.6</td>
<td>79.2</td>
<td>80.8</td>
<td>83.1</td>
<td>86.5&lt;sup&gt;5&lt;/sup&gt;</td>
</tr>
<tr>
<td>19</td>
<td>Stay with the same group of friends the entire time you are drinking <em>(NCHA-Exec Sum, Q15K)</em></td>
<td>65.0</td>
<td>89.6</td>
<td>86.1</td>
<td>90.4</td>
<td>91.4&lt;sup&gt;5&lt;/sup&gt;</td>
</tr>
<tr>
<td>20</td>
<td>Use a designated driver <em>(NCHA-Exec Sum, Q15K)</em></td>
<td>62.7</td>
<td>87.8</td>
<td>90.3</td>
<td>91.8</td>
<td>95.5&lt;sup&gt;5&lt;/sup&gt;</td>
</tr>
</tbody>
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<sup>5</sup> Clemson data on these items were consistently above the 2010 National Reference. Thus, strategic targets were calculated as a 1% improvement per year since Clemson’s 2016 data. This reflects a more useful 2020 target.

<sup>6</sup> Includes cocaine, methamphetamine, other amphetamines, sedatives, hallucinogens, anabolic steroids, opiates, inhalants, MDMA, other club drugs, other illegal drugs. (Excludes alcohol, cigarettes, cigars, e-cigarettes, smokeless tobacco, tobacco from a water pipe, and marijuana).

<sup>7</sup> Students reported doing the following “most of the time” or “always” when they “partied” or socialized in the past 12 months. Students who responded “N/A I don’t drink” were excluded.
FOCUS AREA 1—PREVENTION

- **Goal 1.1:** Develop, enhance and maintain students’ bystander intervention behavior.
  - **Strategy 1.1.a:** Provide peer delivered Aspire to Be Well session focusing on increasing bystander intervention skills around alcohol and other drug misuse, sexual violence prevention and mental health awareness for all new undergraduate, graduate, transfer and Bridge students.
    - **Strategic Partners:** Healthy Campus, Students Affairs, Clemson Connect, NSFP, Housing
    - **Target Subpopulations:** First Year Students
  - **Strategy 1.1.b:** Increase students’ willingness to be active bystanders by utilizing the Medical Alcohol Amnesty Policy (MAAP).
    - **Strategic Partners:** Healthy Campus, Housing, OCES, CUSG, GSG, Fraternity and Sorority Life, CUPD, CPD, Off-Campus Housing Managers, Dean of Students Office
    - **Target Subpopulations:** Off-campus students, Fraternity and sorority members, First-year students, Families
  - **Strategy 1.1.c:** Develop and implement a Bystander Intervention campaign.
    - **Strategic Partners:** Healthy Campus, Student Affairs Publications, Campus Banner+Design, Student Media, Clemson Community Coalition, Local Bar Owners and Apartment Managers, Housing
    - **Target Subpopulations:** Off-campus students, Fraternity and sorority members, First-year students, Families
  - **Strategy 1.1.d:** Develop and implement a bystander workshop or presentation to groups, upon request, based on the Step Up model.
    - **Strategic Partners:** Healthy Campus, Access and Equity, Clubs and Organizations, Fraternity and Sorority Life, Housing
    - **Target Subpopulations:** Off-campus students, Fraternity and sorority members, First-year students.
  - **Strategy 1.1.e:** Support the Aspire CI Team to continue to research and understand bystander intervention and provide appropriate educational materials, programs or opportunities.
    - **Strategic Partners:** Healthy Campus, Aspire CI Team
    - **Target Subpopulations:** Off-campus students, Fraternity and Sorority Members, First-Year Students
  - **Strategy 1.1.f:** Raise awareness of the Protect My Clemson Family campaign.
    - **Strategic Partners:** CUSG, Healthy Campus
    - **Target Subpopulations:** Off-campus students, Fraternity and Sorority Members, First-Year students

