



ADVANCING THE DIVERSITY OF YOUR BOARD

*An ARTSU Webinar
Americans for the Arts
October 31, 2018*



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Moderator



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One Step Forward, Two Steps Back: Advancing the Diversity of Your Board

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Non-profit Boards representation data*

| | 2015 | 2017 |
|--------------------------|------|------|
| Chief Executives (White) | 89% | 90% |
| Board Members (White) | 80% | 84% |
| Boards (All white) | 25% | 27% |

**Leading with Intent:*

2017 National Index of Nonprofit Board Practices

KEY STEPS

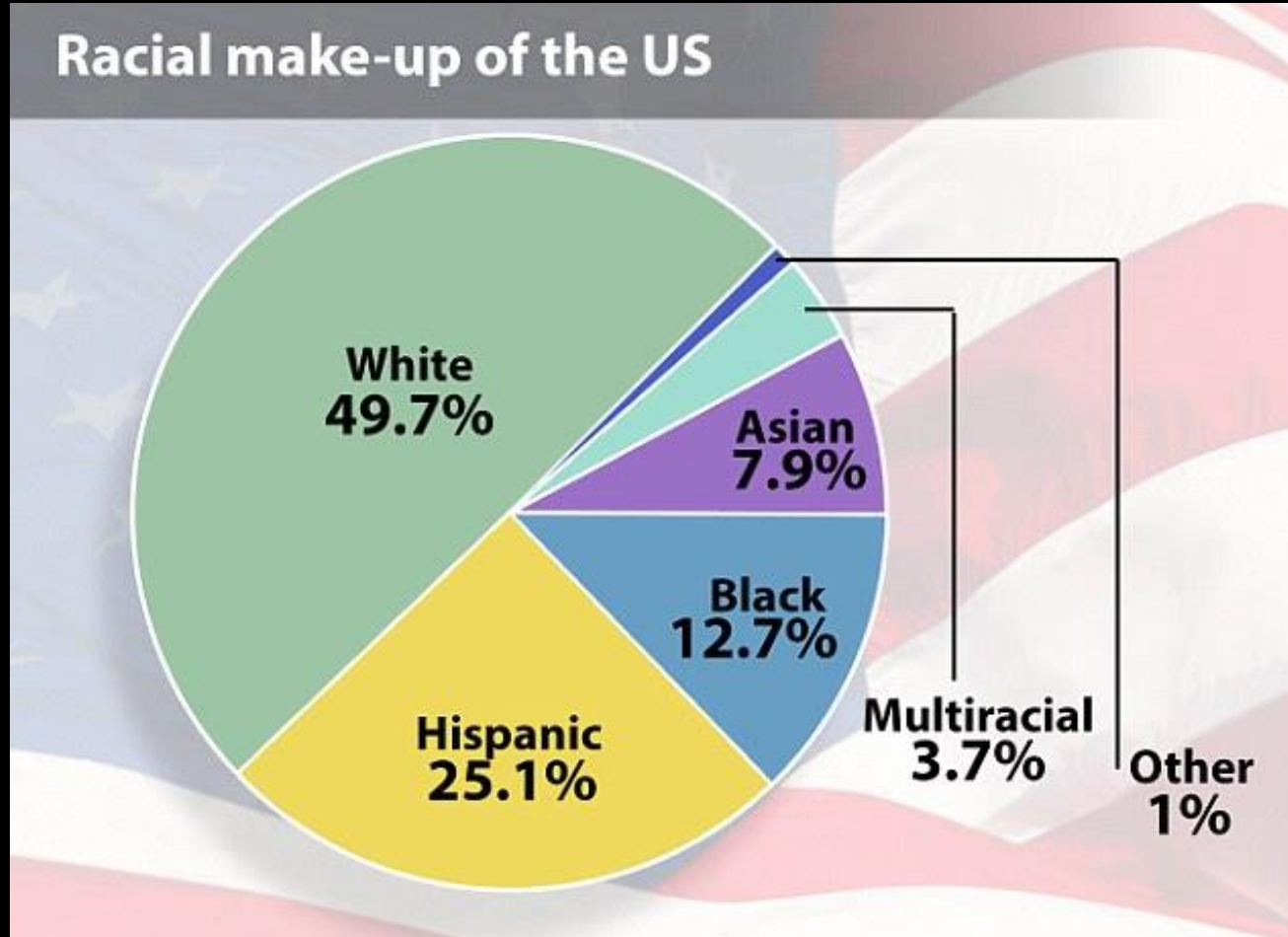
ESTABLISH THE FRAMEWORK

#1

Why diversity, inclusiveness and equity matter

- Demographic shifts
- Sound business practice
 - Funding
- Moral imperative

Why? Demographic Shift



2044:
US is
Majority
Minority

What we used to look like



What we look like now



WHERE ARE YOU NOW?

#2

What does your leadership look like?
Demographic survey for board and staff

Race, ethnicity, gender identity, sexual orientation, age, disability, neighborhood

SHARED LEARNING

#3

- Commitment from leadership is critical

- Share the burden

- Define DEI EFINE DEI FOR YOUR ORGANIZATION

- Definitions of “equity” vary, but having one is important

- Diversity → Representation (Who’s at the table)

- Inclusiveness → Interaction (Perspectives valued)

- Equity → Action to address historical disparities - eliminate barriers (Practices & Policies)

ARTICULATE YOUR ORGANIZATION'S
COMMITMENT TO DEI

#4

Adopt a statement that the organization values diversity, equity and inclusion AND is committed to an inclusive and equitable workplace.

WHERE DO I FIND THEM?

#5

-What organizations currently work with or engage historically under resourced or underrepresented communities?

