

# Communities of Practice for OVC HT Grantees

## *Data Driven Outreach*

November 15, 2022  
2:00 – 3:30 p.m. (eastern time)

### **Facilitators:**

**Marissa Castellanos**, BEI Program Director, Catholic Charities of Louisville  
**Aubrey Lloyd**, Program Director, OVC Human Trafficking Collective (HTC)

*This session will be recorded and will begin shortly.*

As with all technology, we may experience a momentary lapse in the session. In the event of a problem, please be patient and remain on the line. If the problem persists, please contact [jadams@ovcttac.org](mailto:jadams@ovcttac.org) for technical assistance.

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# Today's Facilitators



**Marissa Castellanos**

Bakhita Empowerment Initiative Program Director,  
Catholic Charities of Louisville



**Aubrey Lloyd**

Project Director,  
OVC Human Trafficking Collective (HTC)



# Jamboard Activity

# Objectives

Throughout this call, participants are encouraged to discuss—

- Approaches to using data for outreach initiatives
- Utilizing program-specific data
- Effective ways to use data in storytelling

# Data use for Outreach



Why do we want or need to use data in outreach efforts?



What data would be most effective to utilize?

# External Data



Consider sources of public facing data



Develop a process to gather and analyze data



Use data to inform outreach planning



Design and implement outreach



Evaluate outreach efforts and impact of data use

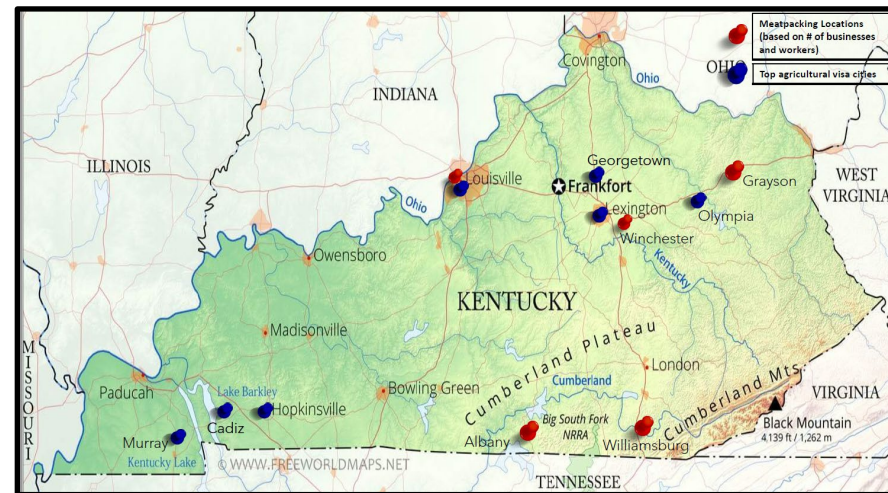


# Data-Driven Labor Trafficking Outreach: Kentucky

## Agriculture



## Meatpacking



## Poultry



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Allyson Gemma, Asbury University Practicum Student, Catholic Charities of Louisville

# Public-Facing External Data Sources

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Consider intersecting issues

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Databases of raw numbers

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Reports inclusive of your service area



# Program-Specific Data

- Collect and store data
- Analyze available data
- Strategize around purpose and impact
- Develop resources using data





# Jamboard Activity

# Support for Developing Internal Data Resources

- Who could support you in this work?
  - Data collection and analysis
  - Developing resources
  - Utilizing the data in outreach and awareness efforts
- How could YOU utilize these resources?
  - Create resources using data with this purpose in mind
  - May be useful in other (unanticipated) ways as well

# Resources

- Catholic Charities of Louisville, Bakhita Empowerment Initiative website, Data and Resource Examples, [www.cclou.org](http://www.cclou.org)
- [New Frameworks](#)
- [Public Databases and Reports](#)
- [5 Questions for Better Data Storytelling](#)
- [The Ultimate Guide-Data Visualization vs. Data Storytelling](#)
- [Ron Crouch-Data and Storytelling](#)

Thank you!  
Please take a moment to fill out an  
evaluation for this webinar.



Scan the QR code with your phone to open the  
survey.

OR

Use the link provided in the chat

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