design

DIVERSITY

Educate • Connect • Celebrate

Agenda

- About the Design Diversity Index
- About Design Diversity
- Project Phases
- Data Collection
- Selecting Criteria
- Group 1
- Visualizing the Data
- Next Steps

About Design Diversity

Started in 2013, Design Diversity is an initiative to foster learning, influence growth, and promote people of color in the Design Professions in Ohio. Design Diversity works to:

- **EDUCATE** communities, specifically youth, about the range of design careers available
- **CONNECT** professionals across disciplines to grow a thriving design community
- **CELEBRATE** the accomplishments of people of color in the design professions

Advisory Committee

- **James Cowan,** ThenDesign Architecture
- **Michele Crawford,** Cuyahoga Community College
- **David Jurca,** Kent State CUDC
- **Jud Kline,** CIVITAD Services

- **Dana Lawless-Andric,** Kent State University
- **Diane Davis-Sikora,** Kent State University
- **Erick Rodriguez,** Burten Bell Carr Development
- **Terry Schwarz,** Kent State CUDC
- **Arlene Watson,** FRONT Triennial

About the Index

Design Diversity Index is a multidisciplinary tool for measuring progress toward achieving diversity goals. The online resource will collect, maintain, and visualize data on the number of African Americans and Latinos from design schools, programs, and professional organizations in Ohio. The project's first phase is funded by The George Gund Foundation.

Index Research Team

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Project Phases

The Index model will be completed in three phases of work:

- **Investigate:** studies existing data
- **Visualize:** designing the study's insights
- **Disseminate:** circulates the project's findings

1

The **investigation phase** conducts a study of existing educational, research, and professional efforts to increase African American and Latino representation within the design fields. It's objectives are:

- Select criteria for creating school groupings
- Select organizations to reference
- Create mapping of groups and calendar for the researching the school groupings
- Inventory and compile all previously collected data

2

The **visualization phase** focuses on designing the study's insights as a visually compelling report and online Design Diversity Index. It's objectives are:

- Hire website consultant to create Design Diversity Index dashboard
- Create draft layout of report document
- Share draft of Design Diversity Index report/ website with partners for usability feedback
- Upload report document to online platform and print hard copies

3

The **dissemination phase** circulates the project's findings and generate a model for other communities to replicate. It's objectives are:

- Collect remaining research components
- Work with project partners to determine audience, select promotion schedule and create presentation for webinar
- Present copies of the printed report document to partner organizations
- Share Design Diversity Index website, track usage, & update as needed

Data Collection

The data was obtained through three streams. The first, "who we know" looks into the social capital of our networks. Then, "access we have" contains items the people in our network have access to. And lastly, "what we know" groups knowledge and insights of the committee members.

STREAMS

WHO WE KNOW

ACCESS WE HAVE

WHAT WE KNOW

WHO WE KNOW:

The social capital of our networks:

- Industry Professional Organization/Associations—
  - American Institute of Architects (AIA)
  - National Organization of Minority Architects (NOMA)
  - American Society of Landscape Architects (ASLA)
  - American Planning Association (APA)
  - Black Interior Designers Network (BIDN)
  - International Interior Design Association (IIDA)
  - Industrial Designers Society of America (IDSA)
  - AIGA, the Professional Association of Design (AIGA)
- Professional and Social Networks
- Industry Leaders

PROFESSIONAL ASSOCIATIONS DATA SETS GATHERED FROM ACCESS WE HAVE:
Below are the categories of professional data gathered and currently being reviewed.

PROFESSIONAL ASSOCIATIONS

Architecture - AIA	Landscape Architecture - ASLA
▸ Ohio has 2,650 Architects. 63 are African American. Almost half are in the Greater Cleveland area. (source: blackarch.uc.edu) ▸ 14.2% of Ohioans are African American, but only 2.3% of Ohio's Architects are African American. ▸ Need to obtain Latinx data by city	▸ In 2013, ASLA organized its first Diversity Summit and released a progress report every year since ▸ 940 Landscape Architects in Ohio (source: BLS) ▸ Geographic location of licensed Landscape Architects in Ohio is available, but not demographics ▸ ASLA membership does not discern between licensed and non-licensed practitioners

PROFESSIONAL ASSOCIATIONS DATA SETS GATHERED FROM ACCESS WE HAVE:

Below are the categories of professional data gathered and currently being reviewed.

PROFESSIONAL ASSOCIATIONS

Urban Planning - APA	Interior Design - IIDA
▸ APA Ohio does have number and geographic locations of all members.	▸ In 2016, IIDA hosted its annual Industry Roundtable focused on diversity (race, gender, and thought)
▸ But have not collected demographic information on members, yet.	▸ Data is not currently available on number of African American and Latino practitioners in Interior Design
▸ May begin a process to survey members and collect demographic information (gender, race/ethnicity, etc.)	▸ 69% of practitioners in interior design are women, but female firm leadership is only 25% (source: 2016 Diversity & Design Report)

**PROFESSIONAL ASSOCIATIONS DATA SETS GATHERED
FROM ACCESS WE HAVE:**
Below are the categories of professional data gathered and currently being reviewed.

PROFESSIONAL ASSOCIATIONS

Industrial Design - IDSA	Professional Association of Design - AIGA
‣ Not much activity in the professional organization locally ‣ The student chapter is incredibly activity and much more diversity at the Cleveland Institute of Art ‣ The faculty advisor Carla Blackman has been over this chapter for more than 10	‣ Has 163 student chapters across the USA and four in the state of Ohio ‣ Has a well established initiative focused on diversity and inclusion ‣ Has Design Census for last two years funded by Google

REPORT FROM J. MAX BOND CENTER ON INCLUSION IN ARCHITECTURE, 2015:

The "Inclusion in Architecture," produced by the J. Max Bond Center, is a three-part research and engagement initiative to support an ongoing national discussion about diversity and inclusion in the discipline of architecture and its allied design fields. This report
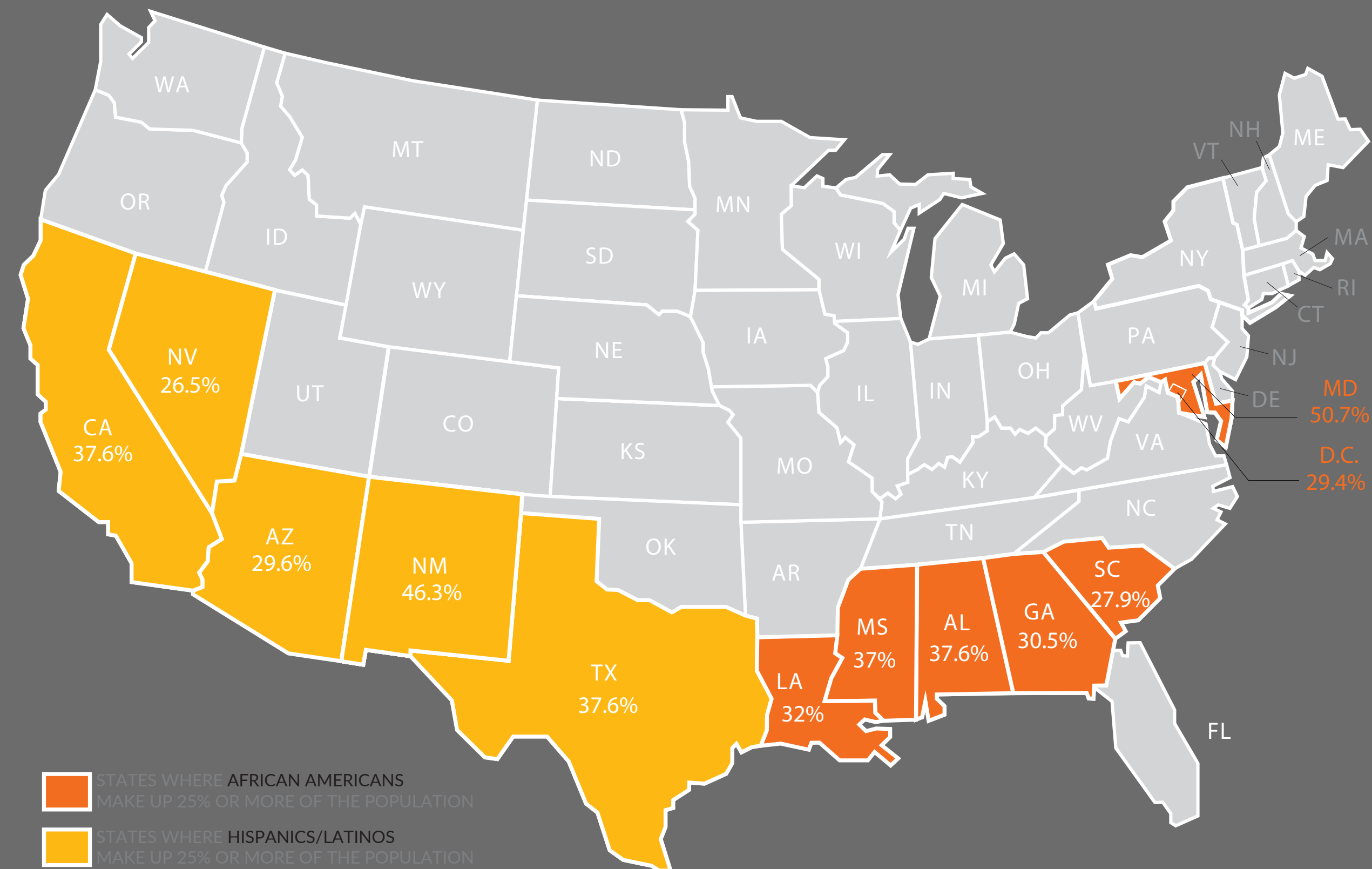
**REVIEWING DATA GATHERED ON
CITIES WITH LICENSED AFRICAN AMERICAN ARCHITECTS:**
As shown in the Inclusion In Architecture Report, 2015

