

CLEMSON UNIVERSITY

STRATEGIC PLAN FOR ALCOHOL AND OTHER DRUGS 2025

PHILOSOPHY

Clemson University is committed to the personal growth of the individual and promotes an environment of well-being. Students who 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 designed to create an environment that fosters well-being and empowers students to make responsible decisions relating to alcohol and other drug consumption. Students who violate the 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, multilayered and evidence-informed strategy to decrease misuse of alcohol and other drugs and to reduce the associated negative consequences among University student populations. We use scientific research and data to identify priorities, mobilize action and improve performance. The American College Health Association's National College Health Assessment (ACHA-NCHA II) is used to assess needs, set priorities, and measure performance, and serves as the national reference for this plan.

LONG-TERM GOAL

Clemson University's alcohol and other drugs strategic plan includes thresholds set for less than or equal to the national level as compared to the most recent NCHA national reference data in the following categories:

- High-risk drinking
- Illegal drug use
- Consequences of alcohol and drug use
- Protective behaviors

STRATEGIC SUBPOPULATIONS

Programs will be developed to address the individual student, campus, community and state/nation. 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

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 sessions focused 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 to Clemson students.
Strategic Partners: Healthy Campus, Students Affairs, Clemson Connect, Center for Student Leadership and Engagement, Residential Living
Target Subpopulations: First-year students
- **Strategy 1.1.b:** Influence students' willingness to be active bystanders by promoting awareness of the Medical Alcohol Amnesty Policy (MAAP).
Strategic Partners: Healthy Campus, Residential Living, Office of Community and Ethical Standards (OCES), Clemson Undergraduate Student Government (CUSG), Graduate Student Government (GSG), Fraternity and Sorority Life, Office of Advocacy and Success, Clemson University Police Department (CUPD), City of Clemson Police Department (CPD), Off-Campus Managers
Target Subpopulations: Off-campus students, fraternity and sorority members, first-year students, families
- **Strategy 1.1.c:** Develop and implement a bystander intervention campaign, and continue to promote it through social media.
Strategic Partners: Healthy Campus, Student Affairs Creative Services, Student Media, Residential Living, Clemson Community Coalition, local bar owners and apartment managers
Target Subpopulations: Off-campus students, fraternity and sorority members, first-year students, families
- **Strategy 1.1.d:** Provide a bystander workshop or presentation to groups, upon request.
Strategic Partners: Healthy Campus, Office of Access and Equity, Student Organizations and Clubs, Fraternity and Sorority Life, Residential Living
Target Subpopulations: Off-campus students, fraternity and sorority members, first-year students
- **Strategy 1.1.e:** Support the Aspire Creative Inquiry (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

Goal 1.2: Increase utilization of risk-reduction strategies related to alcohol and other drug misuse.

- **Strategy 1.2.a:** Incorporate risk-reduction strategies in the peer delivered Aspire to Be Well sessions for all new undergraduate, graduate and transfer students.
Strategic Partners: Healthy Campus, Residential Living, Division of Students Affairs Target Subpopulations: First-year students, transfer students, graduate students
- **Strategy 1.2.b:** Include education about high-risk drinking and the illegal use of prescription and other drugs in AlcoholEdu, an online program all first-year and transfer students are required to complete.
Strategic Partners: Office of Access and Equity, Healthy Campus, OCES, Vector Solutions Target Subpopulations: First-year students, transfer students

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

- **Strategy 1.3.a:** Provide population-level education on the negative consequences of heavy alcohol consumption and other drug misuse through Aspire to Be Well, AlcoholEdu, program requests and social media.
Strategic Partners: Healthy Campus, Students Affairs, Fraternity and Sorority Life, Clemson Connect, Center for Student Leadership and Engagement, Residential Living Target Subpopulations: First-year students, fraternity and sorority members, off-campus students
- **Strategy 1.3.b:** Continue to provide training to Residential Community Managers (RCM) that covers alcohol and other drug laws, campus policies and how to respond in a crisis. *Strategic Partners: Healthy Campus, Residential Living, Bridge to Clemson Office* Target Subpopulations: First-year students, fraternity and sorority members

FOCUS AREA 2 – INTERVENTION AND TREATMENT

Goal 2.1: Maintain and increase screening and early intervention of students for high-risk alcohol and other drug use.

- **Strategy 2.1.a:** Maintain Counseling and Psychological Services (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:** Increase utilization of eCHECKUP-to-go for alcohol and cannabis.
Strategic Partners: OCES, CAPS, Fraternity and Sorority Life Target Subpopulations: Students in the OCES conduct process, students participating in CAPS' Assessment, Choices, Training and Treatment (ACTT) program, fraternity and sorority members
- **Strategy 2.1.c:** Educate faculty, staff, students, families and off-campus partners about the CARE Network and MAAP through new student orientation, student/employee online mandatory trainings, new employee training, Aspire to Be Well undergraduate and graduate student sessions, and social media.
Strategic Partners: Center for Student Leadership and Engagement, Office of Access and Equity, Healthy Campus, Office of Advocacy and Success, Human Resources, Clemson Community Coalition Target Subpopulations: Off-campus students, fraternity and sorority members, first-year students

Goal 2.2: Reduce heavy episodic drinking rates, number of drinks per week, cannabis use and other drug use among students who exhibit behaviors indicating they need intervention (students participating in the Assessment, Choices, Training and Treatment [ACTT] program).

