

Texas Association Against Sexual Assault

2018 Annual Report

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2018 TAASA Board

Haleh Cochran
Acting President

Selma Johnson
Region C Representative

Michael Smith
At Large

Karla Payne
Secretary

Q Olivia Rivers
Region D Representative

Khara Breedon
At Large

Shannon Lowry
Treasurer

Bonnie Escobar
Region E Representative

Donna Neel
SANE Representative

Gloria Ocampo
Region F Representative

Norma Luginbyhl
Region A Representative

Cynthia Catchings
At Large

Jennifer Tristan
Region B Representative

Sayama Turner
At Large

2018 TAASA Staff

Angelica Aguero
Compliance Specialist

D'An Anders
Systems Change Advocate

Rebecca Bernhardt
Policy Coordinator

Liz Boyce
Training Director

Courtney Clark
Member Liaison

Brittany Clay
Communications Manager

Shelli Collins
Regional Support
Specialist

Christina Coultas
Non-profit Leadership
Specialist

Emiliano Diaz de Leon
Men's Engagement
Specialist

Dukes
Primary Prevention
Specialist

Kim Farbo
Law Enforcement
Training Specialist

Shelby Foegelle
IT Specialist

Erica Gammill
Prisoner Advocate

Maddie George
Graphic Designer

Rick Gipprich, Jr.
Regional Outreach &
Support Program Director

Laramie Gorbett
Human Trafficking
Specialist

Mark Hernandez
Non-profit Financial
Specialist

Wende Hilsenrod
Training Specialist

Alexis Hinojosa
Primary Prevention
Specialist

Madison Jackson
Prevention Program Support
Specialist

Chris Kaiser
Director of Public Policy /
General Counsel

Amanda Lewis
Statewide Community
Organizer

Tim Love
Prevention Program
Director

Denise Loya
Multicultural Support
Specialist

Rose Luna
CEO

Elizabeth Morris
Chief Operations Officer

Curtis Mueller
Client Database
Support Specialist

Cecilia Perkins
Events Manager

Maya Pilgrim
Evaluation Manager

Melanie Ramirez
Primary Prevention
Specialist

Virginia Rueda
Regional Support Specialist

Ted Rutherford
Operations Director

Katherine Strandberg
Criminal Justice Analyst

Mike Sweeney
Human Trafficking
Specialist

Dina Yup
Program Assistant

Regional Support & Technical Assistance

Because membership has always been extremely important to us and is the backbone of the work that we do across the state, TAASA remains committed to increasing visibility and accessibility to individuals and to our member programs.

2018 marked the 3rd year of the Regional Support Program Department, tasked with providing support, training, and technical assistance (TA) to member programs as well as collaborating with the entire TAASA staff to ensure that members' needs are met.

In 2018, TAASA staff received over 2500 requests for assistance. Over 1400 requests came from sexual assault programs. A sizable number of these requests came from Austin (442), Dallas (192), El Paso (114), Houston (131) and San Antonio (84). Although many of these requests were relatively simple calls for information, or referrals, others required intensive technical assistance, support, or capacity building.

The addition of two staff members under the Regional Support Department allowed us to increase our capacity to provide more intensive, local level TA in areas that, in recent years, we were not able to provide - A Multicultural Support Specialist, focused on general cultural competency with an emphasis on the Latinx community, and a Regional Support Specialist, tasked with providing TA and training for TAASA Regions A & E in West Texas and the Panhandle.

Our Non-Profit Leadership Specialist provided over 10 trainings to nearly 300 attendees on such topics as Board Roles and Responsibilities, Fundraising, Self-Care and Compassion Fatigue, Organizational Trauma, Resiliency, and Agency Strategic Planning. In addition, she attended numerous task force meetings in the DFW area, provided onsite technical assistance to over 24 programs across the state, assisted in the planning of the ED Conference alongside TCFV, and

served as the point person and staff organizer of the 2018 TAASA Conference. She also assisted several programs with their transitions into new Executive Leadership and provided support on succession planning.

