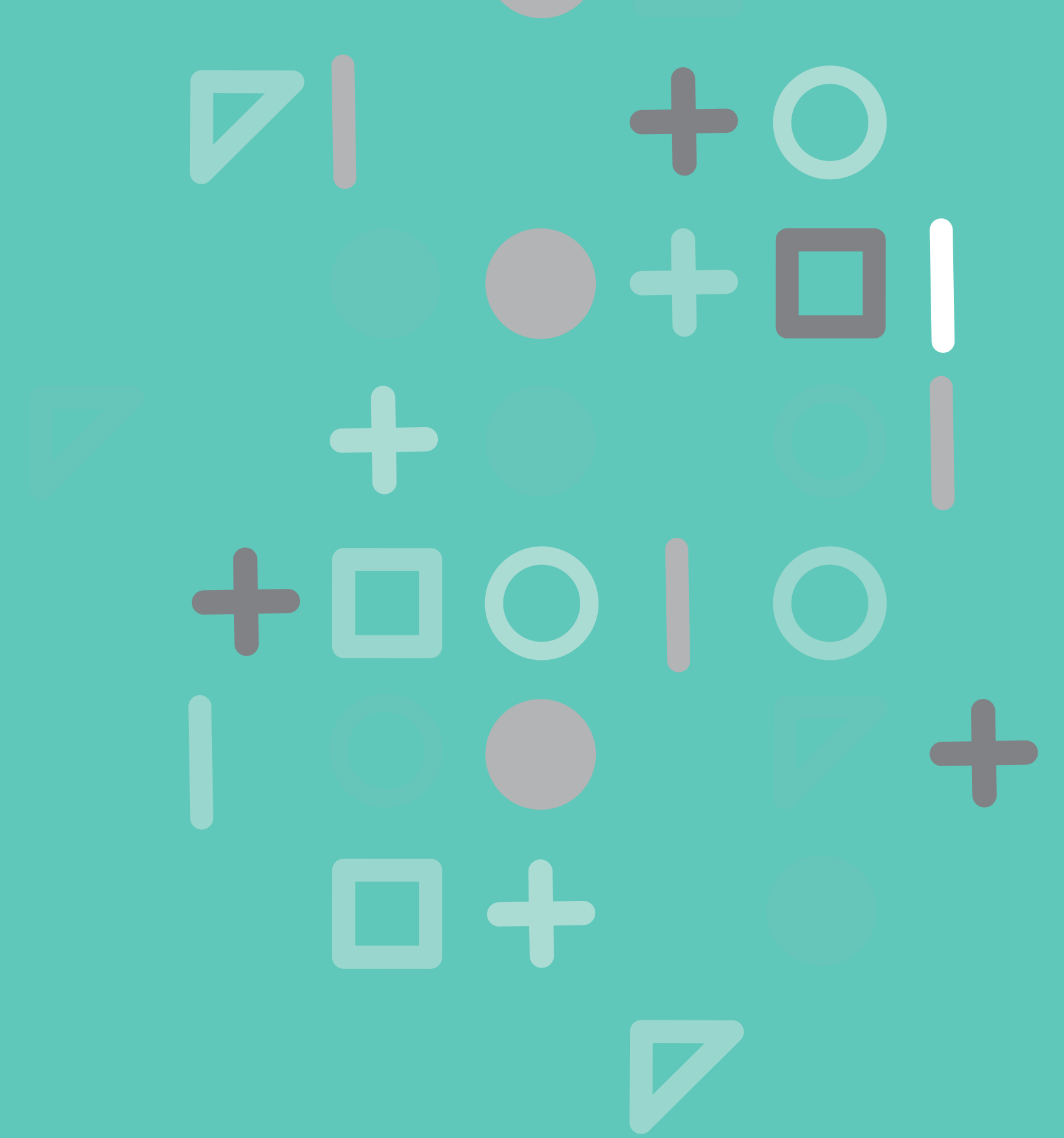


Diversity & Inclusion

IMPACT OVERVIEW 2017