- **Strategy 2.2.a:** Develop and implement a pilot form of BASICS (Brief Alcohol Screening Intervention for College Students).
Strategic Partners: Student Health Services (CAPS, Healthy Campus), OCES
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:** Provide Tiger Accountability or Tiger Steps Programs for alcohol violators depending on the circumstances of the case.
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.
Strategic Partners: Student Health Services (CAPS), Clemson All In Recovery
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: Student Health Services (Healthy Campus, CAPS), Athletics, Academic Success Center, CUPD
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, Office of Advocacy and Success, OCES
Target Subpopulations: Off-campus students, fraternity and sorority members
- **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
Target Subpopulations: All undergraduate, graduate and transfer students

- **Strategy 3.1.c:** Collaborate with Study Abroad staff to ensure 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.d:** Provide general risk-management information and training to student organization officers and advisors.
Strategic Partners: CUSG, GSG, Student Organizations and Clubs, Fraternity and Sorority Life, General Counsel
Target Subpopulations: Off-campus students, fraternity and sorority members, first-year students

Goal 3.2: Maintain the on-campus residential communities in which Residential Living 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 Student and Professional Residential Living staff that covers alcohol and other drug laws, campus policies and how to respond in a crisis.
Strategic Partners: Residential Living, Bridge to Clemson Office, CUPD, CAPS, Healthy Campus
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 Residential Living/CUPD Liaison Program, building relationships between RCMs/Residential Living staff and CUPD officers.
Strategic Partners: Residential Living, 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, Office of Advocacy and Success
Target Subpopulations: Fraternity and sorority members, off-campus students

Goal 3.4: Increase knowledge and use of risk-management strategies and party registration.

- **Strategy 3.4.a:** 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.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, Student Organizations and Clubs, CUSG, General Counsel, Campus Life (facility use manual), CUPD, CPD
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: Center for Student Health and Engagement, 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, Residential Living, CUSG, Student Affairs Creative Services, Division of Student Affairs, Campus Life, U-NITES
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:** Continue to partner with stakeholders to provide protective measures during pub crawls.
Strategic Partners: Bar owners, Clemson City Council, Healthy Campus, Office of Advocacy and Success, Clemson Community Coalition, Alcohol and Other Drugs Advisory Board, Pickens County Advocacy Center (PCAC)
Target Subpopulations: Off-campus students, fraternity and sorority members
- **Strategy 3.6.b:** Implement best practices regarding sporting event behaviors.
Strategic Partners: Clemson Community Coalition, Alcohol and Other Drugs Advisory Board, Athletics/IPTAY, OCES, Residential Living, Healthy Campus, Fraternity and Sorority Life, CUPD, CPD
Target Subpopulations: Off-campus students, first-year students, fraternity and sorority members, families
 - **Activity 3.6.a:** Maintain social media campaigns targeted to norms correction regarding alcohol use at sporting events and 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: Continue commitment, participation and visibility of University leaders on the issues of alcohol, other drugs and safety.

- **Strategy 4.1a:** Increase communication from the University President, VP, the Dean of Students and other leaders to students, faculty, staff, alumni, parents and community members through a variety of communication channels (e.g., web, email, social media, handbooks, news features).
Strategic Partners: Office of the President, VP for Student Affairs Office, Office of Advocacy and Success, 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:** 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, Harvey and Lucinda Gantt Multicultural Center
Target Subpopulations: Off-campus students, first-year students, fraternity and sorority members
- **Strategy 4.2.b:** Present information to Faculty Senate, UPIC supervisors, staff with advising/mentor roles and organization advisors about their unique role and ability to encourage social responsibility and influence student alcohol and other drug use.
Strategic Partners: Leadership Learning, Student Organizations and Clubs, Center for Career and Professional Development (CCPD), Faculty Senate, advisors
Target Subpopulations: Off-campus students, first-year students, fraternity and sorority members

Goal 4.3: Continue the 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, Residential Living, Healthy Campus, Clemson Community Coalition, CUPD, CPD
Target Subpopulations: First-year students, fraternity and sorority members, off-campus students
- **Strategy 4.3.b:** Continue the 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:** Maintain the Healthy Campus web-content targeted towards families and alcohol and other drugs prevention.
Strategic Partners: Office of Advocacy and Success, Healthy Campus
Target Subpopulations: First-year students, families, off-campus students, fraternity and sorority members
- **Strategy 4.4.b:** Provide information to parents on alcohol and other drugs through the monthly Clemson Parent and Family Experience.
Strategic Partners: Office of Advocacy and Success, Center for Student Leadership and Engagement (Family Programs), Parents Council, Healthy Campus
Target Subpopulations: First-year students, families, off-campus students, fraternity and sorority members

The Clemson University data and national reference data are shown in the tables on the following pages.

