



DIVERSITY, EQUITY & INCLUSION STATEMENT & ACTION PLAN SUMMARY

We lead, strengthen and amplify the voices of a cultural community that ignites creativity, inspires people and is essential for a healthy region.

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Maud Lyon, President

STATEMENT

The Greater Philadelphia Cultural Alliance believes that arts and culture is a vital component of a healthy democracy and that increasing diversity, equity and inclusion (DEI) is essential to the long-term sustainability of the cultural sector. **We embrace values, policies and practices that ensure that all people—especially those who historically have been marginalized based on race/ethnicity, disability, sexual orientation, gender, age, socioeconomic status, immigrant status, educational status or religion—have equal opportunities to participate in the cultural life of our region as audiences, volunteers, artists, administrators, board members and donors.** We also support the equitable distribution of financial and other resources to cultural organizations that primarily serve marginalized communities.

Greater diversity, equity and inclusion is a critical issue for the cultural sector for several reasons:

AUDIENCES – as demographic shifts change the composition of the public, arts and culture providers must welcome new audiences to ensure continued participation.

TALENT AND FUTURE LEADERSHIP OF OUR SECTOR – we cannot afford to overlook the talent pool that comes from diverse communities, and we cannot expect diverse people to attend or feel comfortable engaging with organizations that do not hire people like them or include them on boards. Diverse perspectives also improve the quality of organizational planning, bringing innovation and creativity.

FUNDING – Research shows that funding inequities are severe, and both public and private funders show increasing interest in supporting culturally specific groups and organizations serving underserved audiences. A major shift of values has already begun but must be fully integrated into philanthropic practice.

COMMUNITY COHESION AND SOCIAL CAPITAL – arts and culture plays a special role as “social lubrication” in helping the community at-large to embrace diversity and to feel comfortable being inclusive. We create opportunities for people to better understand and be with those unlike themselves and, most of all, to experience what we all have in common.

The Greater Philadelphia Cultural Alliance intends to be a catalyst for DEI change in the cultural sector. We are in a unique position to support this change, using our strength in advocacy, our ability to research and to share information and our ability to convene and connect many players in the cultural sector to one another. As a leader in the arts and culture sector, we can amplify the voices of others in this work, help to inspire greater inclusion and create the conditions that make greater equity possible. But we cannot, nor should we, do this work alone. Real change only happens when a community comes together around common values. Organizations, artists, funders and audiences must all be involved, each contributing in ways small and large to the movement.

We acknowledge our past and current shortcomings in the area of diversity and inclusion. We do not presume to be DEI experts. However, our leadership role as the collective voice of the cultural sector gives us a unique platform to raise awareness and to engage multiple stakeholders in this work. We want to partner with those stakeholders as well as other organizations to amplify the opportunity of a collective sector-wide approach to the important and necessary work around inclusion. We are also committed to full transparency in this work. By working together, tapping into outside expertise and holding each other accountable in an environment of mutual respect and shared responsibility, we can make change happen.

ACTION PLAN SUMMARY

Our commitment to increasing DEI in the cultural sector will be incorporated as a core value in all Cultural Alliance programs and initiatives. Because inequities are deeply rooted in the society in which we live and in the arts and culture sector itself, increasing equity and inclusion will require consistent and long-term effort. Our initial steps will focus upon increasing awareness and raising DEI issues explicitly to make the case for—and to create conditions that support—change. We will also explore structural ways to lessen inequities and to increase inclusion in the arts and culture sector.

Our action steps emerged from a thorough assessment of where the Cultural Alliance currently stands with respect to DEI, which included input from a wide range of internal and external stakeholders. We will apply a DEI lens to everything we do, with specific efforts in these areas: the Cultural Alliance itself, since change must first come from within; the cultural sector as a whole; and the two pillars of our strategic plan, Advocacy and Audience Engagement.

We will pursue these action steps over the next two years (the scope of our current strategic plan) and beyond using existing capacity and resources, incorporating these steps into the core work of the Cultural Alliance. In partnership with relevant and qualified external partners, we will seek funding to implement new initiatives to further this essential work.

This is a summary. The full, board-approved DEI Action Plan, including specific goals, strategies, timelines and status, is available at philaculture.org/dei.

DEI WITHIN THE ALLIANCE

a) Add diversity to our team

- Staff recruiting and hiring
- Awareness training
- Board diversity

b) Build new partnerships

- Diversify Cultural Alliance membership
- Build deeper relationships with diverse communities, organizations and leaders

DEI WITHIN THE CULTURAL SECTOR

a) Measure and track DEI in the sector

- Establish metrics for organizations and their staffs, boards and audiences

b) Provide diversity and sensitivity training to help arts and culture organizations

- Promote diversity training programs; seek funding to make them affordable
- Launch an initiative to recruit, cultivate and place diverse board candidates

c) Increase diversity in the arts and culture workforce

- Make the Job Bank a better pipeline to diversity in the sector
- Develop a mentoring program to support future leaders of color
- Encourage teens to consider arts and culture for future careers

d) Increase awareness of DEI in the sector

- Feature DEI at the Annual Meeting
- Continue and expand the DEI Affinity Group
- Publish a report on DEI in Greater Philadelphia's cultural sector

ADVOCACY

- a) **Deepen awareness and create conditions to support greater equity**
 - Advocate for arts education and fair and equitable funding of public schools
 - Inform elected officials about our DEI efforts and engage them in culture's role of making the community more inclusive and equitable
 - Continue to diversify grant panels
- b) **Support community-based and culturally specific organizations**
 - Promote awareness of the culturally specific organizations and their programs
 - Advocate for more equitable funding and improve access to resources
 - Explore opportunities for new government support
 - Help small and culturally specific organizations to succeed with individual donors

AUDIENCE ENGAGEMENT

- a) **Market diversity in arts and culture to the public**
 - Promote accessible and diverse events to the public on the Phillyfunguide
 - Establish relationships with diverse media outlets to increase arts coverage and outreach to diverse audiences
 - Increase usage of the STAMP pass by Philadelphia teens
 - Make Phillyfunguide more accessible
- b) **Incorporate DEI into the Alliance's marketing research and strategy**
 - Include DEI as a fundamental principle/perspective in audience research
 - Share content on audience diversification techniques on Philaculture.com and CultureWire

CONCLUSION

Diversity, Equity and Inclusion is a long journey, and we expect to learn more as we progress on this path. This plan articulates our intention and identifies specific ways in which we believe that the Cultural Alliance can make a significant impact upon this critical issue. We are eager to develop new relationships with potential partners, including ones from outside the cultural sector. Our DEI Affinity Group will continue to serve the Alliance as a think tank, sounding board and information resource, and will serve to connect staff in cultural organizations who share a passion for this work. We encourage more people to become involved—we need your support and input! Please contact us if you have an interest in becoming involved in this critical work.

Support for the Cultural Alliance's DEI planning work was generously provided by the Samuel S. Fels Fund.

Greater Philadelphia Cultural Alliance

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