

October 2025

Jessica Willard, MSW

Rutgers University, School of Social Work

Pronouns: she / her / hers

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EDUCATION

Rutgers University

PhD, Social Work

New Brunswick, NJ

Expected 2029

University of North Carolina at Charlotte

MSW, School of Social Work

Charlotte, NC

2022

Study Abroad: Health and Wellbeing in India

2020

Partnership with Loyola College in Chennai, India

Savannah College of Art and Design

BFA, School of Fashion

Summa Cum Laude

Savannah, GA

2014

RESEARCH INTERESTS

Gender-based violence prevention; technology and social work; masculinities; sexual and reproductive health; intervention development and evaluation; bystander intervention

RESEARCH EXPERIENCE

University of New Hampshire

2025 – Present

Consultant, Crimes against Children Research Center

Supervisor: Victoria Banyard, PhD

Firearm Violence Perpetration: A Nationally Representative Multi-Wave Survey of Youth and Young Adults Across the United States

Funded by *Centers for Disease Control and Prevention* [R01CE003434].

Principal Investigator: Bruce Taylor, PhD

Co-Investigator: Kimberly Mitchell, PhD

- Manuscript development and dissemination activities

Rutgers University

2024 – Present

Graduate Research Assistant, Center for Research on Ending Violence

Supervisor: Sarah McMahon, PhD

Growing Up with Guns Study

Principal Investigator: Victoria Banyard, PhD

Co-Investigator: Sarah McMahon, PhD

October 2025

- Abductive coding and analysis of longitudinal nationally representative survey data on youth and young adult exposures to gun violence and barriers to intervention
- Manuscript development and dissemination activities

Pilot Evaluation of Intimate Partner Violence (IPV) Gamification Learning Activity

Principal Investigator: Sarah McMahon, PhD

Co-Investigators: Gabrielle Gault, MSW & Jessica Willard, MSW

- Conduct interviews and engage in thematic analysis
- Quantitative survey analyses using SPSS
- Manuscript development and dissemination activities

University of Kentucky

2022 – Present

Research Associate, Web-based Training Developer, College of Medicine

Supervisor: Ann L. Coker, PhD

Randomized Controlled Trial to Evaluate Bystander-informed See It to Stop It (BiSiSi) to Prevent Child Sex Trafficking in Kentucky Middle Schools

Funded by *Centers for Disease Control and Prevention* [U01CE003394].

Principal Investigators: Ann L. Coker, PhD & Ginny Sprang, PhD

Co-Investigator: Annelise Mennicke, PhD

Violence Intervention and Prevention (VIP) Corps to Reduce Maternal Injuries and Deaths Due to Violence (Randomized Controlled Trial)

Funded by *Office of the Assistant Secretary for Health, US Department of Health and Human Services* [ASTWH211201].

Principal Investigator: Ann L. Coker, PhD

Co-Investigators: Annelise Mennicke, PhD & Hartley Feld, PhD

- Collaborate on the development of research-based, bystander-informed violence prevention curricula
- Build interactive web-based violence prevention trainings using best practices in andragogical learning principles, learning taxonomies, and user experience design
- Data collection and management
- Survey development
- Project manage training deliverables and vendor partnerships

Kentucky Maternal Health Innovation & Data Capacity Program

Funded by *Health Resources & Services Administration* [U7AMC50519-01-00].

Principal Investigators: John O'Brien, PhD & Ann L. Coker, PhD

- Adapt the Violence Intervention and Prevention (VIP) Corps web-based training for rural healthcare providers and community health workers

University of North Carolina at Charlotte

2021 – 2022

Graduate Research Assistant, School of Social Work

Supervisor: Annelise Mennicke, PhD

Bystander Intervention for Problematic Alcohol Use Measure (BIPAUM) to

Reduce Risky Drinking Among Diverse College Students

Funded by *National Institute on Alcohol Abuse and Alcoholism, National Institutes of Health [1R15AA028910-01]*.