100+   51-99   11-50   <10
African American Architects
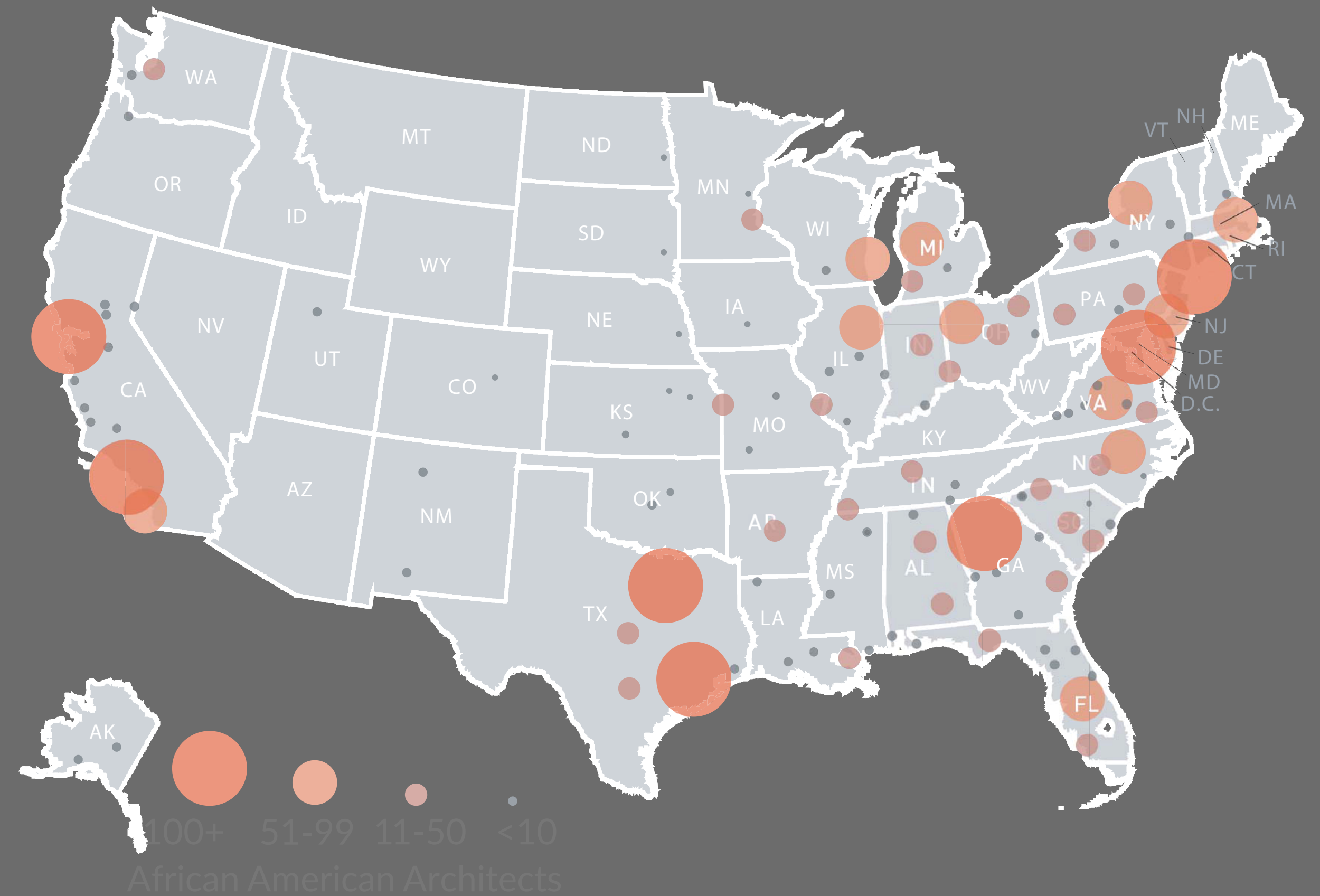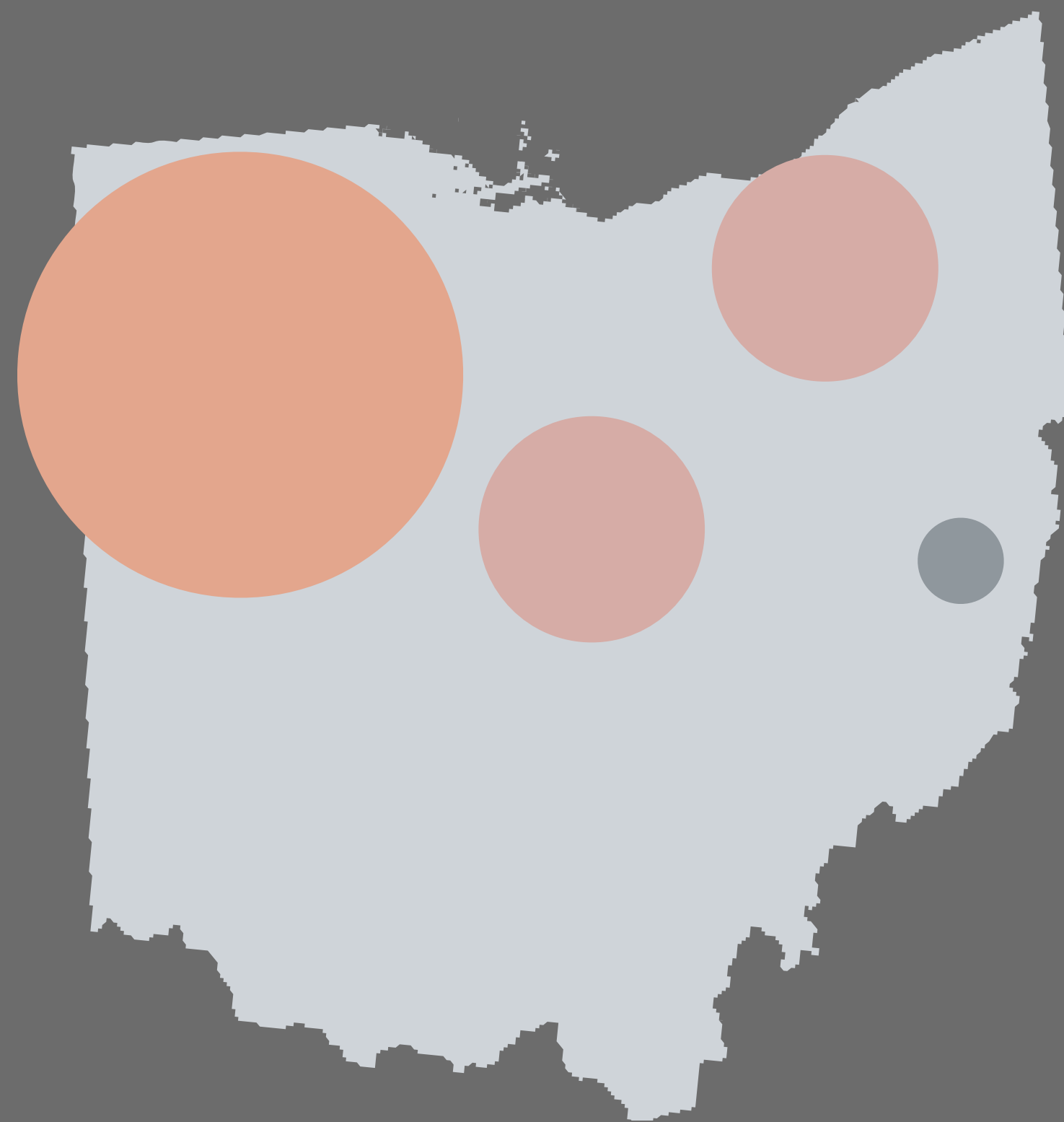
REVIEWING DATA GATHERED ON
STATES WITH >25% AFRICAN AMERICAN AND HISPANIC POPULATIONS:
As shown in the Inclusion In Architecture Report, 2015

WA

MT

ND

OR

MN

ID

SD

WI

ME

NH

VT

NY

MA

RI

CT

NV
26.5%

WY

IA

MI

PA

NJ

CA
37.6%

UT

NE

OH

IL

IN

DE

MD
50.7%

CO

KS

MO

WV

VA

D.C.
29.4%

AZ
29.6%

NM
46.3%

KY

NC

TN

OK

TX
37.6%

AR

MS
37%

AL
37.6%

GA
30.5%

SC
27.9%

LA
32%

FL

STATES WHERE **AFRICAN AMERICANS**
MAKE UP 25% OR MORE OF THE POPULATION

STATES WHERE **HISPANICS/LATINOS**
MAKE UP 25% OR MORE OF THE POPULATION

ACCESS WE HAVE:

The items people in our network have access to:

- Higher Education Arts Data Summary (HEADS)
- National Association of Schools of Art & Design (NASAD)
- National Center for Education Statistics (NCES)
- U.S. Bureau of Labor Statistics
- Online Data Resources
- Public Libraries

**SCHOOL DATA SETS GATHERED
FROM ACCESS WE HAVE:**
Below are the categories of school data gathered and currently being reviewed.

DATA FIELD CATEGORIES

Location Criteria		Degree Criteria	
‣ School Name	‣ Institution Type	‣ Design Discipline Offerings	‣ Total Enrollment
‣ Address, Zip Code	‣ Net Price	‣ Degree	‣ Diverse Student count
‣ City	‣ Campus setting/ housing	‣ Undergraduate Program	‣ Diverse Faculty count
‣ Phone	‣ Possible Contacts	‣ Graduate Program	‣ Nasad/Heads Summary
‣ Website			

WHAT WE KNOW:

Groups knowledge and insights of the committee:

- The National Center for Education Statistics
- Ohio Department of Higher Education
- Ohio Department of Educations' Diversity Report
- The Directory of African American Architects
- Inclusion in Architecture Report, 2015
- IIDA Design & Diversity Report, 2016
- ASLA Diversity SuperSummit Report, 2017
- Design Journeys: Strategies for Increasing Diversity in Design Disciplines, 2016
- Public Libraries

DATA GATHERED FROM THE DESIGN JOURNEY MAP FRAMEWORK:
The framework is a visual representation developed to map the distance a designer travels throughout their career.

- Contains four color-coded bends referred to as passages: foundations, proficiency, workforce and influence
- Gray triangles illustrate the gaps where transitional stops [or leaks] occur while a designer is on their journey
- Career competency components are developmental phases that overlap and occur during the first three passages to cultivate soft skills together with the hard skills youth learn along the journey to a design career