- **Goal 1.2:** Increase utilization of risk reduction strategies related to alcohol use, and reduce other drug misuse.
  - **Strategy 1.2.a:** Include risk reduction strategies in the peer delivered Aspire to Be Well sessions for all new undergraduate, graduate and transfer students.
    - **Strategic Partners:** Healthy Campus, Housing, Students Affairs
    - **Target Subpopulations:** First Year Students
  - **Strategy 1.2.b:** Include education about high risk drinking and the illegal use of prescription and other drugs in Think About It, the online Title IX program that all first year, transfer and Bridge students are required to complete.
    - **Strategic Partners:** Access and Equity, Healthy Campus, Campus Clarity/LawRoom, OCES
    - **Target Subpopulations:** First-year students
• **Strategy 1.2.c:** Increase faculty, staff and student awareness and utilization of campus resources, such as the Be Safe component of the My.Clemson App, the CARE Report, and others.
  
  **Strategic Partners:** New Student and Family Programs, Student Affairs, Healthy Campus, FSL, Dean of Students Office, OCES, Housing, CUPD, Off-Campus Housing Managers, Faculty Senate, Staff Senate
  
  **Target Subpopulations:** Off-campus students, Fraternity and sorority members, First-year students, Families

  - **Activity 1.2.a:** Include information in monthly newsletters to families of first year students, transfer students, and Bridge students (i.e., Family Press Newsletter).
    
    **Responsible Parties:** New Student and Family Programs, Bridge to Clemson Office, Dean of Students Office
  
  - **Activity 1.2.b:** Create a newsletter for families of students moving off campus and include information on relevant resources.
    
    **Responsible Parties:** New Student and Family Programs, Dean of Students Office
  
  - **Activity 1.2.c:** Develop informational workshops and activities for students and their families during Family Weekend held in the fall and spring.
    
    **Responsible Parties:** Dean of Students Office, Healthy Campus, New Student and Family Programs
  
  - **Activity 1.2.d:** Include information on resources in the Title IX training that all faculty, staff and students are required to complete.
    
    **Responsible Parties:** Access and Equity, Healthy Campus, Human Resources
  
  - **Activity 1.2.e:** Continue to include information on resources in the Aspire to Be Well sessions offered to all new undergraduate, graduate, transfer and Bridge students.
    
    **Responsible Parties:** Healthy Campus, Clemson Connect
  
  - **Activity 1.2.f:** Promote and educate students about the Be Safe component during September, Campus Safety Awareness Month. Perhaps in conjunction or replacing the effort to encourage individuals to sign up for CU Safe Alerts.
    
    **Responsible Parties:** Housing, CUPD, Undergraduate Student Government

• **Strategy 1.2.d:** Students will be asked to download the My.Clemson app, and will be instructed on the Be Safe content through Aspire to Be Well sessions, Orientation and residence hall floor meetings.

  **Strategic Partners:** Healthy Campus, CCIT, NSFP, Housing

  **Target Subpopulation:** First Year Students

• **Strategy 1.2.e:** Increase general marketing of the Be Safe app.

  **Strategic Partners:** Healthy Campus, Student Affairs Publications, Campus Banner+Design

  **Target Subpopulation:** First Year Students, Fraternity and Sorority Members, Off-Campus Students, Families.

• **Goal 1.3:** Reduce heavy episodic drinking rates, number of drinks per week and other drug use in the overall student population.

  - **Strategy 1.3.a:** Provide population level education on negative consequences of heavy alcohol consumption and other drug misuse.
    
    **Strategic Partners:** Healthy Campus, Students Affairs, Fraternity and Sorority Life, Clemson Connect, NSFP, Housing
Target Subpopulations: First Year Students, Fraternity and Sorority Members, Off-campus students

**Goal 1.4:** Reduce negative consequences associated with alcohol and other drug use.

- **Strategy 1.4.a.:** Provide population level education on negative consequences of heavy alcohol consumption.
  