Our Non-Profit Financial Specialist continued his work in supporting the financial and grant needs of members throughout the state by facilitating a number of webinars, making site visits, and providing phone TA to programs across every region of the state. Most of the TA provided was on topics related to budget adjustments, monitoring findings, cost allocation, internal control, policies and procedures, and specific HHSC, OAG, and VOCA grant requirements. In addition, he attended the TAASA/TCFV ED Conference, as well as the TAASA-hosted National Sexual Assault Conference, and provided onsite TA to programs seeking his help. It also allowed for both he and the Non-Profit Leadership Specialist to be introduced to EDs at both dual and stand-alone programs.

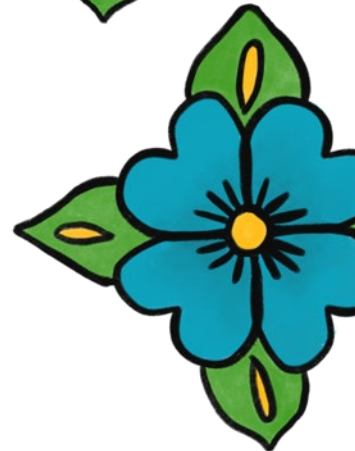
Regional Support Specialists located throughout the state worked with local programs on both Community and Campus SART development. They also provided on-site TA to every region of Texas from North to South and East to West. TA consisted of addressing issues on lack of reporting and lack of SANE options in an area, attending community coalitions and task force meetings, working with other culturally specific programs, and helping to advocate for survivors in certain regions,

Our new Multicultural Support Specialist has made significant strides in her work with sexual

assault programs and other agencies doing culturally competent work. She has been instrumental in collaborating with other staff to facilitate dialogue on “Doing the Work as People of Color.” In addition, she has solidified Spanish language tracks for TAASA’s Annual Conference, updated Spanish language materials for the National Sexual Violence Resource Center, promoted and participated in #YoSoySAAM webinars, and participated in state and national calls for Latinx identified advocates and folx in the field. Along with other TAASA staff, she is also a vital contributor to the Groundswell and the Texas Campus Initiative projects.

Our Campus Sexual Assault Specialist also provided TA to more than five different public and private colleges and universities. The Texas Campus Initiative – a small task force of smaller Hispanic Serving Institutions (HSIs) created to provide direction towards more culturally-specific prevention and response programming for students is still going strong after a year and a half of its inception. With the help of other TAASA staff, TA and training were also provided to campus law enforcement, Title IX staff, students, faculty, and staff across the state on topics such as Trauma-Informed Programming and Response, Effective Investigations and Documentation Techniques, Gender-Based Violence on College Campuses, and Creating a Campus SART. Our Campus Specialist is also working closely with the University of Texas San Antonio and the president’s office on creating an advisory group to address the needs of students who want to see effective change on that campus. He also planned and hosted 120 campus-based police officers at TAASA’s 6th Annual University Police Sexual Assault Training Conference in South Padre Island.

Overall, 2018 continued to be a busy year for our support staff. We continue looking forward to new and exciting projects and capacity-building on a much larger scale next year.



Public Policy

2018 was a big year for the policy team, as they monitored the implementation of key legislation from the 85th Legislative Session, expanded the work of the Incarcerated Survivor Advocacy Program (ISAP), added two new staff, and developed priorities for the 86th Session.

In January, the policy team convened a statewide Public Policy Advisory Committee to identify legislative priorities in the areas of survivor support services, forensic medical care, crime labs, criminal law, and family law. In September, TAASA's membership approved a legislative agenda based on the committee's recommendations.

During the summer, the policy team conducted a capacity survey of Texas's rape crisis centers to quantify programs' funding needs. TAASA then used that information to secure a \$7.6 million increase in state funding in the 2020-2021 state budget. We plan to conduct similar surveys going forward to demonstrate the effectiveness—or shortcomings—in the state's investments for survivors.