Principal Investigator: Erika Montanaro, PhD

Co-Principal Investigator: Annelise Mennicke, PhD

- Data extraction and analysis for systematic review of bystander-related constructs

Interpersonal Violence and Harassment Prevention Survey (IVAHPS)

Support provided by the Division for Institutional Integrity and Division of Student Affairs at UNC Charlotte

- Sourced validated instruments for campus climate survey inclusion
- Qualitative coding and thematic analysis using Dedoose
- Manuscript development and dissemination activities

Experiences with Consent Among Kink Practitioners

In partnership with the National Coalition for Sexual Freedom (NCSF)

Principal Investigator: Jessamyn Bowling, PhD, MPH

Co-Principal Investigator: Rob Cramer, PhD

- Data extraction and manuscript development

University of North Carolina at Charlotte

2020 – 2021

Graduate Research Assistant, School of Social Work

Supervisor: Travis Hales, PhD, MSW

Mecklenburg County Opioid Systemic Response Plan

In partnership with Mecklenburg County Criminal Justice Services

- Grants research
- Literature review and manuscript development
- Participated in county substance use task force data workgroup

Evaluation of Child-Development Community-Policing (CD-CP) Program

In partnership with Mecklenburg County Health Department

Principal Investigator: Travis Hales, PhD, MSW

Co-Principal Investigator: Michael Dulin, MD, PhD

- Conducted and transcribed qualitative interviews with CD-CP mental health clinicians
- Collaborated on codebook development
- Qualitative coding and thematic analysis

PEER-REVIEWED PUBLICATIONS

Published

1. Moxie, J., Benson, K. J., Wright, S., McCabe, S., Moody, B., **Willard, J.**, Stambaugh, R., Cramer, R. J. (2025). "This community has to self-regulate": Resilience in alt-sex practitioners' responses to consent violations. *Sexuality Research and Social Policy*. Advance online publication. <https://doi.org/10.1007/s13178-025-01088-6>
2. McMillan, I. F., Brienzo, M. J., Gezinski, L. B., Kaniuka, A., Moxie, J., **Willard, J.**, Yoder, A., Post, A., Reinken, M., Walker, C., Ortiz, C., & Mennicke, A. (2024). Technology-facilitated abuse among college students: Prevalence and consequences, and examinations by gender and sexual identity. *Journal of Interpersonal Violence*, 40(17-18), 4252-4272. <https://doi.org/10.1177/08862605241287801>
3. **Willard, J.**, Mennicke, A., & Coker, A. L. (2024). Lessons learned in developing online violence prevention trainings. *Journal of Family Violence*. Advance online publication. <https://doi.org/10.1007/s10896-024-00722-y>
4. Mennicke, A., Bowling, J., Post, A., Benson, K., **Willard, J.**, McMillan, I. F., & Yoder, A. (2023). "Realistic and inclusive": A qualitative investigation into recommendations for responding to campus interpersonal violence centering LGBTQ+ voices. *Journal of Family Violence*, 40, 209–221. <https://doi.org/10.1007/s10896-023-00587-7>
5. Bowling, J., Wright, S., Benson, J. K., McCabe, S., Mennicke, A., **Willard, J.**, Kissler, N., Good, H., Moody, B., Stambaugh, R., & Cramer, R. J. (2022). Disclosing and reporting of consent violations among kink practitioners in the United States. *Violence Against Women*, 30(6-7), 1453-1476. <https://doi.org/10.1177/10778012221145299>
6. Mennicke, A., Montanaro, E., Bowling, J., Tirunagari, A., Williams, M., Jules, B. N., Campbell, S., Carlson, H., Farris, S., McClare, V., Kissler, N., McGonagle, A., Pruneda, P., Haley, G., McMahon, S., Correia, C. J., Meehan, E., Benson, J. K., **Willard, J.**, Post, A., McCabe, S., Coates, A., & Sotiroff, A. (2022). A systematic review of validated measures of U.S.-based bystander intervention-related constructs. *Trauma, Violence, & Abuse*, 24(5), 3732-3747. <https://doi.org/10.1177/15248380221137067>

In progress

1. Guler, A., Mennicke, A., Feld, H., **Willard, J.**, Roark, A. L., & Coker, A. L. (Revise and resubmit). Violence Intervention and Prevention (VIP) Corps to reduce maternal injury and deaths due to violence: Study protocol.