Diversity & Inclusion

OVERVIEW

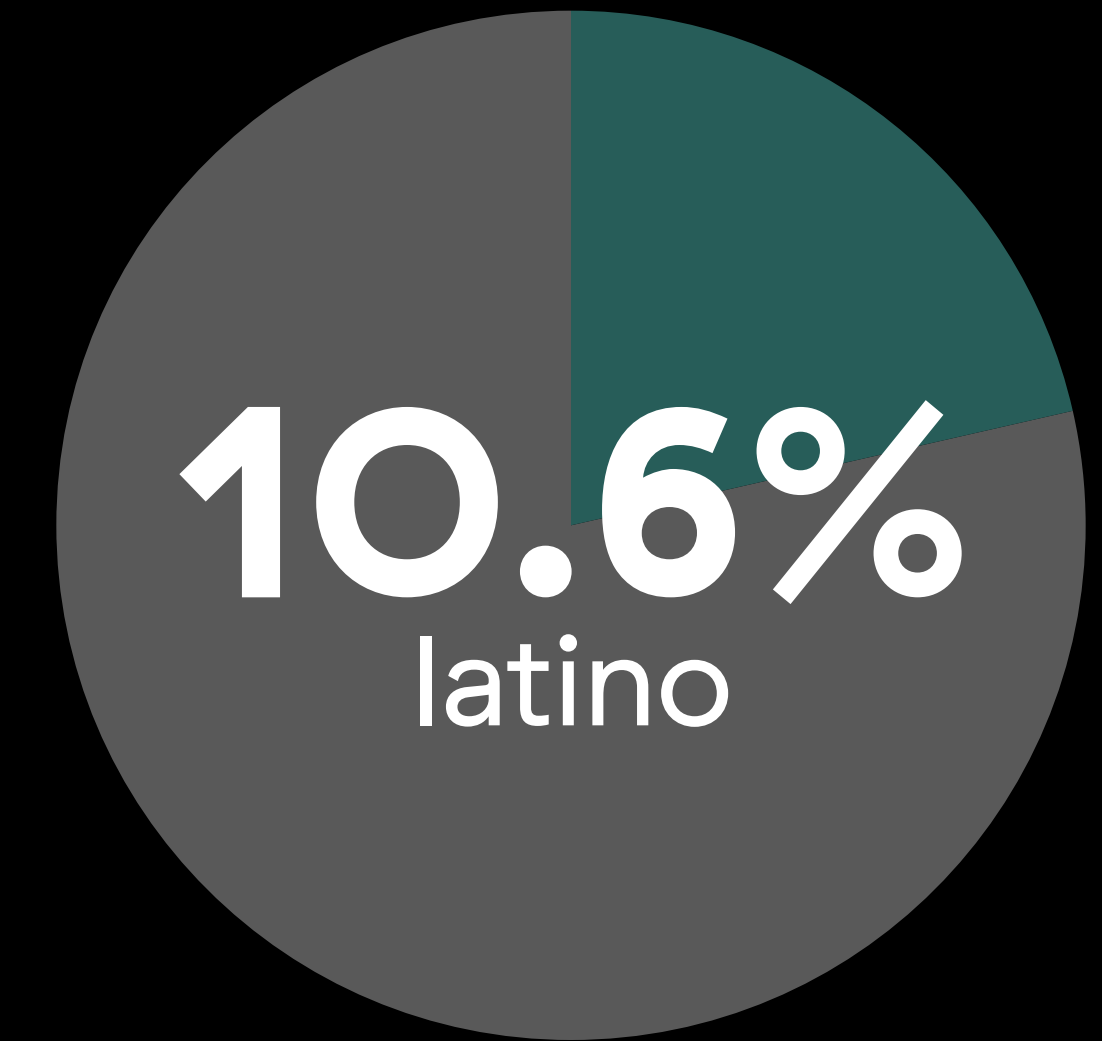
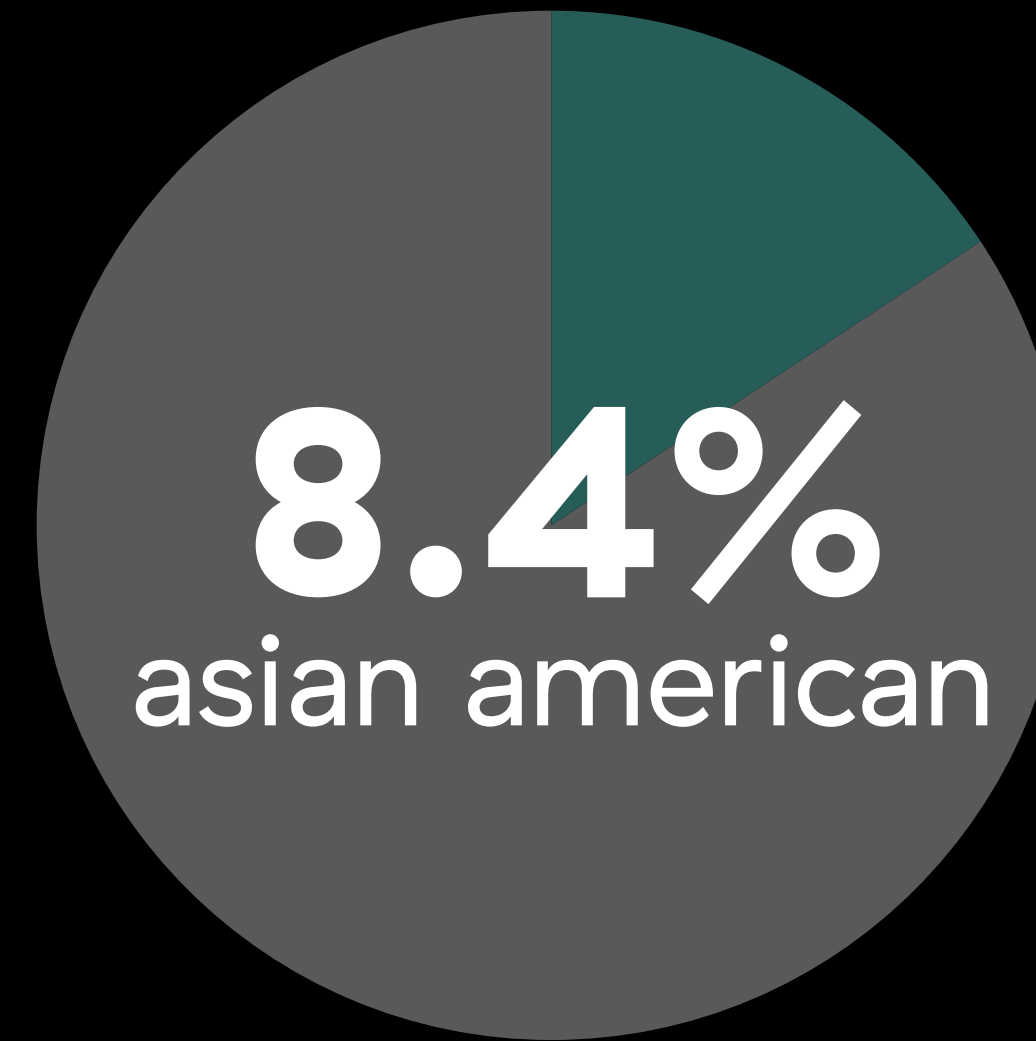