Concurrently, ISAP's work on behalf of incarcerated survivors was more important than ever in 2018: we saw not only an increase in direct requests for assistance, but also more successful housing transfers to keep survivors safe. In addition, ISAP collaborated with the PREA Resource Center on a county jail project, including a June summit and the development of a PREA toolkit for county jails. Finally, we are working with a number of rape crisis centers to build their capacity to serve incarcerated survivors.

In August, the policy team welcomed two incredible new staff members: Rebecca Bernhardt, Policy Coordinator, and Katherine Strandberg, Criminal Justice Analyst. Along with the rest of the team, they have been instrumental in assessing a flurry of legislative proposals from state

agencies, advocacy organizations, and legislators, as well as assisting the Department of Public Safety on the development of the Track-Kit system, scheduled for Fall 2019.

Finally, in the Fall the policy team took on a leadership role in opposing the U.S. Department of Education's proposed Title IX rule. The team assisted allied organizations and student groups in reviewing the rule and submitting public comments, accompanied partners in Washington on a conference call with Department officials, and assisted in drafting the National Alliance to End Sexual Violence's public comment opposing the rule.



Training

In 2018 the TAASA staff conducted 177 trainings reaching over 5500 participants, 70% of those trainings were provided directly by the training team staff.

TAASA trainings encompass topics related to each of the areas reflected in the chart below. The training team primarily draws upon its collective expertise in issues related to criminal justice, human trafficking and core advocate training.

Training Achievements

The training team's goals for 2018 were centered around provision of consistent, robust and impactful trainings in our areas of expertise, and we achieved these goals as follows:

Increased participation around the state at law enforcement focused conferences and trainings. We are making huge progress in our work with law enforcement, travelling statewide to deliver both small group trainings at local offices, and large group presentations at conferences on the issues of trauma informed sexual assault investigations, pre-text communications and drug facilitated sexual assault. We also collaborated with TCFV in writing a curriculum on teen dating violence to be administered by Texas State University for Campus Security Officers. And most recently, our efforts have resulted in two new exciting developments: (1) an invitation by TCOLE (Texas Commission on Law Enforcement) to take part in the creation of a trauma-informed curriculum on sexual assault, to be administered statewide at law enforcement academies to new patrol officers; and (2) a collaboration with the Texas Rangers to provide sexual harassment training, starting with the Public Integrity Unit which has been charged by the Governor to investigate all sexual misconduct allegations against public officials at the Capitol.

Feedback received in response to law enforcement and legal trainings are as follows:

- “Great Training! So much info like drinking water from a firehose.”
- Sherriff of a rural county said he “loved the presentation” and requested to be able to contact training staff for assistance on cold cases.
- “Excellent training, great bridge between law enforcement and advocates, we need more trainings like this.”
- “A great training, really highlighted how law enforcement and advocates can work together” Travis County Sherriff’s Office
- “This course was one of the best I have ever attended (and I am a TCOLE instructor)”
- From a court administrator, after a sexual harassment training: “You have no idea the sense of relief that you brought to me today through the information that you provided.”

Continued to build relationships and collaborate with allied professionals who are involved in the fight against human trafficking. Our human trafficking specialists continue to achieve major strides in spreading awareness about human trafficking and educating about best practices in service provision, as they (1) travel the state, building human trafficking coalitions from the ground up, (2) provide technical assistance to the Governor’s Office Human Trafficking Team, on regional trafficking trends, resources and gaps

in service, and (3) collaborate with Dell Medical School and Seton Hospital to provide a series of trauma-informed human trafficking trainings for medical and health care professionals, resulting in over 300 medical staff trained in this topic this year. Responses to these trainings have been hugely positive, as seen in the evaluations:

- St. David's medical staff after training on human trafficking protocols: "What an amazing training, so important! This will change the way we do intakes." Also: "This is really valuable information and will help our hotline staff." NCMEC caseworker
- American Gateways staff, after a workshop on trauma-informed services: "This is going to change the way I conduct client interviews."
- "This training was amazing, just what our community needs" San Angelo
- "Great speaker, very survivor centered, we will change some of our polices based on this training" Corpus Christi RCC