INFLUENCE

WORKFORCE

PROFICIENCY

FOUNDATIONS

4

3

2

1

Career Competency

Career Competency

Career Competency

Career Competency

Entrepreneurship

Faculty Educator

Mentorship

C-Suite Positions

Retirement

Freelance

Employment

Graduate Education

Internship

Undergraduate Education

Extracurricular Activities

Public School
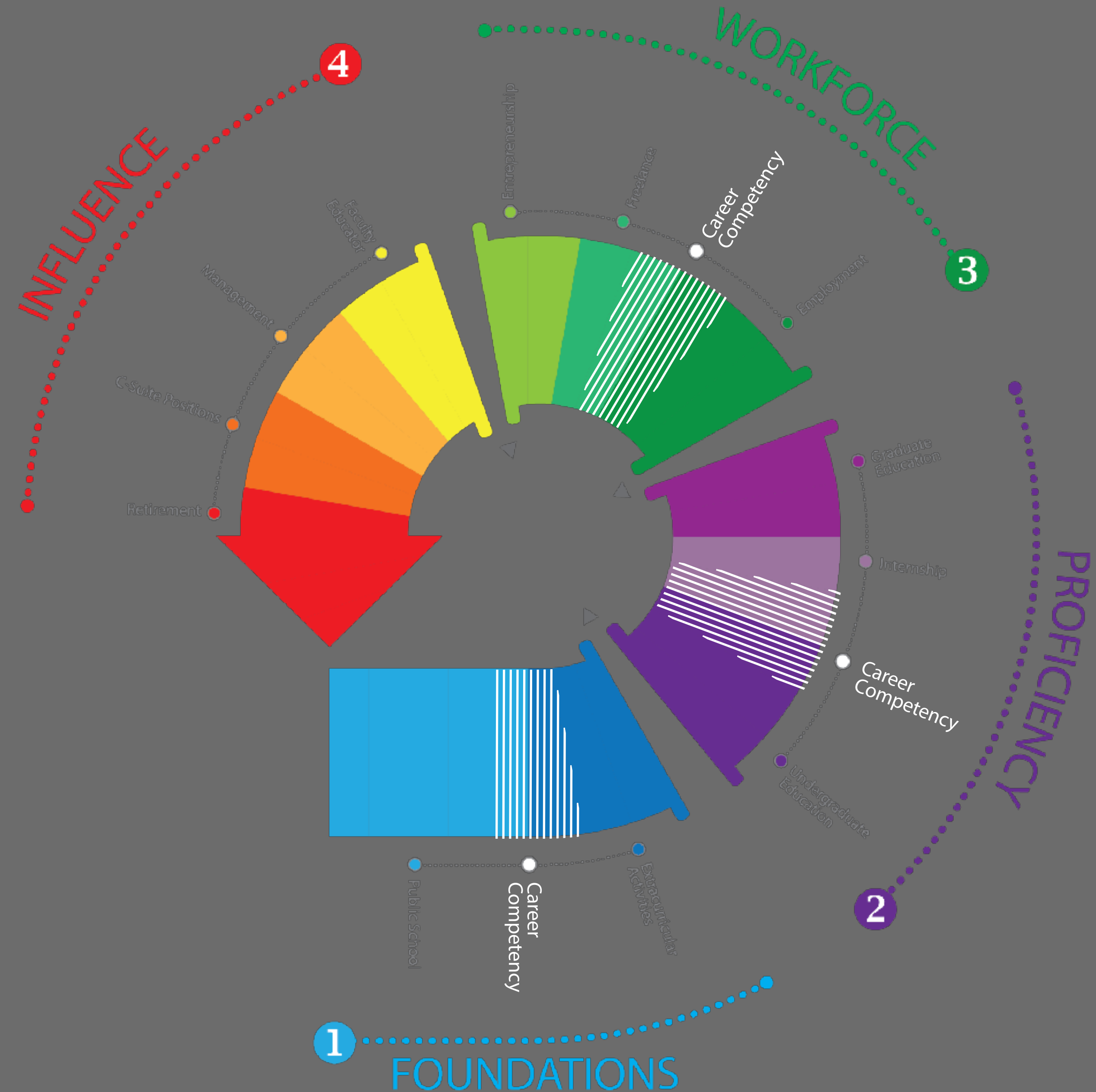
DATA GATHERED FROM DESIGN PRINCIPLES:
The four characteristics, identified in the Design Journeys research project, to consider for any viable strategic solution to help close the diversity gap in design disciplines
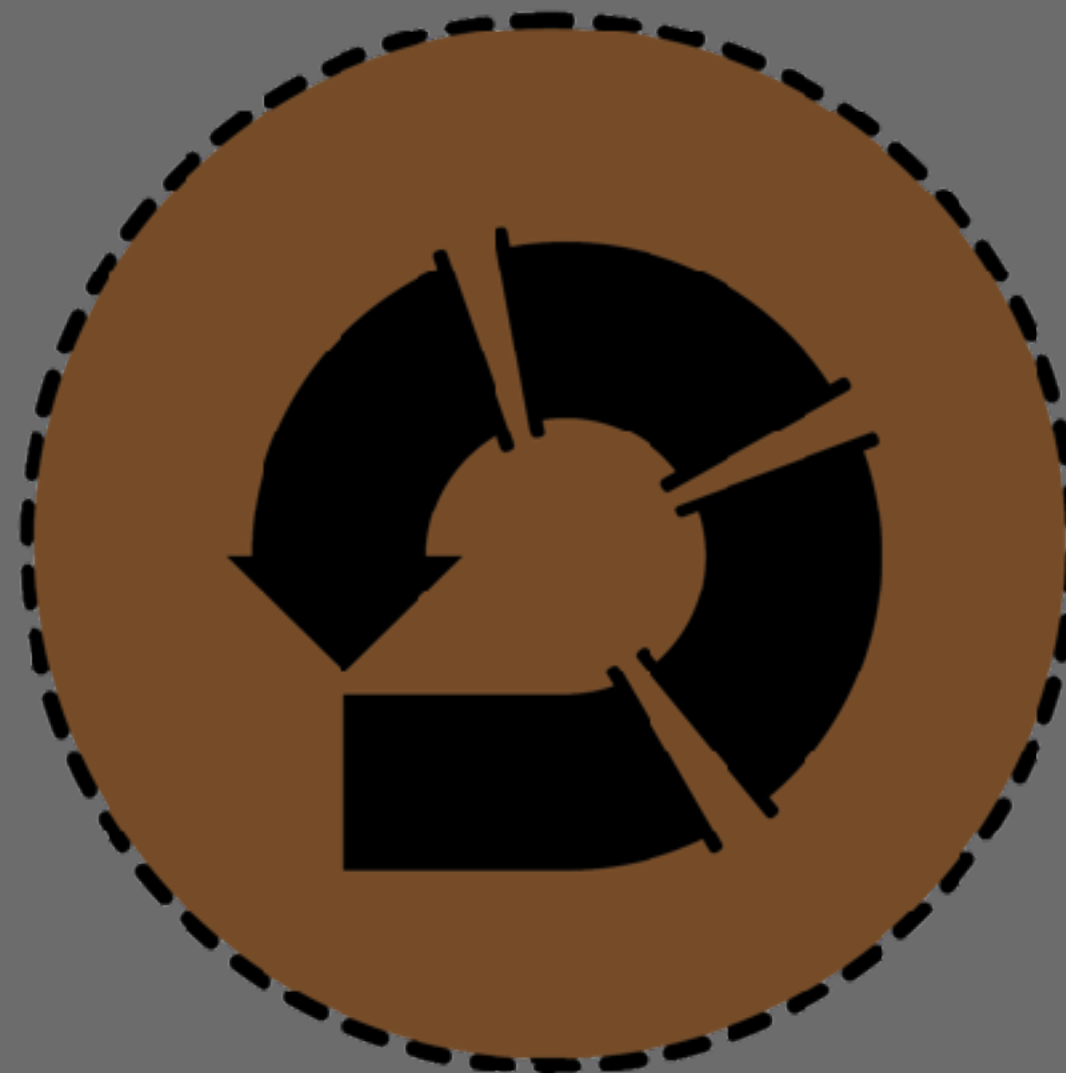
Principle 1:
COMPREHENSIVE

Principle 2:
COLLABORATIVE

Principle 3:
LOCAL

Principle 4:
SCHOLASTIC

Selecting Criteria

A critical component of the investigation phase was selecting the institutions and organizations that would participate in the project. With Ohio having more than 250 educational institutions, the locations central to Northeast Ohio quickly became the first criteria of selection. The next component used for selection was the degree offered from an educational institution.

Design Discipline

A discipline is a branch of knowledge studied in higher education. Although there are several design disciplines identified in academia, there are even more utilized in professional practice. Thus, the six design disciplines that the Index will focus on to identify schools include architecture, landscape architecture, graphic design, industrial design, interior design, and urban design.

Location

The state of Ohio will be divided into three groupings of counties that educational institutions and programs will be researched.

- **Group 1— Green:** *Northeast counties included— Williams, Defiance, Paulding, Fulton, Henry, Putnam, Lucas, Wood, Hancock, Ottawa, Sandusky, Seneca, Wyandot, Crawford, Erie, Huron, Richland, Lorain, Medina, Wayne, Ashland, Cuyahoga, Summit, Portage Stark, Lake, Geauga, Ashtabula, Trumbull, Mahoning, Columbiana [31 total])*
- Group 2— Orange
- Group 3— Blue

Degree

A terminal degree is a university degree in the United States that is either highest on the academic track or highest on the professional track in a given field of study.

- A.A.S. and A.A.B.
- B.A., B.S, B.S.C., B.F. A., M.A, M.D/I.D, M.F. A.
- Architect (B.Arch, M.Arch, D.Arch,)
- Landscape Architect (BLArch and M.L.A.)
- Urban Planning (M.PLAN, M.CRP, M.UP, M.CP, M.CD or M.URP)

Group 1

The following graphics represent the first group of 25 schools that show public universities, public community colleges and private forprofit institutions that met both the location and degree criteria.

GROUP 1: SECTION A
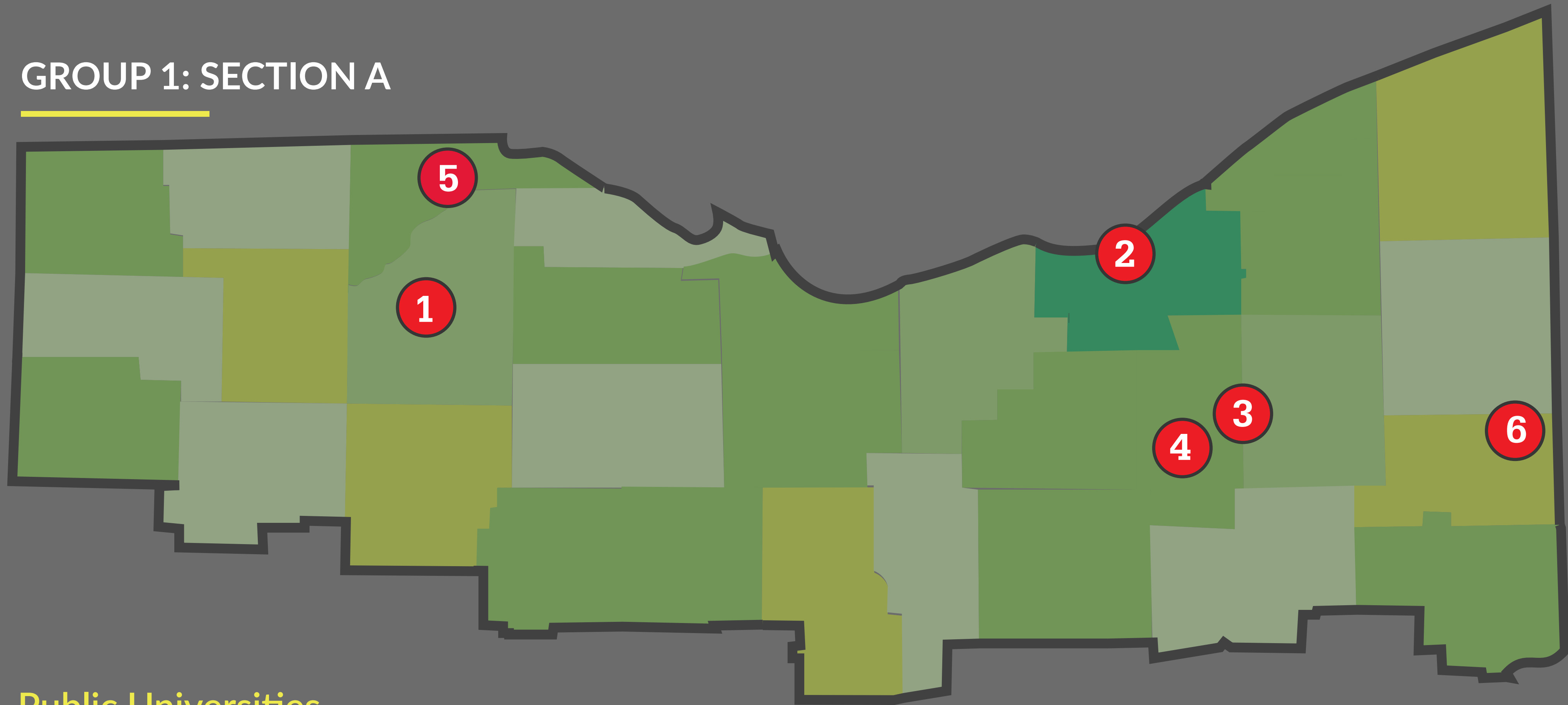
Public Universities

1. Bowling Green
   State University
2. Cleveland State University
3. Kent State University
4. University of Akron
5. University of Toledo
6. Youngstown State University