  **Strategic Partners:** Healthy Campus, Students Affairs, Fraternity and Sorority Life, Clemson Connect, NSFP, Housing
  
  **Target Subpopulations:** First Year Students, Fraternity and Sorority Members, Off-campus students

- **Strategy 1.4.b.:** Continue to provide training to Resident Assistants that covers alcohol and other drug laws, campus policies and how to respond in a crisis.
  
  **Strategic Partners:** Healthy Campus, Housing, Bridge to Clemson Office
  
  **Target Subpopulations:** First Year Students, Fraternity and Sorority Members

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**FOCUS AREA 2—INTERVENTION AND TREATMENT**

**Goal 2.1:** Develop, maintain and increase screening and early intervention of students for high-risk alcohol and other drug use.

- **Strategy 2.1.a:** Expand CAPS Mental Health Screenings to include screening for substance abuse.
  
  **Strategic Partners:** CAPS
  
  **Target Subpopulations:** Off-campus students, Fraternity and Sorority Members, First Year Students

- **Strategy 2.1.b:** Provide brief alcohol and substance abuse screening tools to students through multiple offices across campus, and provide these tools to staff to initiate motivational conversations with students (e.g., ScreenU).
  
  **Strategic Partners:** Student Health Services medical staff, CAPS, OCES, Departmental Academic Advisors, Academic Success Center, Center for Career and Professional Development.
  
  **Target Subpopulations:** Off-campus students, Fraternity and Sorority Members, First Year students

- **Strategy 2.1.c:** Increase utilization of eCHECKUP-to-go for alcohol and marijuana.
  
  **Strategic Partners:** OCES, CAPS, Fraternity and Sorority Life
  
  **Target Subpopulations:** Students in the OCES conduct process, students participating in Assessment, Choices, Training and Transitions (ACTT) program, Fraternity and Sorority Members

- **Strategy 2.1.d:** Educate faculty, staff, students, families, and off-campus partners about the CARE network through new student orientation, Title IX training, new employee training, Aspire to Be Well undergraduate and graduate student sessions, and newsletters to families of students.
  
  **Strategic Partners:** NSFP, Access and Equity, Healthy Campus, Dean of Students Office, Human Resources, Clemson Community Coalition
  
  **Target Subpopulations:** Off-campus students, Fraternity and Sorority Members, First Year Students, Families

- **Strategy 2.1.e:** Work with the Maxient company to update the online CARE Report form, and implement a mobile version that is responsive to smart phones and tablets.
  
  **Strategic Partners:** Dean of Students Office
**Goal 2.2:** Reduce heavy episodic drinking rates, number of drinks per week, marijuana use and other drug use among students who exhibit behaviors indicating they need intervention (students participating in the Assessment, Choices, Training and Transitions [ACTT] program).

- **Strategy 2.2.a:** Develop and implement BASICS (Brief Alcohol Screening Intervention for College Students).
  
  **Strategic Partners:** Student Health Services, CAPS, OCES, Healthy Campus  
  **Target Subpopulations:** Off-campus students, Fraternity and Sorority Members, First Year Students

- **Strategy 2.2.b:** Continue to implement, assess and improve the ACTT program for mandated and self-referred students.
  
  **Strategic Partners:** CAPS, OCES.  
  **Target Subpopulations:** Off-campus Students, Fraternity and Sorority Members, First Year Students

- **Strategy 2.2.c:** Develop and implement the Tiger Steps Program for first time alcohol violators.
  
  **Strategic Partners:** OCES  
  **Target Subpopulations:** Off-campus students, Fraternity and Sorority Members, First Year Students

- **Strategy 2.2.d:** Provide support services for students in addiction recovery.
  
  - **Activity 2.2.a:** Support Clemson and Sober student organization.  
    
    **Strategic Partners:** General Counsel, Fraternity and Sorority Life, Healthy Campus, Dean of Students Office, OCES  
    **Target Subpopulations:** Off-campus students, Fraternity and Sorority Members, First Year Students

  - **Activity 2.2.b:** Identify if a need exists for additional services for students in drug addiction recovery (e.g., monthly seminar series, specific housing for students in recovery).
    
