

STATE OF THE FIELD

INCLUSION, DIVERSITY,
EQUITY, AND ACCESS
STATEWIDE EVALUATION

Data compiled by 2018 Governor's
Intern, Quinton Stroud, PhD candidate
at IU-Bloomington.



**INDIANA ARTS
COMMISSION**

MAKING THE ARTS HAPPEN

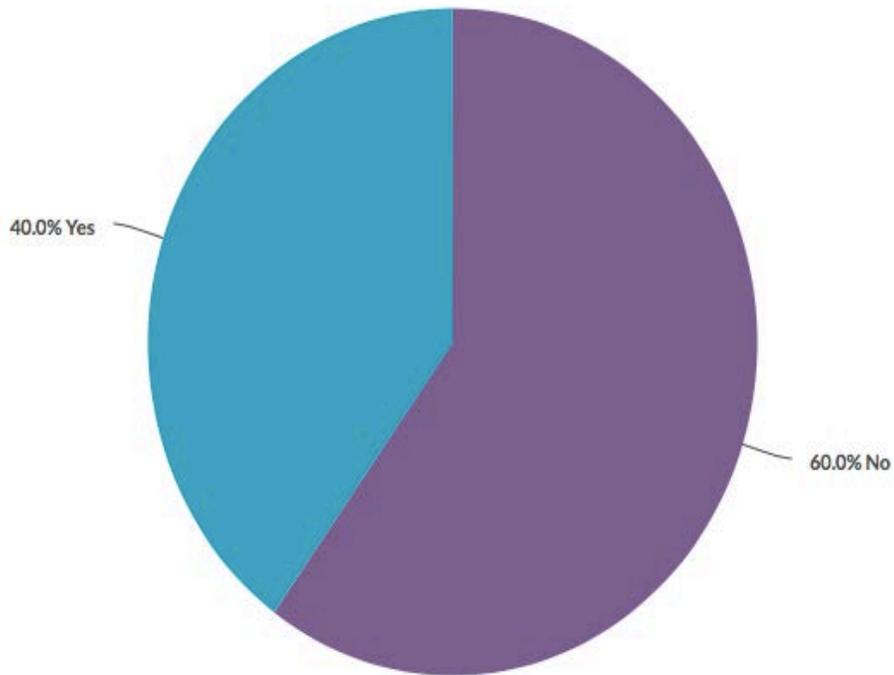
OVERVIEW OF ACTIVITY

- **This summer, the IAC began a deep dive to better understand its work related to the areas of inclusion, diversity, equity, and access (IDEA). This work included:**
 - Document review: field scan and internal review of what we're currently doing in this area
 - Facilitation of discussion with regional arts partners to inform development of survey for state field scan
 - Development of standard language for following terms; diversity, equity, access, inclusion, and accessibility
 - Deployed survey to grantees across the state (133 respondents)
 - Hosted 2 focus groups with grantees representing varying organizational types
 - Conducted expert panel to provide feedback and validate evaluation process

WHAT WE LEARNED



SCANNING THE FIELD FOR IDEA



133 large and small grantee organizations responded from all regions of the state

- 60% had not developed standard terminology for IDEA related terms.
- 68.5% had a strategic plan that outlined priorities related to diversity, equity, access, and inclusion.
- 56.5% noted work related to IDEA was a high priority for their organization, while 43.6% stated it was somewhat to low priority area.

DEFINING DIVERSITY

- **Race and ethnicity were most commonly associated with participant's understanding of diversity.**
 - Focus group participants recognized the complex nature of the term diversity and pointed to markers such as race and ethnicity, socioeconomic status, sexual orientation, ability level, and even those impacted by drug usage when describing the term.
 - Socioeconomic status was also highlighted as a part of respondent's conception of diversity and was often connected to issues of access.
- **Inclusion, equity, and access were thought of as offshoots of diversity.**