Additionally, we continue to serve as the exclusive training source to Homeland Security Investigations about trafficking at the border, providing quarterly trainings to new agents. And joining forces locally with Travis County Sherriff's Office, we've begun a training series on human trafficking for all Sherriff employees. Finally, our trafficking specialists wrote and implemented a 3 hour curriculum for law enforcement and service providers to investigate sexual assault and human trafficking cases in a trauma-informed, survivor-centered way, focusing on the dynamics of human trafficking, trauma response, and investigation techniques in establishing force, fraud, and coercion,

Developed a core advocate training to support the rural centers around the state who lack resources for comprehensive training of new

advocates. Working in a cross-team collaboration, training staff began the process of writing a dynamic curriculum for core advocate training, to be implemented first in traditional classroom settings, and ultimately to be transformed into online classroom modules. This is in response to the many calls TAASA training team receives from rural areas each year to provide on-going core advocate training. Training staff continue to deliver assistance to centers on a as-needed basis, but it has been determined that the need is greater than the resources available to adequately serve all centers, so the idea for a more comprehensive "training in a box" was conceived. As we look forward into 2019, we aim to have this curriculum completed and will be seeking out pathways for implementation in rural areas.

TAASA trainings are offered statewide but also go beyond the Texas borders through online trainings/webinars, and out-of-state conferences. One of our goals for 2018 was to make an intentional effort to reach rural areas, and by year-end we realized that goal, increasing our rural presence to 30% of all trainings.

Webinars

Webinars continue to be a good source of training for rural centers, and TAASA training staff hosted a number of webinars on core advocate training, as well as topics related to non-profit program support, rape culture, PREA, internet safety, evidence collection, and a Spanish language presentation on the #metoo movement. Overall, TAASA hosted or facilitated a total of 27 webinars in 2018, comprising approximately 19% of total trainings for the year.

Conferences

TAASA staff presented at the following state and national conferences in 2018, growing TAASA's influence and presence on a broader, national level:

- National Sexual Assault Conference
- Texas Homeless Network Conference
- North Texas Family Violence Conference
- Unhushed: Consent Summit
- Every Victim Every Time
- Texas RioGrande Legal Aid Conference
- SAPD Violence Intervention Conference
- Texas Network of Youth Services Conference
- International Association of Forensic Nurses (Texas chapter) Conference
- Crimes Against Women
- Gen Austin Youth Empowerment
- University Police Sexual Assault Training
- Women in Law Enforcement
- Illinois Coalition Against Sexual Assault Annual Conference and
- Sexual Health, Stigma and Consent Conference.

Membership

In the last quarter of 2018, trainers welcomed TAASA's Member Liaison to the team, in an effort to promote cohesive communication about trainers' statewide outreach and to link members directly with the training opportunities in their communities. The need for increased communication to membership was discovered in early 2018, from the results of a Membership Survey created and disseminated by Membership and Evaluation staff. Over 100 survey responses were evaluated. As a result, the Member Liaison prioritized the feedback and communicated to

TAASA members their vital feedback. Surveys indicated a need for increased communication to members. The following was implemented: (1) sending regular member updates via e-mail (252 in total), (2) creation a member only Facebook page updated regularly and followed by 86 members, and (3) the implementation of our "Did you Know?" series, which provides ongoing education and information to members about TAASA activities, member benefits and regional information. This active communication stream has no doubt influenced TAASA members to renew, but more importantly gives members a platform for sharing their questions and concerns, resulting in a more mutually beneficial membership experience. The total number of active members as of December 31st, 2018, was 361, with 256 individual members, 83 organizational members and 22 organizational supporters.

Conclusion

In summary, the TAASA Training Team had a successful and impactful year in 2018, developing an increasingly active membership, and influencing the national and statewide conversation on eliminating sexual violence and encouraging a culture of mutual respect and dignity for all. The team looks forward to continuing this momentum through 2019.



