



# 2015 TAASA ANNUAL REPORT

# Dear Members,

Change and growth are a fact of life and in 2015, we saw a lot of both at TAASA. Deputy Director, Morgan Curtis left us for Harvard Divinity School, and it's very hard to find fault with that life choice. After one small detour, we moved Communication Director, Rose Luna, over to that position and can't be more pleased with that decision. Another veteran of our prevention team, Ted Rutherford, seamlessly moved over to Communication's Director and Denise Loya of El Paso stepped into The Primary Prevention Specialist position. Longtime Training Director, Lyn Williams retired at the end of December and Wende Hilsenrod, a ten year Training Specialist with TAASA was promoted to that position. This all sounds like a complicated case of "Personnel Jenga" but I assure you it's working like a charm!

TAASA added two new positions: Campus Sexual Assault Specialist and another Human Trafficking Specialist. Rick Gipprich was already doing significant work with college campuses and elected to move over to that position. Brad Teaff, a law enforcement officer from Cisco, was hired for the vacated Training Specialist position and Alex Perotti was hired for the Human Trafficking position. The only other staff change was the addition of a part-time IT Specialist, Shelby Foegelle. Although there are further changes in store for next year, 2015 will be viewed as the year that kicked off big changes for TAASA.

A huge TAASA milestone for 2015 centers around the Adult Entertainment Fee (AEF). After eight long years and countless court challenges, many sexual assault programs began to see their very first dollars from this source. Approximately two-thirds of the programs received some additional funding in September when the minimum baseline for sexual assault programs went from \$20,000 a year to \$65,000 a year. TAASA and other better resourced programs should see an increase in 2016.

Our trainers and TA providers have been busier than ever. Demand for workshops and capacity building are increasing, and our numbers have grown from last year. We also continue to collaborate with partners on various projects. Two of our larger collaborations include the Prevention Summit and Executive Director Conference that we co-sponsor with TCFV. We realize these partnerships not only maximize our resources but also make it easier and more fruitful for our shared constituencies. This year we also worked with IDVSA at UT on a University Police Blueprint Project. It dovetailed nicely with our University Police Sexual Assault Training Project, and the results of this project should improve the outcomes for sexual assault victims on University of Texas campuses, as well as other campuses that choose to adapt the tool for their schools.

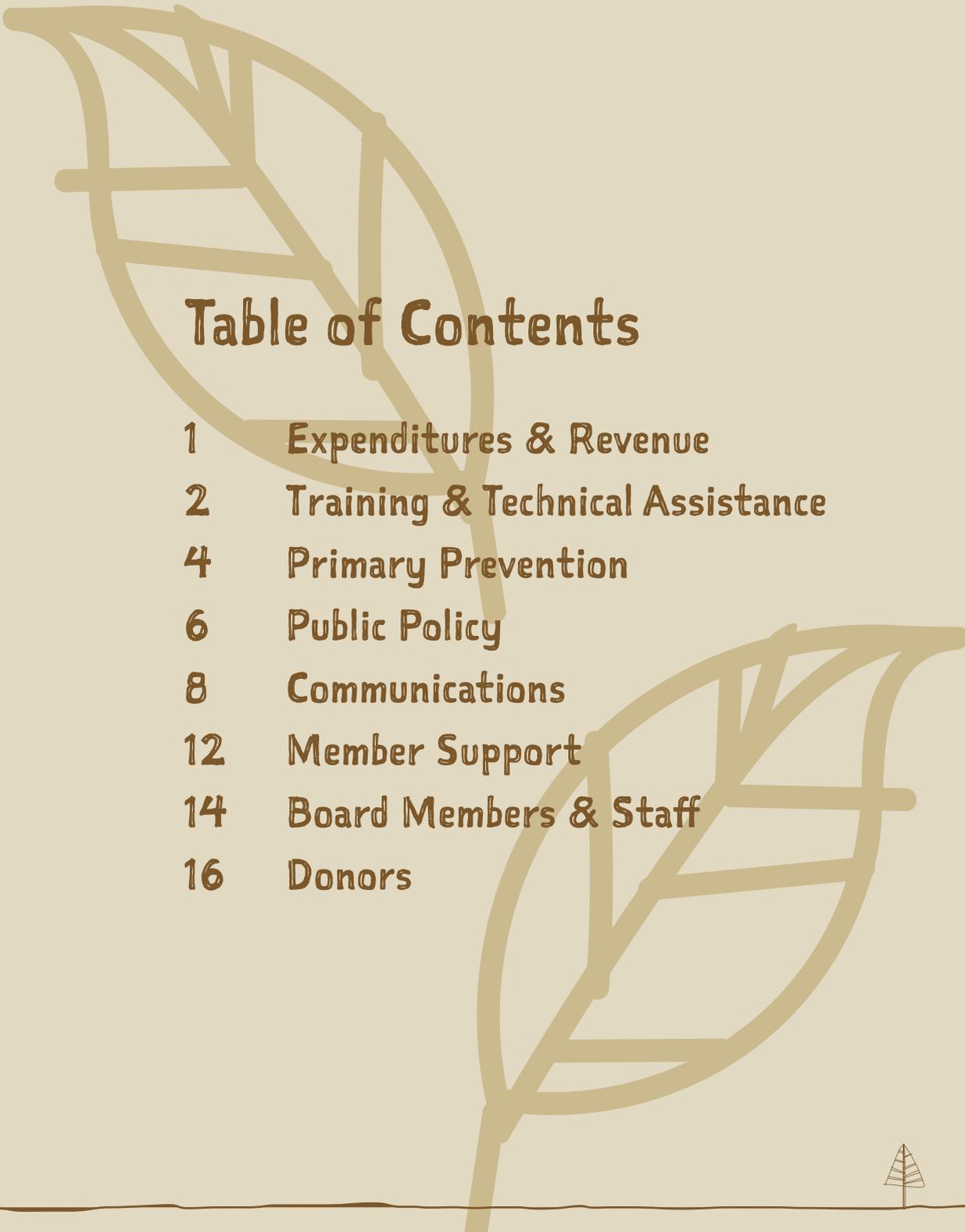
TAASA completed our first comprehensive strategic plan in over thirteen years. The results were both expected and somewhat surprising. This plan is already helping us shape our future priorities, and we are excited by the new possibilities. Thank you to our members that completed surveys, participated in focus groups, or in any way assisted the TAASA board and staff forge a new path. We won't wait so long for the next opportunity for in-depth reflection and planning.