THE VALUE OF IDEA

INTRINSIC VALUE

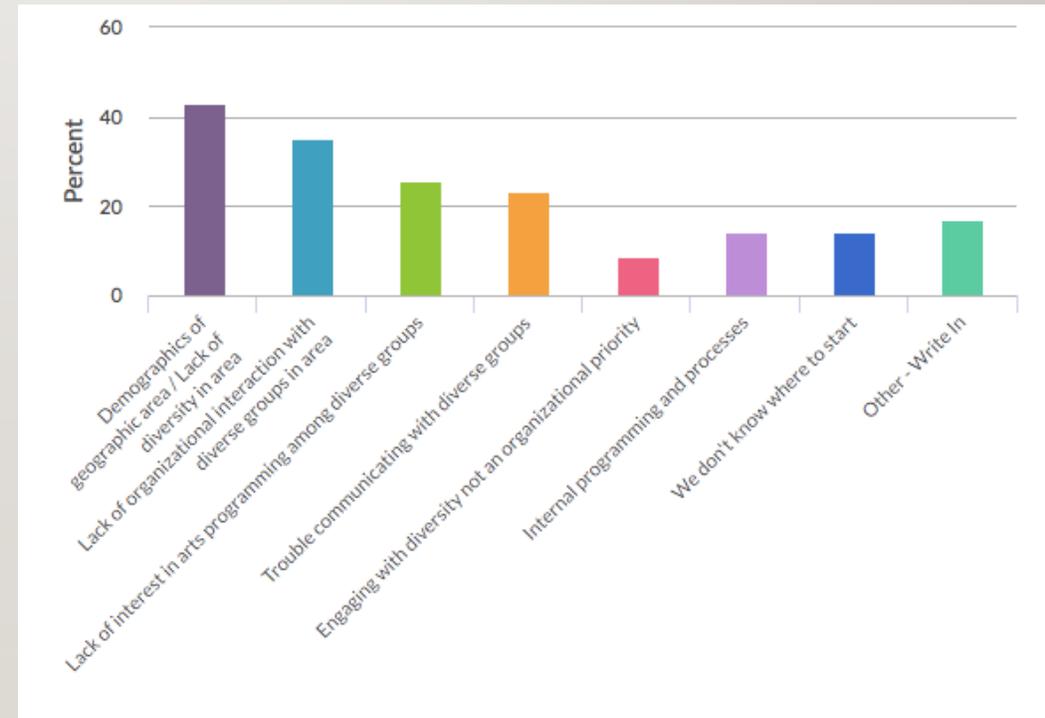
- Focus Group participants spoke of the intrinsic value of IDEA and how this work could be useful in building community across disparate groups and shifting perceptions.

SUSTAINABILITY

- The issue of sustainability focused on the need to recognize shifting demographic changes and to engage new audiences as a means of ensuring the relevance and longevity of the field.

CHALLENGES RELATED TO IDEA WORK

- **Lack of diversity in geographic region was highlighted as major challenge.**
- Followed by lack of organizational interaction with diverse groups, lack of interest in arts programming among diverse groups, and difficulty communicating with diverse groups.
- Unsure of where to begin was a theme from focus group participants.
- Resources related to time and funding to expand programming and more deeply engage with diverse communities was also a reoccurring theme.



STRATEGIES FOR INCREASING ENGAGEMENT

When asked about strategies for engagement, focus groups provided the following:

Relationship building was noted as critical part of the work of engaging with diverse communities.

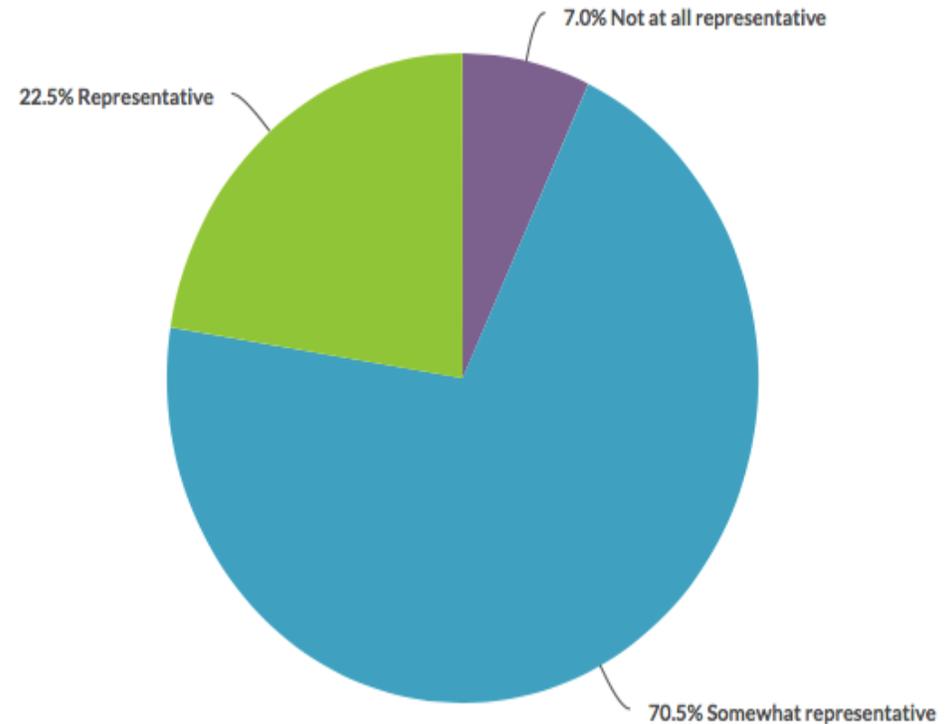
- Requires intention and time.
- Multiple respondents noted this work was **NOT EASY** – requiring time and effort – but that the effort was valuable to the organization.
- **Representation**
 - On boards and in varying levels of leadership
 - In programming
- **Communication / Outreach**
 - Represent those you want to include
 - Expand outreach efforts beyond traditional markets
 - Consider actual location of programming and its impact on attendance.