-Leadership or community groups

-Build authentic relationships



African American Commission



Commission on Aging



Latino Commission



***Commission for People
with Disabilities***



American Indian Commission



Women's Commission



***Asian American
Pacific Islander Commission***



Immigrant & Refugee Commission



LGBTQ Commission

**-Evaluate your programming for
potential connections**

**-Self-awareness
(know when to take a step back)**

RESOURCES:

[Leading with Intent: 2017 National Index of Nonprofit Board Practices](#)

[Beyond Political Correctness: Building a Diverse and Inclusive Board](#)

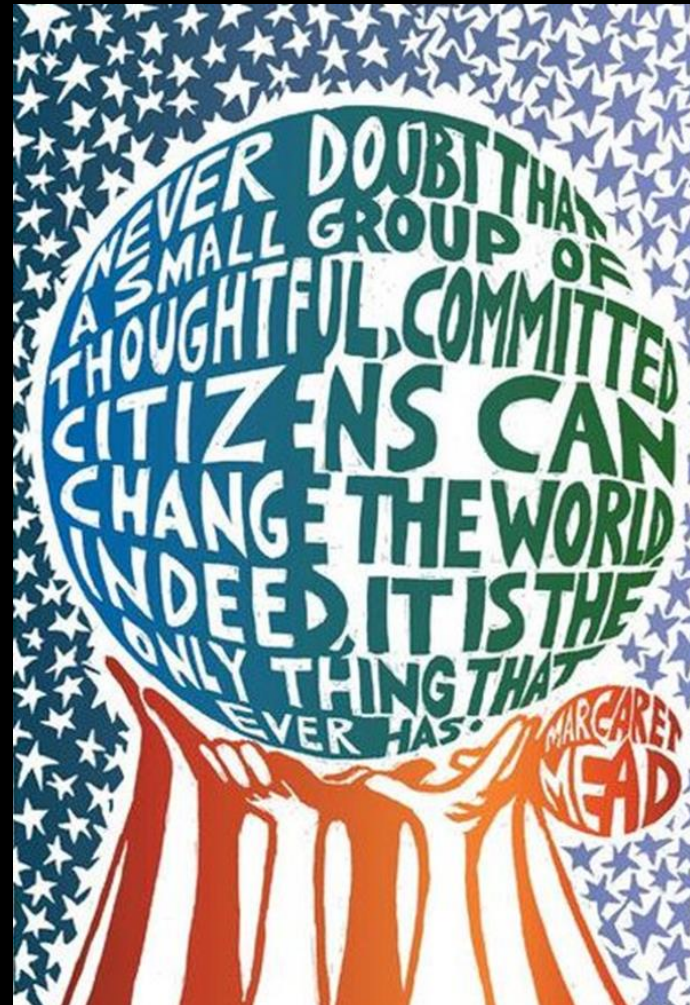
[Accelerating Nonprofit Board Diversity](#)

[Board Diversity Training: A Toolkit](#)

#6

Organizations that “lean in” to difficult conversations
experience more meaningful shifts in culture

EXPECT PUSH BACK - EXPECT DOUBT



Advancing the Diversity of Your Board



Presented by
Antonio (Tony) Allegretti

Results

- African American board participation on Cultural Service Grant (CSG) organizations increased from 4% to 8% to 16% in the past three grant cycles*
- 69% of CSG organizations increased African American board participation for 2017/18*

*Annual CSG Demographic Survey

Background

- Local Art Agency with 27 Cultural Service Grant Organizations.
- Hearings & Meetings were the main places for macro-discussion of diversity on boards.
- Surveyed in 2015, refined surveys in 2016.
- Identified that diversity was required for eligibility.
- Planned Multi-Prong approach with a lense of inclusion on **ALL** decisions

Startup Action

- **Assessing where we are**
- **Why is this important?**
- **What to tackle? (Race & Ethnicity)**

Assessing Where We Are.

- You absolutely must take stock!
- Format a demographic survey that can be used year after year.
- Use the US census, the ultimate baseline.

Why is this important?

- You tell me.
- Does diversity improve our organization (our lives)?
- Are we legally required to represent the community?
- Is it fair to publicly fund arts and culture with money from all parts of our community, but only have direction from select demographics?

What to tackle? (Race & Ethnicity)

- Once you have taken stock, look at gaps, by size.
- Immediately start discussing the extent of the import of diversity on your board. Adopt a Cultural Equity Statement?
- Look at all diversities. Never discount other diversities. Don't sacrifice one diverse member for another type of diversity. More on other diversities in tactics.

Procedure

Arts & Culture is essential to our quality of life. Are we leaving anyone behind? Let's find out.

Exactly how can you ensure your board represents the multi-dimensional community?

Discuss in Governance/Nominating!

THE WORK. Engage staff. Engage audience. Engage community. Be intentional. Determine then Increase awareness.



Executive level conference. Diversity on board only topic. Executive Director & Chair required attendance. Board visits by request.

Discuss objections and difficulties. Look to data. Example: There are 300,000 African Americans in this city. Are we saying there aren't any African Americans who would want to and could support your organization?

Some Info & Guidance -

1. [Diversity, Why now? Includes great links.](#)
2. [Three Sides of Diversity \(Board, Audience, Staff\)](#)
3. [What does Arts Management look like? Diverse?](#)
4. [Diversity Tooklit - Mississippi Arts Commission \(PDF\)](#)
5. [This Expose and Guide is the right on the money!](#)

[Cultural Service Internships Pilot \(JAX\)](#)

[Cultural Service Continuum \(JAX\)](#)

DISCUSSION

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QUESTIONS & ANSWERS

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THANK YOU!

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