I hope you take the time to read the entire annual report so you can get a better idea of our various projects and programs. We love to know when we've hit our mark and also when we fell short. I look forward to visiting with you about our work and how we better serve your needs.

In Partnership,



Annette Burrhus-Clay

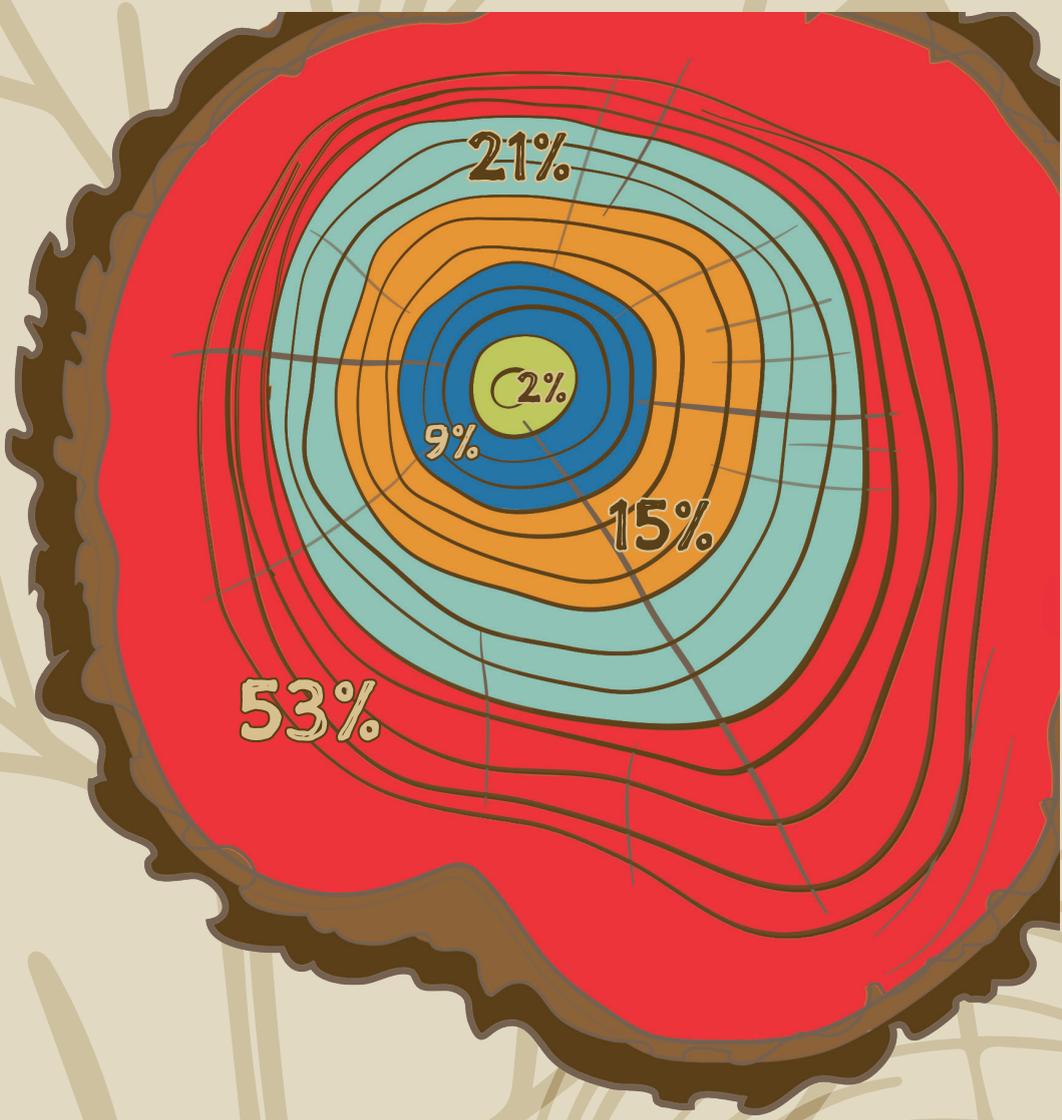


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# 2015 EXPENDITURES



TRAINING/TECHNICAL ASSISTANCE 1,132,600



PRIMARY PREVENTION 455,064



COMMUNICATIONS 327,237



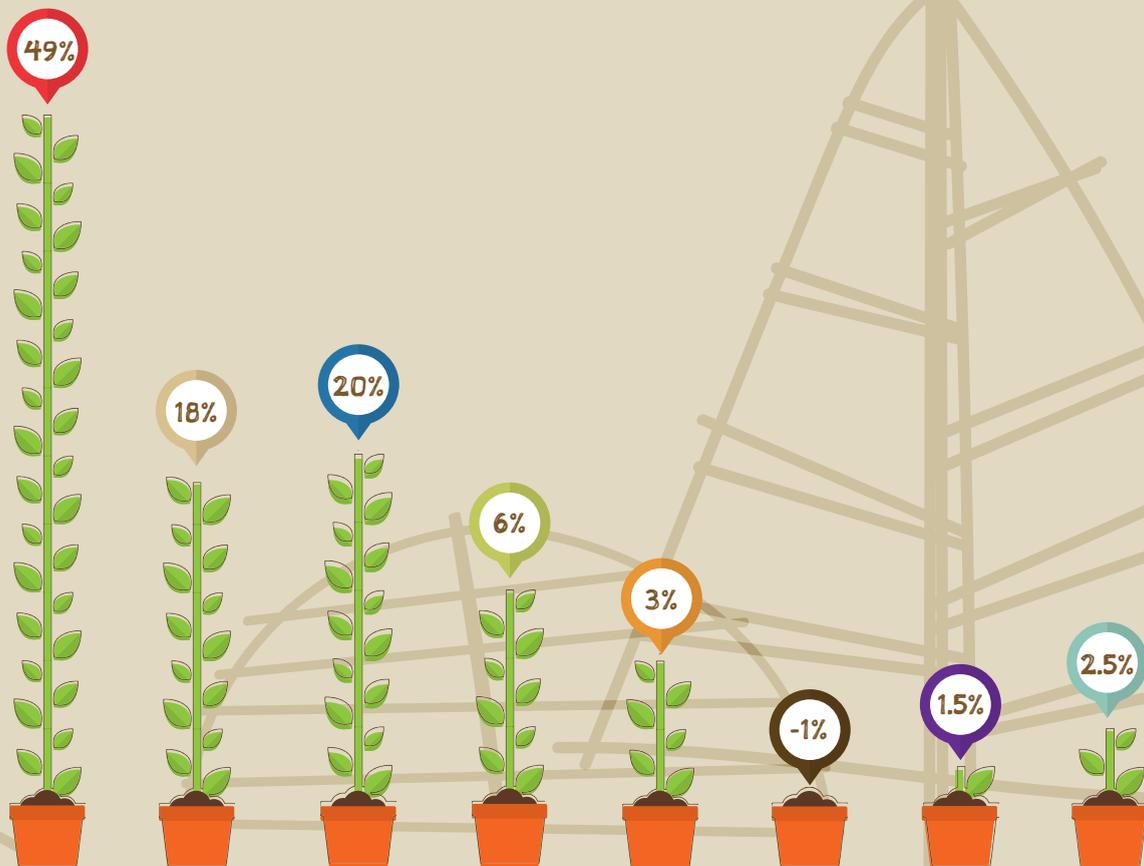
ADMIN/FUNDRAISING 157,528



PUBLIC POLICY 48,699



**TOTAL: \$2,121,128**



# 2015 REVENUE



OFFICE OF THE ATTORNEY GENERAL  
\$1,026,089



DONATIONS/FUNDRAISING  
\$ 54,293



STATE SET-ASIDE \$377,679



FOUNDATIONS \$4,072



OFFICE OF THE GOVERNOR \$420,090



MEMBERSHIP \$30,165



OFFICE ON VIOLENCE AGAINST WOMEN  
\$129,457



CONFERENCE \$49,637

TOTAL \$2,091,480

# Training & Technical Assistance

TAASA staff conducted 149 trainings for a total of 7081 participants - a 12% increase in the number of trainings and a 15% increase in the number of participants from 2014. Our staff provided workshops at 18 conferences across Texas, including Arte Sana, Texas Victims Services Association, Corrections Management Annual Conference, and the Texas Elder Abuse Conference.

