

EMPLOYERS ALLIANCE BUSINESS CASE COMMITTEE

9 June 2015
MINUTES

Attendees:

- Ziba Cranmer ziba_cranmer@huntalternatives.org
- Martha Brooks mfbrooks1@me.com
- Marian Hatcher Marian.Hatcher@cookcountyil.gov
- Catherine Manney catherine@bestalliance.org
- Sarah Williamson skwilliamson@wellington.com

Additional input from Mar Brettmann - BEST

Role:

The Business Case Committee will develop a robust briefing document and data outlining why businesses / organizations would want to be involved in prevention efforts that can be used at a national level.

Outputs:

- Robust data bank of key information regarding relationships between buyers, businesses, other organizations and sexual exploitation.
- Data Bank should be set up to be interrogated by location / business type / sector / size / demographics – enabling organizations to use self as reference when searching
- Data should have clear references including size of population and collection method
- Concise (2-page) document and online information to be used to brief organizations about joining the Alliance.
- Consider including short, compelling video on the issue – ie MTV hotel room

Timeline: Agreed

<i>Date</i>	<i>Action</i>
June 9	Initial Advisory Group meeting

For further information contact Program Manager, Catherine Manney
Businesses Ending Slavery and Trafficking
(206) 669-2102 | catherine@bestalliance.org | www.bestalliance.org

	Initial thoughts on data required from CEASE Network
June 15	Data brief to Demand Abolition re CEASE Network
June 29 / 30	Business Case Group Meeting (1)
Week of 20 July	Data available from CEASE – Not confirmed – CM to work with Ziba
Week of 27 July	Business Case Group Meeting – Drafting document (2)
Week of 10 August	Send Documents to wider Group for feedback
August 19	Feedback from Group
Week of 24 August	Incorporate feedback into document
Week of 31 August	Business Case Group Meeting – Finalizing document (3)
September	Testing document / data for credibility & strength
Early October	Launch of BEST Employers Alliance in Seattle

Roles & working commitments:

- CM outlined that we would be flexible regarding firm commitments to get the expertise we need on the committee.

Data:

Data Source	CEASE City Data
Method	Via fake ads
Funding	DA?
Data collected	City/location where ads were placed
	time/date ads were placed and time/date they were removed (which will impact time of day data) (Note: Ask researchers if ads need to be placed and removed at certain times of day to ensure consistency across cities)
	Dates adverts accessed
	Time of day advert accessed
	Time of day calls made to solicit sex (ensure we can link specific employer to specific time of day)
	Note from Mar - We will need <i>each</i> time that a call was made from this employer, rather than a simple list of employers where calls were made from, so that we can continue to develop prevalence by industry.
	Where call is originating (names of employers and employers classified by NAICS number)
	Zip Code
	Cell numbers – traceable to phone owner? Keep confidential but provide

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	info on demographic of user if possible (Ziba – need to discuss)
Data from other source	Breakdown of number of employees in each business sector in target cities, during times the ads are placed, as baseline
	Number of arrests (is this possible? Tie in with NDOJ?)

Data Source	National Day of Johns
Method	Via arrests made – communicate data collection protocol prior to next NDOJ to all participating law enforcement
	Note from Mar: if possible, we should probably go with those who have been charged (at minimum) or prosecuted rather than those arrested- discuss implications with Val – this has come up a number of times as important
Funding	?
Data collected	Arrests by location / city / zip code / rural vs metro
	Date of arrest or charge
	Preferable to have name of person charged, if possible–need case # at minimum to ensure that cases are not duplicated.
	Employer of arrested people (Marian – need to confirm what we can and can’t get here, and timing) / business sector
	Demographic – age, ethnicity, can we estimate annual income ranges?

Data Source	Top 5 Metro Areas in USA
Method	Market Research Data (Ziba?) – Fake Ads
Funding	?
Data Collected	
	City/location where ads were placed
	time/date ads were placed and time/date they were removed (which will impact time of day data) (Note: Ask researchers if ads need to be placed and removed at certain times of day to ensure consistency across cities)
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	Zip Code
	Cell numbers – traceable to phone owner? Keep confidential but provide info on demographic of user if possible (Ziba – need to discuss)
Data from other source	Breakdown of number of employees in each business sector in Top 5 metro areas as baseline
	Number of arrests (is this possible? Tie in with NDOJ?)

Other

List of Top National sites for procuring / IP Addresses (regularly updated)
List of top local sites for procuring / IP Addresses (regularly updated)
<p>Stories from survivors regarding their experience with businesses.</p> <ul style="list-style-type: none"> • Include data on being taken to business premises. • Develop survivor data collection / story questionnaire for use by all CEASE cities and other contacts in each of the top 5 metro areas • (From Mar) We need to be very careful with this from a human subject perspective-- please discuss appropriateness with Dr. Boyer or other researcher. We'd need to provide training for interviewers.
Research size and location of top 5 employers in USA and corresponding industry associations
Positive stories – Carlson / Delta?
<p>Stories demonstrating risk</p> <ul style="list-style-type: none"> • Fidelity • Mastercard • Portland Hedge Fund • Microsoft Lawsuit
Provide context on cyber information – there will be recognition that less of what we do online is private and therefore people are going to see evidence of peoples’ online activity – data on this?
<p>Employers brand</p> <p>Contact Catalyst to see if there exists data on connecting the success of women in a company or industry, their perception of the employer’s and colleagues attitudes to trafficking and prostitution or to patronizing places where this is going on..... Or perhaps this is a positive story on what a proactive company would mean for its women.</p>
CM – Contact Association of Graduate Recruiters as above
(MB) New thought: are there any stories or studies about the hospitality industry owners getting sued for allowing it to happen in their premises?

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Actions:

- Please commit to any of the above items where you feel you can add value – please email Catherine@bestalliance.org
- Please confirm preferable date for next call – June 29 or June 30
- Catherine to liaise with Ziba / DA on data points and collection methods
- Catherine to liaise with Marian on survivor stories and NDOJ data