Operations

Because of our growth and shifting needs as an organization, TAASA added a brand new department in October of 2018.

In 2018, TAASA continued to build internal capacity by adding an Operation department. Operations serves to ensure that the day-to-day systems of the organization are running smoothly and to cultivate a positive organizational culture for our growing staff. In addition, the Operations team, headed by the Operations Director, will work closely with stakeholders across the organization to ensure our systems and procedures are informed by and align with the needs of the staff while accomplishing TAASA's vision and organizational goals. We are excited about what this means for the organization and look forward what lies ahead for this department and TAASA as a whole.

A New Home

One of the first orders of business in the Operations department was to find TAASA a new physical home. After 11 years of being at our current location, it was time to move to a facility that can accommodate the new size and shape of our organization. TAASA will be moving to our new physical address by mid-2019 and we couldn't be more excited.

A New Membership System

Like our physical space, TAASA has outgrown our membership management system. In 2018, we began the process of moving to a much more robust and useful system designed to better serve our members needs. We will migrate to the new system by mid-2019.



Prevention

TAASA's Prevention Team had an excellent and busy 2018. The team hosted the Sustaining Change 2018: Primary Prevention Institute and was involved in the planning and facilitation of many aspects of TAASA's 2018 State Conference. We provided 268 instances of technical assistance and support, and facilitated 22 trainings. The reputations and good work of the prevention team, and the individual staff on the team, continues to lead to opportunities to work with national partners. The leadership of the prevention team in statewide prevention efforts gives us access to impact state level prevention planning efforts. Here are some of the highlights from 2018.

Training

Overall, the prevention team provided 22 trainings to 490 participants. Prevention topics included toxic masculinity, hiring and retaining prevention staff, engaging bystanders in prevention efforts, and many more. Team members also trained on non-prevention topics such as supporting male survivors and sexual health, stigma, and consent. This year, prevention staff provided trainings to college students at Angelo State University and Concordia University on bystander intervention and preventing sexual violence.

TAASA's Prevention Team organized and facilitated the Sustaining Change 2018: Primary Prevention Institute for 52 prevention workers from across the state, including staff from all 24 Rape Prevention Education-funded programs in Texas. The Institute included training on building facilitation skills, getting youth into the community during programming, classroom management strategies, and managing burn out. Prevention workers submitted proposals and were able to share some of the strategies and activities they use in their prevention programming, and time was built into the schedule for attendees to participate in wellness activities. Prevention workers at the Institute were also given time to share challenges and successes, and brainstorm solutions to programming barriers with their fellow prevention workers.

Technical Assistance (TA)

TAASA's Prevention Team has a primary goal of providing support and assistance – called technical assistance – to prevention workers at rape crisis centers and dual agencies in Texas as they develop, implement, and evaluate prevention programming. TA covers a wide range of topics and can include: promoting prevention programming to community partners; reviewing prevention documents and programs; building overall prevention program plans; guidance and support in implementing prevention programming or facilitating prevention curricula (including TAASA's Building Healthy Relationships and Communities, or BHRC, curriculum); hiring prevention workers; building community partnerships for prevention; tips for working with young people and supporting youth leadership; and understanding grant guidance. In addition, Prevention Team members provide TA to other types of organizations and individuals whose work is connected to the anti-sexual violence field in topics such as implementing prevention efforts, working with specific marginalized communities in both prevention and intervention efforts, and serving male survivors of sexual violence. In 2018, the Prevention Team provided over 260 instances of TA, with over 215 of those instances providing support directly to rape crisis centers and dual agencies.

In addition to one on one TA, TAASA also continued to facilitate a Community of Practice (CoP) group focused on implementation of TAASA's BHRC curriculum. The CoPs offer prevention workers an opportunity to provide support to one another, to talk about facilitation challenges and successes, and to share any modifications to activities in the curriculum they have made that other prevention workers might find helpful. We hosted seven CoP meetings in the Spring of 2018 with 35 participants. Finally, the Prevention Team continues to provide the Texas Prevention Facebook page as a place for the team to provide TA and share resources, and for prevention workers to support one another and share resources. There are 199 members on this Facebook page, and there were 258 posts and 11,008 views in 2018.