TAASA Staff was invited to present at three national conferences (Atlanta, GA; Fort Lauderdale, FL, and Los Angeles, CA.), as well as an international conference in Toronto, Canada.)

This year TAASA ramped up our training on college campuses, with a special emphasis on Campus Law Enforcement and Title IX Administrators. Our staff trained at nine different campuses ranging from small community colleges (Cisco) to large public universities (College Station.) Additionally, TAASA contracted with Immigration & Customs Enforcement (ICE) to train on human trafficking and interviewing and documenting skills.



TAASA continues to devote staff attention to our rural and border areas of the state because of their unique needs and lack of alternative resources. In 2015, our staff trained in the following border communities: El Paso, Del Rio, Laredo, Los Fresnos, McAllen, Harlingen, and Brownsville. Some of these communities we trained on multiple occasions. We provided training to many rural communities across all six TAASA regions as well.

## 2015 TRAININGS

TAASA continued, in 2015, to create sexual assault trainings tailored to the meet the needs of our stakeholders and non-traditional allies. Various human trafficking topics, as well as the intersections of family violence and sexual violence, were among the offerings developed or re-worked. Although traditional partners such as victim advocates and law enforcement continue to be the largest constituencies for our trainings, we have seen a significant increase in interest and requests from other groups. These range from more obvious partners like the military, CPS, and foster care providers to perhaps less obvious partners like the hospitality industry, public health nurses, and churches.



The most popular training topics for 2015 included:

*Men's Role in Sexual Violence Prevention*

*TAASA Phase I Curriculum Training*

*State Prevention Plan Amendment Update*

*Dynamics of Sexual Assault*

*The Art of Advocacy*

*Professional Ethics*

*Working with Immigrant Survivors of Sexual Assault*

*How to Form Collaborations*

*Cyberstalking*

*Trauma, Grief, and Healing in Youth*

*Commercially Exploited Children*

*How Pimps Access and Select Their Victims*

*Sexual Predators*

*Non-Stranger Sexual Assault*

*Drug Facilitated Sexual Assault*

*Cultural Competency and Victim Services.*

Webinars continue to be offered to meet better the needs of allied professionals in Texas. TAASA hosted 30 webinars in 2015. Our staff presented twenty-six of these webinars, and four others were presented by outside content experts. Additionally, TAASA continues to offer ten online courses through TAASA eLearning that were completed by several hundred participants.

Attendees at TAASA's Annual Conference, held in February in Austin, included victim advocates, law enforcement, military, university staff, prevention educators, and SANEs. The University Police Sexual Assault Training (UPSAT) Conference took place in San Marcos in April, where more than 100 university police officers from 68 colleges across Texas, participated in two days of professional skill building workshops.

## Technical Assistance

TAASA staff provides on-site, as well as telephone and web-based technical assistance (TA), on a wide variety of issues ranging from media relations to board development to non-profit management. Collectively we provided technical assistance to almost 1000 individuals/programs. Our staff also partnered with other statewide associations and stakeholders to provide TA to our common members (e.g. TCFV) and common constituencies (e.g. legal aid).

Many sexual assault and domestic violence programs across Texas moved to a new data management system called Osnum. Our staff, along with TCFV staff, have spent a good deal of time learning this new system so we can be a better resource to programs making this shift. This kind of change is always challenging for the programs, and our staff has devoted a lot of energy to making this transition as easy for the service providers as possible.

Perhaps the two most common requests for technical assistance (outside of primary prevention issues which are documented elsewhere) are for SART development/strengthening or certification of Sexual Assault Training Programs (SATP). There are currently over 40 certified programs in Texas, by far the most ever! This feat is, in no small part, due to the extensive support provided by our Technical Assistance Coordinator, who guided dozens of Texas communities trying to start, resurrect, or reinvigorate a Sexual Assault Response Team (SART). The results have been positive as more Texas communities work to strengthen partnerships to better serve sexual assault survivors.

# Primary Prevention

## New Staff

TAASA's prevention team is excited to welcome their newest member, Denise Loya, as Prevention Specialist. Denise brings with her recent and considerable experience in the sexual violence prevention field, strong facilitation skills, and curriculum development, implementation, and evaluation experience.