2. Sprang, G., Mennicke, A., Clear, E. R., Brienzo, M. J., Roark, A. L., **Willard, J.**, Tsukerman, K., Thorne, E., Ray, C. M., Brancato, C. J., Duncan, M. S., & Coker, A. L. (Under review). Randomized control trial protocol to evaluate an engaged-bystander approach to prevent child sex trafficking.
3. Mennicke, A., Coker, A. L., Sprang, G., Clear, E. R., Fortson, K., Roark, A., Brancato, C. J., & **Willard, J.** (Under review). Enrolling middle school staff in the CSTOP Now! cRCT to prevent child sex trafficking: Preliminary effectiveness of recruitment strategies.
4. Mitchell, K. J., Banyard, V., Turner, H., **Willard, J.**, Guziewicz, P., & Taylor, B. (Under review). Patterns of exposure to gun violence, victimization, and social determinants of health as predictors of mental health.
5. Gault, G., Maxwell, J., McMahon, S., Snyder, S., Trastelis, S., & **Willard, J.** (In preparation). Addressing harm in institutions of higher education: A scoping review of training initiatives for employees.
6. Luxmikanthan, S., Scott, T., **Willard, J.**, & Zuch, M. T. (In preparation). It's not all "Doomerism": A qualitative study of LGBTQ+ MSW students' self-efficacy to effect change in a hostile sociopolitical climate.
7. Guler-Das, A., Mennicke, A., Cain, S., Feld, H., **Willard, J.**, Duncan, M., Brancato, C. J., & Coker, A. L. (In preparation). Psychometric properties of measures used to evaluate VIP Corps: An intervention to increase screening and referral for the Big 3 among pregnant and postpartum people.

PEER-REVIEWED PRESENTATIONS

1. **Willard, J.**, Gault, G., & McMahon, S. (2026, January 14-18). *"Why doesn't she just leave?": Using digital simulation in MSW education to illuminate IPV survivors' help-seeking barriers*. Accepted for oral presentation at the SSWR Annual Conference, Washington, D.C.
2. **Willard, J.**, McMahon, S., Banyard, V., & Mitchell, K. J. (2025, November 2-5). *"No big deal; guns are safe": A qualitative investigation of firearm exposure and barriers to bystander action*. Accepted for oral presentation at the APHA Annual Meeting, Washington, D.C.
3. **Willard, J.**, Gault, G., & McMahon, S. (2025, November 2-5). *Evaluating a gamified online Intimate Partner Violence (IPV) learning activity*. Accepted for oral presentation at the APHA Annual Meeting, Washington, D.C.

4. Guler-Das, A., Mennicke, A., Feld, H., **Willard, J.**, Duncan, M., Brancato, C., Roark, A., Coker, A. L. (2025, October 6-8). *Violence Intervention and Prevention Corps to Reduce Maternal Injury and Deaths due to Violence: Pre-Post Evaluation* [Oral presentation]. 26th Nurses Network on Violence Against Women International Conference, Ontario, Canada.
5. Holohan, A., McMahon, S., & **Willard, J.** (2025, September 3-5). *Gaming, conversation, and community* [Poster presentation]. European Conference on Domestic Violence, Barcelona, Spain.
6. Sprang, G., Coker, A. L., Mennicke, A., **Willard, J.**, & Ray, C.M. (2024, October 27-30). *Child sex trafficking intervention and prevention in Kentucky middle schools* [Conference panel presentation]. APHA 2024 Annual Meeting, Minneapolis, MN.
7. Sprang, G., Coker, A. L., Mennicke, A., **Willard, J.**, & Clear, E. R. (2024, October 27-30). *Preventing child sex trafficking in middle schools: An examination of the CSTOP Now! project* [Poster presentation]. APHA 2024 Annual Meeting, Minneapolis, MN.
8. **Willard, J.**, Clear, E. R., Sprang, G., Mennicke, A., & Coker, A. L. (2024, July 14-16). *Evaluating a mass media intervention to prevent child sex trafficking in Kentucky: See It to Stop It. Learn how @ CSTOPNow.org* [Conference presentation]. Violence Prevention Research Conference, Portsmouth, NH.
9. Mennicke, A., Gezinski, L., McMillan, I. F., Brienzo, M., Kaniuka, A., Moxie, J., **Willard, J.**, Yoder, A., Post, A., Reinken, M., Walker, C., & Ortiz, C. (2024, January 10-14). *Prevalence and consequences of technology-facilitated abuse among college students by gender and sexual identity* [Poster presentation]. Society for Social Work and Research Annual Conference, Washington, D.C.
10. Mennicke, A., Montanaro, E., Moxie, J., Tirunagari, A., Williams, M., Jules, B., Campbell, S., Carlson, H., Farris, S., Kissler, N., McClare, V., McGonagle, A., Pruneda, P., Haley, G., McMahon, S., Correia, C., Benson, K., **Willard, J.**, Post, A., McCabe, S., Coates, A., Sotiroff, A., & Meehan, E. (2023, January 11-15). *A systematic review of validated measures of bystander-related constructs* [Oral presentation]. Society for Social Work and Research Annual Conference, Phoenix, AZ.
11. Mennicke, A., McClare, V., Montanaro, E., Moxie, J., McGonagle, A., Jules, B., **Willard, J.**, McMahon, S., Correia, C., Tirunagari, A., Williams, M., Campbell, S., Carlson, H., Farris, S., Kissler, N., Pruneda, P., Benson, K., Post, A., McCabe, S., Coates, A., Sotiroff, A., & Meehan, E. (2022, June 25-29). *Systematic review of measures of bystander-related constructs* [Symposium presentation]. Research Society on Alcoholism Annual Scientific Meeting, Orlando, FL.