    **Strategic Partners:** Healthy Campus, CAPS, Student Health Services  
    **Target Subpopulations:** Off-campus students, Fraternity and Sorority Members, First Year Students

- **Strategy 2.2.e:** Provide population level education regarding prescription drug abuse and misuse.
  
  **Strategic Partners:** Healthy Campus, CAPS, Student Health Services, Athletics, Academic Success Center  
  **Target Subpopulations:** Off-campus students, Fraternity and Sorority Members, First Year Students, Student Athletes

**FOCUS AREA 3—ENVIRONMENTAL MANAGEMENT**

- **Goal 3.1:** Raise awareness and compliance of local, state and federal laws and campus policies related to high risk drinking and illegal use of prescription and other drugs. Increase students' perception that laws and policies are consistently enforced.

  - **Strategy 3.1.a:** Educate students on social host liability.
    
    **Strategic Partners:** General Counsel, Fraternity and Sorority Life, Healthy Campus, Dean of Students Office, OCES  
    **Target Subpopulations:** Off-campus students, Fraternity and sorority members

    - **Activity 3.1.a:** Provide organization specific data on alcohol and other drug use, misuse and violations for Fraternities and Sororities during new
member orientation (possibly modeling after Washington State University’s model.)

Responsible Parties: Fraternity and Sorority Life

- **Strategy 3.1.b:** All new undergraduate, graduate and transfer students are required to acknowledge their understanding of University Policies, student regulations and other important details from the Clemson University Student Code of Conduct through the OCES online tutorial.
  
  Strategic Partners: OCES
  
  - Activity 3.1.b: Collaborate with Office of Global Engagement to ensure that incoming international students are aware of laws and policies.
  
  Responsible Parties: Office of Global Engagement, OCES, Healthy Campus

- **Strategy 3.1.c:** Collaborate with Study Abroad staff to ensure that Clemson students who will be studying abroad, and faculty who will be leading study abroad trips, are aware of laws and policies related to alcohol and other drugs in their international destinations.

  Strategic Partners: Office of Global Engagement, Study Abroad, Healthy Campus, OCES, Dean of Students Office

  Target Subpopulations: Off-campus students

- **Strategy 3.1.d:** Provide general risk management information and training to student organization officers and advisors.

  Strategic Partners: CUSG, GSG, Organizations and Clubs, Fraternity and Sorority Life, General Counsel

  Target Subpopulations: Off-campus students, Fraternity and Sorority members, First Year Students

- **Goal 3.2:** Create and develop on-campus residential communities in which Housing staff are trained on how to respond in a crisis (alcohol and drug related, mental health, safety, etc).

  - **Strategy 3.2.a.:** Continue to provide training to all Housing staff (Resident Assistants, Graduate Community Directors, and Community Directors) that covers alcohol and other drug laws, campus policies and how to respond in a crisis.

  Strategic Partners: Housing, Bridge to Clemson Office, CUPD, CAPS, Healthy Campus

  Target Subpopulations: First Year Students, Fraternity and Sorority Members

  - **Strategy 3.2.b.:** Develop a CAPS/Housing Liaison program that is modeled after the CUPD/Housing Liaison program, in which a CAPS counselor would be designated for each residential community and relationships built between the counselor, Housing staff, and residents in that community.

  Strategic Partners: Housing, CAPS, Bridge to Clemson Office

  Target Subpopulations: First Year Students, Fraternity and Sorority Members

- **Goal 3.3:** Develop, increase and foster positive relationships between students, campus and law enforcement.

  - **Strategy 3.3.a:** Continue and enhance the Housing/CUPD Liaison Program, building relationships between RAs/Housing staff and CUPD officers.

    Strategic Partners: Housing, CUPD, CPD

    Target Subpopulations: First year Students, Fraternity and Sorority Members, Off-campus students

  - **Strategy 3.3.b:** Continue to include campus and local law enforcement in the Clemson Community Coalition.