## Prevention Institute

In 2015, TAASA's prevention team worked with the prevention team at the Texas Council on Family Violence (TCFV) to plan and host the 2015 Texas Prevention Summit: Transforming Communities. The prevention summit brought together 123 prevention workers (over 80 of which were from RPE-funded organizations) from across the state for two days of training, peer learning, and networking. We were able to mix a variety of learning formats, including arts-based activities, traditional workshops, roundtables, and shorter microskill sessions, to provide varied learning avenues for participants. The feedback from attendees at the summit was overwhelmingly positive. For example, one attendee told us, "I absolutely loved this year's summit. The teamwork between TAASA and TCFV was vibrant and inspiring! Way to Go!!!"

## Preventing Sexual Violence in Texas: A Primary Prevention Approach "Plan" Amendment

In February of 2015, the Primary Prevention Planning Committee (PPPC) finalized the plan amendment to the state primary prevention plan, Preventing Sexual Violence in Texas: A Primary Prevention "Plan" Amendment. Informed by more recent research and insights from the past five years, the plan amendment provides more focused guidance than the original plan that will help rape crisis centers in Texas develop,



and evaluate effective prevention programming. As a member of the PPPC and the PPPC Steering Committee, TAASA staff were heavily involved in the research and writing that went into developing the plan. Once the PPPC released the plan to the field, TAASA staff worked with the Office of the Attorney General of Texas (OAG) to provide training to 90 prevention workers and management from 42 of the Rape Prevention Education (RPE) funded centers through regional plan amendment trainings.



Following the plan amendment trainings, TAASA prevention team members continued to provide technical assistance and resources to rape crisis centers as they developed implementation plans for prevention programming that met

the requirements of the plan amendment. TAASA prevention team members have also worked with PPPC steering committee members and an evaluation consultant to develop an outcome tool to accompany the plan amendment.

### TAASA Curriculum and Curriculum Training

TAASA's prevention team developed a new prevention curriculum designed to meet the requirements laid out in the plan amendment. This new curriculum explores the dynamics of gender socialization, identifies how gender socialization can have problematic effects on individuals and communities, and teaches essential skills for healthy, respectful, and equitable interactions and relationships. Through a combination of facilitator trainings and on-site curriculum trainings, prevention staff provided over 12 hours of training to more than 50 prevention workers.

### Mobilizing Men Task Force

The Mobilizing Men Task Force (MMTF) shifted focus during 2015 to engaging men on college campuses in prevention efforts. TAASA prevention staff rolled out this new focus at TAASA's Annual Conference, recruited new members, and hosted three online meetings.

### Break the Box

The Break the Box initiative includes a minute-long video, a toolkit that can be used to start a conversation with youth about gender role socialization, and posters with messages challenging aspects of gender role socialization that are risk factors for sexual violence. During 2015, TAASA prevention staff sought out feedback from prevention workers and young people to guide our most recent update to the Break the Box Week Guidebook. The guidebook includes a week's worth of activities designed to challenge social norms around strict gender role socialization. During 2015, Upworthy (an online service that promotes campaigns about causes that matter) featured the Break the Box PSA in June and July resulting in 2.7 million views of the video.



### Training

During 2015, TAASA prevention staff provided training to over 940 people on topics ranging from human trafficking prevention, TAASA's prevention curriculum, the state prevention plan amendment, prevention program evaluation, culturally responsive facilitation, community mapping, and engaging men in prevention programming. TAASA prevention staff also presented on a national Prevent Connect webinar for 147 participants focused on utilizing popular education for prevention work. Additionally, TAASA prevention staff presented at the 2015 It's Never Okay: A Summit on Sexual Violence and Harassment hosted by the Ontario Women's Directorate in Toronto, Ontario.



### Technical Assistance

TAASA prevention staff provided support and assistance to prevention workers, rape crisis center leadership, and partners in prevention work through 315 instances of technical assistance. Support to prevention workers covered topics ranging from development, implementation, and evaluation of prevention programming, culturally responsive facilitation, engaging men in prevention work, and community engagement efforts.



# Public Policy

## Statewide Legislative Victories

The 84th Legislative Session was a resounding success for sexual assault survivors and rape crisis centers. After nearly eight years of litigation, the state budget finally includes \$26.1 million in appropriations from the Sexually Oriented Business Fee for sexual assault programs. In addition, TAASA successfully advocated for four measures identified by its members as legislative priorities: extending the civil statute of limitations for sexual abuse of children from 5 to 15 years (HB 189), expanding eligibility for forensic medical exam reimbursements to survivors who have not reported to police (HB 1446), expanding CVC relocation eligibility to stalking victims (HB 1446), and requiring courts to inform sexual assault survivors at the time of a criminal conviction about procedures for obtaining civil protective orders (HB 1447). Special thanks to Senators Jose Rodriguez and Van Taylor and Representatives Tony Dale and Senfronia Thompson, who championed these bills on behalf of TAASA members.

During the 2015-2016 interim, TAASA continues to monitor the progress of allocating the new appropriations and communicate sexual assault programs' needs to key agencies and legislative offices.