National Level Work

TAASA Prevention Team members continue to be sought out by other state coalitions and national organization that are a part of the anti-sexual violence movement. The Illinois Coalition Against Sexual Assault invited two Prevention Team members to present at their state conference on building culturally resonant prevention programming. The Men's Engagement Specialist was invited to talk about working with male survivors, toxic masculinity, and/or engaging marginalized men in the anti-sexual violence movement at the MESA Multicultural Gathering in Illinois and at the National Sexual Violence Resource Center (NSVRC) National Male Survivor Roundtable. Additionally, one of the Primary Prevention Specialists was also approached by NSVRC to provide feedback and assistance around building an inclusive environment at NSAC 2018.

State Level Prevention Planning and Evaluation

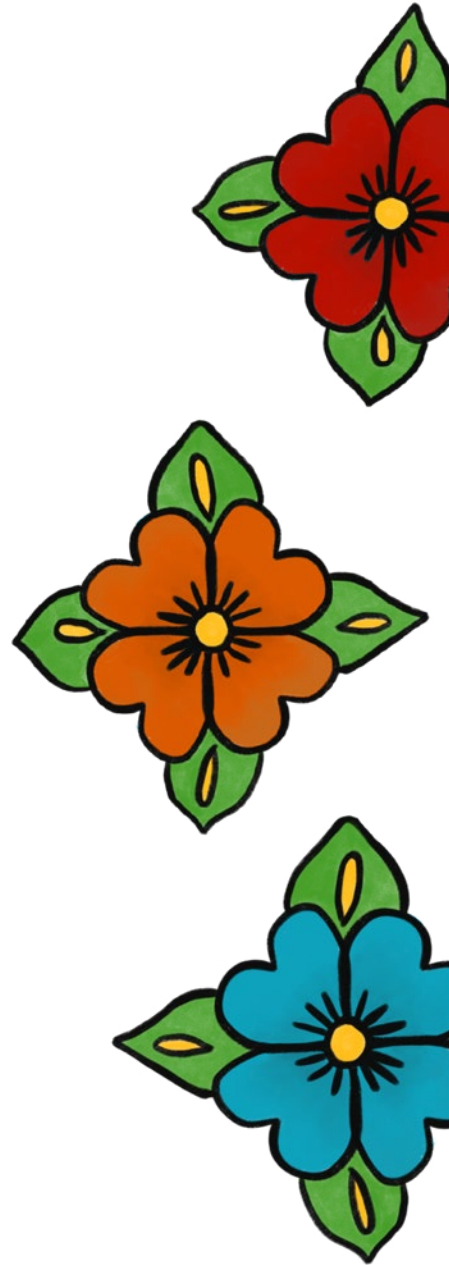
TAASA Prevention Team members, along with the Chief Executive Officer, have long been involved as leadership of the Texas Primary Prevention

Planning Committee (PPPC). The PPPC is a group of stakeholders from state agencies, TAASA, Texas communities, and Rape Prevention Education (RPE) funded rape crisis centers who provide guidance to the state regarding sexual violence prevention efforts. Through continuing work as part of the PPPC Steering Committee, Prevention Team members have been involved with developing and modifying the state prevention plan to meet requirements and guidance from The Centers for Disease Control and Prevention (CDC) regarding the implementation of the funds they provide that support much of the sexual violence prevention work in Texas. The Director of Prevention Programs and the CEO have been involved with: developing the logic model for prevention work in Texas; developing the state evaluation plan for prevention programming; and providing feedback on the state's application to the CDC for FY 2019 and a climate assessment that local programs will conduct in 2019. Prevention Team members also managed logistics for, and co-facilitated, two PPPC meetings.

