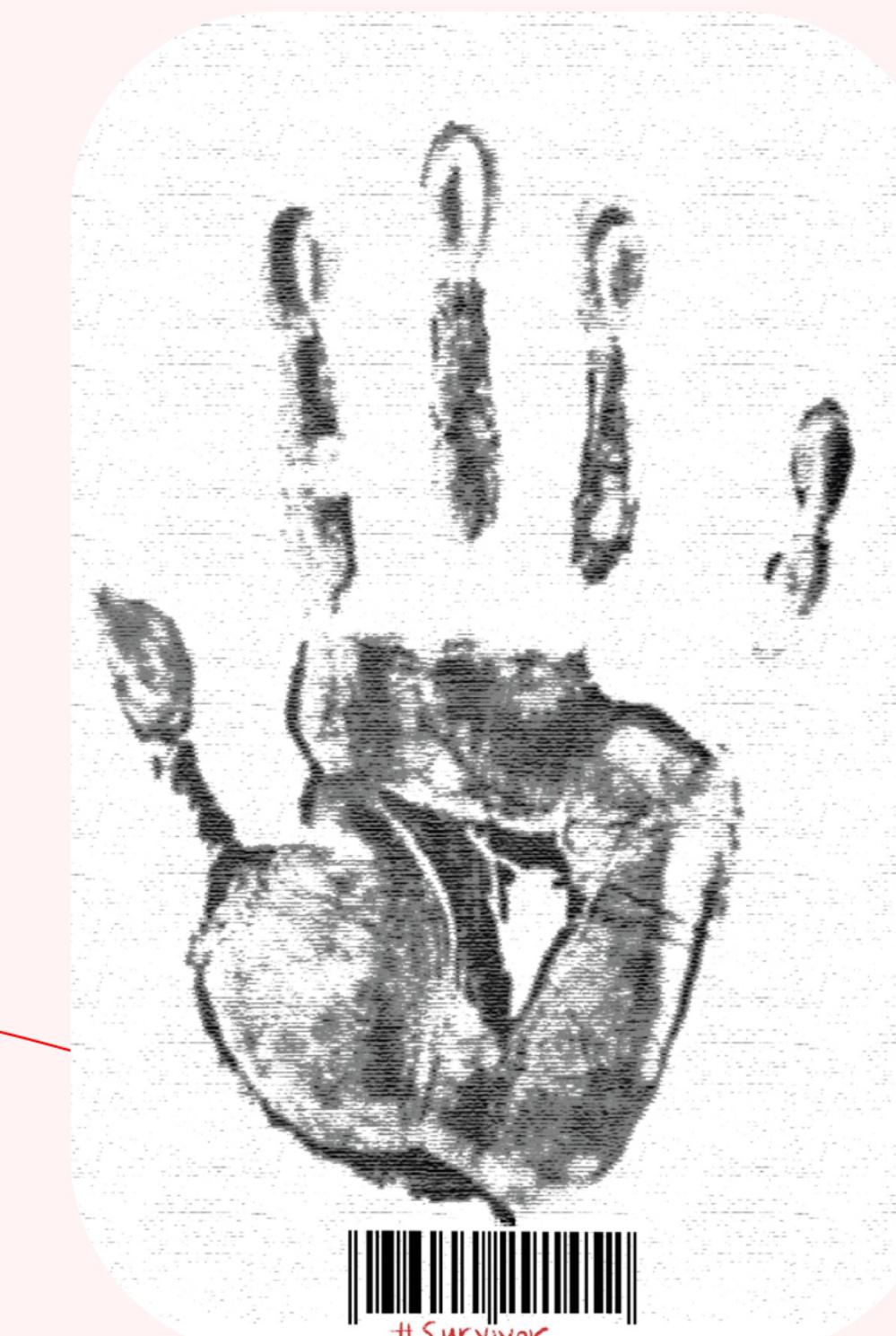


# Sex Trafficking Prevention & Awareness



**pitch deck designed by Sandy You**

# Partner Profiles



**Lisa Mercer** is an assistant professor and graduate co-coordinator in graphic design at the University of Illinois. Her research involved focusing on research based, design-led solutions for complex social issues.

Based on the data she collected over a 2-year study, Lisa created **Operation Compass**. Operation Compass combines social innovation and data-driven research in an app in an attempt to use technology to combat human trafficking.



**Jaya Kolisetty** is a University of Illinois alumna and the associate director at the Women's Resource Center at the University of Illinois. Her career is focused around working with survivors of domestic violence and sexual abuse.

**The Women's Resource Center** (WRC) at University of Illinois works to support and connect students at Illinois with alumni, staff, and other students through programming and workshops. They also offer advocacy and support for victims and survivors of domestic abuse, sexual assault/rape, stalking, harassment, and sexual exploitation.