GROUP 1: SECTION B
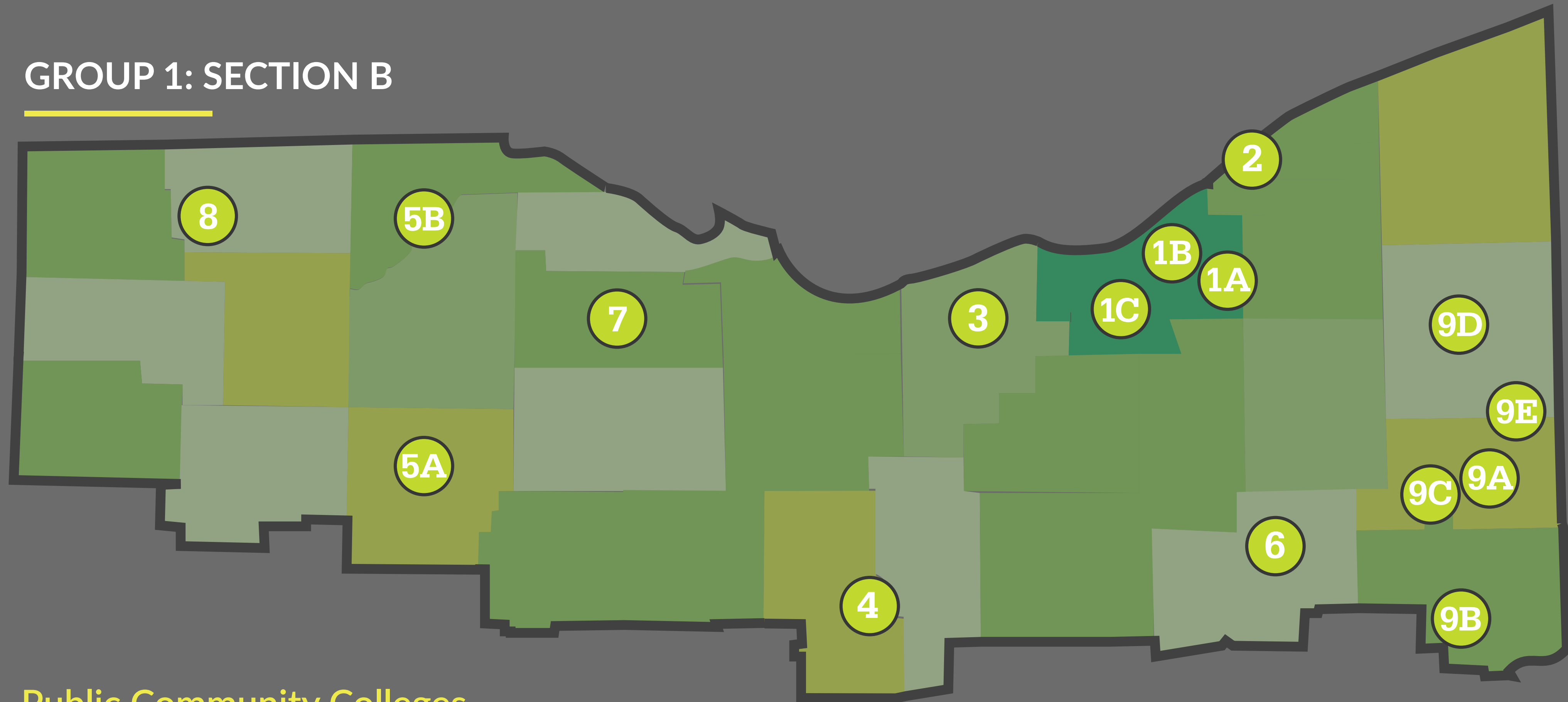
Public Community Colleges

1. Cuyahoga Community College
2. Lakeland Community College
3. Lorain County Community College
4. North Central State College
6. Stark State College
7. Terra Community College
8. Northwest State Community College
9. Eastern Gateway Community College

GROUP 1: SECTION C
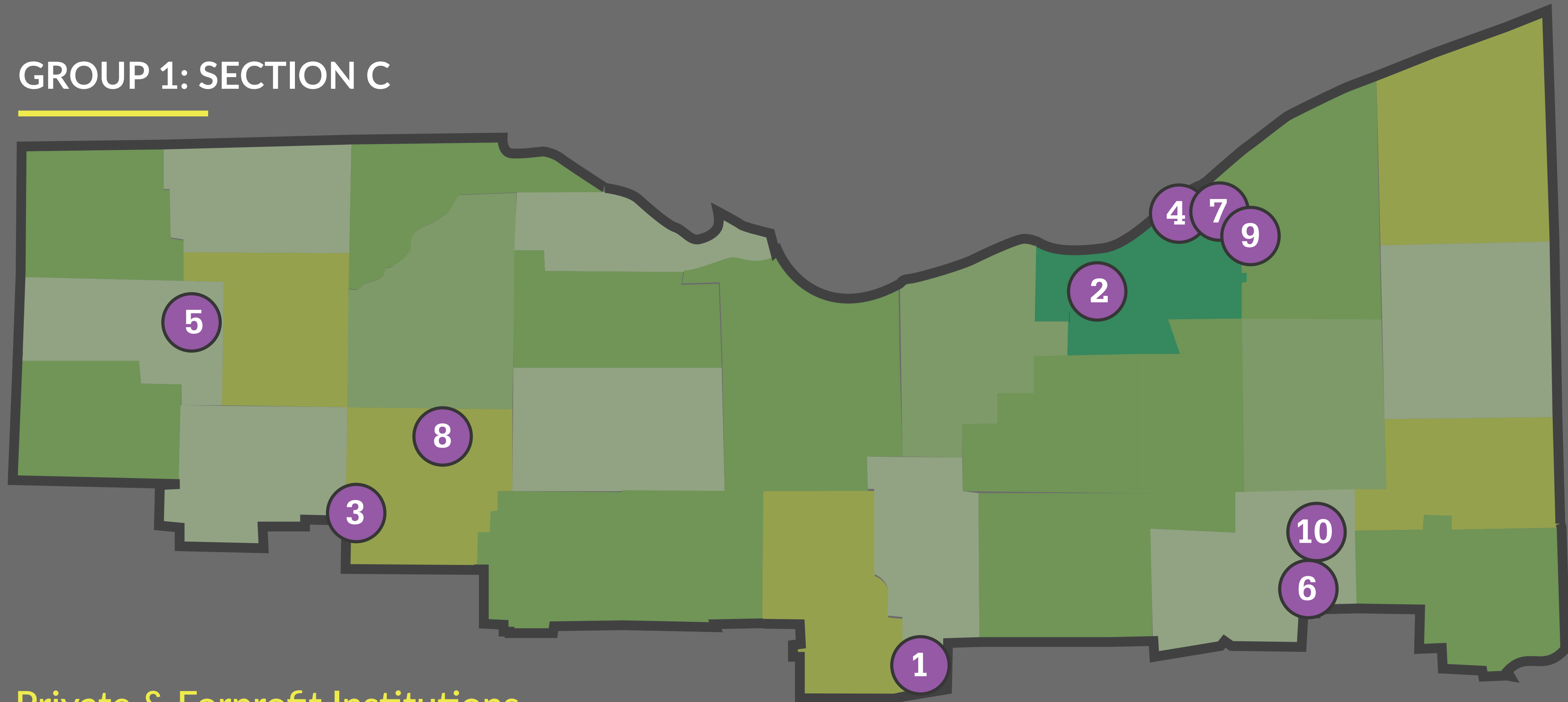
Private & Forprofit Institutions

1. Ashland University
2. Baldwin Wallace University
3. Bluffton University
4. Cleveland Institute of Art
5. Defiance College
6. Malone University
7. Notre Dame College
8. University of Findlay
9. Ursuline College
10. Walsh University