Staff and Position Changes

Madison Jackson and Melanie Ramirez joined the team in January of 2018, both as Primary Prevention Specialists, and bringing over 17 years of combined experience in sexual violence prevention and response. They joined Dukes (Primary Prevention Specialist), Emiliano Diaz de Leon (Men's Engagement Specialist), and Tim Love (Director of Prevention Programs). In the fall of 2018, we were able to shift funding structure to create a new position. Madison Jackson moved into the Prevention Program Support Specialist position in November of this year. This position was created based on consistent requests and an emergent need from programs not receiving RPE funding to receive more ongoing TA from TAASA's Prevention Team. Madison's move allowed us to hire a new Primary Prevention Specialist in December of 2018. We are so excited to have Alexis Hinojosa join our team. She brings a

strong combination of experience and education relevant to prevention work, experience with community engagement, a wealth of passion for this work, and deep roots in the valley.



Communications

The Communications Team covers a diverse segment of TAASA's work. The department is responsible for not only TAASA's traditional media engagement, but encompasses the agency's social media presence, awareness campaigns, marketing and promotional efforts, production of conference materials, member services, and more. Here are some highlights from 2018.

Social Media

Social media is an excellent tool for Texans and others in discussions regarding sexual violence. TAASA amassed a large and very active following through our various social media channels where we engage in thought-provoking, survivor-centered dialogue around the issue of sexual assault. Here are some highlights of our social media presence and impact:

Facebook

Facebook is our primary social media engagement platform, and in 2018, we increased our video and photo content and included more events on our page in an effort to diversify content. We ended the year with well over 45,000 followers. Our content on Facebook appeared on more than 3 million screens over the course of the year.

Twitter

Twitter continues to be an important platform for TAASA during live events such as conferences and other high profile speaking opportunities. Our Twitter account ended 2018 approaching 5,000 followers.

Instagram

TAASA's Instagram account, our tertiary social media platform, is once again proving to be a useful tool for documentation and engagement. Our following on the platform more than doubled by the close of 2018 with over 800 total followers.

Media Presence

TAASA had a steady media presence in 2018. Last year, we experienced a higher rate of national

media coverage due to the #metoo movement, but this year we kept our outreach more focused on Texas. We were especially active in the last four months of the year because of the following factors:

- Supreme Court Confirmation of Brett Kavanaugh
- Waco Sexual Assault Case with Jacob Andersen
- Pre-Legislative Session Coverage

In the final months of 2018, we released four media statements, one in collaboration with the Texas Council on Family Violence. Additionally, we were featured in Dallas Morning News, Star-Telegram, Houston Chronicle, Austin-American Statesmen, Austin Chronicle and on NBC 5 along with stories on local stations in every major media market in Texas.

Sexual Assault Awareness and Prevention Month (SAAPM)

Each April, TAASA participates in Sexual Assault Awareness and Prevention Month by promoting the national toolkit and resources developed by the National Sexual Violence Resource Center. In addition, we offer state and local level engagement in a variety of ways.

Speak Up, Speak Out

TAASA's survivor-centered media initiative tells the impact of sexual violence through the words and stories of survivors in Texas. Short videos, digital ads, and billboards of survivors talking

about their experience as a means of encouraging other survivors to “speak up and speak out” to help remove the stigma and shame of sexual violence are promoted in communities across the state.

In addition to a general, statewide promotion via social media, each year we select some key target markets for additional efforts. In 2018 we focused on suburban markets in the Houston, Dallas, and Austin areas as a primer for the upcoming legislative session.

Additionally, we continued our efforts to outreach to underserved populations. Twenty five percent of our total advertising budget for Speak Up, Speak Out went to promoting Spanish videos and billboards to heavy Spanish speaking markets in the state.

Turn Texas Teal

TAASA's Turn Texas Teal campaign, where supporters can donate their social media profile pictures to help raise awareness of sexual violence through Twibbon, was supported by more than 1600 people in April. This is an 87% increase in participation over the previous year.