    Strategic Partners: CUPD, CPD and other local law enforcement, Clemson Community Coalition
Target Subpopulations: First Year Students, Fraternity and Sorority Members, Off-Campus students.

- Strategy 3.3.c.: Support the connection between local law enforcement and apartment managers.
  Strategic Partners: Clemson Community Coalition, CUPD, CPD and other local law enforcement, Dean of Students Office
  Target Subpopulations: Fraternity and Sorority Members, Off-Campus Students

- Strategy 3.3.d: Develop and host a biannual Law Enforcement Summit.
  Strategic Partners: CUPD, CPD, Division of Student Affairs, OCES, Housing, Healthy Campus, Fraternity and Sorority Life, Dean of Students Office, Clemson Community Coalition, AOD Executive Leadership Team
  Target Subpopulations: Off-Campus Students, Fraternity and Sorority Members, First Year Students, Families

- Goal 3.4: Increase knowledge and use of risk management strategies and party registration.
  - Strategy 3.4.a.: Research best practices regarding risk management and party registration
    Strategic Partners: AOD Executive Leadership Team, Clemson Community Coalition, Assistant Dean of Students
    Target Subpopulations: Off-Campus Students, Fraternity and Sorority Members, First Year Students, Families
  - Strategy 3.4.b: Market and encourage students to utilize the City of Clemson party registration process.
    Strategic Partners: CPD, Clemson Community Coalition
    Target Subpopulation: Off-campus students, Fraternity and Sorority Members
  - Strategy 3.4.c: Develop “Top 5 Ways to Prevent Law Enforcement from Showing Up at your Party.”
    Strategic Partners: CUPD, CPD, Healthy Campus, Fraternity and Sorority Life
    Target Subpopulations: Off-Campus Students, Fraternity and Sorority Members
  - Strategy 3.4.d: Provide education to risk managers and other officers in student organizations on safe party practices, such as sober monitoring, designated driving, party registration, social host liability, and protective behaviors.
    Strategic Partners: Fraternity and Sorority Life, Clubs and Organizations, CPD, CUPD, Office of General Counsel, CUSG, Campus Life (facility use manual)
    Target Subpopulations: Off-campus Students, Fraternity and Sorority Members, First Year Students

- Goal 3.5: Increase awareness and utilization of alcohol-free events.
  - Strategy 3.5.a: Identify existing alcohol free events
    Strategic Partners: ClemsonLiVE, Campus Life, Healthy Campus
    Target Subpopulation: First Year Students, Fraternity and Sorority Members, Off-Campus Students
  - Strategy 3.5.b: Market and promote alcohol-free events
    Strategic Partners: Healthy Campus, Housing, CUSG, SA Pubs, Division of Student Affairs, Campus Life, ClemsonLiVE
    Target Subpopulations: Off-Campus Students, Fraternity and Sorority Members, First year Students

- Goal 3.6: Increase the safety of celebratory events on campus.
  - Strategy 3.6.a: Investigate the possibility of later start time for pub crawls.
    Strategic Partners: Bar owners, City Council, Healthy Campus, Dean of Students Office, Clemson Community Coalition, AOD Executive Leadership Team
**Target Subpopulations:** Off-Campus Students, Fraternity and Sorority Life

- **Strategy 3.6.b:** Investigate the possibility of creating safer, official events surrounding existing pub crawl traditions.
  
  **Strategic Partners:** Clemson Community Coalition, ClemsonLiVE
  
  **Target Subpopulations:** Off-Campus Students, Fraternity and Sorority Life

- **Strategy 3.6.c:** Research best practices regarding tailgating.
  
  **Strategic Partners:** Clemson Community Coalition, AOD Executive Leadership Team, CUPD, Athletics/IPTAY, Clemson City Police, OCES, Housing, Healthy Campus, Fraternity and Sorority Life
  
  **Target Subpopulations:** Off-campus students, First-year students, Fraternity and Sorority members, Families

  - **Activity 3.6.a:** Develop a social media campaign targeted to norms correction regarding alcohol use on football game days and at tailgates.
    