GROUP 1: ALL SECTIONS
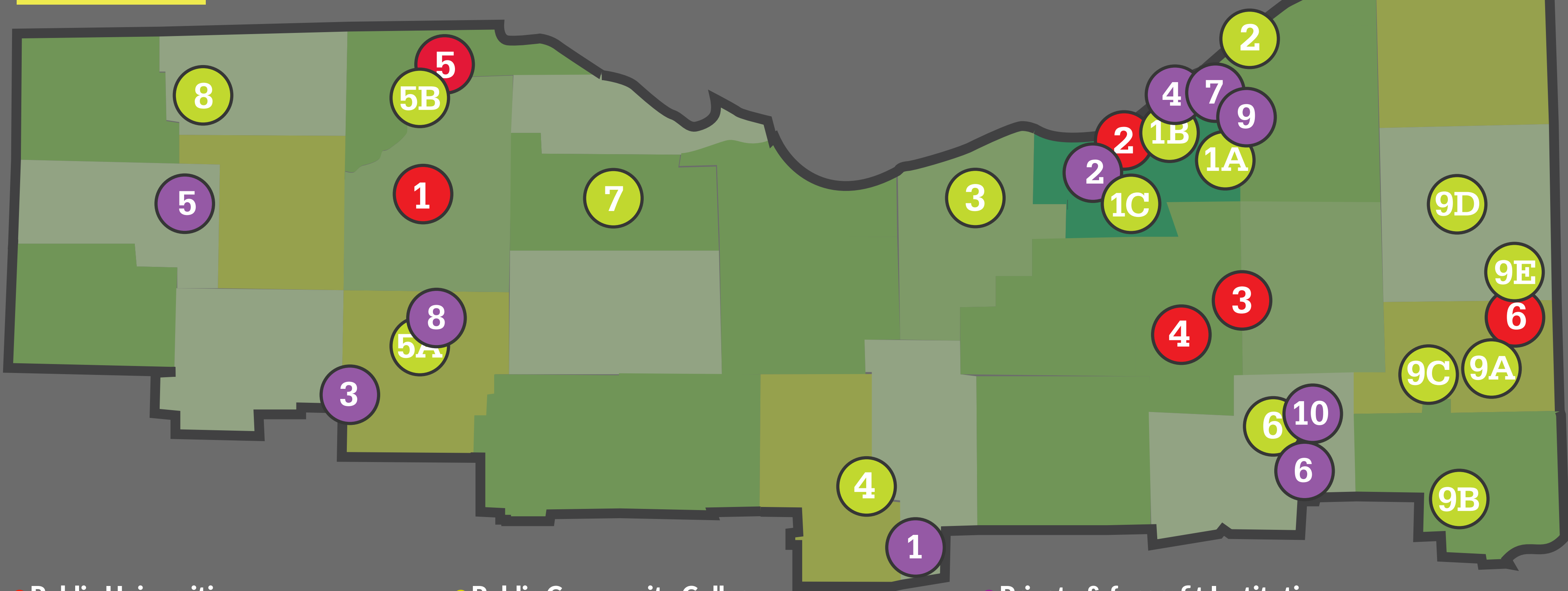
Public Universities
Bowling Green State University
Cleveland State University
Kent State University
University of Akron
University of Toledo
Youngstown State University

Public Community Colleges
Cuyahoga Community College
Lakeland Community College
Lorain County Community College
North Central State College
Owens Community College
Stark State College
Terra Community College
Northwest State Community College
Eastern Gateway Community College

Private & forprofit Institutions
Ashland University
Baldwin Wallace University
Bluffton University
Cleveland Institute of Art
Defiance College
Malone University
Notre Dame College
University of Findlay
Ursuline College
Walsh University

Visualizing the Data

As the investigation phase escalates, the Index Research Team began to visualize the study's data. First, by looking at how a user will access the data. Next, by learning more about the platforms available to deliver the data. Then, lastly by developing visualizations of how the data will be viewed by a stakeholder. The following are wire frame options the Team is considering.
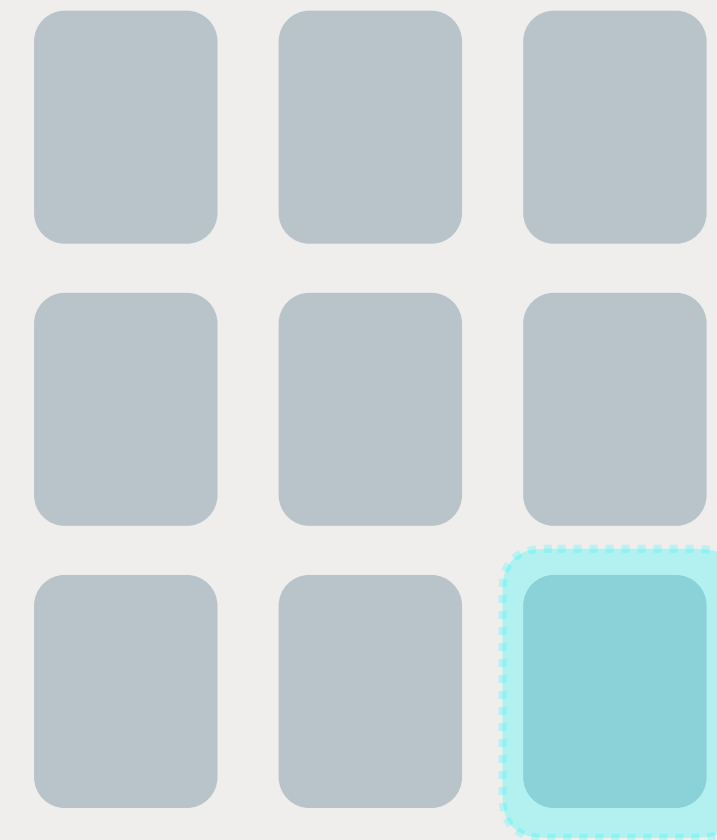
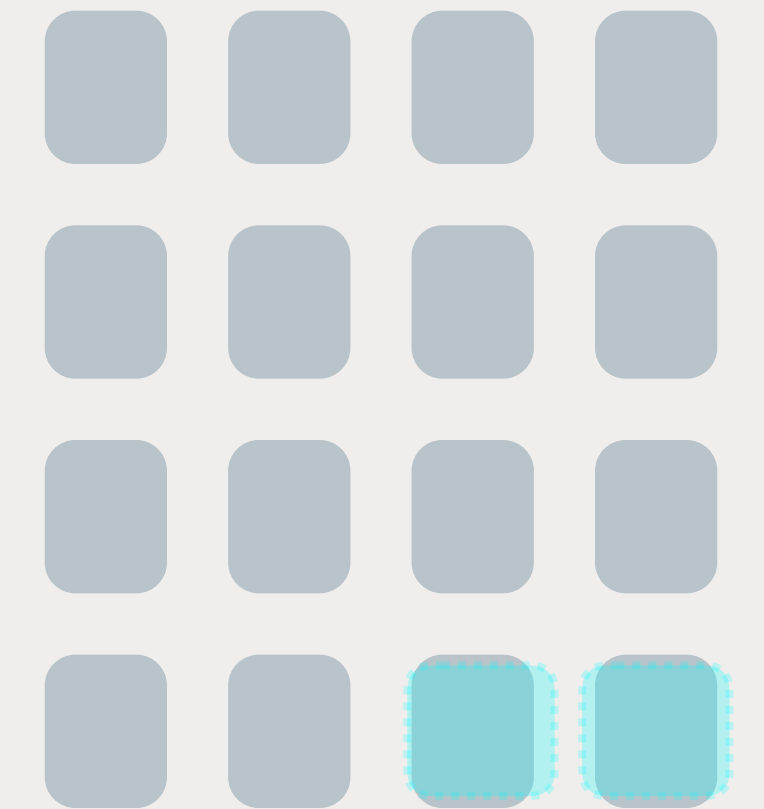- Wireframe sketch option A
- Wireframe sketch option B

WIREFRAME OPTION A

- This option represents restructuring the design of the current designdiversity.org home page to feature the project and its research findings

