Sex Trafficking Prevention & Awareness

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LEAD 480: Collaborative Leadership

Dr. Vivechkanand

University of Illinois Urbana-Champaign

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Team Members



Melanie Reed

Melanie 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 the social sorority Kappa Kappa Gamma. She plans on pursuing a career in Human Resources and possibly attending the University of Illinois to earn a Master's Degree after graduating in May 2021.



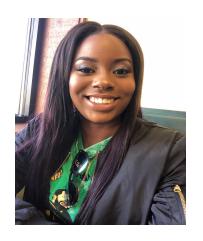
Kellie Halloran

Kellie 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. After graduation, she is staying at U of I for graduate school in Mechanical Engineering.



Sandy You

Sandy is graduating May 2020 from the University of Illinois with a degree in Industrial Organizational Psychology with a minor in Leadership Studies. She is involved with the Asian American community on campus, in organizations such as Kappa Phi Lambda Sorority and Asian American Association. She's from Saratoga, California and loves going on hikes with her German Shepherd. After graduation, she plans on taking a gap year before attending law school in California.



Natea Fisher

Natea 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.



Katelynn He

Katelynn is a senior at University of Illinois. She's majoring in Interdisciplinary Health Sciences and minoring in Leadership Studies. She plans on graduating in August 2020.



Amanda Wolfingher

Amanda is a senior at the University of Illinois and is graduating in May 2020. She is majoring in Industrial Organizational Psychology and minoring in both Communications and Leadership Studies. She plans to attend graduate school at the School of LER at the University of Illinois following graduation.

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. Sex trafficking is a widely recognized issue that many people understand is immoral; however, most people do not know how to recognize the signs or how to report it. In a recent survey our group conducted, about 72% of people have reported that they have never had any formal training or education about sex trafficking. Also, if they saw sex trafficking occuring, 58% responded they would know how to report it. The problem needs collaboration for partners to be able to provide education and resources on how to report if they saw the signs. Illinois being ranked among the top 10 in the United States in sex trafficking cases. It shows the need within our own community and how it is not as relevant to those around us.

The partners involved within the collaboration include Lisa Mercer and Jaya Kolisetty from the Women's Resource Center. Jaya Kolisetty is an associate director at the Women's Resource Center at the University of Illinois. She has held workshops through the center and has also worked at the local crisis center and has experience with advocating and helping those affected by sex trafficking. Lisa Mercer is an assistant professor at the University of Illinois. She is in the process of implementing an app called *Operation Compass* in order to help report human trafficking. Lisa Mercer is helping to present information regarding sex trafficking and her app at the workshop. Together we are working toward our shared vision statement of raising awareness for the prevention of sex trafficking by getting students on campus involved in educational workshops during the 2020-2021 school year.

If our partners Jaya Kolisetty and Lisa Mercer are looking for more organizations to form collaborations with for the workshop, our team recommends the local rape crisis center (RACES). We think this could bring a new point of view to the workshop, and make a larger influence on students as well as educate participants about support options available to them.

Our team process began by creating a survey to gain an understanding of how much students knew about sex trafficking and how to report it. After collecting our data, we began meeting with multiple possible stakeholders to assess whether they were interested in collaborating with us, and how big of an impact we could make. We narrowed down our list of stakeholders to the Women's Resource Center and Lisa Mercer, the creator of the sex trafficiking reporting app Operation Compass. Over the past few weeks, our team has held meetings with Lisa Mercer and Jaya Kolisetty from the Women's Resource Center over Zoom to discuss the implementation our plan of holding a workshop on campus in 2021 to educate students on prevention and reporting sex trafficking.

Partner Profiles





Lisa Mercer and Operation Compass

Lisa 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 to 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.



women's resources center

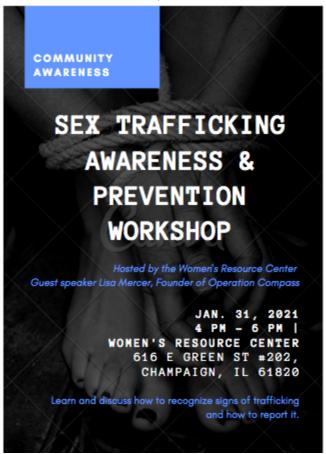
Jaya Kolisetty and the Women's Resource Center (WRC)

Jaya 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 WRC at Illinois works to support and connect students at Illinois with alumni, staff, and other students through programming and workshops. They also offer advocacy and suport for victims and survivors of domestic abuse, sexual assault/rape, stalking, harrassment, and sexual exploitation.

