

# Bruce Corporation

## Executive Summary

### Community Partner

Lillie Coney

### Student Consulting Team

Daniel Sung

Alanna Cao

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## Background

Bruce Corporation, based in Beaumont, Texas, operates through two divisions: Bruce Systems and Bruce Consulting. Founded by Lillie Coney, the company focuses on proximity-based wireless technology, authentication solutions, and data security. The 21st Century Green-Book Project is a nonprofit initiative under Bruce Corporation committed to increasing bias crime transparency and facilitating hate crime reporting, using technology to build safer and more equitable communities.

## Project Description

### Project Opportunity

Bias crimes and hate incidents are severely underreported across the United States, creating major challenges in community safety and public awareness. Many victims do not report incidents due to distrust in authorities, fear of retaliation, confusion about where to report these incidents, etc. The lack of a standardized and centralized reporting system leads to fragmented data and failure to find reporting portals and resources when needed. The 21st Century Green Book Project recognized an opportunity to develop this centralized resource that allows users to find appropriate reporting portals based on their identity and location while preserving user anonymity and ultimately improving transparency around bias crime incidents nationally.

### Project Vision

We envisioned a mobile-friendly, multilingual web platform where users can easily navigate bias crime reporting resources based on their demographic identity and location information. Instead of building entirely new reporting systems, our solution helps users find trusted existing channels while prioritizing privacy, accessibility, and education on bias crimes. The platform integrates a centralized reporting resource directory, clear educational content around bias crimes, and multilingual translation to serve various communities. This platform empowers bias crime victims, raises public awareness, and improves transparency and accessibility in bias crime reporting nationwide.

## Project Outcomes

**People:** We successfully transferred operational knowledge to our client, Ms. Lillie Coney, who demonstrated understanding of system maintenance tasks such as resource management, translation language updates, and analytics tracking.

**Process:** We created a centralized document repository, replacing fragmented communication workflows as the 21st GB Project information was scattered across emails, local files, and paper notes, causing version control issues and slow information retrieval. This change enabled faster information retrieval, version control, and smoother onboarding for future project team members.

**Technology:** We created a functional, privacy-focused Wix website featuring educational content, a structured resource directory, multilingual support, dynamic filtering logic, and cookie-consent-based analytics. The platform was developed to enable future expansion to new cities or identity groups through simple content updates within the Wix CMS, without requiring additional coding or technical assistance.

## Project Deliverables

The project deliverables include:

1. Web platform that connects users to appropriate bias crime reporting resources.
2. Google Sheets containing resource database used to update the Wix CMS with new resources.
3. Custom Wix Velo code components for dynamic filtering and exit warning pop-ups.
4. Multilingual support system covering various languages.
5. Extensive documentation to support long-term maintenance of site.

## Recommendations

1. Expand to additional cities with high bias crime rates using the scalable site architecture.
2. Enhance educational content through collaboration with researchers, advocacy groups, and subject matter experts.
3. Implement community feedback mechanisms to improve the portal based on community needs.
4. Develop strategic partnerships with academic institutions, technology organizations, and law enforcement agencies to support future growth and sustainability

## Student Consulting Team

**Daniel Sung** served as technical lead. He is a junior majoring in Information Systems, planning to pursue a career in software engineering and interning in a software engineering role this summer.

**Alanna Cao** led UX and user research. She is a junior majoring in Information Systems and will be interning in a software engineering role this summer.

**Anuja Uppuluri** focused on accessibility and educational content. She is a senior majoring in Information Systems and will pursue a career in interpretability research.