Diversity & Inclusion

IMPACT OVERVIEW

2017
Diversity & Inclusion

OVERVIEW

AGENDA

- Operations
- Communications + Marketing
- Programming + Content
- Outreach
2016 Bureau of Labor Statistics data

FOR 878,000 DESIGNERS

- 54.8% women
- 5.1% African American
- 8.4% Asian American
- 10.6% Latino
It all began with

ONE QUESTION

IN 2013...
From Antionette Carroll who reached out to AIGA about a lack of diversity in the design industry and asked what could AIGA do as an organization to address the issue.
Why diversity and inclusion?

AIGA D&I INITIATIVE

The purpose of the initiative

Grounded in equity, AIGA is committed to creating an inclusive environment where diverse voices are active in our organization.

- Increases representation
- Creates community
- Gives a voice to marginalized designers
- Effect change for all designers
2016-17 selected

GOALS & TACTICS

The task force chair, committee leaders, members and chair emerita selected the below action items to continue moving the Initiative forward

- Expand our reach/community engagement
- Educate members
- Activate chapters
- Define task force structure for sustainability
- Establish partnerships
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OPERATIONS

It’s about the people we include
Our Mission
Encouraging diversity in design education, discourse, and practice to strengthen and expand the relevance of design in all areas of society.

- Celebrating a diverse array of designers
- Cultivating greater opportunity
- Connecting with stakeholders
Committee 1:
George Garrastegui Jr.  
AIGA NY  
PROGRAMMING DEVELOPMENT AND IMPLEMENTATION  
The creative think tank and activators

Committee 2:
Carlos Estrada  
AIGA DET  
CONTENT AND AWARENESS  
Researching relevant information relating to diversity and inclusion and design

Committee 3:
Nida Abdullah  
AIGA WM  
EDUCATION AND COMMUNITY  
Explore partnerships with educational institutions and community

Committee 4:
Gus Granger  
AIGA DFW  
GUIDANCE AND SUPPORT  
Review submitted concerns that pertain to D&I issues
= Task Force Member Locations
= D&I Initiative Chapter Participants
Our Mission
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.
A collaboration with Google
Together, AIGA and Google launched the inaugural online survey, a free and open-source platform for understanding the complex economic, social, and cultural factors shaping today’s design practice.
Task force communications

MONTHLY CALLS

Building a sense of belonging

› Knowledge experts as guests
› News and updates
› Open Calls with chapter reps
› Teaching Sessions sharing knowledge
Developing chapter engagement

**ON BOARDING**

Inclusion starts at home
Our goal is to ensure the important first steps are taken when a chapter decides to adopt the D&I initiative and appoint a new D&I Lead position on the board.

- A five-step process to guide and assist chapters with bringing the initiative to their community
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COMMUNICATIONS + MARKETING

It’s about walking the talk
A public statement on equity

Public statement on aiga.org
Creating an institutional message about why an organization like AIGA should embrace equity, diversity and inclusion was key to make our commitment more visible and encourage other chapters to do the same.
Training the trainer

CHAPTER

GUIDEBOOK

A four-step how to practice D&I
Downloaded to date by more than 1,200 members, the guidebook provides the basics of how to start the conversation.

› Operations
› Communications and Marketing
› Programming
› Outreach strategy
Spreading the word

PROMO CARDS

Friendly tools to communicate principles
The set of cards provides a condensed version of the what, why and how of D&I and accompanies the chapter guidebook.

Why diversity and inclusion?

AIGA Together

Diversity is more than just ethnicity. It also includes religion, sexual orientation, gender identity, age, ability, socioeconomic status, political affiliation, geographic location and any other factor that influences perspectives. Having diverse and inclusive teams enriches the conversation, increases innovation and broadens the experiences for all. AIGA is committed to diversity and inclusion by encouraging inclusive thinking and respect for differences. It aims to recognize all disciplines, and makes a point to invite diverse skills, ideas and voices to better reflect the community it serves.