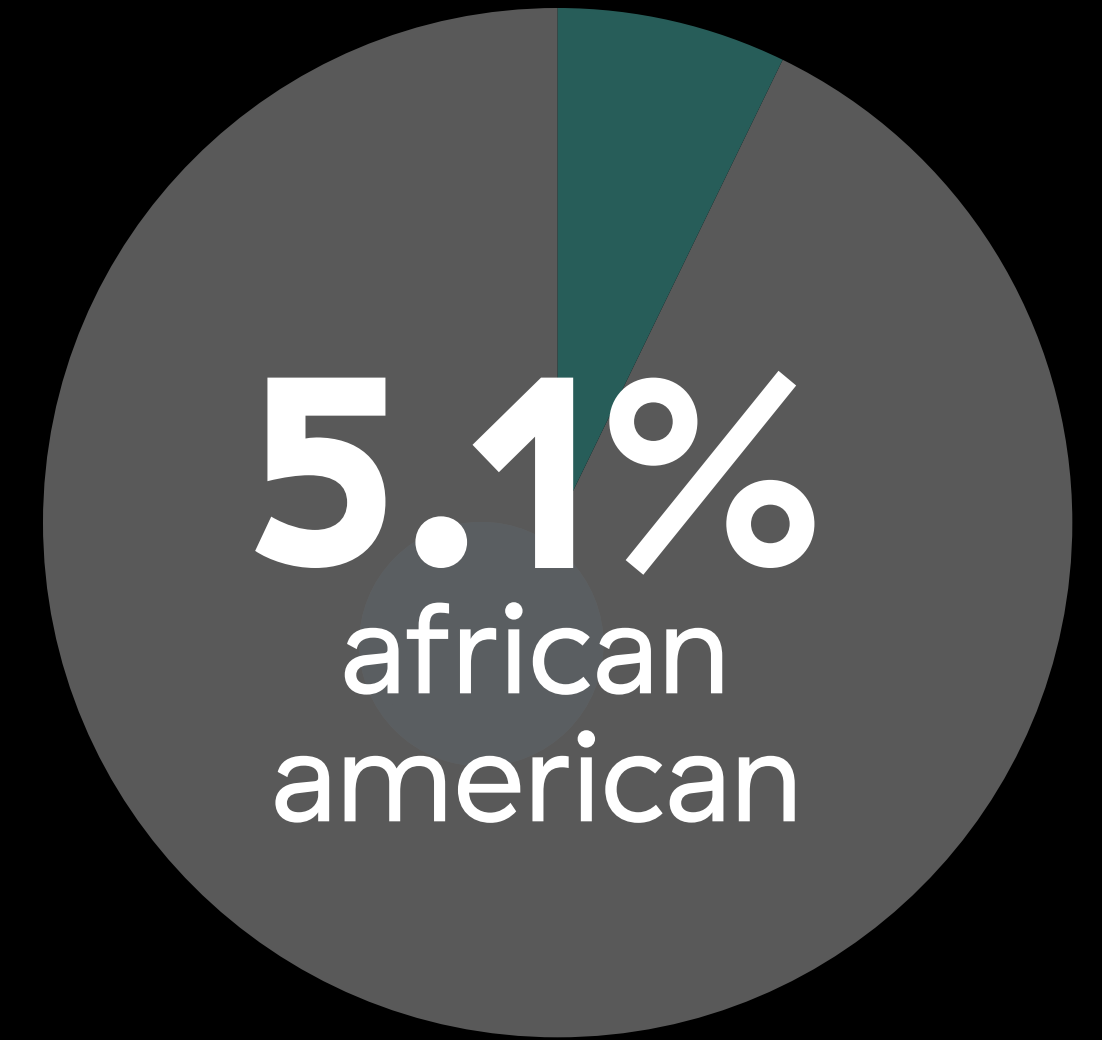
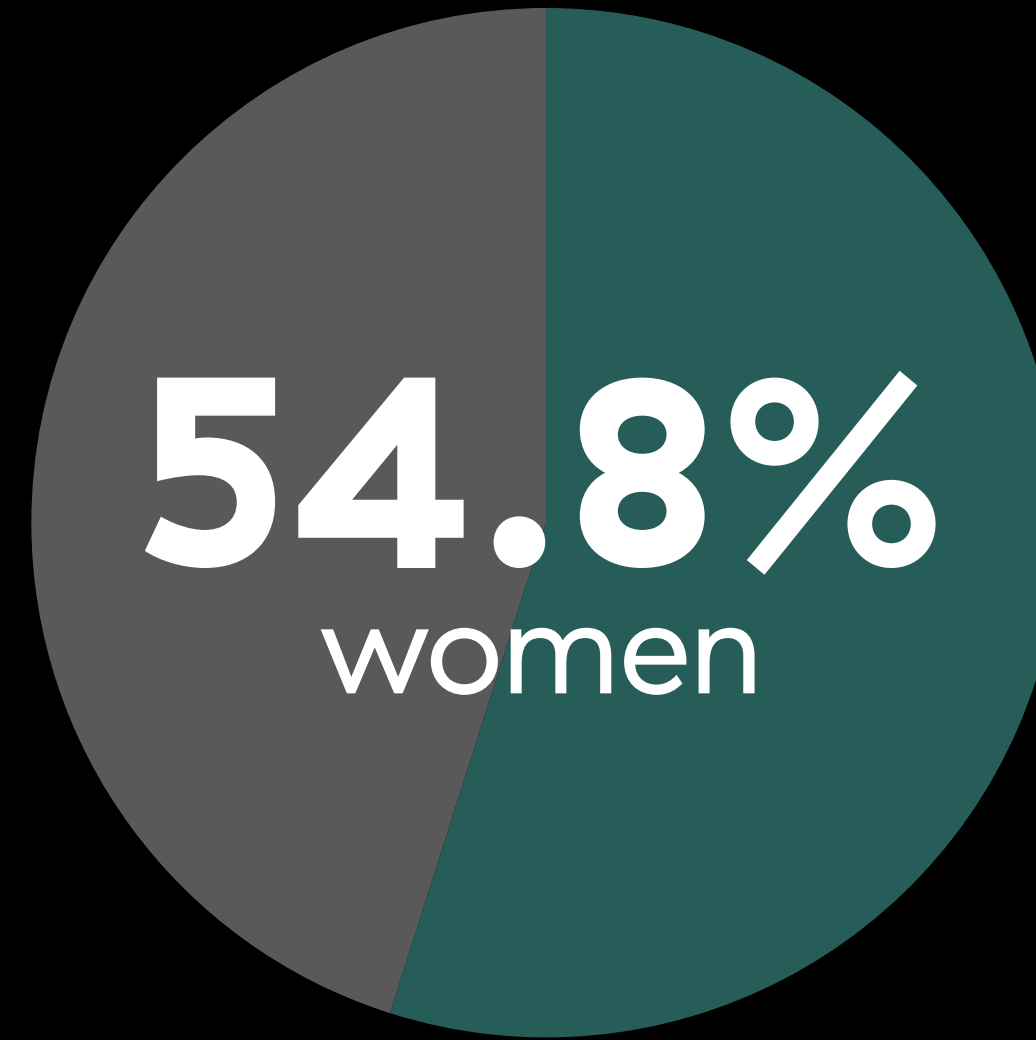
AGENDA