## Amicus Curiae Litigation

In June, TAASA, SafePlace, and the Institute on Domestic Violence and Sexual Assault at UT-Austin submitted a brief to the Supreme Court of Texas in *B.C. v. Steak 'N' Shake* (15-0404) in support of a woman who was sexually assaulted by her manager at work but was denied the right to sue. The Court of Appeals ruled that sexual harassment laws were the survivor's only possible remedy, even though the she did not experience quid pro quo or hostile environment harassment. We argued sexual harassment laws must be construed to complement other remedies and to expand options for survivors, not limit them.

Second, in December TAASA filed a brief with the U.S. Supreme Court with the National Sexual Violence

Resource Center, the Black Women's Health Initiative, and two renowned family violence researchers in *Whole Women's Health v. Hellerstedt* (15-274). Among more than 100 amicus briefs, no other focuses on educating the Court on the uniquely dire circumstances of women who become pregnant as a result of rape, and specifically women across Texas's vast geography. As TAASA argues in the brief, "Victims without access to nearby legal abortion services will have to overcome significant obstacles to obtaining an abortion; if they cannot . . . they may be forced to bear the children of their rapists. Reducing access to abortion services deprives rape victims of the right to exert control over their own bodies, re-traumatizing them and potentially exposing them to ongoing physical violence."



## Federal Policy Work

TAASA's Executive Director, Annette continues to serve as Vice-President for the National Alliance to End Sexual Violence (NAESV) and serves on the legislative committee as well. Chris Kaiser, Staff Attorney, also serves on NAESV's legislative committee. Both Chris and Annette worked on several federal policy issues including funding for sexual violence work, Title IX, campus sexual assault legislation, rape kit backlog, and others.

Annette served on Department of Justice's Office on Violent Crimes ad hoc committee for reviewing and providing comment on pending VOCA reporting requirements. She also continues to represent state sexual assault coalitions at monthly meetings with the Centers for Disease Control on the RPE grant program.

# Communications

Two-thousand and fifteen was a productive year for TAASA's Communication Team. Our goal is to ensure responsible, survivor-centered communication on the issue of sexual assault. We also seek out opportunities to challenge the culture of violence, through traditional and social media. TAASA enjoyed recognition by local, state, and national partners for its effective approach to communication through our messaging, and collateral.



The Communications Team added an IT Specialist to increase support for our projects, staff, and online communication.

## Social Media:

The TAASA Facebook page continues to engage Texas and a worldwide audience on the issue of sexual violence. The page remains a source of relevant information and support to both advocates and survivors. TAASA's Facebook page includes fans from 45 countries.

More Facebook facts:

TAASA has over 39,000 Fans/Likes. A majority of TAASA's Facebook fans are between the ages of 25 and 44 years.

The majority of our fans are from the United States with Australia, Mexico, Brazil & India following close behind.

TAASA's Twitter platform continues to thrive and is an essential component to survivor-centered messaging and communication. In 2015, TAASA Twitter followers increased to over 3,200. The communications team customized a hashtag to organize comments, pictures,

and information from TAASA's 2015 Annual Conference, Capital Day, and the Executive Director's Conference.

Through Twitter TAASA was successful in galvanizing advocates to influence legislation affecting survivors at the state and national level. In 2015, TAASA's Twitter efforts received recognition from "Texas Government Tweets", an entity measuring the impact of tweets through data collection, on multiple occasions.

TAASA created an Instagram account in the summer of 2015 and is beginning to develop a following that includes: state coalitions, rape crisis centers, university programs and more! Instagram has allowed a space where TAASA can support allies that advertise events, resources, and support for survivors. TAASA continues to advertise available new materials agency events, membership updates, training in the field, as well as local and national news that affects sexual assault services (such as #DontCutVOCA).





### TAASA Website:

In 2015, TAASA unveiled its new and improved website. The new website immediately received positive feedback from local agencies, survivors, and national partners. The website incorporates a user-friendly platform and streamlined information to maximize efficiency and user experience. The website features an online shopping cart system to simplify and expedite the shipping and ordering of TAASA materials. TAASA also launched the first phase of our Spanish website, which provides an inclusive bilingual experience with a push of a button.

In 2015, [hopelaws.org](http://hopelaws.org) and [taasconference.org](http://taasconference.org) continued to keep users abreast of current events, laws, and TAASA conference information.

### TAASA in the News:

TAASA's media presence was strong in 2015. We were featured on various local, state, and national television stations. Print and online media outlets consulted with TAASA on articles published statewide and across the country. TribTalk, a

publication of the Texas Tribune, featured Communications Program Director, Rose Luna on the issue of campus sexual assault. TAASA joins a list of prominent contributors as TribTalk features pointed, provocative perspectives on elections, economics, public education, higher education, healthcare, race and immigration, transportation, energy, the environment, criminal justice and more from a diverse array of political players and policy experts from across Texas.<sup>1</sup> TAASA's legislative items received unprecedented media coverage during the 2015 legislative session.

