

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 to 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
- New 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 2010-2018

	DRINKING BEHAVIORS	National Reference 2010 ¹	Clemson 2010	Clemson 2012	Clemson 2016	Clemson 2018	2020 Strategic Target ²
1	Heavy Episodic Drinking Rate: Five or more within last two weeks (percentages) (NCHA-Exec Sum, Q13)	35.1	37.0	34.0	34.7	38.2	31.7
2	Frequent Heavy Episodic Drinking Rate: Six or more times within last two weeks (in percentages) (NCHA-Exec Sum)	2.5	2.2	1.7	3.0	0.7	2.2
3	Average Number of Drinks Last time you "partied" (NCHA- Exec Sum) *Students reporting 0 drinks were excluded	5.1	5.1	5.0	4.9	5.0	4.6

	BEHAVIORS AS A RESULT OF DRINKING – PAST 12 MONTHS (in percentages)	National Reference 2010	Clemson 2010	Clemson 2012	Clemson 2016	Clemson 2018	2020 Strategic Target
4	Got in trouble with the police (NCHA-Exec Sum) ³	3.2	2.6	5.1	1.7	3.1	2.9
5	Past 30 days: Drive after having any alcohol (NCHA-Exec Sum) ³	26.9	31.7	29.6	23.2	20.6	24.3
6	Seriously considered suicide as a result of drinking (NCHA-Exec Sum) ³	1.3	1.5	0.6	2.5	2.8	1.2
7	Someone had sex with me without my consent (NCHA-Exec Sum) ³	1.8	2.3	1.5	2.0	2.5	1.6
8	Lower exam, course grade, incomplete, or thesis disruption (NCHA Institut'l Report, Q259)	5.1	4.3	6.0	4.3	4.6	4.6
9	Did something you later regretted (NCHA-Exec Sum) ³	26.8	34.4	37.9	36.2	38.5	24.2
10	Missed Class (CORE 2010 & 2012; NCHA Instit'l report 2016 & 2018, Q334)	n/a	33.9	37.5	33.3	38.3	n/a
11	Forgot where you were or what you did (memory loss) (NCHA-Exec Sum) ³	24.1	34.3	34.1	31.5	36.0	21.8

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.

NCHA ALCOHOL AND DRUG SURVEY RESULTS 2010-2018 (continued)

	USE OF ILLEGAL DRUGS (in percentages)	National Reference 2010	Clemson 2010	Clemson 2012	Clemson 2016	Clemson 2018	2020 Strategic Target
12	Marijuana use in the last 30 days <i>(NCHA-Exec Sum, Q8A6)</i>	17.0	10.5	12.9	12.8	14.5	12.3 ⁴
13	Prescription drug misuse in the past year <i>(NCHA-Exec Sum)</i>	15.3	14.1	15.2	12.7	12.0	13.8
14	Use of illegal drugs in the last 30 days excluding marijuana ⁵ <i>(NCHA-Exec Sum)</i>	n/a	5.8	6.4	6.2	4.8	n/a

	PROTECTIVE BEHAVIORS ⁶ (in percentages)	National Reference 2010	Clemson 2010	Clemson 2012	Clemson 2016	Clemson 2018	2020 Strategic Target
15	Avoid drinking games <i>(NCHA- Exec Sum, Q15B)⁶</i>	29.9	38.9	34.3	37.0	33.9	38.5
16	Determine, in advance, not to exceed a set number of drinks <i>(NCHA-Exec Sum, Q15D)⁶</i>	29.7	35.6	42.0	39.4	39.0	41.0
17	Pace drinks to one or fewer per hour <i>(NCHA-Exec Sum, Q15H)⁶</i>	29.6	31.6	30.9	30.7	29.5	32.7
18	Eat before and/or during drinking <i>(NCHA-Exec Sum, Q15E)⁶</i>	59.6	79.2	80.8	83.1	84.6	86.5
19	Stay with the same group of friends the entire time you are drinking <i>(NCHA-Exec Sum, Q15I)⁶</i>	65.0	89.6	86.1	90.4	88.5	91.4
20	Use a designated driver <i>(NCHA-Exec Sum, Q15K)⁶</i>	62.7	87.8	90.3	91.8	92.4	95.5

⁴ 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.

⁵ 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).

⁶ 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.