- ▶ Operations
- ▶ Communications + Marketing
- ▶ Programming + Content
- ▶ Outreach



2016 Bureau of Labor Statistics data

FOR 878,000 DESIGNERS



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

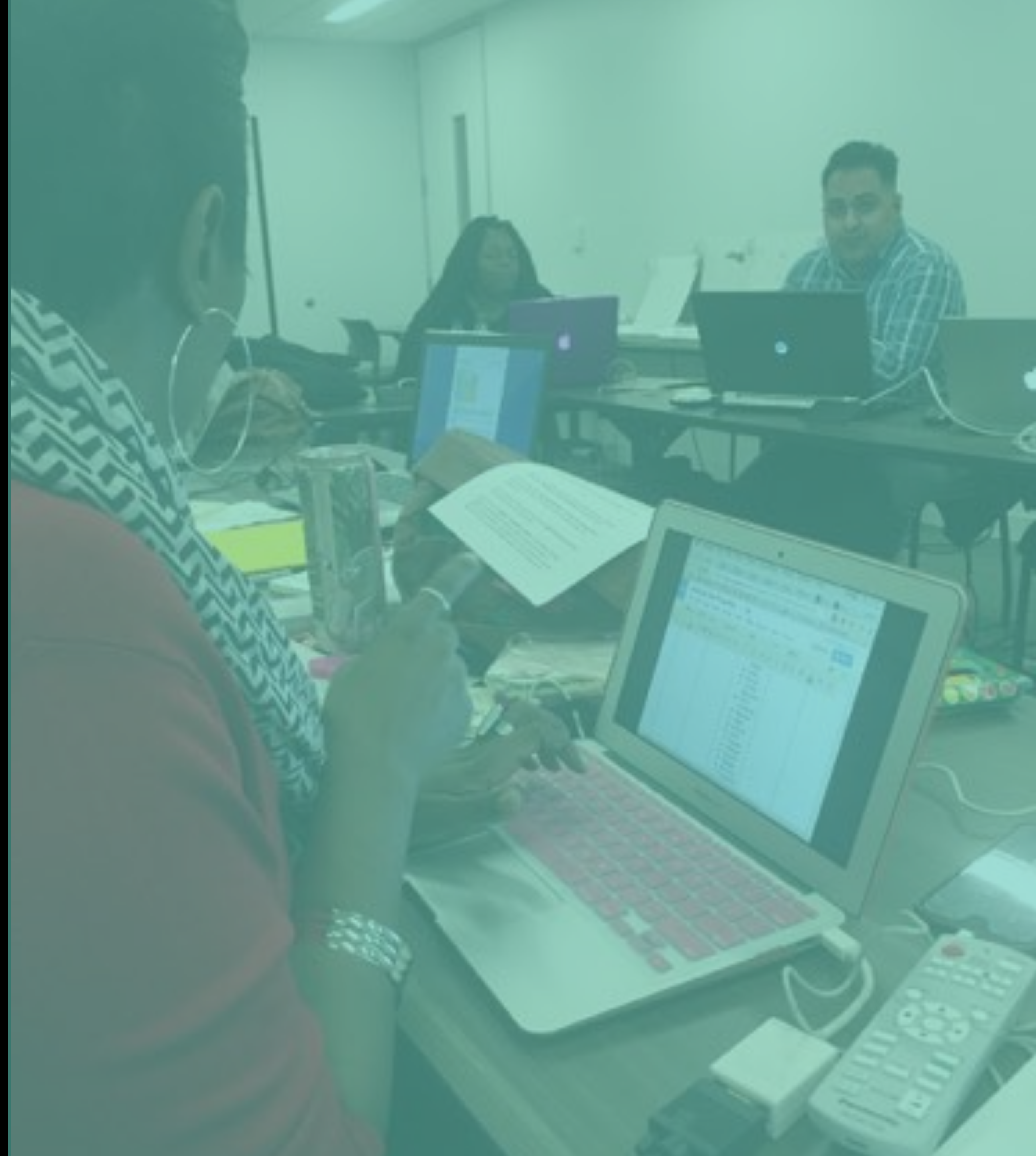


