

COMMUNITY IMPACT REPORT



presented at the AIGA Design Conference, Las Vegas
October 2016



OVERVIEW

- Background
- Current status
- Milestones

BACKGROUND





HISTORY

In 2013, Antionette Carroll, St. Louis Chapter President asked, 'what could AIGA do as an organization to address the lack of diversity and inclusion in the design industry?' This led to the third iteration of the Diversity & Inclusion task force in 2014.



MISSION

Encouraging diversity in design education, discourse, and practice to strengthen and expand the relevance of design in all areas of society. We do this by:

- **Celebrating** a diverse array of designers
- **Cultivating** greater opportunity, awareness of diversity issues and inclusive design cultures
- **Connecting** with students, emerging designers, and like-minded groups



PURPOSE

Rooted in equity, one of ALGA's core values, the organization is committed to creating an inclusive environment where diverse voices are active in all aspects of the organization. The benefits of this task force is that it:

- Works to increase representation
- Creates a sense of community
- Gives a voice to marginalized designers to effect change for all designers

CURRENT STATUS





TASK FORCE CHAIR

The chair's role is tasked with leading a team of professionals that will collectively educate and bring about further awareness around issues of diversity & inclusion in design. The chair coordinates and plans activities in collaboration with task force members, the Chair Emeritus, and AIGA's national office, particularly strategic initiatives and chapter development departments.



TASK FORCE MEMBERS

Task force members provide support to the initiative by raising awareness, offering guidance to the organization, its members, and by participating in purposeful dialogues and activities. Member support is collaborative and instrumental in establishing objectives that are aligned with AIGA's mission and current work focus.



ORGANIZING THE TASK FORCE

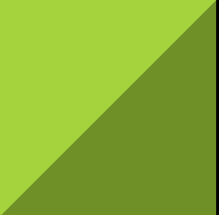
To ensure sustainability and increase the productivity of the task force, sub-committees were developed to allow members to work in targeted areas and also provide leadership opportunities.



TASK FORCE COMMITTEES

The task force is organized into four action-oriented committees to ensure its long-term sustainability and to increase productivity.

- Programming development and implementation
- Content and awareness
- Education and community
- Guidance and support



THE DIVERSITY & INCLUSION TASK FORCE

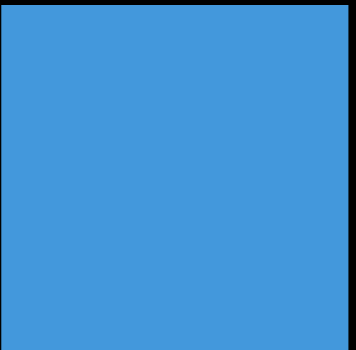
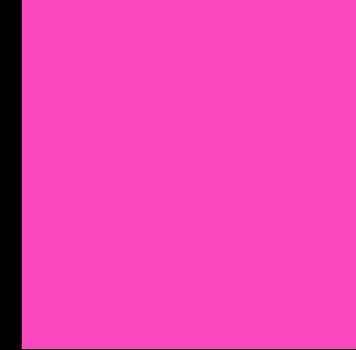
Chair,
Jacinda
Walker



Committee
Leads



Task force
Members



Emerita,
Antionette
Carroll





DEMOGRAPHIC REPRESENTATION

The task force represents designers from the African American, Asian, Caucasian, Latina/o, Multiracial and LGBTQIA communities. Its members also represent 54% female and 46% male. We also represent In-house designers, entrepreneurs and educators.

GRADUATE LEVEL RESEARCH

Currently six members on the task force have higher education degrees and the three members below have a research focus in diversity and identity studies





MILESTONES & ACCOMPLISHMENTS





INCREASING PRESENCE AND VISIBILITY

Our interest is both national and local. How will this be achieved?

- Influencing internal policy
- Contributing to community awareness
- Developing a robust D&I webpage
- Posting a chart that outlines how D&I can help chapters
- Being available to offer guidance as needed



PRACTICES AND PROCEDURES

As the task force grows and evolves, sharing best practices is key to its sustainability:

- Outlining committee monthly goals
- Producing programming models
- Providing research and data collection



CREATING A STAFF POSITION

In 2015, an ALGA 2020 Vision Fund Grant was written for a full time staff position.

