Advancing the Common Good:

Diversity, Equity, and Inclusion
National Association of State Arts Councils
Imagine a sector that...

• **achieves lasting impact** by drawing on the power of diverse staffs and boards

• **forges genuine partnerships** with diverse communities

• **increases access** to opportunities and resources

for all people.
The Arts Arena

- State Art Councils
- State Arts Council Staff
- Constituent Agencies
- Changing Communities
Key Lessons Learned

• Reinforced that peer support is critical
• Use data to build a culture of inquiry, inclusion and effectiveness not just for accountability
• Storytelling about lessons learned is more compelling than data or analysis
• Connect DEI to the issues people care about
• Be open to finding allies in unexpected places
• Lean in to the discomfort; the only wrong way to engage is not to engage at all
• Understand the right message for the right audience
Approach: Aspirational Communications Model
Audiences

Champions:
Fatigued Fighters

Emerging Champions:
Recent Enthusiasts

Persuadables:
Heartfelt Pragmatists

Skeptics 1:
Pro-Diversity Regulators

Skeptics 2:
Rugged Individualists
Road Map to Impact

Be Aware of the Need
Care About the Cause
Understand the Problem
Feel a Sense of Urgency
Know How to Help

AWARENESS
ATTITUDES
ACTION
Case Studies

- Doing it “Right”
- Skeptics and Adversaries
- Complex Constituencies
Debrief

Complex Constituencies
Debrief

Skeptics and Adversaries
Debrief

Doing it “Right”
Debrief

- Assessing audiences and allies
- Inclusion = sharing the pie
- Navigating complex constituencies
- Diversity vis a vis ‘excellence’
- Fairness vis a vis equity
Resources

D5 Coalition  [www.d5coalition.org](http://www.d5coalition.org)

Harvard Business Review
“Why Diversity Programs Fail”
“The Case for Diverse Teams gets Even Better”
“Diversity Doesn’t Stick without Inclusion”

Korn Ferry – Leadership and Talent
“The Inclusive Leader”

New Schools Ventures Fund
“Unrealized Impact: New Study On Diversity, Equity and Inclusion in Education”