

2018 Diversity & Inclusion Learning Meet-up

Event program

Friday, March 23

7:00-9:00 pm | Tour of Crystal Bridges Museum of American Art

Address: 600 Museum Way, Bentonville, AR 72712

Guided tour of the Crystal Bridges Museum exhibition, *Soul of a Nation: Art in the Age of Black Power*, followed by an intimate reception and drinks.

Saturday, March 24

8:00 am | Breakfast

A hot breakfast buffet is included in the hotel, please have breakfast before meeting us for the event.

Please meet us at Exchange Bentonville by 9:30 am

Address: 409 SW A Street, Bentonville, AR 72712

9:30 am | Introduction and welcome

Introduction by Julie Anixter, AIGA executive director

Presentation by NWA followed by ice breakers and relationship building exercises

11:00-12:30 pm | First session

1. Task force members: Strategic goals group discussion

Facilitated by Jacinda Walker and Laetitia Wolff

Design thinking exercise for task force members to align task force strategic goals, capacity building and task force structure.

2. D&I Chapter representatives: general info session

Facilitated by Angelica Dios

Become equipped advocates and learn about the tools and resources available to chapter representatives and champions. We will be walking you through the [D&I Chapter Guidebook](#), [onboarding documents](#), the [D&I impact report 2017](#), the [D&I sponsorship overview](#) and go through a brief overview of the current projects the D&I task force is working on.

12:30-1:30 pm | Lunch break

Please submit your [orders](#) before 10 AM

Brief introduction by Julie Anixter

In anticipation for the Design for Inclusivity Summit, we would like to invite participants to contribute to graffiti wall/mood map that explores what the future of diversity, inclusion, and equity practices in the design industry.

1:30-2:00 pm | Privilege walk

Facilitated by Rich Hollant

We ask that everyone participates in this reflective exercise to highlight how people benefit or are marginalized by systems in our society.

2:00-2:45 pm | How to advocate for community surveying to your board

Facilitated by Rich Hollant and Niki Litts

Learn why it's important to know your demographics and how to sell the value of D&I with a case study from an existing chapter. Use the guidebook tool "[Assessing your organization and community assets](#)" survey sheet in a hands-on group activity.

3:00-3:45 pm | How to ensure chapter's internal and external communications are inclusive

Facilitated by Jacinda Walker and Carlos Estrada

Learning how to communicate through diverse voices and faces help expand chapters comms and marketing outreach strategies. Learn how to use tools like the "how to" deck on language use, avoid tokenism, image selection based on demographics of your chapter membership and how to draft messaging, following this [statement model](#), to include D&I onto your local chapter communications.

3:45-4:15 pm | Coffee Break

4:15-5:00 pm | How to design targeted programs for under-represented groups

Facilitated by George Garrastegui Jr and Lucy Bennett

Learn about accessibility in programming. We will define accessibility, discuss how to remain inclusive even when targeting specific demographics and introducing the tool "[Organizational & promotional accessibility checklist](#)" from our guidebook with an activity.

5:15-6:00 pm | How to encourage chapters to work with local schools & organizations

Facilitated by Gaby Hernandez and Marq Mervin

Learn how to sell the value of design to non-designers to facilitate outreach to communities and school. We will be using the first section of the Path to Impact, "Envision" with its [worksheet sample](#) as a tool developed by the Design for Good task force to envision the change you want to see happen and learn how to communicate these ideas to potential partners/stakeholders.

Conclusion

7:00-9:00 pm | Group dinner at Table Mesa

Address: 108 E Central Ave #10, Bentonville, AR 72712

Thank you



The Diversity & Inclusion initiative at AIGA is in part sponsored by Adobe