- The result is the creation of an ALGA 2–year residency position
- This position is located in the national office and serves as a liaison with the task force
- The first awardee for 2016 is Obed Figueroa



ABOUT OUR RESIDENT

Obed Figueroa

- Obed Figueroa is a doctoral candidate at Northeastern University
- He comes to us with 17 years of higher education leadership where Diversity & Inclusion was a significant component of his experience
- He is a peer-reviewed author and a constant advocate of diversity and inclusion in all industries



NEA GRANT

As a 2016 NEA awardee, D&I now has financial support to enable our team to produce new educational programming, media content, webcasts, videos, biographical essays, and a guidebook for our local chapters. How is this helpful?

- Resources tools to empower chapters
- Educational programming
- Video projects
- Design Journeys



STRUCTURING SUB-COMMITTEES

The Diversity & Inclusion task force is organized
in four action-oriented committees



Committee 1
**PROGRAMMING
DEVELOPMENT &
IMPLEMENTATION**

This group produces new models for targeted programming

Committee led by:
Stacey Sundar
AIGA NY



Committee 2
**CONTENT AND
AWARENESS**

Researching relevant information relating to diversity and inclusion and design

Committee led by:
Maurice Cherry
AIGA ATL



Committee 3
**EDUCATION AND
COMMUNITY**

Explore partnerships with educational institutions and community

Committee led by:
Jessica Arana
AIGA LA



Committee 4
**GUIDANCE AND
SUPPORT**

Review submitted concerns that pertain to D&I issues

Committee led by:
Gus Granger
AIGA DFW



Committee 1

Programming Development and Implementation

Committee Lead

Stacey Sundar
AIGA NY

Committee focused on:

- Compiling a list of programming resources for reference and inspiration
- Working to expand programming topics and creating lecture series

What you should know:

We are in a majority–minority trend

- People of Color
- Disability
- LGBTQIA



Committee 2

Content and Awareness

Committee Lead

**Maurice
Cherry
AIGA ATL**

Committee focused on:

- **Webcasts:** The first topic to focus on Native American/First Nation graphic designers
- **Design Journeys:** The committee is currently gathering nominations

Statement from lead:

- My vision for the committee is to help showcase the rich diversity in our design community via AIGA.org, Eye on Design, and our supporting initiatives. Your input is both needed and welcomed, so please help us by letting us know who and what we should highlight as we work to reach this goal together.



Committee 3
**Education and
Community**

Committee Lead
Jessica Arana
AIGA LA

Committee focused on:

- Partnerships with community groups
- Examining how the lack of diversity in design programs affects students

Our response will be:

A strategy that produces tools that offer

- Practical and useful to the community
- Sustainable
- A resolution to the core issues this community is facing

Not just a pipeline issue:

The culture of the design industry must also shift for change to occur.



Committee 4

Guidance and Support

Committee Lead

Gus Granger
AIGA DFW

Committee focused on:

- Identifying underrepresented communities
- Supporting recruitment efforts
- Providing nominations for future task force members

Statement from lead:

- New organizations are created because there is a need for them to exist. This task force exists to negate the necessity for new or separate design associations focused on the interest of neglected groups of people. Tell us how we can champion your interest.



**Chair
Emerita**

**Antionette
Carroll
AIGA STL**

The Emerita position is currently held by the past Chair who advises on the areas that are crucial for assessment and analysis throughout AIGA's organizational administrative structure and programming.

Industry wide strategic expansion of D&I efforts

- Design Census
- Inclusivity by Design Summit
- Worldstudio Scholarship

IN CLOSING





LOOKING FORWARD

The 2017 Summit in the works plans

- to engage with industry professionals, stakeholders as strategic planning is being formulated
- to provide a platform (space), encourage deep listening and obtain support for the diversity and inclusion related concerns from the design community at large



SEEKING SPONSORSHIP

- Past sponsors include Herman Miller, who sponsored the Mini-Summit in Michigan and subsequent “Perspectives” video
- Opportunities to support specific projects
- In-kind resources are welcome



STAY IN CONTACT WITH US

- Connect with us about volunteer opportunities
- Reach out to the chair and committee leads:
 - Jacinda Walker, Chair:** jacindawlkr@gmail.com
 - Stacey Sundar, Programming:** staceysundar@yahoo.com
 - Maurice Cherry, Content:** mail@revisionpath.com
 - Jessica Arana, Education:** jessicaarana@gmail.com
 - Gus Granger, Guidance:** gus@7Okft.com
- AIGA.org
- Join the conversation [#AIGAtogether](https://twitter.com/AIGAtogether)

THANK YOU