    **Strategic Partners:** Athletics, IPTAY
    
    **Target Subpopulations:** Off-campus students, First-year students, Fraternity and Sorority members, Families

**FOCUS AREA 4—PROTECTIVE MEASURES**

- **Goal 4.1:** Increase commitment, participation, and visibility of University leaders on the issues of alcohol, other drugs, and safety.
  
  - **Strategy 4.1a:** Increase communication from President Clements, VP Almeda Jacks, the Dean of Students, and other leaders to students, faculty, staff, alumni, parents, and community members through a variety of modes of communication (e.g., web, email, social media, handbooks, news features).
    
    **Strategic Partners:** Office of the President, VP Student Affair’s Office, Dean of Students Office, Parents Council, CUSG, GSG
    
    **Target Subpopulations:** Families, Community Members, First Year Students, Off-Campus Students, Fraternity and Sorority Members

- **Goal 4.2:** Increase high-impact experiences linked with increases in positive social change, leadership, social responsibility and social perspective taking.
  
  - **Strategy 4.2.a:** Increase number of internship and Creative Inquiry opportunities on campus.
    
    **Strategic Partners:** Creative Inquiry, CCPD, UPIC
    
    **Target Subpopulations:** Off-Campus Students, First Year Students, Fraternity and Sorority Members

  - **Strategy 4.2.b:** Develop partnerships between Healthy Campus, Campus Recreation, Leadership and Civic Engagement to increase students sense of responsibility to others
    
    **Strategic Partners:** Healthy Campus, Campus Recreation, Leadership Learning, Civic Engagement, Gantt Center for Student Life
    
    **Target Subpopulations:** Off-Campus Students, First Year Students, Fraternity and Sorority Life Members

  - **Strategy 4.2.c:** Present to Faculty Senate, UPIC supervisors, staff with advising/mentor roles, and organization advisors, information on their unique role and ability to encourage social responsibility and influence student alcohol and other drug use.
    
    **Strategic Partners:** Leadership Learning, Organizations and Clubs, CCPD, Faculty Senate, Advisors
    
    **Target Subpopulations:** Off-Campus Students, First Year Students, Fraternity and Sorority Life Members
- **Strategy 4.2.d:** Develop initiatives to promote faculty/student mentor relationships.
  *Strategic Partners: Organizations and Clubs, CCPD*
  *Target Subpopulations: First Year Students, Off-Campus Students, Fraternity and Sorority Members*

- **Goal 4.3:** Increase utilization of social media for the marketing of alcohol risk reduction and other drug misuse campaigns.
  - **Strategy 4.3.a:** Educate students regarding the distinctions between state and federal laws and university policies and how they are held accountable to them.
    *Strategic Partners: OCES, Housing, CUPD, Clemson Police, Healthy Campus, Clemson Community Coalition*
    *Target Subpopulations: First Year Students, Fraternity and Sorority Members, Off-Campus Students*
  - **Strategy 4.3.b:** Develop campus campaign to model safe, moderate drinking.
    *Strategic Partners: Healthy Campus, Clemson Community Coalition*
    *Target Subpopulations: First Year Students, Fraternity and Sorority Members, Off-Campus Students*

- **Goal 4.4:** Increase the development of initiatives to facilitate effective communication between students and families about alcohol and other drug misuse.
  - **Strategy 4.4.a.:** Develop Healthy Campus web-content targeted towards families and AOD prevention
    *Strategic Partners: Dean of Students, Healthy Campus*
    *Target Subpopulations: First Year Students, Families, Off-Campus Students, Fraternity and Sorority Members*
  - **Strategy 4.4.b.:** Provide information to parents on AOD through the monthly Family Press Newsletter
    *Strategic Partners: Dean of Students, NSFP, Parents Council, Healthy Campus*
    *Target Subpopulations: First Year Students, Families, Off-Campus Students, Fraternity and Sorority Members*