Visual Tools

Flyer:



Instagram caption ideas:

"Join us next Sunday for an educational workshop on how to recognize signs of trafficking and how to report it. Guest speaker Lisa Mercer will be presenting her sex trafficking reporting app, Operation Compass, as well as how to use the newly integrated reporting feature on our Welcome to Illinois app. Our WRC representative, Jaya Kolisetty, will be leading the discussions and facilitating the workshop."

"Sex trafficking always seemed far away from us, but there are current cases here in Champaign, Illinois. Learn how to recognize signs of trafficking and how to report it at our workshop on Sunday, January 31 at the WRC."

Action Plan

When? We commit by	What? We commit to the following specific actions:	Who? Who is lead/key partners?	How Measured? 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)
September 2020	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
November 2020	Finalize agenda and schedule for workshop	Jaya Kolisetty, Lisa Mercer, other partners (i.e. RACES)	Presenters can run through workshop agenda smoothly	
December 2020	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.
December 10, 2020	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
January 2021	 Publicise workshop in LAS newsletter and calendar Publicise workshop in WRC monthly newsletter, OIIR, and calendar 	 Lisa Mercer Jaya Kolisetty 	Whether the monthly newsletters were sent and the event was added to the calendars	

January 18, 2021		 Flyer design and print: Lisa Mercer All partners WRC 	When an official flyer has been created and posted in the intended areas and the instagram post has been made	
1 week before workshop	Pre-order food (Jimmy Johns) for attendees	WRC	The food was ordered and arrived on time	
End of January 2021	 Human Trafficking Awareness and Reporting Workshop hosted by the WRC Presentation of information 	 Jaya Kolisetty and WRC Lisa Mercer 	 Attendance Audience is engaged 	
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.

Additional Action Plan 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.

If it is not possible to hold the workshop in the spring due to restrictions for COVID-19, we have planned to hold it virtually. We have discussed holding a series of online "lunch on us" programs in January to educate students about sex trafficking.

Budget

Task / Resource	Item	Income	Expense
Workshop Utilities	WRC Room	\$0	\$0
	Projector	\$0	
Food for workshop	Jimmy Johns (45 half sandwiches)	(\$100)	\$100
	Stickers (52)	(\$15)	
Publicity	Flyers (\$0.50 per printout)	(\$25)	\$40
	Facebook/Instagram promotion	\$0	
Total Ex	rpenses	\$1	40

This budget is based on estimates of 30 people attending the workshop, and may be adjusted if it seems like more people will attend.

Fundraising Information:

The funding for this event will be finalized and discussed more as the workshop approaches. We've talked as a group about potential sources of funding, such as applying for programming funding through the Student Cultural Programming Fee board, the Office of the Vice Chancellor for Diversity, Equity, and Inclusion, or donations from other departments or RSO's, and have included a finalized budget as a step in our Action Plan.

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. We will also speak with the WRC about how they typically evaluate the success of their workshops.

At the workshop, the number of people in attendance will be counted. Additionally, as people come into the workshop, we will collect their name and email address.

A survey will be sent out the day after the workshop which will feature the following questions:

- Before attending this workshop, what was the level of awareness of sex trafficking you had in the United States? (sliding scale)
- Has this workshop changed your ability and/or willingness to report sex trafficking?
- Would you recommend this workshop to a friend? Why or why not?
- Are there any other comments, questions, or concerns you have about sex trafficking? If you have a specific point you would like to discuss with the WRC, please indicate it below. (free response)
- Include a link to resources for trafficking prevention and reporting, both at Illinois and nationally.

We've created an example survey through Google Forms because it is the most accessible survey platform. Participant link: https://forms.gle/bgKo4LgESyjJGFLx6

Editing link:

https://docs.google.com/forms/d/1EWv15xlSkprFpMBp0bvn0-LKUYKcoeGFm-uqEJWQi54/edit ?usp=sharing

After the presentation has been created by Lisa Mercer and the Women's Resource Center, they can determine whether more questions should be added to the survey. We've kept the survey to a few questions in the hopes that the shorter survey would be more appealing to the attendees and will be filled out by more people.

Our attendance goal for this workshop 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.

Sex Trafficking Awareness & Prevention Workshop Feedback Survey Please give your honest feedback to improve the workshop as needed! All feedback will be

taken into consideration. Thank you.