A. Current Goals and Associated Strategies

FOCUS AREA 1—PREVENTION

- **Goal 1.1:** Develop, enhance and maintain students' bystander intervention behavior.
 - **Strategy 1.1.a:** Increase students' willingness to be active bystanders by promoting awareness of the Medical Alcohol Amnesty Policy (MAAP).
Strategic Partners: Healthy Campus, Housing, OCES, CUSG, GSG, Fraternity and Sorority Life, CUPD, Office of Advocacy and Success
Target Subpopulations: New Students, Off-campus students, Fraternity and sorority members, Families
 - **Strategy 1.1.b:** Market the StepUP! bystander intervention program widely across campus, particularly to clubs, organizations, and Housing. Engage these groups to participate in training.
Strategic Partners: Healthy Campus, Clubs & Orgs., Housing
Target Subpopulations: New Students, Off-campus students, Fraternity and sorority members
- **Goal 1.2:** Reduce heavy episodic drinking rates, number of drinks per week and other drug use in the overall student population.
 - **Strategy 1.2.a:** 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, New Students, Student Athletes
- **Goal 1.3:** Reduce negative consequences associated with alcohol and other drug use.
 - **Strategy 1.3.a.** Hold "Drive to Zero" event that allows students to experience the impairment of drunk and distracted driving. Hold in conjunction with Clemson Against Drunk Driving (CADD) week, organized by CUSG.
Strategic Partners. CUPD, SC State Transport Police, CUSG.
Target Populations. New Students, Off-campus students, Fraternity and sorority members.

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:** Increase the utilization of brief alcohol screening tools (e.g., ScreenU Alcohol) by providing them to students through multiple offices across campus. Embed ScreenU alcohol into the pre-survey of StepUP! bystander intervention training.
Strategic Partners: Healthy Campus, Fraternity and Sorority Life, Student Health Services medical staff, OCES
Target Subpopulations: Off-campus students, Fraternity and Sorority Members, New Students
 - **Strategy 2.1.b:** Increase utilization of eCHECKUP-to-go Alcohol and Marijuana programs. Embed as a part of Tiger STEPS.
Strategic Partners: Healthy Campus, 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.c:** 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 sessions, and the Family Press Newsletter
Strategic Partners: STFP, Access and Equity, Healthy Campus, Office of Advocacy and Success, Human Resources, Clemson Community Coalition
Target Subpopulations: Off-campus students, Fraternity and Sorority Members, New Students, Families
- **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 (e.g., students participating in Tiger STEPS or 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, New 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, New Students
 - **Strategy 2.2.c:** Develop, assess, and improve the Tiger STEPS Program for first time alcohol violators.
Strategic Partners: OCES, Healthy Campus.
Target Subpopulations: Off-campus students, Fraternity and Sorority Members, New Students
 - **Strategy 2.2.d:** Provide support services for students in addiction recovery.
 - **Activity 2.2.a:** Support Clemson and Sober student organization. Conduct a needs assessment among their members to determine what services/programs would be most impactful.
Strategic Partners: CAPS, Student Health Services, Clemson and Sober
Target Subpopulations: Off-campus students, Fraternity and Sorority Members, New Students
 - **Activity 2.2.b:** Develop and promote additional services for students in drug addiction recovery (e.g., Collegiate Recovery Program/Community, 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, New Students

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, IFC, Healthy Campus, Office of Advocacy and Success, OCES
Target Subpopulations: Off-campus students, Fraternity and sorority members

- **Strategy 3.1.b:** 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: New Students, Fraternity and Sorority Members, Off-Campus Students
- **Strategy 3.1.c:** Collaborate with Office of Global Engagement and/or International Services to ensure that incoming international students are aware of laws and policies.
Strategic Partners: Office of Global Engagement, International Services, OCES, Healthy Campus
Target subpopulations: International students, off -campus students.
- **Strategy 3.1.d:** 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, Office of Advocacy and Success
Target Subpopulations: Off-campus students
- **Strategy 3.1.e:** Provide general risk management information and training to student organization officers and advisors.
Strategic Partners: CUSG, GSG, Clubs and Organizations, Fraternity and Sorority Life, General Counsel
Target Subpopulations: Off-campus students, Fraternity and Sorority members, New 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.:** 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: New Students, Fraternity and Sorority Members
- **Goal 3.3:** Encourage students' decision to maintain a substance-free lifestyle by providing on-campus residential communities of that nature. Help students find community among other students who also choose to be substance-free.
 - **Strategy 3.3.a:** Establish and develop on-campus residential communities in which students can opt-in for substance-free lifestyle. Could be a Living-Learning Community.
Strategic Partners: Housing, Healthy Campus, Academic partners.
Target Subpopulations: New students.
- **Goal 3.4:** Develop, increase and foster positive relationships between students, campus, and law enforcement.
 - **Strategy 3.4.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: New Students, Fraternity and Sorority Members, Off-campus students