2016-17 selected

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



Diversity & Inclusion

OPERATIONS



It's about the people we include



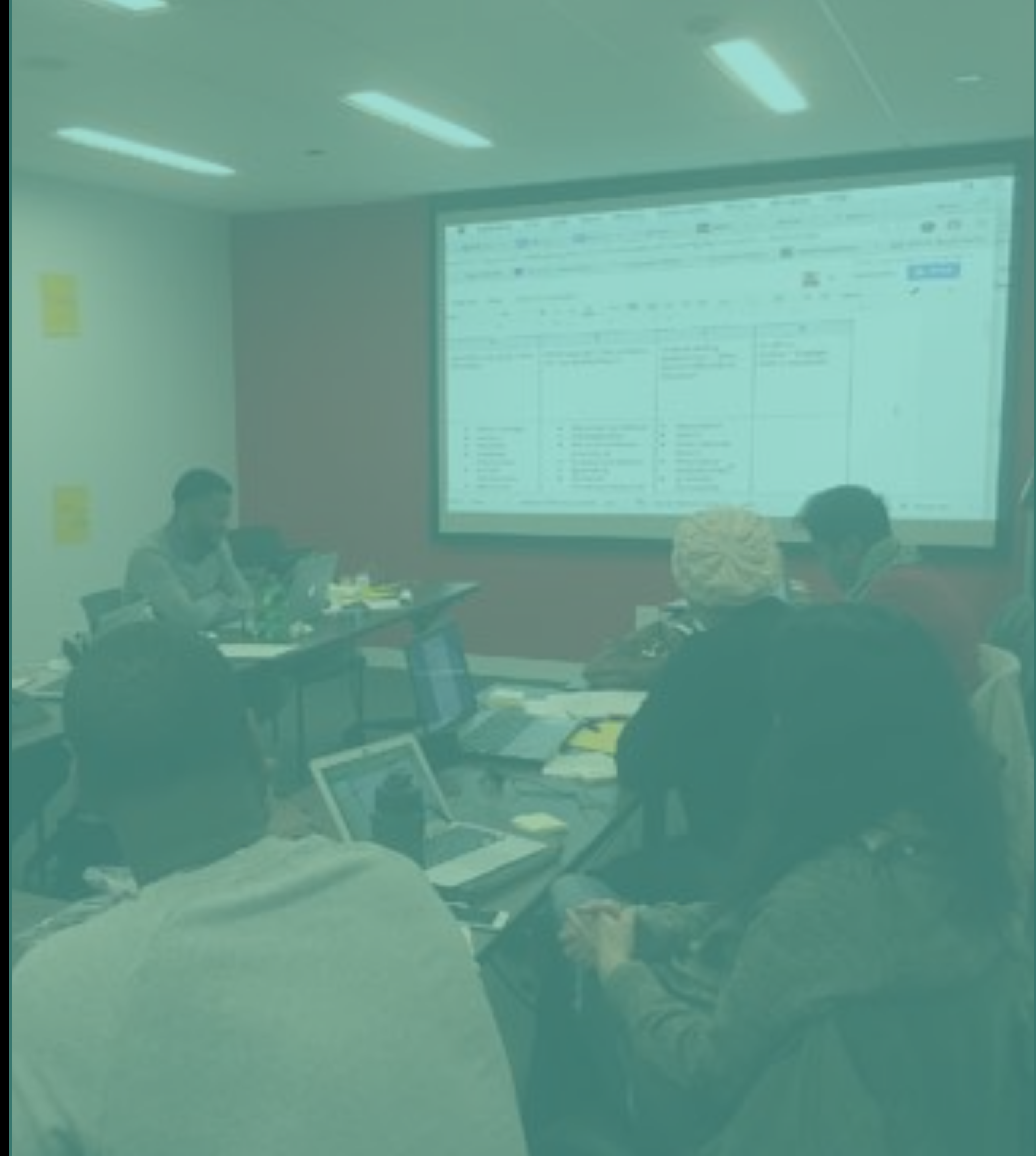
AIGA Diversity & Inclusion