If you have any questions or concerns about sex trafficking, please do not hesitate to reach out to the Women's Resource Center, Lisa Mercer, or campus resources.

National Human Trafficking Hotline - 1 (888) 373-7888

* Required

Before attend trafficking yo				e level of av	wareness c	of sex
	1	2	3	4	5	
None	\circ	\circ	\circ	\circ	\circ	Expert

Has this workshop changed your ability and/or willingness to report sex trafficking? *
○ Yes
○ No
Would you recommend this workshop to a friend? *
○ Yes
○ No

Regarding your answer to the previous question, why or why not? Your answer Any additional questions or concerns? Your answer Submit

Challenges and Acknowledgements

Challenges:

In light of the restrictions in place due to COVID-19, there is uncertainty about if the event will be able to take place in person during the Spring 2021 semester. We have discussed the option to potentially hold the workshop through Zoom meetings and to be included in the "lunch on us" series held by the Office of Inclusion and Intercultural Relations.

An additional challenge we faced during the beginning of our project was deciding which stakeholders to collaborate with. When starting our project, we were focusing on involving greek life in order to make a large impact on campus. However, after meeting with greek life representatives, we felt they were not as engaged in the idea as we were. In addition, we were planning on collaborating with Aruna Run, but with the COVID-19 restrictions, realized this was not the best course of action. Deciding the course of action of our collaboration was also another challenge. We were initially unsure if we wanted to focus more on fundraising or eduction, which would change which stakeholders we wanted to include in our final project. After creating SMART goals and seeing which direciton was more feasible given the interested stakeholders, we ultimately decided to pursue the education route and focus more on raising awareness of sex trafficking issues in Illinois.

Acknowledgements:

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.

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Archives

Stage 1 Survey

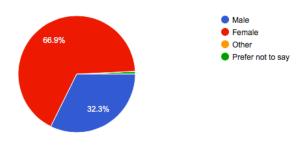
The survey we created for Stage 1 was sent to students on campus, as well as friends and family members of each team member.

Sex Trafficking Awareness
Please fill this form out to the best of your abilities. Thank you for your time!
Gender *
○ Male
○ Female
Other
O Prefer not to say
How old are you? *
Under 18
O 18-22
O 23-30
Older than 30

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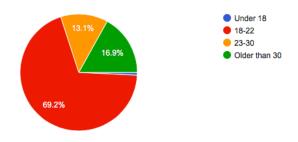


130 responses



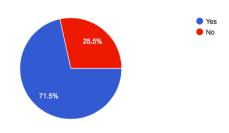
How old are you?

130 responses



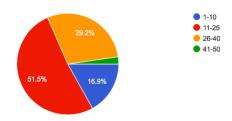
Have you read anything about sex trafficking in the past 6 months?

130 responses



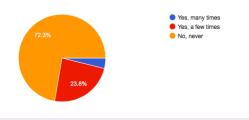
Where do you think Illinois is ranked in terms of prevalence of sex trafficking in the United States? (1 is highest, 50 is lowest)

130 responses

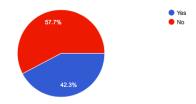


Have you ever had any formal training or education about sex trafficking (what to look for, how to report it, etc.)

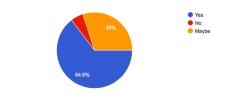
130 responses



If you saw sex trafficking occurring, would you know how to report it?

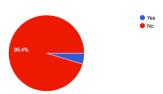


If you saw sex trafficking occurring, would you feel comfortable reporting it?



Have you ever been a part of a group or organization that has worked against sex trafficking, raised awareness, supported victims, or otherwise worked to end sex trafficking?

130 responses



If you selected yes to the previous question, what organization were you a part of and what did you do?

6 responses



Meeting Summaries

For our initial meetings with stakeholders, we met individually and had two separate meetings with Operation Compass and the Women's Resource Center.