In addition to media interviews, TAASA sent out a number of press releases and talking points around several emerging issues or events such as: "Guns as rape prevention", "Campus SAVE Act's consequences for survivors", and various legislative items.

### Communication/Media Technical Assistance

TAASA's Communication team provided media/outreach technical assistance for several local rape crisis centers this year. The team also provided intensive, on-site, technical assistance for one RCC that covered broad topics including website scheme, logo design, community outreach strategies, and assisted with media relations for a high-profile case.



### Requests for Assistance

In 2015, TAASA responded to more than 3300 requests for assistance. Approximately 90% of our requests are from Texas and 10% from other areas of the country or across the globe. Roughly 60% of our requests

are from victim advocates, and 7% are from sexual assault survivors. The remaining inquiries are generally from law enforcement, media, schools, legal aid, legislative offices, SANEs, and other service providers.

<sup>1</sup><http://www.tribtalk.org/about>



## Speak Up Speak Out Awareness Campaign

In the summer of 2015, TAASA continued to utilize the “Speak Up. Speak Out” campaign. The awareness campaign began on April 1 to complement sexual assault awareness & prevention month efforts. It included billboards (English & Spanish), TV spots, and internet pre-roll. In 2015, TAASA focused on rural Texas, military communities, and rural campus communities. Targeted town/cities for 2015: Borger, Dumas, Hereford, Alpine, Taylor, Hutto, Bastrop, Georgetown, Jarrell, Kerrville, Round Rock, Cedar Park, Sherman, Eastland, Nacogdoches, Texarkana, Beaumont, Del Rio, Kingsville, and Wichita Falls, TX. TAASA received numerous calls from survivors and allied professionals as a direct result of the campaign.

## Sexual Assault Awareness & Prevention Month (SAAPM)

In April of 2015, TAASA introduced its first online version of the SAAPM Toolkit. The online toolkit, which was inspired by survivors, featured three mini-campaigns complete with professionally designed materials. The first campaign titled “He/She Was No Stranger” depicts the reality of sexual assault through stunning graphics including survivor stories. The second mini-campaign “In Your Own Backyard” featured more survivor stories and

included Texas-specific sexual assault stats. The final mini-campaign “Who is responsible for sexual assault?” aimed to dispel misinformation and victim blaming messages. The toolkit received recognition from national partners. The campaigns continue to be a resource as downloads continued throughout the year.



## Materials

TAASA’s launch of the new website included a new and improved download and order material page. The page remains the best way for members and advocates to access and download printed materials such as brochures, manuals, and posters. TAASA shipped out over 200,000 printed materials, and there were over 120,000 downloads of materials as well.



# Staff Members

*Executive Director*  
Annette Burrhus-Clay

*Deputy Director*  
Rose Luna

*Membership Support & Advocacy  
Program Director*  
April Buentello-Srock

*Men's Engagement Specialist*  
Emiliano Diaz de Leon

*Web Content Specialist*  
Alyssa Salazar Foegelle

*IT Specialist*  
Shelby Foegelle

*Campus Sexual Assault Specialist*  
Rick Gipprich, Jr.

*Graphic Designer*  
Michael J. Harrell

*Human Trafficking Specialist*  
Wende Hilsenrod

*Staff Attorney*  
Chris Kaiser

*Prevention Program Director*  
Tim Love

*Primary Prevention Specialist*  
Denise Loya

*Chief Operating Officer*  
Elizabeth Morris

*Event Manager*  
Cecilia Perkins

*Human Trafficking Specialist*  
Alex Perotti

*Primary Prevention Specialist*  
Maya Pilgrim

*Communications Program Director*  
Ted Rutherford

*Law Enforcement Training Specialist*  
Brad Teaff

*Training Program Director*  
Lyn Williams

*Program Assistant*  
Dina Yup

*Attorney*  
Nikhita Ved

*Technical Assistance Coordinator*  
Lisa Zapata

# Board Members

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Stephanie Schulte - El Paso

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Lori Bunton - Abilene

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Brandi Reed - Amarillo

*Treasurer*  
Kim Stark - Lubbock

*SANE Representative*  
Donna Neel - Lubbock

*Region A Representative*  
Norma Luginbyhl - Borger

*Region B Representative*  
Debbie Benavides - San Antonio

*Region C Representative*  
Selma Johnson - Weatherford

*Region D Representative*  
John Bickel - Houston

*\* Region D Representative*  
Charmin Horton - Huntsville

*Region E Representative*  
Cesar Campa - El Paso

*Region F Representative*  
Gloria O'Campo - Brownsville

*At Large*  
Nicole Martinez - Austin

*At Large*  
Drew Brassfield - Panhandle

*At Large*  
Andria Brannon - Austin

*At Large*  
Karla Payne - San Angelo

\*appointed mid-term replacement

# Lifetime Members

Phil Adams  
Jana Barker  
Annette Burrhus-Clay  
Charles Butt  
Victoria Camp  
Christina Coultas  
Christine Cramer  
Rebecca Fears  
Amanda & Morris Foster  
Cliff & Nita Johnson