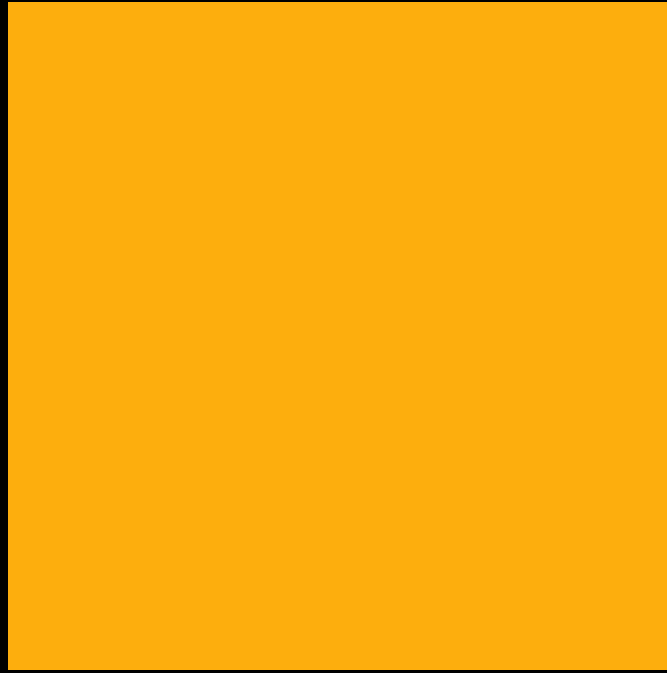
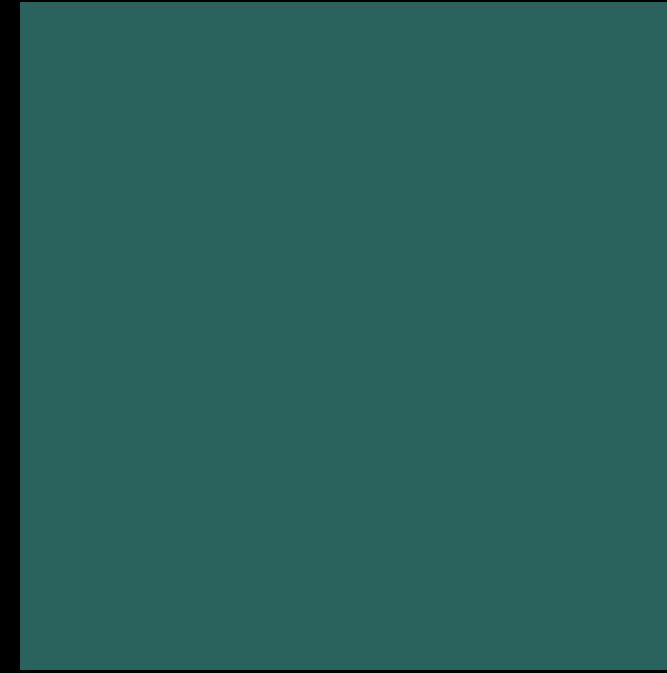
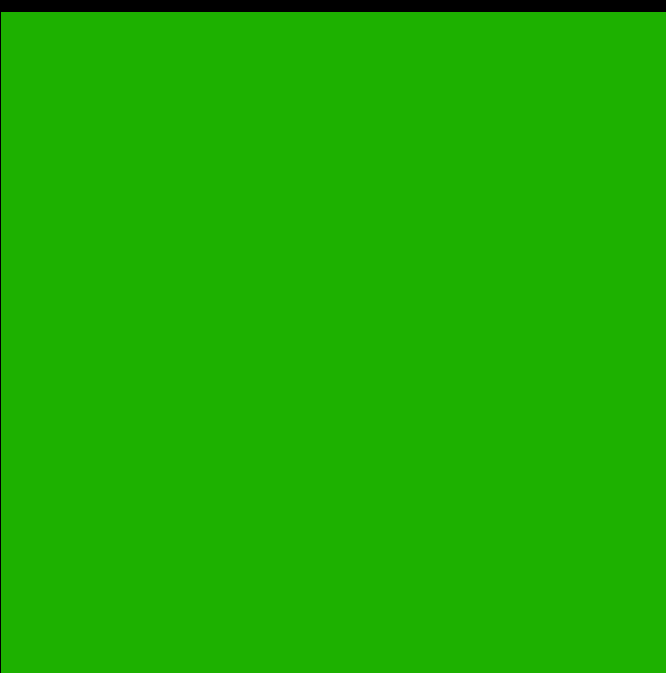
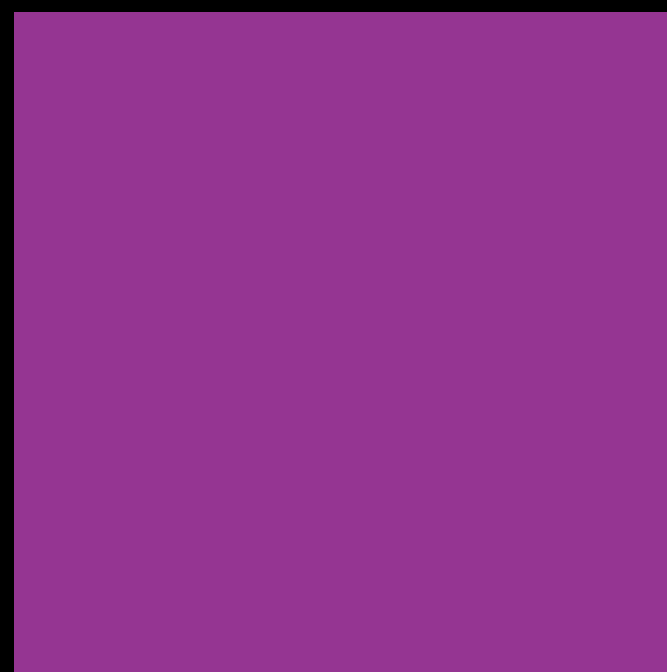
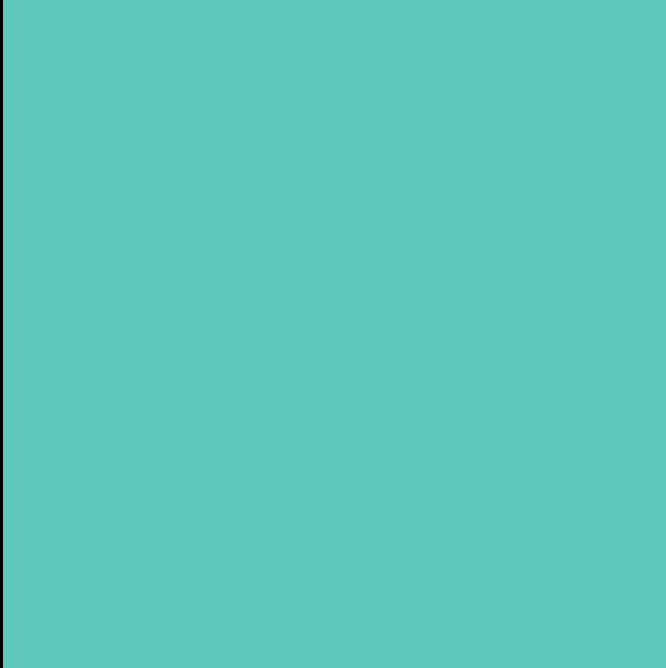
TASK FORCE