Materials and Collateral

TAASA continues to distribute topical brochures, training manuals, quarterly newsletter, Survivor Booklets, and public awareness campaign materials both electronically and in hard copy. In 2018, we shipped well over 150,000 printed materials across the state, and an additional 70,000 materials were downloaded from our website.

We also engaged our members in a process to determine which materials are most useful, which need improvements, and what subjects/topics are missing. We received great feedback and are using that to update and overhaul our materials over the course of 2019.

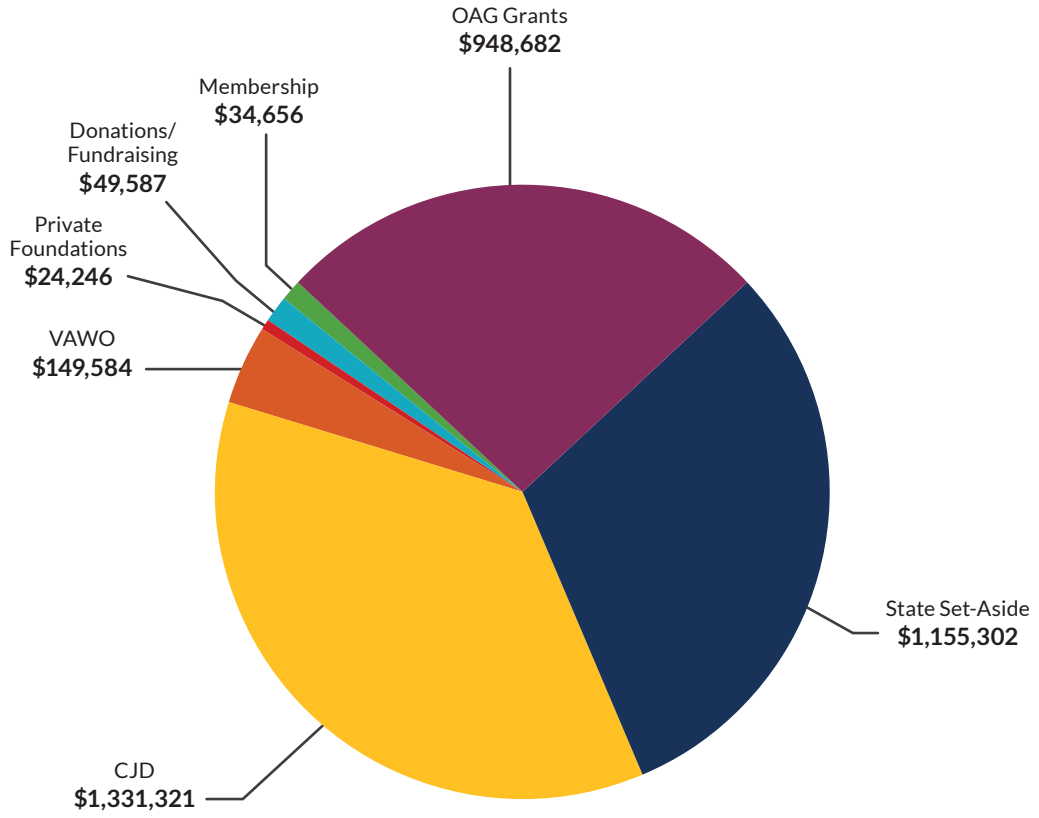
Branding

This has been the year for getting our design house in order. In 2018, TAASA developed our in-house branding guidelines to inform the look and feel of everything we produce for visual consumption. From email signatures to presentation templates, to our materials and our online presence, everything we create will be done so using these design guidelines. This is most immediately evident in our social media content, but will be even more noticeable as we roll out new materials and content.

This new branding style is most significantly highlighted in two major projects started in 2018. Soon you will see the completion of a new website and updated/new materials reflecting this new style. These projects are ongoing, but in the end will reflect a consistent branded presence for TAASA in the end. Stay tuned in 2019 for ongoing updates.



Revenue & Expenditures



Total Revenue
\$3,798,709

ANNUAL REPORT