# Executive Overview

The purpose of this project is to raise awareness for prevention of sex trafficking by getting students on campus involved in the educational workshop hosted by WRC and Lisa Mercer in January 2020.



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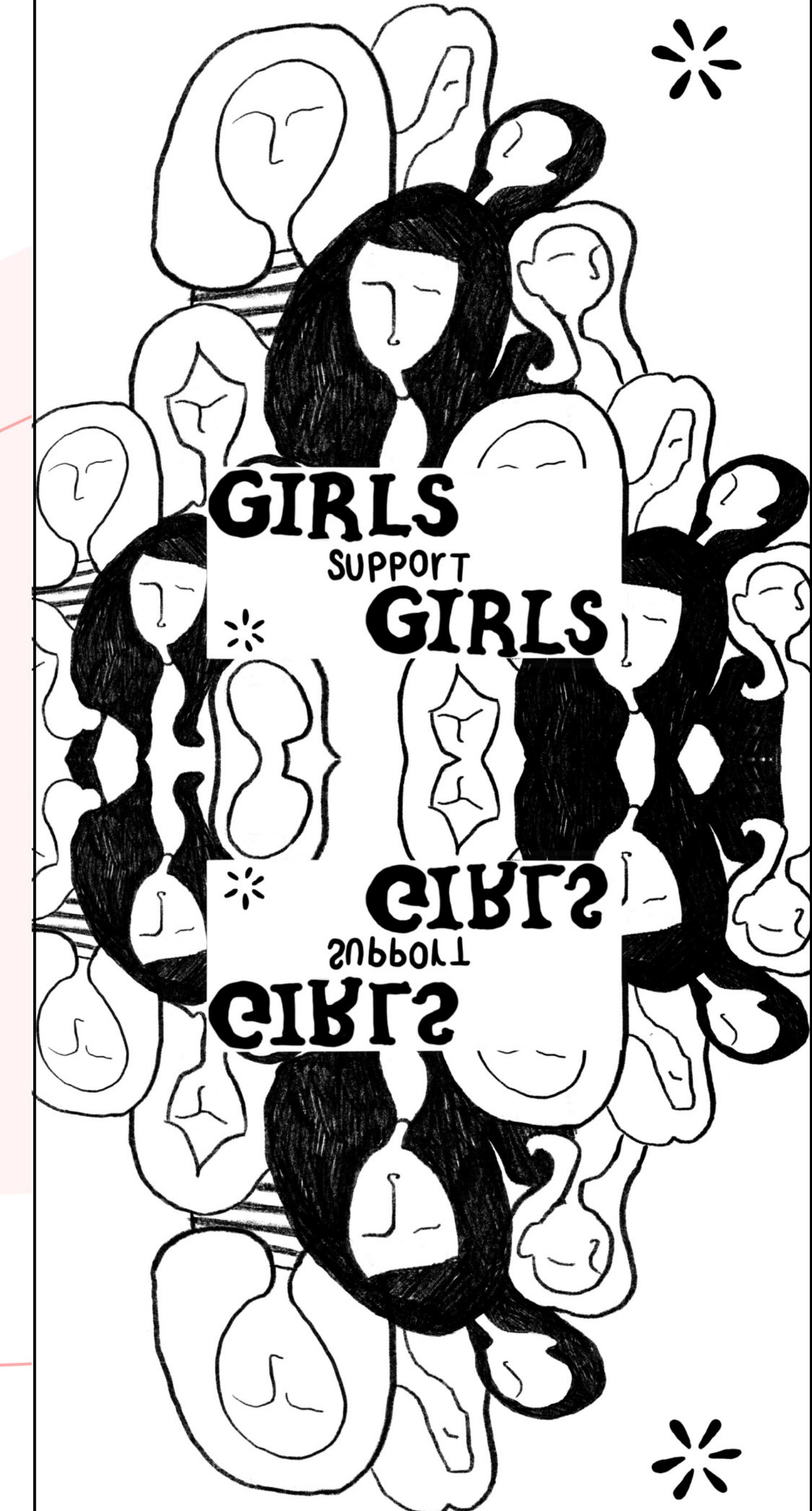
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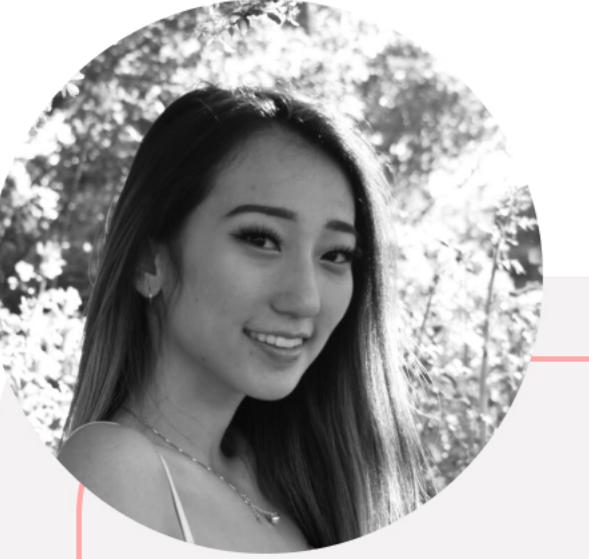
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# Team Members