- **Strategy 3.4.b.:** Support the connection between Clemson University and apartment managers.
Strategic Partners: Office of Advocacy and Success, Division of Student Affairs, Clemson Community Coalition
Target Subpopulations: Fraternity and Sorority Members, Off-Campus Students
- **Strategy 3.4.c:** Develop and host an annual Law Enforcement Summit.
Strategic Partners: CUPD, CPD, Division of Student Affairs, OCES, Housing, Healthy Campus, Fraternity and Sorority Life, Office of Advocacy and Success, Clemson Community Coalition, AOD Executive Leadership Team
Target Subpopulations: Off-Campus Students, Fraternity and Sorority Members, New Students, Families
- **Goal 3.5:** Increase knowledge and use of risk management strategies and party registration.
 - **Strategy 3.5.a:** Market and encourage students to utilize the City of Clemson party registration process.
Strategic Partners: CPD, Clemson Community Coalition, Fraternity and Sorority Life
Target Subpopulation: Off-campus students, Fraternity and Sorority Members
 - **Strategy 3.5.b:** 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 Activities and Events (facility use manual),
Target Subpopulations: Off-campus Students, Fraternity and Sorority Members, New Students
- **Goal 3.6:** Increase awareness and utilization of alcohol-free events.
 - **Strategy 3.6.a:** Identify, market, and promote existing alcohol free events. Includes the Barnes Center, Campus Activities & Events, Athletics, other departments, and events hosted by Student Organizations.
Strategic Partners: Campus Activities and Events, Student Affairs Publications, Healthy Campus, CUSG
Target Subpopulation: New Students, Fraternity and Sorority Members, Off-Campus Students
- **Goal 3.7:** Increase the safety of celebratory events on campus.
 - **Strategy 3.7.a:** Investigate the possibility of creating safe, official events surrounding events such as IFC Bid Day, Fall Crawl, Halloween, Ain't Patty's Day, and others.
Strategic Partners: Clemson Community Coalition, Campus Activities and Events
Target Subpopulations: Off-Campus Students, Fraternity and Sorority Life
 - **Strategy 3.7.b:** Determine action steps to make the environment of tailgating safer. Review Clemson Tailgate Study results (2014), and 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, Campus Activities and Events.
Target Subpopulations: Off-campus students, First-year students, Fraternity and Sorority members, Families
 - **Activity 3.7.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. This includes the President’s sportsmanship email, VPSA’s emails to students, web social media, handbooks, and news features (e.g., Clemson Newstand articles).
Strategic Partners: Office of the President, VP Student Affairs Office, Student Affairs Publications, Office of Advocacy and Success, Parents Council, CUSG, GSG
Target Subpopulations: Families, Community Members, New 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:** Develop partnerships and student experiences to increase students’ sense of responsibility to others.
Strategic Partners: Healthy Campus, Campus Recreation, Leadership and Civic Engagement, Gantt Center for Student Life
Target Subpopulations: Off-Campus Students, New Students, Fraternity and Sorority Life 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:** Evaluate the *Celebrate Safely* campus, a campus-wide campaign focused on alcohol safety and bystander intervention.
Strategic Partners: Healthy Campus, Clemson Community Coalition
Target Subpopulations: New 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: Office of Advocacy and Success, Healthy Campus
Target Subpopulations: New Students, Families, Off-Campus Students, Fraternity and Sorority Members
 - **Strategy 4.4.b.:** Provide information to parents on AOD through the Family Press Newsletter.
Strategic Partners: STFP, Parents Council, Healthy Campus
Target Subpopulations: New Students, Families, Off-Campus Students, Fraternity and Sorority Members
 - **Strategy 4.4.c.:** Develop informational workshops and activities for students and their families during Family Weekend held in the fall and spring.
Strategic Partners: Student Transitions and Family Programs, Healthy Campus
Target Subpopulations: New Students, Families, Off-Campus Students

B. Strategies in Place; Maintain

FOCUS AREA 1—PREVENTION

- **Goal 1.1:** Develop, enhance and maintain students' bystander intervention behavior.
 - **Strategy 1.1.c:** Provide peer-delivered Aspire to Be Well session focusing on bystander intervention skills regarding alcohol and other drug misuse, sexual violence prevention and mental health awareness for all new undergraduate, transfer and Bridge students.
Strategic Partners: Healthy Campus, Students Affairs, CU1000, Student Transitions and Family Programs
Target Subpopulations: New Students
 - **Strategy 1.1.d:** Develop and implement a Bystander Intervention campaign.
Strategic Partners: Fraternity and Sorority Life, Healthy Campus, Student Affairs Publications, Campus Banner+Design, University Relations, Clemson Community Coalition, Local Bar Owners, Apartment Managers, Housing, CU Athletics
Target Subpopulations: Off-campus students, Fraternity and sorority members, New Students, Families
 - **Strategy 1.1.e:** Market the Step UP! bystander intervention program, which can be presented upon request to any student group or individual.
Strategic Partners: Healthy Campus, Access and Equity, Clubs and Organizations, Fraternity and Sorority Life, Housing
Target Subpopulations: Off-campus students, Fraternity and sorority members, New Students.
 - **Strategy 1.1.f:** 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, New Students