- This option can work in a 3 or 4 column grid structure as shown here; which easily fits into the current website, however it may significantly expand beyond the current website functionalities
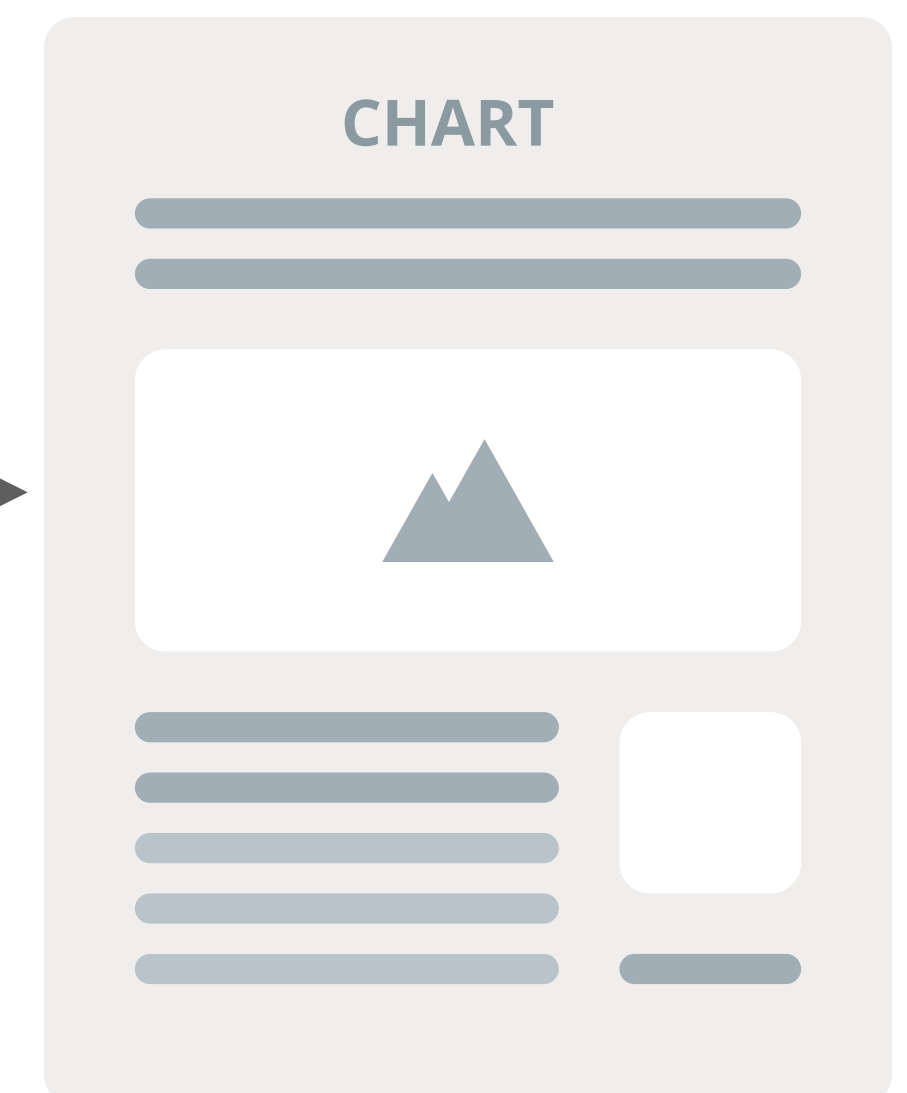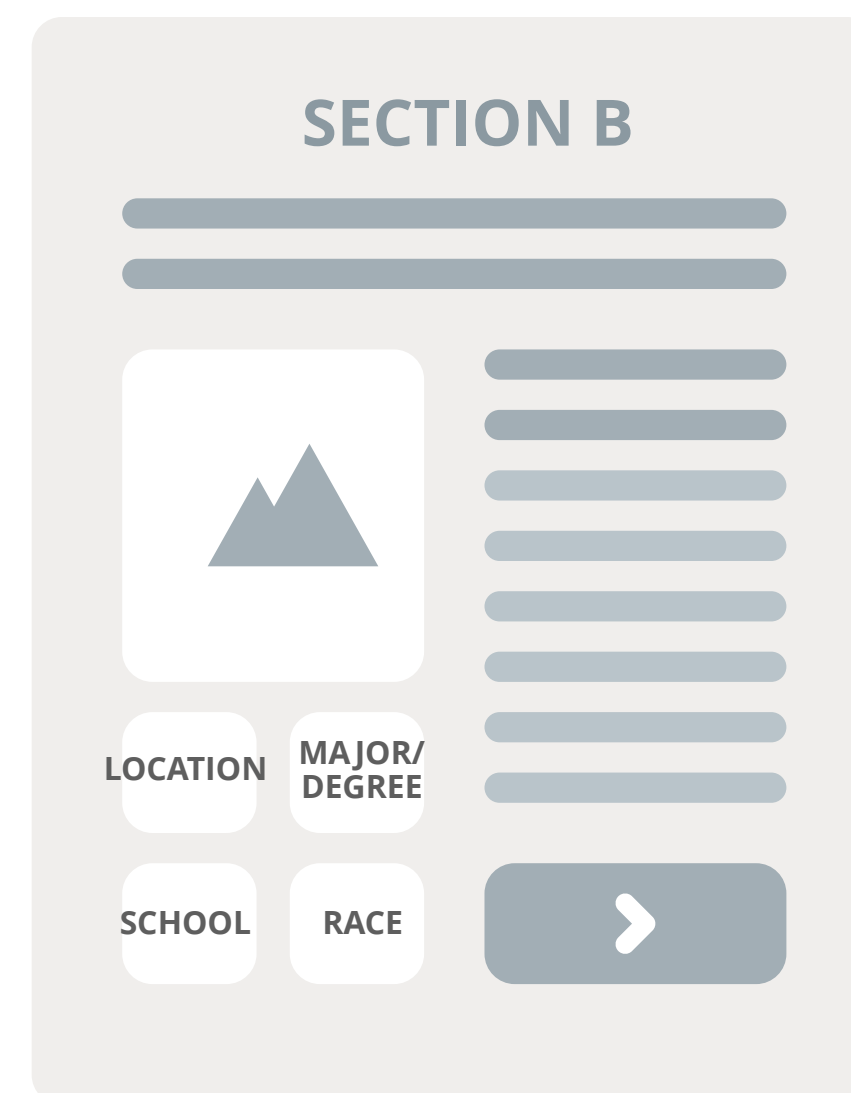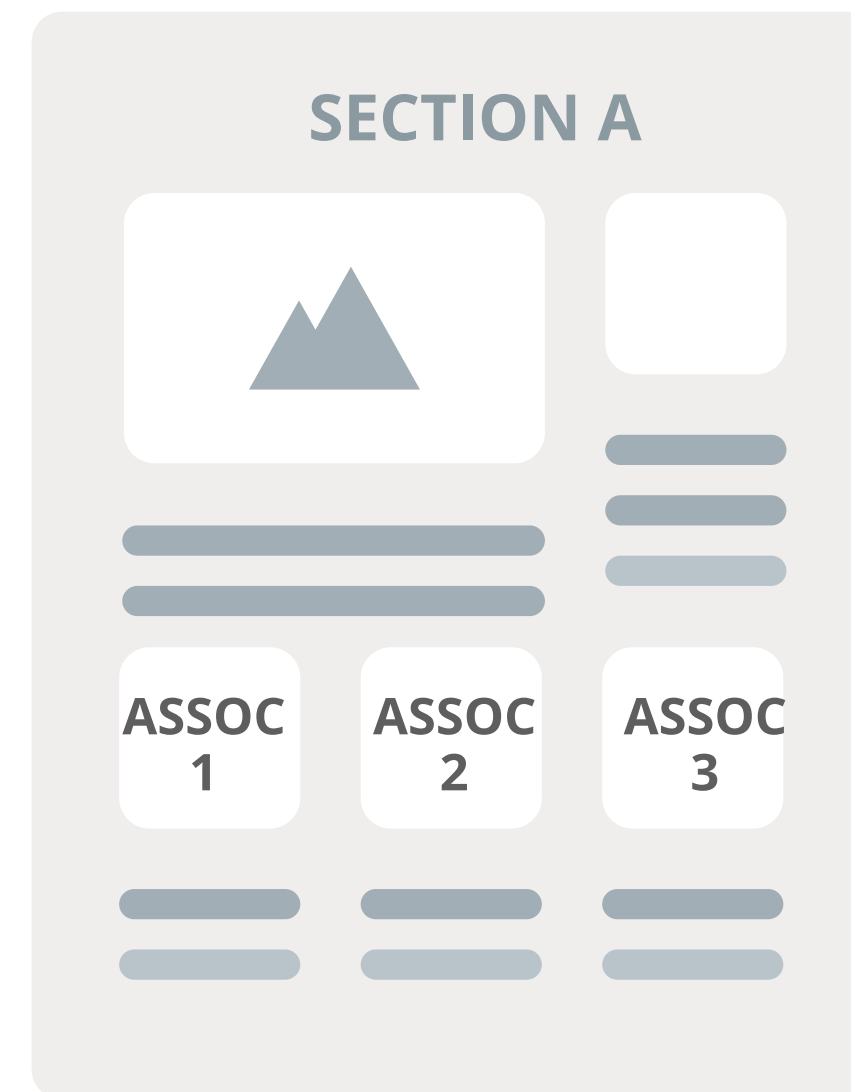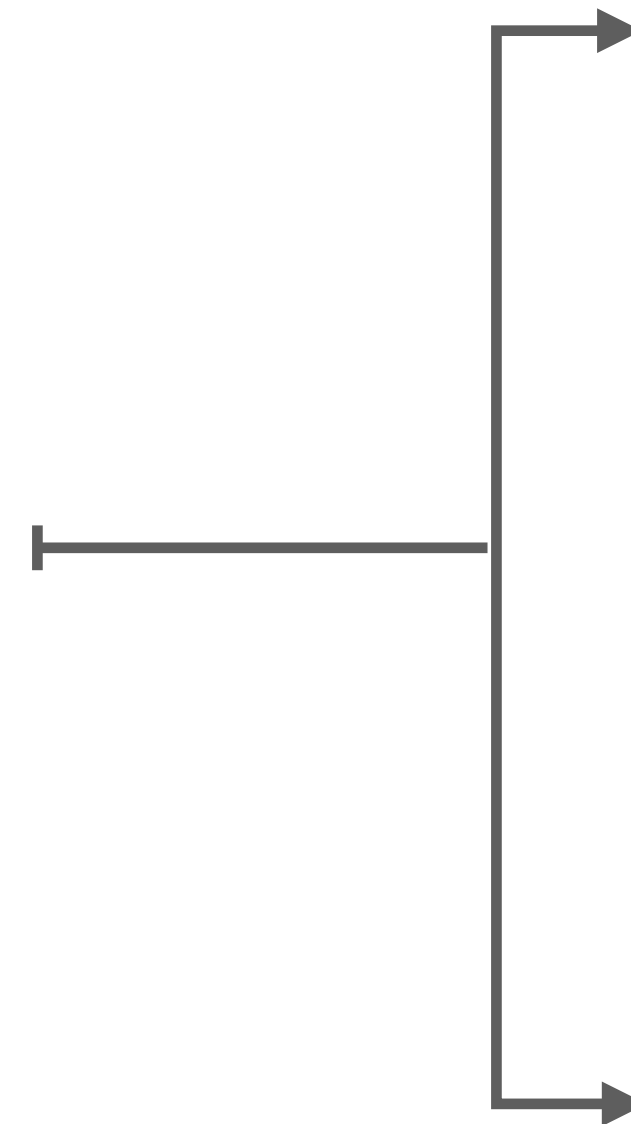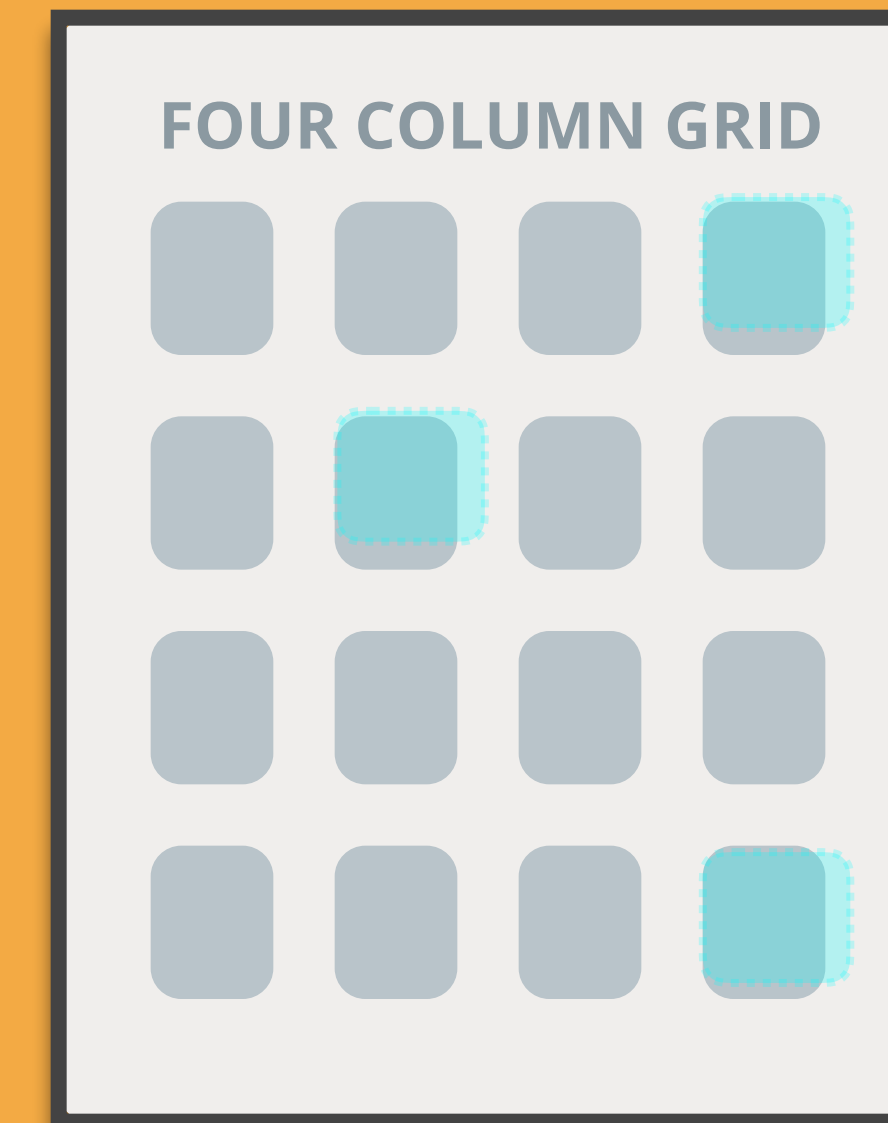
THREE COLUMN GRID

FOUR COLUMN GRID

WIREFRAME OPTION 1

HOMEPAGE #1

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● ● ●

ABOUT THE INDEX PROJECT SECTIONS

**HOMEPAGE
2 COLUMN LAYOUT
WITH SLIDER**

SECTION A

ASSOC 1   ASSOC 2   ASSOC 3

ABOUT PROF. ASSOC.