**Melanie Reed** is a sophomore at the University of Illinois. She is majoring in Psychology with a minor in Leadership Studies. On campus, she holds leadership positions in a philanthropic organization Shi-Ai and Kappa Kappa Gamma.



**Sandy You** is graduating May 2020 from the University of Illinois with a degree in Psychology and a minor in Leadership Studies. She is actively involved with the Asian American community, in organizations such as Kappa Phi Lambda Sorority and The Asian American Association.



**Kellie Halloran** is a senior at the University of Illinois, graduating May 2020 with a degree in Mechanical Engineering and a minor in Leadership Studies. On campus, she is involved in undergraduate research, Women in Engineering (WIE), and Young Life.



**Nata Fisher** is a senior at the University of Illinois and will be graduating in May 2020 with a degree in Interdisciplinary Health Science. She is also receiving a minor in Leadership Studies. After graduation, she plans to pursue her Master's in Nursing at UIC.

# Plan of Action

When? We commit by...	What? We commit to the following specific actions:	Who? Who are lead/key partners?	How? What indicates success?	Notes/Resources Other considerations?	When? We commit by...	What? We commit to the following specific actions:	Who? Who are lead/key partners?	How? What indicates success?	Notes/Resources Other considerations?	
August 24, 2020	Finalize workshop facilitators	Jaya Kolisetty	There is a final list of collaborators and presenters	Decide if Operation Compass will be the only presenter at the workshop or if there will be others (like RACES)	January 18, 2021	1 week before workshop	1. Design flyers to advertise event 2. Place flyers in the Union, WRC, Siebel Center for Design, McKinley, and other relevant buildings 3. Post on WRC instagram about event	1. Flyer design and print: Lisa Mercer 2. All partners 3. WRC	When an official flyer has been created and posted in the intended areas and the instagram post has been made	
	Decide on final date and location for workshop and reserve room if necessary	WRC and Lisa Mercer	Room is reserved if necessary	Potentially in the WRC, but this will depend on COVID regulations						
	Finalize agenda and schedule for workshop	Jaya Kolisetty, Lisa Mercer, other partners (i.e. RACES)	Presenters can run through workshop agenda smoothly							
	Finalize budget for workshop	WRC and Lisa Mercer	There is a final budget, with funding source information	More information about the budget can be found on the budget page.		End of January 2021	1. Human Trafficking Awareness and Reporting Workshop hosted by the WRC 2. Presentation of information	1. Jaya Kolisetty and WRC 2. Lisa Mercer	1. Attendance 2. Audience is engaged	
	Create Facebook event for workshop	WRC	Whether or not a facebook event has been created	Through the WRC Facebook page, send out updates until the event						
December 10, 2020	1. Publicise workshop in LAS newsletter and calendar 2. Publicise workshop in WRC monthly newsletter, OIRR, and calendar	1. Lisa Mercer 2. Jaya Kolisetty	Whether the monthly newsletters were sent and the event was added to the calendars		1 day after workshop	Send out email to people who attended with link to feedback survey	WRC	When completed responses are analyzed on the success of the event	The amount of positive feedback received will determine whether this becomes an annual event.	
January 2021										