Meeting 1 Agenda: Operation Compass

• Contact: Lisa Mercer (Founder)

• Group Member: Amanda Wolfingher

Meeting Agenda: (~1 hour)

10 mins: Explain what the class is, who we are, and what our goal is this semester 20 mins: Learning more about their organization

- What events/resources do you provide on campus?
- Assistant Professor and Graduate Co-Coordinator in Graphic Design
- Background in Design
- Enjoys developing, executing, and analyzing co-design frameworks that responsibly fuel and sustain social innovations.
- Creator of Operation Compass app
- Are any of them related to sex trafficking or human trafficking?
- "Yes! I have completed two years of research on human trafficking (focusing specifically on truck drivers) and am in the process of creating an app to further prevent this issue from occurring throughout our everyday lives."
- Do you have any connections or interest in sex trafficking prevention efforts on campus?
- "I do not have many connections on campus because most people do not believe that it exists here. I do have an interest in sex trafficking prevention efforts though!"
- What are your future goals/plans for your organization? What resources would you need to get there?
- "For my app, I am trying to make it a *coalition*, not just one organization. The app needs to incorporate individuals other than truck drivers (like plumbers for example). I am inviting in nonprofits to collaborate with me on this specific issue, and I would probably need to conduct further research in order to get there."
- What could we provide to help support your organization?
- "You could provide me with further research on sex trafficking. I have been continuously researching the general issue of human trafficking, but more information on the specifics of sex trafficking would be incredibly helpful to me."
- Do you have access to any other resources/connections that you think may also be helpful?
- "I do not have access to any other resources, but I do recommend that your group looks into the actual reality of sex trafficking (not just what Hollywood films typically show). I also recommend that your group looks into different social media apps, such as Snapchat, TikTok Disney Apps, Minecraft, etc. Sex trafficking has occurred through the use of these apps, especially with young teens. It's important for young people to become more mindful of the dangers of social media!"

15 mins: Explaining our potential collaboration idea

- Potential collaboration between the Aruna run and Panhellenic council?
- Not Applicable
- Potential collaboration between Operation Compass and FYCARE?
- "I think this would be a great idea! I am not very familiar with FYCARE, but since each student here at UIUC is required to complete it, I do believe that educating these individuals on sex trafficking during these courses could potentially have a major impact. Since the app is not currently up and running, I still have a lot of time to look into this process."
- Are there any other collaboration ideas or organizations that you would love to partner with?
- "I personally would love to partner with national organizations, such as the *Polaris**Project, Heartland Alliance, Domestic Abuse Organizations, etc. I think that it's extremely important to come up with innovative ways to reach out to people!"

5 mins: Explain class requirements

- Is collaborating with us something you would be interested in doing?
- "Yes, I would love to collaborate with your group! I would be more than happy to meet up and answer any questions that you have regarding this issue!"
- Would require meeting 3 times this semester
- "Yes, that would work! Sounds perfect!"

Meeting 1 Agenda: Women's Resource Center / FYCARE

- Contact: Jaya Kolisetty (Assistant Director)
- Group Member: Natea

Meeting Agenda: (~1 hour)

10 mins: Explain what the class is, who we are, and what our goal is this semester

20 mins: Learning more about their organization

- What events/resources do you provide on campus?
- Are any of them related to sex trafficking or human trafficking?
- Do you have any connections or interest in sex trafficking prevention efforts on campus?
- What are your future goals/plans for your organization? What resources would you need to get there?
- What could we provide to help support your organization?
- Do you have access to any other resources/connections that you think may also be helpful?

15 mins: Explaining our potential collaboration idea

- Potential collaboration between the Aruna run and Panhellenic council?
- Potential collaboration between Operation Compass and FYCARE?
- Are there any other collaboration ideas or organizations that you would love to partner with?

5 mins: Explain class requirements

- Is collaborating with us something you would be interested in doing?
- Would require meeting 3 times this semester

Summary: We were unable to meet with the coordinator of FYCARE and violence prevention education, Jaya Kolisetty, due to her being out of the office this past week. We will be meeting up next week to discuss possible collaboration ideas.

Meeting 2 Agenda (~1 hr)

This meeting should include representatives from all of stakeholders (WRC, Operation Compass, and potentially Aruna)

15 min: Explain the role/interests of other stakeholders

- Aruna: raising money for the prevention of sex trafficking
- Operation Compass: raising awareness to the population in general
- FYCARE: raising awareness for students at UIUC

15 min: Figure out what their organization can bring to the table

- Lisa Mercer (Operation Compass) could possibly deliver a speech/workshop on the signs of sex trafficking, and how to report it.
- FYCARE could possibly implement sex trafficking education into their programs to better
 educate students on the prevalence of sex trafficking, that it happens in places such as
 Urbana, where we would never expect, and how to report it.
 - Can also work with Lisa, so she can give her speech at FYCAREs.
- Aruna Run could possibly offer a discount when signing up for the run after attending a workshop.