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



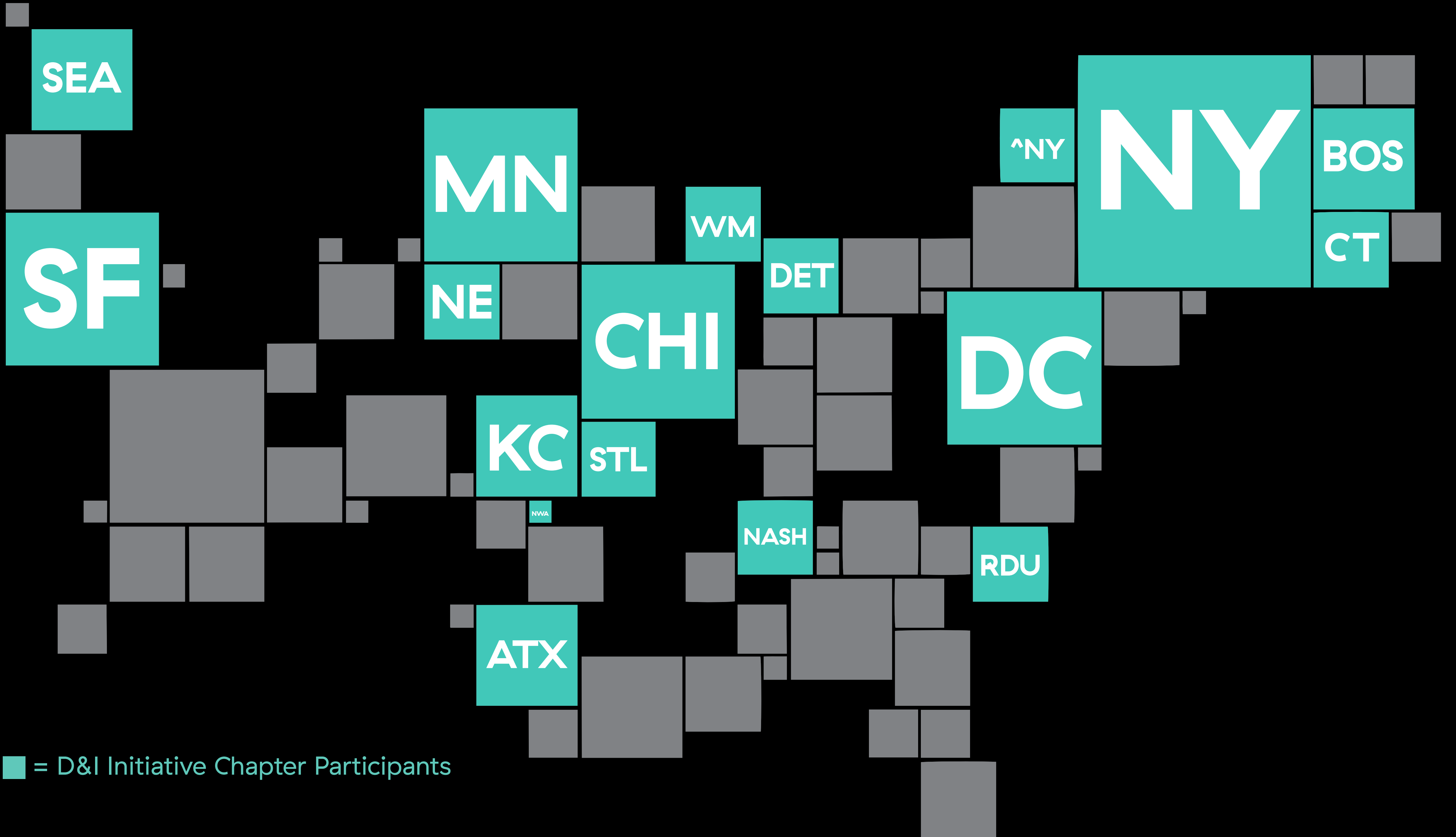
Committee 4:
Gus Granger
AIGA DFW

**GUIDANCE
AND SUPPORT**

Review submitted
concerns that pertain
to D&I issues



■ = Task Force Member Locations



2016-17 recipient

NEA GRANT

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.



Understanding our community

DESIGN CENSUS

A collaboration with Google

Together, ALGA 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.