AIGA   AIA   IDSA
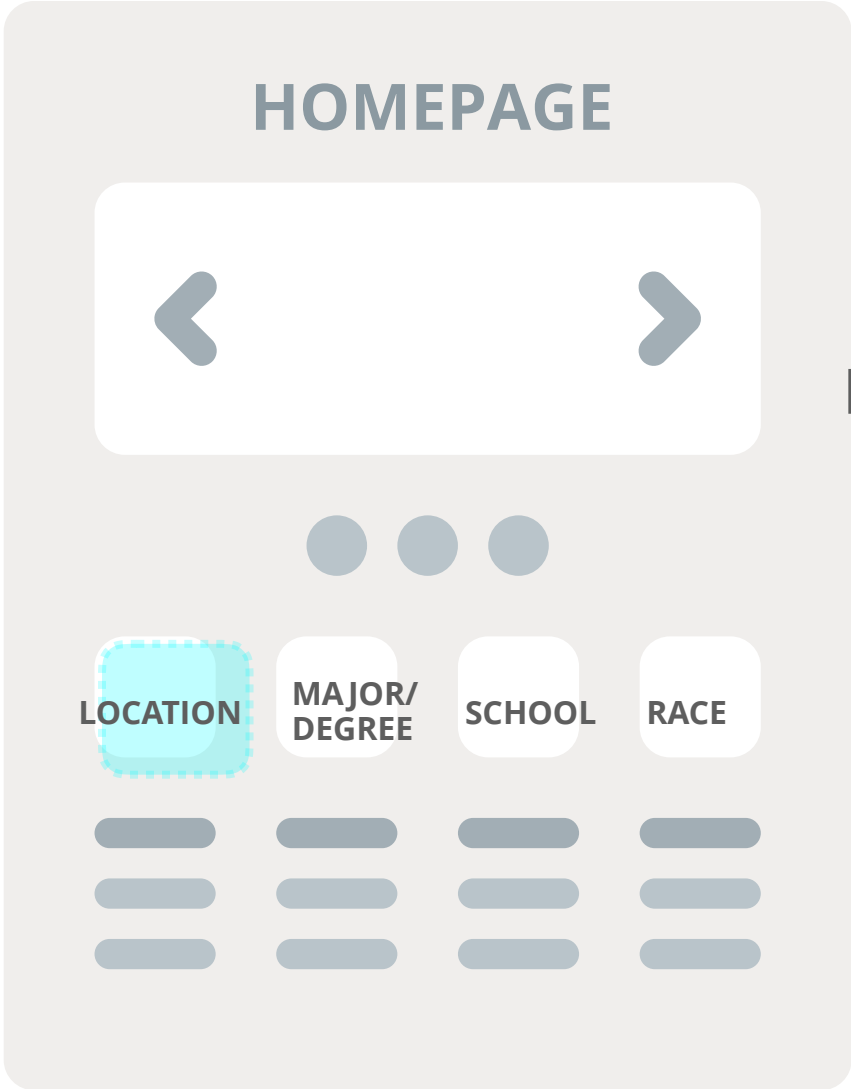
AIGA PROFILE

SECTION B

LOCATION   MAJOR/ DEGREE

SCHOOL   RACE   >

LOCATION

CHART

WIREFRAME OPTION B

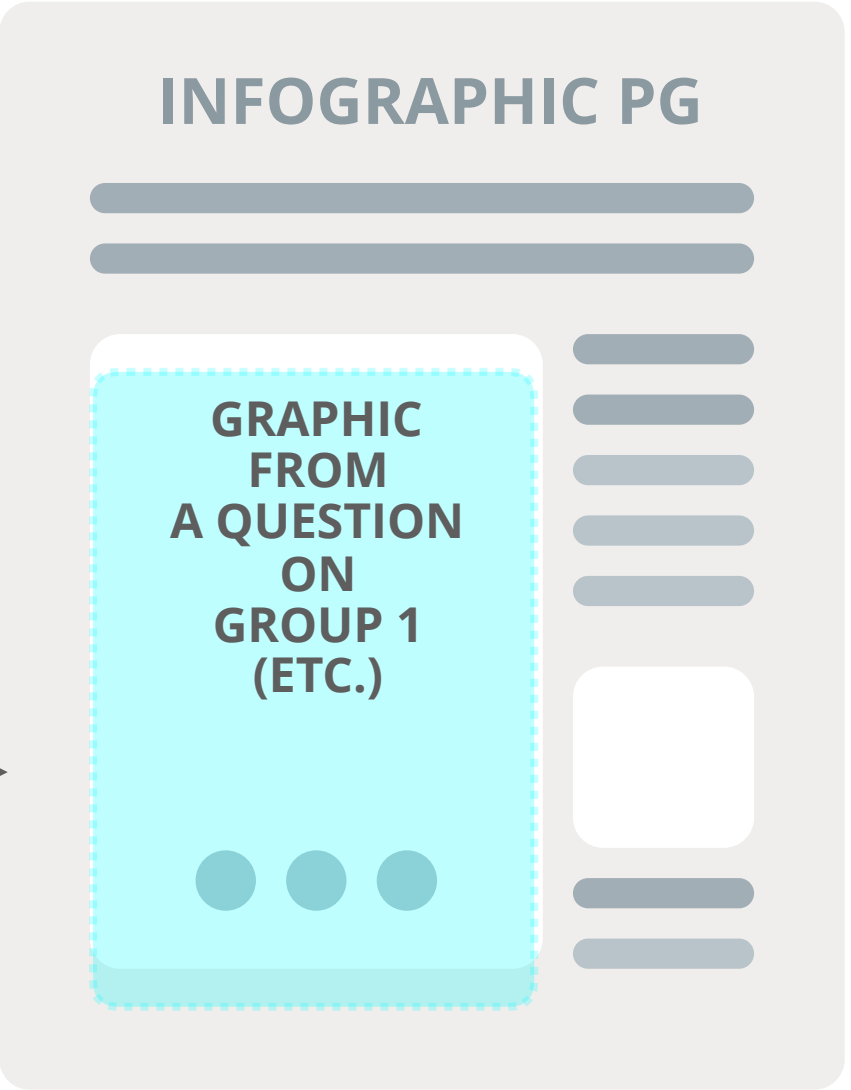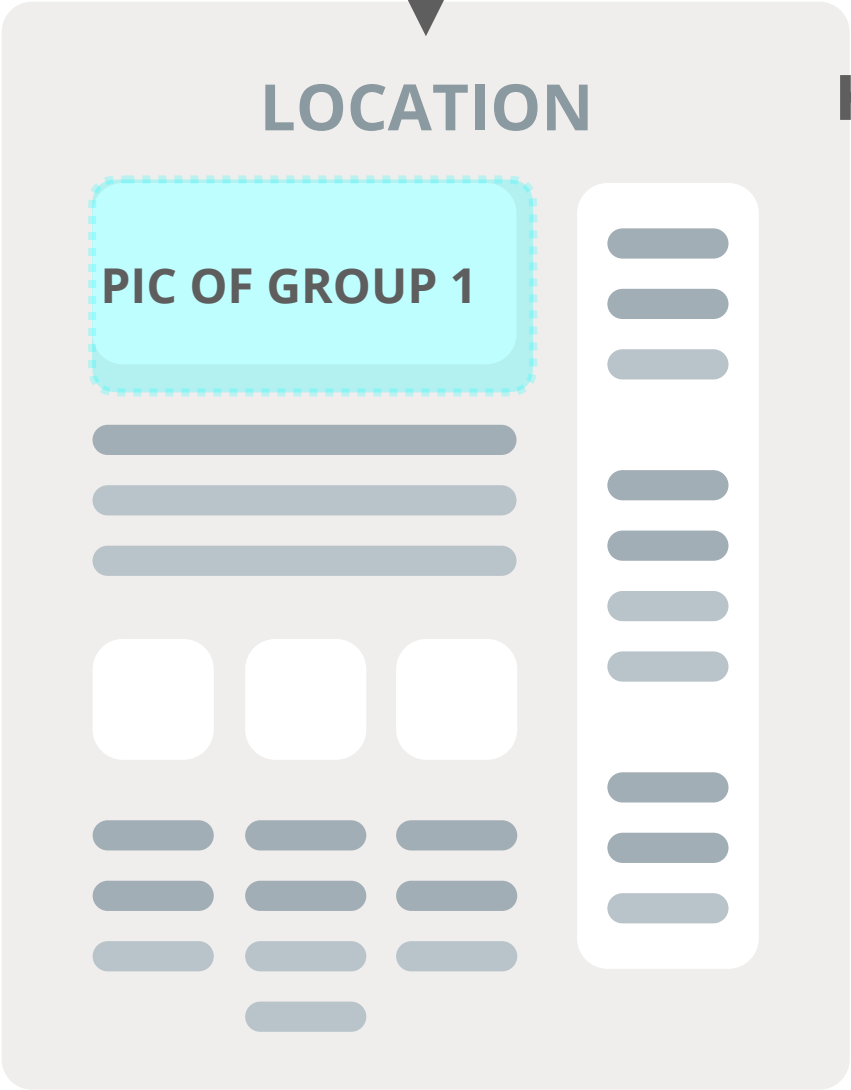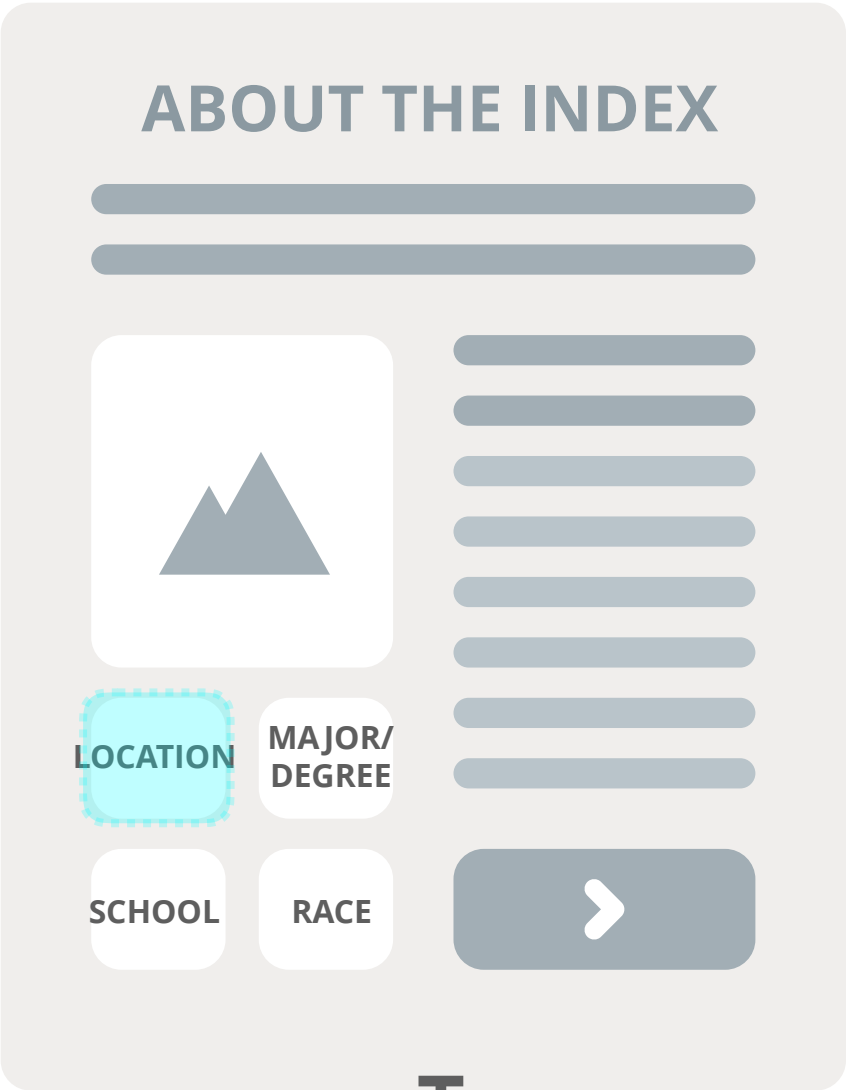- This option demonstrates leaving the **designdiversity.org** homepage as is and adding this project under the "index" tab for a viewer to find and hosted on a separate site