BOARD COMPOSITION

- When asked about board composition, 22.5% of survey respondents noted their board was representative of their community demographics.

FOCUS GROUP STRATEGIES TO INCREASE DIVERSITY

- Board recruitment matrix to target specific qualities: e.g. capacity, connections, and diversity. (Hoosier Shakes)
- Develop a feeder/capacity building system by creating an ancillary board. IMA realized there was a dearth of people of color with the experience necessary to serve in board positions. They created a board of governors which serves as an ancillary organization and training ground for the larger board of trustees.



PERCEIVED RISKS ASSOCIATED WITH IDEA WORK

- When asked whether or not there was any potential risk related to engagement around diversity and inclusion work, multiple participants noted they did not see any risks while others highlighted a set of potential issues that could be associated with doing IDEA related work.
 - Fear related to potential alienation of current audience and funders
 - Risk associated with misunderstandings of how to do outreach to diverse communities
 - Possible criticism or backlash if new programming does not succeed

**Note: Perceptions are rooted in ideas of what may happen, not actual occurrences. These are perceptions, not reality.



WHERE IAC CAN HELP

- Respondent's appreciated IAC's **continued support and encouragement**. Several respondents noted the desire to more fully engage with diverse groups but noted a lack of knowledge related to where to begin. Acknowledging that "doing diversity" is hard work but valuable is important.
- **Provide data related to the tangible benefits of diversity** to help with buy-in for this work
 - Multiple participants noted that messaging from the IAC behind diversity initiatives could be more compelling to board members than hearing information from internal staff.
- Several participants highlighted the IAC's role as a **convener** and the importance of simply having conversations with partners to discuss the work they are involved in among themselves.
- Providing **best practices** related to diversity and inclusion from other art institutions. Highlighting what has worked and what has not could be instructive to grantee organizations.

WHERE IAC CAN HELP

- Providing consultation to assist grantees better understand what diversity means within their local context.
- Hosting webinars to help grantees get a better handle on the IDEA terminology.
- Encouraging organizations to create individual diversity mission statements. This would be useful in helping groups to be intentional in thinking about their particular communities and the challenges and opportunities related to diversity in localized context.
- Increasing emphasis on diversity in grant application and evaluation.
- Develop grant programs that reduces barrier to funding.
 - Respondent suggested that opening up the application to emerging artists/organizations could create a more diverse candidate pool.

BIG TAKEAWAYS

- **Diversity is context specific.** Diversity in urban areas is very different from diversity in rural areas where populations are largely homogenous.
 - Even though rural area tended to be predominantly white, efforts at inclusive programming and communications are important.
- The IAC's capacity to convene arts organizations (ie. focus groups) is both powerful and meaningful. This was highlighted by the focus groups themselves.
- Organizations generally understand the value of IDEA work but are in need of guidance and encouragement related to how to actually begin the process.
- Reorganizing organizational structure (ie. developing an advisory group) and policy may be necessary in order to achieve IDEA goals.
- IAC is communicating its priorities well, but there is definitely room for growth

RECOMMENDATIONS

- **Look inward.** IAC staff, regional arts partners, and commissioners are majority white. Internal diversification would allow the IAC several opportunities for growth related to IDEA work:
 - **Modeling behavior expected of grantee organizations** affirms that commitment to IDEA extends beyond rhetoric.
 - Deep and active engagement related to internal diversification would allow IAC to **better understand challenges related to this work**. This process, if documented, can be used to provide guidance to grantee organizations as they move forward.
 - Internal diversification can provide that may not currently be engaged by the IAC. **access to diverse communities**

RECOMMENDATIONS CONT'D

- **Applications and Evaluation Criteria.** Strategic changes may encourage work around IDEA.
- **Develop New Grant Program to Support Emerging Artists.**
 - A less cumbersome process for fledgling artists and organizations could increase the diversity of applicant pool.
- **Increase Opportunities for Informal Engagement of Grantees.**
 - Multiple participants noted the utility of having an opportunity to converse with different organizations and to discuss their similar challenges as a beneficial opportunity and a way to help them think through problems and create solutions.
- **Provide Best Practices / Data Informed Evidence.** (Builds Buy-in and Competency)
- **Leverage Status as State Arts Agency to Help Shift Perspectives.**
 - Several focus group participants noted IAC's support and encouragement work related to IDEA was critical for convincing board members of the value of deep engagement. IAC's status as the state leader in the arts can be leveraged as a means of expanding consciousness of arts leaders who may not yet understand importance of IDEA.

RECOMMENDATIONS CONT'D

- **Provide Grantees with Educational Opportunities.**
- **Help Organizations Understand Links Between Community Engagement and IDEA.**
- **Encourage Grantees to Look Beyond the Usual Suspects.**
 - To break through siloes to build a more diverse and thriving arts scene. But, highlight the importance of building mutually beneficial relationships and trust across diverse communities.

THOUGHTS?