Nancy & Robert Johnson  
Marla Johnson  
Ron & Tessa Lewis  
J. McCartt  
Charline & Red McCombs  
Billie & Ross McKnight  
Tahira Merritt  
Denise Miller  
Amy Wong Mok

Melissa & Toby Neugebauer  
Anita Perry  
Dana & Gene Powell  
Edward Safady  
Mike Schulte  
Stephanie Schulte  
Monica Urbaniak  
Terri Ward  
Jennifer & Lyn Williams

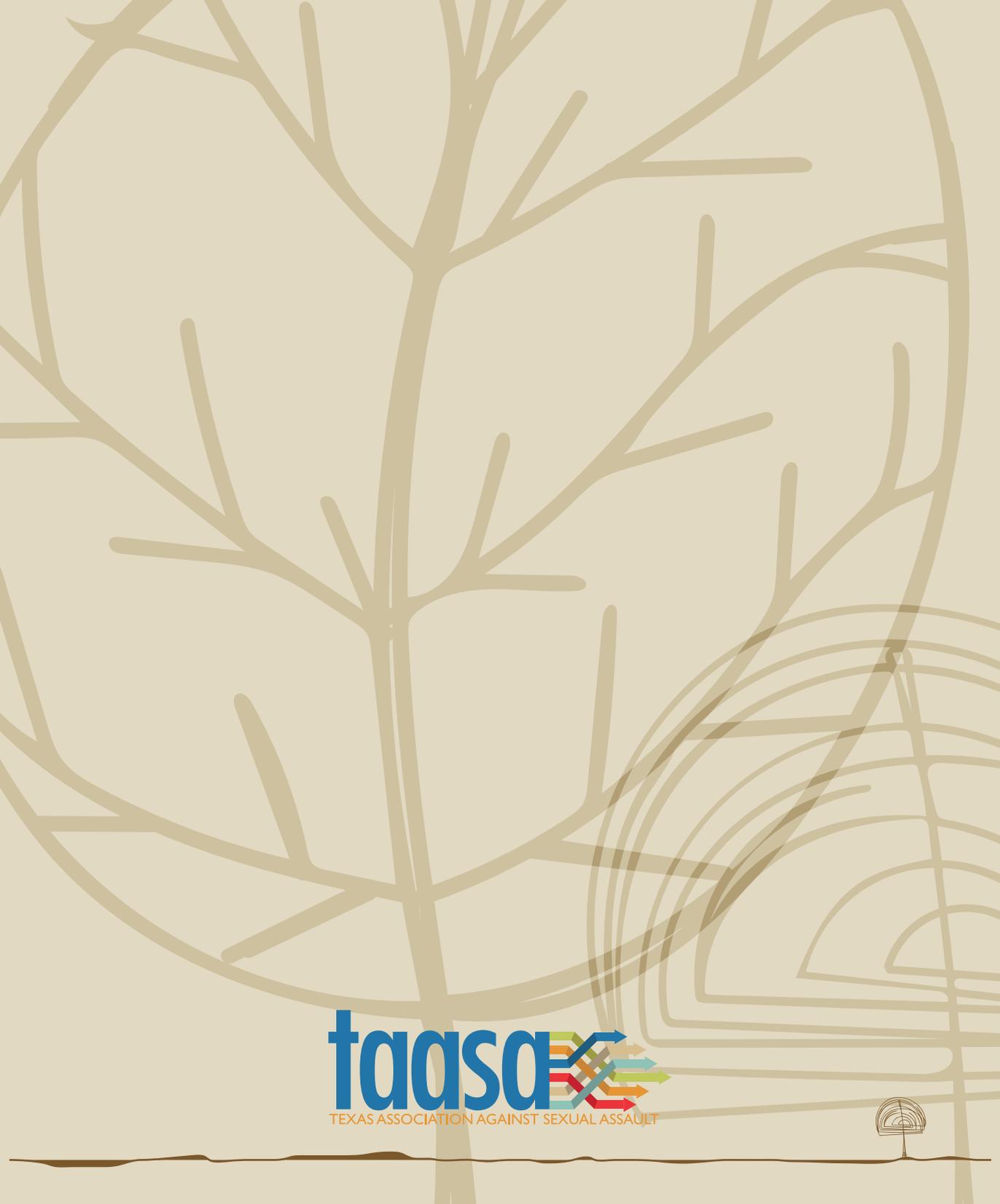
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