REPORTS

1. Mennicke, A., Bowling, J., Kanuika, A., Post, A., Yoder, A., **Willard, J.**, & Benson, K. (2022). *Interpersonal violence and harassment prevention survey 2021-2022*. Report prepared for campus stakeholders.

INVITED GUEST LECTURES AND PRESENTATIONS

1. Center for Research on Ending Violence (REV) Research Seminar, Rutgers University, School of Social Work, April 2026

HONORS & AWARDS

Outstanding MSW Graduate Award, UNC Charlotte	2022
Graduate School Grant, UNC Charlotte	2020 – 2021
Student Ambassador Coordinator of the Year, SCAD	2014
Student Ambassador Scholarship, SCAD	2013
Academic Honors Scholarship, SCAD	2010 – 2014
Artistic Honors Scholarship, SCAD	2010 – 2014

ACADEMIC SERVICE

Rutgers University School of Social Work

<i>Co-President of Doctoral Student Association</i>	2025 – Present
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PRACTICE AND PROFESSIONAL EXPERIENCE

ourBRIDGE for KIDS	Charlotte, NC
<i>Lead Facilitator</i>	2022 – 2023

- Implemented a STEAM-based, trauma-informed curriculum with refugee and immigrant children in a community-based program.

Safe Alliance	Charlotte, NC
<i>Victim Advocate</i>	2022

- Provided client-centered, trauma-informed care to survivors of sexual and intimate partner violence through case management and service referrals.

<i>Sexual Assault Response Team (SART) Coordinator</i>	2021 – 2022
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- Led Mecklenburg County SART data evaluation, case review, community engagement, and partner training activities.
- Implemented data tracking protocol and revamped hospital-based advocacy response to evaluate and improve systems-level support of survivors of sexual violence.

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Master of Social Work Intern 2020 – 2022

- Facilitated clinical and advocacy interventions with survivors of sexual violence. Provided crisis intervention via agency hotline.

Girls on the Run International Charlotte, NC

Creative Services Manager 2017 – 2020

- Managed the brand strategy, production, and distribution of youth development programming for a national nonprofit.
- Led national efforts to advance IDEA (Inclusion, Diversity, Equity, and Access) priorities across digital media and programmatic materials, including redesigning the organization's website according to behavioral and universal design principles.

Digital Marketing Manager 2015 – 2017

- Implemented targeted digital campaigns resulting in increased merchandise sales by 26%, a 59% increase in donors, and 100% increase in individual fundraising dollars year over year.

VOLUNTEERISM

Rise Collective Charlotte, NC

Secretary, Board of Directors 2022 – 2024

- Served on the Board of Directors for an anti-trafficking and human rights advocacy organization based in Romania.

Heart Math Tutoring Charlotte, NC

Volunteer 2018 – 2021

- Built relationships with elementary-aged students while promoting academic skills development through one-on-one tutoring.

Girls on the Run Charlotte Charlotte, NC

Volunteer Coach 2015 – 2020

- Delivered empowerment-based curriculum rooted in social-emotional learning and physical activity to elementary and middle school-aged girls.

Town of Cary, NC Cary, NC

Specialized Recreation Volunteer 2013 – 2020

- Supported the delivery of programs designed for persons with intellectual and developmental disabilities, including social events, physical activity classes, special interest workshops, inclusion services, and more.

Foster Village Charlotte Charlotte, NC

Volunteer 2018 – 2019

- Supported families experiencing foster care by providing childcare and programmatic aid.

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Charlotte-Mecklenburg Schools

Charlotte, NC

Literacy Volunteer

2016 – 2018

- Worked with elementary-aged students to build foundations for academic success.

Nomi Network

New York, NY

Volunteer

2014 – 2015

- Advanced the mission of creating economic opportunities for survivors and women at risk of human trafficking by serving as an ambassador at trade shows, exhibitions, and fundraising events.

PROFESSIONAL AFFILIATIONS

American Public Health Association

2025 – Present

Society for Social Work and Research

2024 – Present