NCHA ALCOHOL AND DRUG SURVEY RESULTS 2020-2022

NCHA Executive Summary (In Percentages)

**Strategic targets are less than or equal to the current national reference*

	DRINKING BEHAVIORS	National Reference	Clemson	Clemson	*Strategic Target
	Last 2 Weeks	2022	2020	2022	2024
1	Heavy Episodic Drinking Rate: Five or more drinks	23.5	34.9	30.9	23.5
2	Frequent Heavy Episodic Drinking Rate: Six or more times	2.1	3.0	2.2	2.1
3	Average number of drinks consumed last time students drank alcohol in a social setting	3.3	4.1	3.9	3.3

	BEHAVIORS AS A RESULT OF DRINKING	National Reference	Clemson	Clemson	*Strategic Target
	Last 12 Months	2022	2020	2022	2024
4	Did something I later regretted	18.9	23.8	24.5	18.9
5	Blackout	11.3	16.3	15.2	11.3
6	Brownout	22.3	28.7	29.0	22.3
7	Got in trouble with the police	0.7	0.8	2.1	0.7
8	Got in trouble with college/university authorities	1.0	1.4	1.5	1.0
9	Someone had sex with me without my consent	1.6	1.2	2.2	1.6
10	Had sex with someone without their consent	0.2	0.2	0.3	0.2
11	Had unprotected sex	11.4	15.3	13.2	11.4
12	Physically injured myself	7.1	6.9	9.1	7.1
13	Physically injured another person	0.6	0.6	1.0	0.6
14	Seriously considered suicide	2.7	1.4	2.5	2.7
15	Needed medical help	1.0	0.4	0.7	1.0
16	<i>Reported 2 or more of the above</i>	24.0	31.3	31.7	24.0
	Last 30 Days	2022	2020	2022	2024
17	Driving under the influence (alcohol)	13.5	13.3	11.4	13.5
18	Driving under the influence (cannabis use within 6 hours)	30.8	38.0	27.6	30.8

	USE OF OTHER DRUGS	National Reference	Clemson	Clemson	*Strategic Target
	Last 3 Months	2022	2020	2022	2024
19	Tobacco or nicotine delivery products	21.2	28.8	28.1	21.2
20	Alcoholic beverages	66.7	77.5	72.2	66.7
21	Cannabis	28.0	24.5	23.8	28.0
22	Cocaine	1.7	3.6	2.4	1.7
23	Prescription Stimulants	2.7	5.6	3.8	2.7
24	Methamphetamine	0.2	0.0	0.2	0.2
25	Inhalants	1.1	0.5	0.3	1.1
26	Sedatives or Sleeping Pills	1.6	1.7	1.5	1.6
27	Hallucinogens	3.3	3.1	2.3	3.3
28	Heroin	0.1	0.0	0.1	0.1
29	Prescription Opioids	0.7	0.5	0.6	0.7

	MODERATE RISK USE OF SUBSTANCES	National Reference	Clemson	Clemson	*Strategic Target
	Last 3 Months	2022	2020	2022	2024
30	Tobacco or nicotine delivery products	14.7	19.7	18.9	14.7
31	Alcoholic beverages	11.5	18.7	14.1	11.5
32	Cannabis	17.8	14.1	14.2	17.8
33	Cocaine	1.0	1.0	1.3	1.0
34	Prescription Stimulants	1.4	2.8	2.3	1.4
35	Methamphetamine	0.2	0.2	0.1	0.2
36	Inhalants	0.5	0.0	0.0	0.5
37	Sedatives or Sleeping Pills	1.0	0.7	0.6	1.0
38	Hallucinogens	1.8	1.3	0.9	1.8
39	Heroin	0.2	0.0	0.0	0.2
40	Prescription Opioids	0.5	0.3	0.4	0.5

	PRESCRIPTION MEDICATION MISUSE	National Reference	Clemson	Clemson	*Strategic Target
	Last 3 Months	2022	2020	2022	2024
41	Prescription Stimulants	1.8	4.3	2.3	1.8
42	Prescription Sedatives or Sleeping Pills	1.2	1.3	1.2	1.2
43	Prescription Opioids	0.5	0.3	0.6	0.5

	TOBACCO OR NICOTINE DELIVERY PRODUCTS	National Reference	Clemson	Clemson	*Strategic Target
	Last 3 Months	2022	2020	2022	2024
44	Cigarettes	7.5	11.1	9.2	7.5
45	E-cigarettes or other vape products	16.5	21.9	22.0	16.5
46	Water pipe or hookah	1.8	3.1	1.5	1.8
47	Chewing or smokeless tobacco	1.4	2.8	3.3	1.4
48	Cigars or little cigars	2.5	4.8	4.5	2.5
49	Other	0.5	0.3	0.7	0.5

	IMPEDIMENTS TO ACADEMIC PERFORMANCE	National Reference	Clemson	Clemson	*Strategic Target
	Only Students Who Experienced the Issue	2022	2020	2022	2024
50	Alcohol Use	2.9	3.3	3.9	2.9
51	Cannabis Use	5.2	3.9	6.5	5.2

Updated July 2023