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Diversity & Inclusion task force: how can it help?

Operations and Structure

Established in 2014, the D&I task force is comprised of 20+ volunteer professionals divided into four action-oriented sub-committees of multidisciplinary designers across 13 states and 16 AIGA chapters. Collectively the team raises awareness of the issues of diversity and inclusion in the design industry, and acts as a connective tissue between AIGA, its 72 chapters and 24,000 members, as well as interface with the rest of the creative community.

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Diversity & Inclusion: how to practice locally?

Resources for Chapters

Diversity and inclusion works around the impact of equity, which can be implemented by influencing organizational culture, communications, programming, outreach and community engagement. To aid in the process of inclusion, the D&I task force has developed the Learning Basics reading list and the Chapter Guidebook. These tools will empower chapters in their decision making process to implement D&I locally.

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Diversity & Inclusion

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Social media campaign

DIVERSITY DAY

The U.N. declared Diversity Day May 21st. We took the opportunity to celebrate this international recognition day by honoring the members of the D&I task force.
Social media campaign

CULTURAL CELEBRATIONS

Honoring ALL our populations and communities
Visually representing and unearthing work
› to celebrate LatinX designers w Google
› for Juneteenth
› to give visibility to Black designers, etc…

“I am the dream & the hope of the slave. I rise.”
- Maya Angelou

Across Borders: A Look at the Work of Latinx Designers

The Project
The 28 Days of Black Designers project is a digital project that focuses on the stories and work of African American/Black designers. The Black community has been and continues to be integral to the work that we do. Today the initiative is called the Black History Month project will allow the awareness and celebration of black designers and black history. The project aims to showcase the work of black designers and celebrate their contributions to the field.

Why Awareness and Celebration?

28 Days of Black Designers

If there is no struggle, there is no progress
- Frederick Douglass
Embracing all our members

PRIDE LOGO

June – Gay pride month
AIGA launched a pride logo for the month of June, created events, elevated projects by chapters and the button is now included in the AIGA Archives.
LEARNING LIST

A reading list as a basic engagement tool
The learning list was curated by task force members to provide key thought leadership on topics related to diversity.
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PROGRAMMING + CONTENT

It’s about whose stories we tell
Broadcasting our values

WEBINAR SERIES

Representing diverse practices
With support from the NEA the webcast series provides examples of practitioners, who address issues such as

- Implicit bias
- Activism
- Tribal entrepreneurship
Being part of AIGA tentpole event

CONFERENCE

IMPACT

The Impact of Inclusion panels
Gathering experts in the D&I space in intimate conversations and engaging debate and presenting the annual report of the task force.
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OUTREACH

It’s about the strategy we chose
Being part of design history

AWARDS

GALA

Diversity in honorees, gala chairs, attendees and awardees. We honored Black advertising pioneer Emmet McBain, first Latina medalist Rebeca Mendez, and Worldstudio founder Mark Randall among others.
A Foundation grant for diversity

WORLD STUDIOS

Supporting under represented youth
Since 1995, Worldstudio AIGA Scholarship has distributed more than $1 M to 700+ recipients, emerging talent in social design, illustration, art and photography. Design Continuum in AIGA DC supports Worldstudio with its own philanthropic effort and a life-long endowment.
Community engagement

DESIGN CHALLENGES

Exposing public school children to design
DesignExplorr, Jacinda Walker’s own project, connects youth with creative careers through hands-on “design thinking” workshops.

- New Orleans
- Las Vegas
- Minneapolis
An opportunity to shine and workshop
While the MainStage presentation gave an overview of the initiative, smaller group workshops and round tables provided opportunities for in-person engagement.
Partnering with other groups

COMMUNITY PARTNERS

Reaching out to sister organizations
Partnering with the One Club on HATBP event, and other black design advocacy groups aims to bring AIGA to the forefront of marginalized communities that do not always recognize themselves.
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STAY IN TOUCH WITH US!

#AIGATogether

Report prepared by:
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