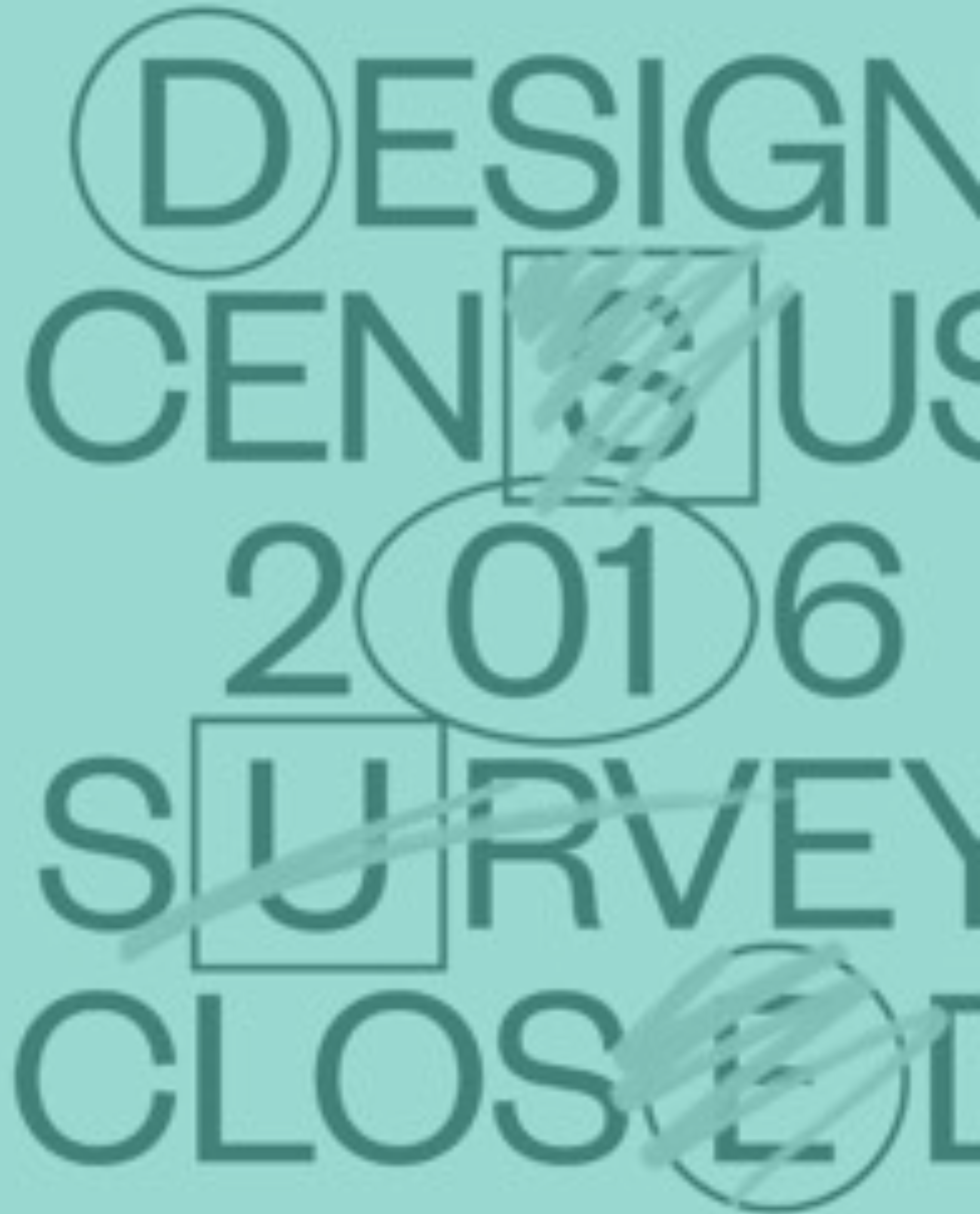
GALLERY

FAQS

RESULTS

ABOUT

SURVEY



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



Diversity & Inclusion

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

AIGA

AIGA Diversity & Inclusion chapter guidebook

—
Excerpt, May 2017

the
professional
association
for
design



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 enrich 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.

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.

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.

Diversity & Inclusion

“Diversity and Inclusion isn’t a nice to have, it’s a need to have.”

— John Maeda, Automattic

Mission and purpose
The AIGA Diversity

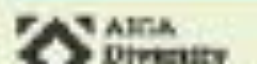
AIGA's commitment to Diversity & Inclusion is more than ever, and to that end the organization has a dedicated initiative that complements its mission to encourage diversity to strengthen and expand the industry. This initiative also addresses endemic issues between marginalized designers and practitioners, managers, thinkers and makers. The D&I task force has been established to ensure representation for AIGA and its 72



Diversity & Inclusion action plan
About the sub-committees

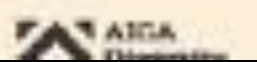
Programming development and implementation

Acts as the resource to produce new modules for education, targeted programming that can help reach new audiences, easily replicated at the chapter level.



D&I Learning list and Chapter Guidebook
Understanding the basics

The goal of the D&I Learning List is to provide a starting point for thinking about equity, inclusion, and social justice. The Learning List of eight "must-read" books is intended for those interested in social justice to learn more about the field. The Chapter Guidebook also provides practical tools to address these issues. These resources work in tandem for design leaders and organizational managers.



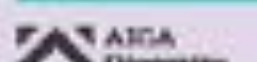
Endorsing D&I in your organization
Five tips for a successful implementation

1 Start the conversation

Share your vision on inclusion, equity, and social justice to determine the "why" for the Board and community.

2 Define your goals

Reflect on stakeholder and community needs. Build a team about diversity and inclusion. Present data to be used in your decision-making process.



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



"If there is no struggle, there is no progress."
- Frederick Douglass

Embracing all our members

PRIDE LOGO

June – Gay pride month

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



Back to school

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.



Diversity & Inclusion

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.



Diversity & Inclusion

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 Woldstudio founder
Mark Randall among others.



A Foundation grant for diversity

WORLD STUDIOS

Supporting under represented youth

Since 1995, Woldstudio ALGA Scholarship has distributed more than \$1 M to 700+ recipients, emerging talent in social design, illustration, art and photography

Design Continuum in ALGA DC supports Woldstudio 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



Chapter direct engagement

LEADERSHIP RETREAT

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 ALGA to the forefront of marginalized communities that do not always recognize themselves.



Diversity & Inclusion

STAY IN TOUCH WITH US!

#AIGATogether

Report prepared by:

- ▶ Laetitia Wolff, Director of Strategic Initiatives
- ▶ Obed Figueroa, D&I Resident (2016–2017)
- ▶ Jacinda Walker, Chair AIGA Diversity & Inclusion task force