- **Goal 1.2:** Reduce heavy episodic drinking rates, number of drinks per week and other drug use in the overall student population.
 - **Strategy 1.2.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, CU1000, STFP, Housing
Target Subpopulations: New Students, Fraternity and Sorority Members, Off-campus students

- **Goal 1.3:** Reduce negative consequences associated with alcohol and other drug use.
 - **Strategy 1.3.a.:** Provide population level education on negative consequences of heavy alcohol consumption.
Strategic Partners: Healthy Campus, Students Affairs, Fraternity and Sorority Life, CU1000, STFP, Housing
Target Subpopulations: New Students, Fraternity and Sorority Members, Off-campus students

- **Goal 1.4:** Increase utilization of risk reduction strategies related to alcohol use, and reduce other drug misuse.

- **Strategy 1.4.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: New Students
- **Strategy 1.4.b:** Include education about high risk drinking and the illegal use of prescription and other drugs in Alcohol Edu and Haven, the online alcohol and Title IX programs 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: New students
- **Strategy 1.4.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: Student Transitions and Family Programs, Student Affairs, Healthy Campus, FSL, Office of Advocacy and Success, OCES, Housing, CUPD, Off-Campus Housing Managers, Faculty Senate, Staff Senate
Target Subpopulations: Off-campus students, Fraternity and sorority members, New students, Families
 - **Activity 1.4.a:** Include information in monthly newsletters to families of Clemson students (i.e., Family Press Newsletter).
Responsible Parties: Student Transitions and Family Programs, Bridge to Clemson Office, Office of Advocacy and Success
 - **Activity 1.4.b:** Create a newsletter for families of students moving off campus and include information on relevant resources. Off Campus Housing Guide produced every few years.
Responsible Parties: Student Transitions and Family Programs, Office of Advocacy and Success, Housing, Joint City-University Advisory Board.
 - **Activity 1.4.c:** 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 1.4.d:** Continue to include information on resources in the Aspire to Be Well sessions offered to all new undergraduate, transfer and Bridge students.
Responsible Parties: Healthy Campus, CU1000
 - **Activity 1.4e:** 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 1.4.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, STFP, Housing
Target Subpopulation: New Students

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

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.f:** Information about organizational Code of Conduct violations will be easily accessible on the FSL website for members, potential new members, families, and others to access. This is in accordance with the Tucker Hipps Transparency Act.
Strategic partners: Fraternity and Sorority Life
Target Subpopulations: Fraternity and Sorority Members, New Students, Off Campus students, Families
 - **Strategy 3.1.g:** 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
Target Subpopulations: New Students, Off-campus 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.b.:** 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: New Students, Fraternity and Sorority Members
- **Goal 3.4:** Develop, increase and foster positive relationships between students, campus, and law enforcement.
 - **Strategy 3.3.d:** 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: New Students, Fraternity and Sorority Members, Off-Campus students.
- **Goal 3.7:** Increase the safety of celebratory events on campus.
 - **Strategy 3.7.c:** For pub crawls like Fall Crawl and Ain't Pattys Day, use social media to promote safety/awareness information, add an extra CATBus to the downtown route, provide water from CU Water Drop, and promote food specials, if possible.
Strategic Partners: Bar owners, CATBus, CU Water Drop, Division of Student Affairs, Clemson Community Coalition, AOD Executive Leadership Team.

Target Subpopulations: Off-Campus Students, Fraternity and Sorority Life

FOCUS AREA 4—PROTECTIVE MEASURES

- **Goal 4.2:** Increase high-impact experiences linked with increases in positive social change, leadership, social responsibility and social perspective taking.
 - **Strategy 4.2.b:** 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, Clubs and Organizations, CCPD, Faculty Senate, Advisors
Target Subpopulations: Off-Campus Students, New Students, Fraternity and Sorority Life Members
 - **Strategy 4.2.c:** Develop initiatives to promote faculty/student mentor relationships.
Strategic Partners: Clubs and Organizations, CCPD, Faculty in Residence
Target Subpopulations: New 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.b:** 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: New Students, Fraternity and Sorority Members, Off-Campus Students
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C. Future Directions for 2030

Upon the receipt of 2020 NCHA data from Clemson University, we plan to close the assessment cycle and identify the targets that were met (and not met) for 2020. The timing for this is Summer 2020.

The American College Health Association's Healthy Campus 2030 will provide institutions of higher education with a framework by which to identify priorities and mobilize action.

In addition, upon the receipt of 2020 NCHA national reference data, we plan to calculate new strategic targets for 2030. All of these elements will be used in conjunction to set our strategic priorities and targets for 2030. The timing for this is approximately March 2021.