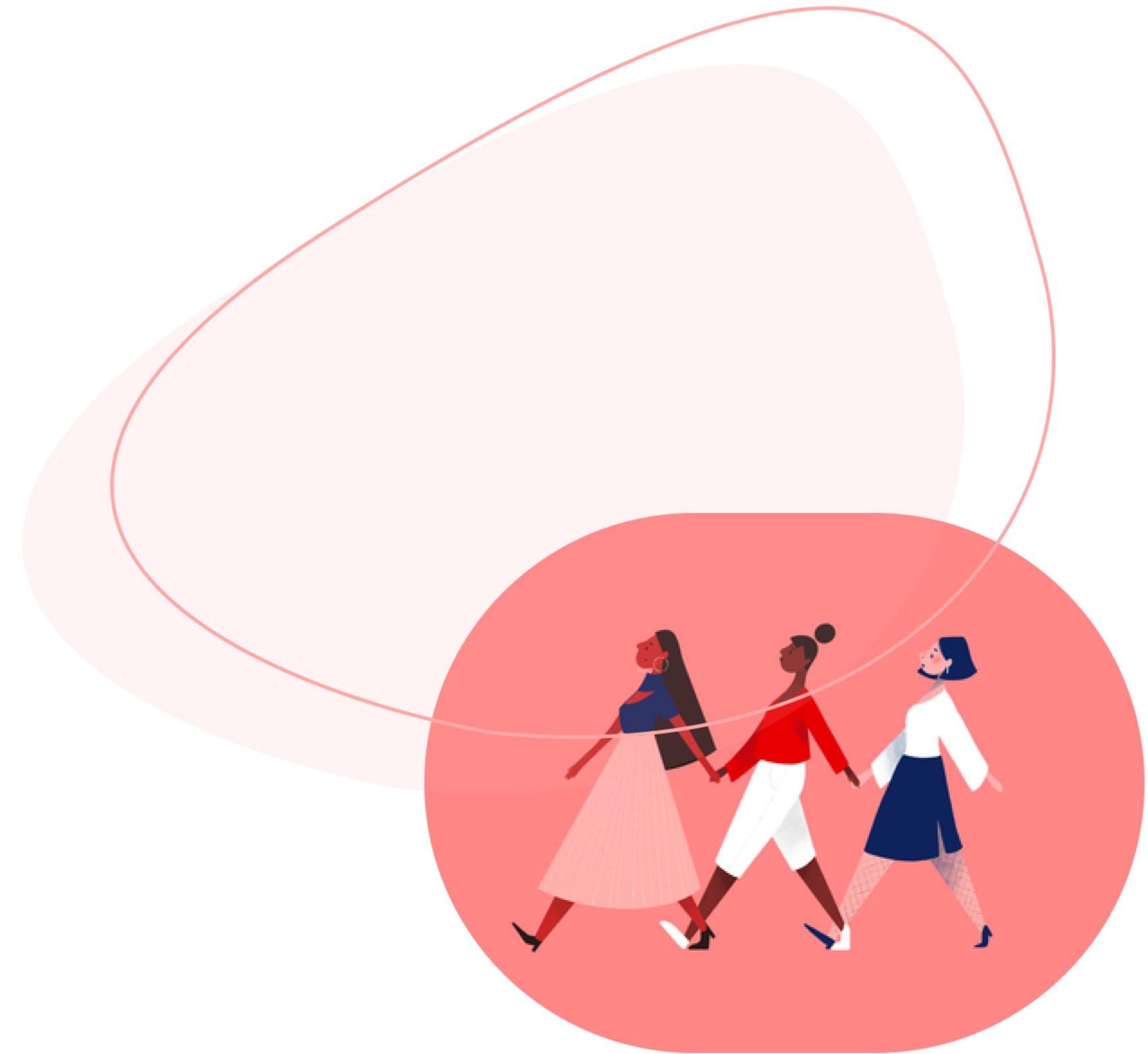
## Additional Notes:

The final workshop is scheduled to be in January 2021, which is Human Trafficking Prevention Month. We were also discussing possibly holding it in April 2021, which is Sexual Assault Awareness Month. In that case, the timeline would be shifted slightly.

# Budget

Task / Resource	Item	Income	Expense
Workshop Utilities	WRC Room	\$0	\$0
	Projector	\$0	
Food for workshop	Jimmy Johns (45 half sandwiches)	(\$100)	\$100
Publicity	Stickers (52)	(\$15)	\$40
	Flyers (\$0.50 per printout)	(\$25)	
	Facebook/Instagram promotion	\$0	
Total Expenses			\$140

This budget is based on estimates of 30 people attending the workshop, and may be adjusted accordingly.



# Evaluation Tools

The project will be evaluated based on the number of people who attended as well as a survey that will be sent out to participants after the workshop has taken place.

Our attendance goal is 30 participants. We want them to leave with a better understanding of the issue of sex trafficking, especially in Illinois, and to educate people about ways to identify and report sex trafficking on campus.



# Challenges & Acknowledgements

- Stakeholders
- Fundraising goal vs education goal.
- COVID-19: there is uncertainty about the event taking place in person during the Spring 2021 semester. The workshop may be held through Zoom meetings and included in the "lunch on us" series held by the Office of Inclusion & Intercultural Relations.

Our group would like to acknowledge the Agricultural Leadership, Education, and Communication program at the University of Illinois for the education, professors, and classes that have enabled us to learn leadership theory and practice its application throughout the years we've been here. We would not have been able to complete this project without the knowledge that we've gained through the various LEAD classes.

We would also like to thank Dr. Chunoo for his support and insight throughout the class. He has been instrumental in providing us guidance and direction when our group needed it and also being flexible with us as we worked through the unique challenges that this semester presented.