- Once on the Index's home page, a viewer will see a slider header image and have the option to learn more about the Index via the four selection criteria

- This option works best on a 4 column grid structure

FOUR COLUMN GRID

WIREFRAME OPTION 2

HOMEPAGE

< >

● ● ●

| LOCATION | MAJOR/ DEGREE | SCHOOL | RACE |

HOMEPAGE
4 COLUMN LAYOUT
WITH SLIDER

ABOUT THE INDEX

LOCATION MAJOR/ DEGREE

SCHOOL RACE >

LOCATION

PIC OF GROUP 1

MAP VISUAL

CHART

INFOGRAPHIC PG

GRAPHIC
FROM
A QUESTION
ON
GROUP 1
(ETC.)

● ● ●
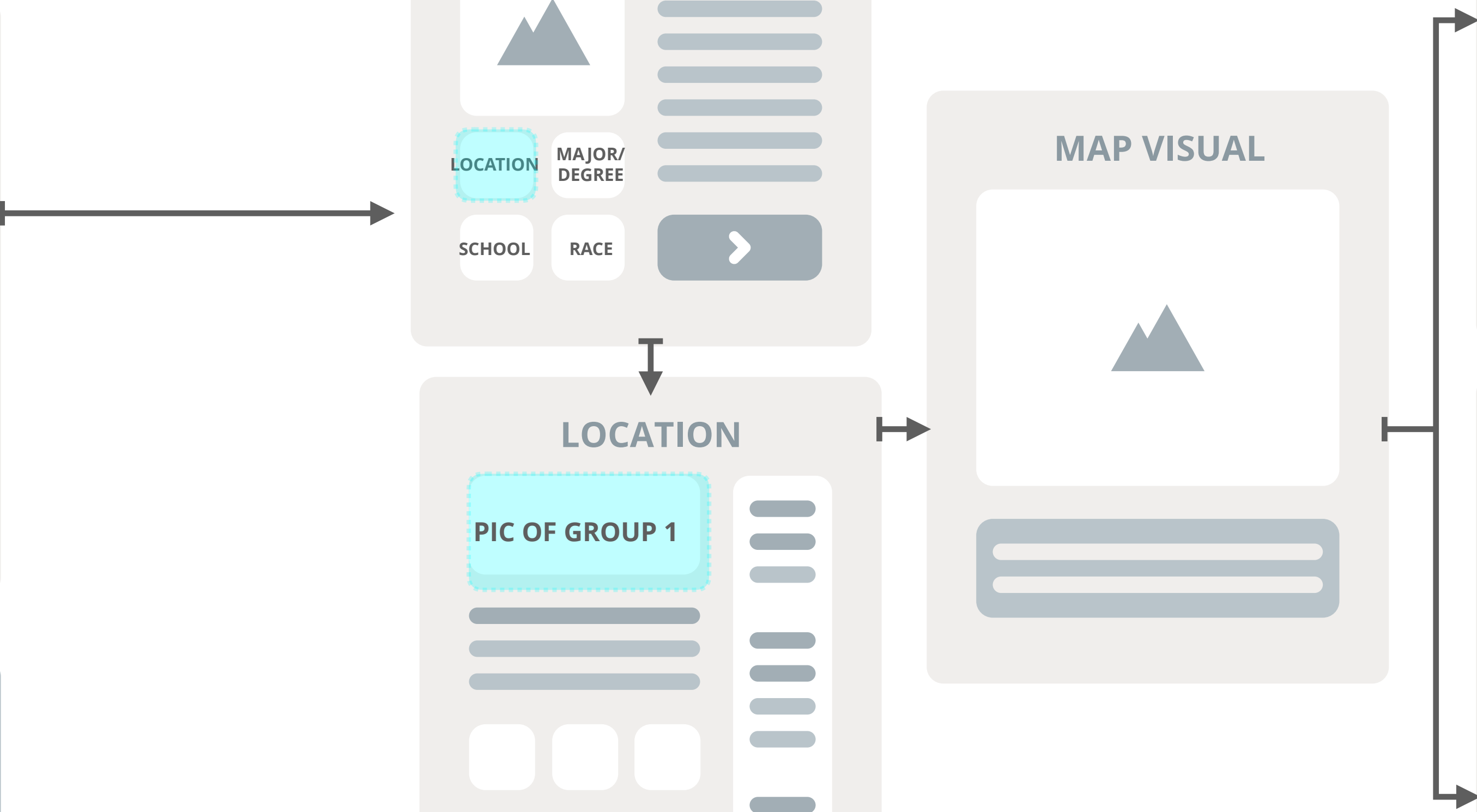
DATA SHOWING AFRICAN AMERICAN & LATINO REPRESENTATION AT GROUP 1 SECTION A SCHOOLS

CSU
17%
5%
63%

UT
12%
5%
68%

YSU
12%
4%
75%

UA
12%
2%
74%

BGSU
10%
4%
77%

KSU
8%
3%
72%
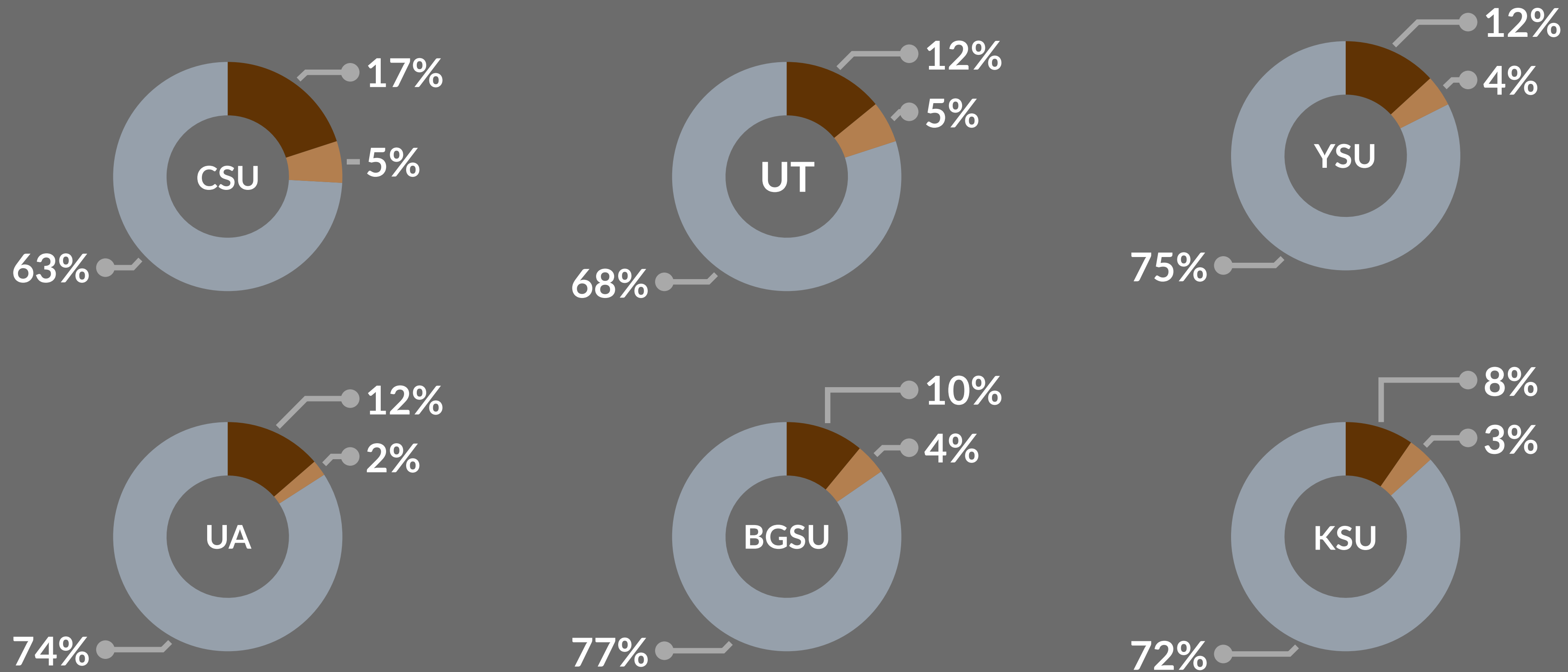
Next Steps

- Incorporate feedback from today's webinar
- Select web developer/infographics designer
- Create draft report
- Launch Index on designdiversity.org
- Publish Index report
- Expand geography to Phase 2: Mid Ohio
- Add Youth Programs to the Index

A Look at Group 2

Although the primary focus of the project has been on Group 1, we have gathered a short list of schools and unique findings from Group 2 in Mid-Ohio:

- Wright State University was not listed in the National Center for Education Statistics

- A few design degrees are 'hidden' within non-obvious departments along with varied names, eg. CCAD offers a Master of Design in Integrative Design

- No PhD in Design degrees offered in the state of Ohio

Youth Programs

Gathering information on Youth programs has become a significant component of this project phase. To date we have uncovered four different types of youth programs:

- Nationally Funded Programs
- Community Based Youth Programs
- Educational Enrichment Programs, and
- College & Career Readiness

Stay in Touch and Learn More

Get notified when the Index launches by joining the Design Diversity newsletter here:

www.designdiversity.org/contact

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  designExplorr
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THANK YOU

Learn more about this project at designdiversity.org or contact the Cleveland Urban Design Collaborative.