15 min: Discuss how they can collaborate with other organizations

- Potential collaboration between Operation Compass and FYCARE?
 - Lisa Mercer could possibly provide FYCARE with the information she has collected on the topic of sex trafficking.
- Are there any other collaborative ideas/organizations that you would want to work with?
 10 min: Shared Vision
 - Raise awareness and money for the prevention of sex trafficking by getting students on campus involved in educational workshops and the Aruna Run in 2020.
 - Goal of at least 50 students on campus to be involved in the Aruna Run by the influence of FYCARE workshops and Operation Compass.
 - Create a workshop in the fall, organized by the Women's Resource Center, where Lisa
 educates students about sex trafficking in Illinois and her app and also invite Aruna Run
 to present at the end. They could potentially also offer discounts to people who sign up
 for the run using a code form the workshop.

5 min: Conclusion

- Additional questions or comments
- Moving forward: schedule another meeting with all of the collaborators and establish a timeline for the project as a whole
 - Rough timeline for when the workshop will be promoted and completed. Will most likely have to happen some time in September because the run is scheduled to be 10/10/20.

COVID-19 Contingency Plan: If the current social distancing and shelter in place policies are still in effect in the fall, this workshop could move to a virtual format via Zoom or another streaming platform. If the Aruna run is cancelled this fall, participants could learn about Aruna as an organization and ways that they can support it before the run in Fall 2021.

Meeting 3 Agenda: (~1 hr):

This meeting should include representatives from each of the stakeholders (the Women's Resource Center and Operation Compass)

15 min: Updates from deliverables from last meeting

- FYCARE: Jaya was going to reach out to the local area crisis center to see if they would be interested in also presenting at the workshop
- Operation Compass: Lisa was going to connect with a coworker who is also working on a sexual misconduct reporting app and the creator of the Welcome to Illinois app

15 min: Discuss Action Plan from Stage 4 Update and make changes if necessary

- What information do we want to be included in the workshop?
- When should we plan on hosting it?
 - Should the workshop take place in January (Human Trafficking Prevention Month) or April (Sexual Assault Awareness Month) of 2021?
- Where is the best location to host the event?
- Learn about the WRC's typical way of sending out information about events
- Discuss methods of informing students about the event
- Can the WRC or Lisa Mercer create fliers for the event?
- Does Lisa Mercer have connections in the school of design to create stickers, etc.?

10 min: Discuss budget and evaluation methods and make changes if necessary

- How much would WRC and Operation Compass be willing or expecting to spend on a workshop?
 - Cost to order food, print fliers / stickers to raise awareness about human trafficking on campus and resources?
 - Would there be a cost for renting a room?
 - Potential fundraising opportunities?
- Evaluation tools: Thinking of doing a survey
 - What type of questions would we want to include in the survey?
 - Are there any other ways our stakeholders would like to evaluate the success of the event?

10 min: Questions, other discussion points

• Is there anything else that we didn't cover / any concerns that should be discussed before our next meeting?

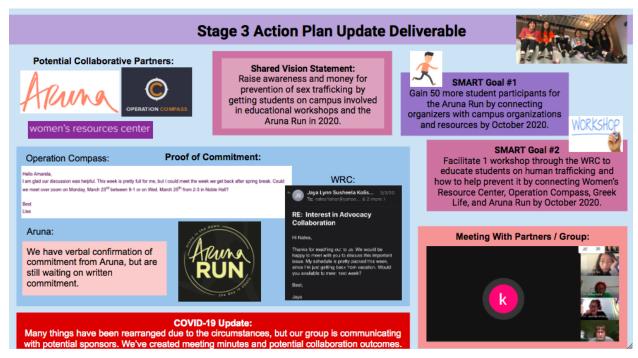
5 min: Conclusion

- Summarize decisions that we have made
- Set the next meeting date and discuss things that need to be done before then

Stage 3 Report Documents

Below are some key materials from our Stage 3 Update that have been archived for reference. Some of our SMART goals and vision statements have changed slightly since this Stage 3 Report was submitted, and the updated vision statement and SMART goals can be found below.

Vision Board:



Partnership photos:



Shared vision statement:

Raise awareness for prevention of sex trafficking by getting students on campus involved in educational workshops during the 2020-2021 school year.

SMART goals:

- 1. Facilitate 1 workshop through the WRC to educate students on human trafficking and how to help prevent it by connecting the Women's Resource Center and Operation Compass.
- 2. Have at least 30 students attend a workshop run by the WRC educating on awareness, prevention, and methods of reporting sex trafficking.