

St. Louis, Missouri
August 22, 2018

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Summit Co-chairs
Albert Shum, Microsoft and Antionette Carroll, Creative Reaction Lab

Centene Center for the Arts, St Louis

3547 Olive St,
St. Louis, MO 63103

Wednesday, August 22

AIGA's Design for Inclusivity Industry Summit

To all design, community, and industry activators:

Design has always held a unique role and responsibility in the world to inspire, affect change, and lead the way forward. Now more than ever we believe in the power of the design-minded to bring a more inclusive lens to our experiences; to bring a fair and empathetic voice to the table in a restless time.

In that spirit, we're proud to co-chair the first annual Design for Inclusivity Industry Summit in partnership with AIGA. In conjunction with the Design + Diversity Conference, the Industry Summit is a catalyst to shape critical discussions around equity, inclusivity, and accessibility in design. We're gathering as community and industry leaders to ignite a movement and pledge long-term support to our collective mission.

This is a call to action and a shared vision. We're thrilled to see the energy already coalescing around the summit and the conference – a fervor that we hope to inspire in others and spread to designers and communities everywhere. We'll explore challenges in community, education, and leadership, with open discussions around gender identity, race, and disability. We'll find what's working and what's missing. We'll connect and unite, listen and learn.

This is more than a roundtable. It's more than a workshop. This is an act of humility and true exploration; an opportunity to reveal lessons learned, discover strengths, and gather with open minds. This is for those who believe in Design for Inclusivity and pledge to carry it forward.

This summit is a first step among many to develop an industry-wide diversity, equity, and inclusion strategy, and to commit to transforming our design communities. Let's continue learning together.

Albert Shum, Microsoft and Antionette Carroll, Creative Reaction Lab,
Summit Co-chairs

Agenda

7:30-8:30 am | Registration, networking, and breakfast

8:45-9:00 am | Introduction

AIGA, Empowering our industry together, by Rich Hollant

9:00-9:30 am | Opening presentation: The ecosystem of design

Defining the opportunity: why a summit and why now, Albert Shum and Antionette Carroll

9:30-9:40 am | Language setting and rules of respect

Defining the terms diversity, inclusion, equity, equality by Antionette Carroll

9:40-10:00 am | Ice breaker

Deep listening exercise by Phim Her and Douglas Davis

10:00-10:15 am | The lens of intersectionality

On the importance of intersectionality by Albert Shum

10:15-10:30 am | Agenda of the day

Breakdown of day structure and agenda by Angelica Dios

10:30-11:30 am | Track #1: GENDER

Introduction: Alisha Moore, Software designer, on IBM's women leadership efforts [5-10 min]

Track presenter: Lesley Brown, Chief Diversity Officer, on HP Inc's intentional integration [15 min]

Workshop session: Facilitated by Phim Her and Alisha Moore, IBM

The ask: What can we do to break away from our assumptions about traditional gender? Consider what actions can be taken to build a more equitable workplace. [35 min] Worksheet and pre-assigned facilitators will be provided

Insights and learnings, with "blitz" share-outs from participants

11:30-12:30 pm | Track #2: ABILITY

Introduction: Cindy Bennett, PHD candidate, University of Washington, Shifting accessibility from products to design processes [10 min]

Track presenter: Tim Allen, on Microsoft Inclusive Design practices [15 min]

Workshop session: Facilitated by Cindy Bennett, Tim Allen, and Ashleigh Axios

The ask: How can we forego assumptions and biases in favor of building equitable connections and accessible practices towards welcoming workplaces for people with disabilities? [35 min]

Worksheet and pre-assigned facilitators will be provided

Insights and learnings, with "blitz" share-outs from participants

12:30-1:30 pm | Lunch break and networking

Optional: Visit info tables displaying D&I materials, tools and practices for reference that will be available throughout the day.

- AIGA D&I task force, Douglas Davis and Phim Her
- Microsoft Inclusive Design, Tim Allen and his team
- Equity-Centered Community Design by Creative Reaction Lab
- Automattic's Inclusive Design card set, Ashleigh Axios
- FIELD, Forum for Inclusive and Equitable Leadership, Shalini Agrawal
- Interviews will be conducted by Microsoft video team in the Catalyst Lab

Agenda

1:30-2:30 pm | Track #3: RACE

Introduction: Erika Harano, Associate Manager of Learning and Education, Creative Reaction Lab presents Equity-Centered Community Design Field Guide, it's methodology and the importance of addressing race in the equation [15 min]

Workshop session: Racism Untaught, facilitated by Terresa Moses and Lisa Mercer [45 min]

The ask: how can design educators utilize design research to critically assess anti-racist concepts and develop solutions for racialized design within project-based learning environments? Based on what you heard, consider what actions to take to build a more equitable education place ?

Worksheet and pre-assigned facilitators will be provided

Insights and learnings, with "blitz" share-outs from participants

2:30-3:00 pm | Coffee break

- Contribute any insights, learnings or ideas that you missed during the tracks
- Interviews filmed by Microsoft and AIGA

3:00-3:15 pm | The roadmap of the future

[Strategy planning/call to action development](#)

Introduction of long-term goals and exercises aiming to aggregate content in order to create a long-term roadmap for the design industry, by Antionette Carroll and Albert Shum. [15 min]

3:15-4:00 pm | Parallel brainstorming

[Participants will break out into different topic groups for this activity](#)

Workshop ask: Through an intersectional lens propose ideas on what's missing, while keeping the framework of small, medium and large scales of impact and agency, ask participants to provide feasible micro and longer-term macro action steps. *Each table will have an assigned notetaker. Worksheet will be provided the day of the event, the participants will break out into the following groups:*

• Education group

Facilitated by Douglas Davis, CUNY and Ruki Ravikumar, Cooper Hewitt Education

• Career pathways group

Facilitated by Jacinda Walker, Design Explorr and Pippa Seichrist, Miami Ad School

• Leadership group

Facilitated by Shalini Agrawal, CCA and Ashleigh Axios, Automattic

• Community group

Facilitated by Lennie Mowris, Create and Jason Shupach, ASU

4:00-4:30 pm | Share out among smaller groups

Education table presents to career pathways table and vice versa

Leadership table presents to Community table and vice versa

4:30-5:00 pm | Brainstorm continues and concludes

Based on the small group feedback, each table is invited to produce a manifesto in 5 bullet points on a set of feasible micro and longer-term macro action steps which can start building content for a roadmap.

5:00-5:30 pm | Share out publicly

One representative per table summarizes the recommendations made by each group in their manifesto.

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5:30-6:00 pm | Closing Remarks

Wrap up by Albert Shum and Antionette Carroll
Final Thank yous by Rich Hollant

6:30-8:00 pm | Closing Reception

Refreshments and networking

This program was produced by AIGA + Microsoft

AIGA team

Laetitia Wolff, Director of strategic initiatives
Angelica Dios, Program assistant
Antionette Carroll, AIGA national board
Special thanks to Susan Augenbraun, Faustyna Hariasz, Julie Anixter

Microsoft Design team

Angela Nelson, Principal Program Manager
Danielle McClune, Communications Manager
Albert Shum, CVP of Design
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Thank you