



**ArtPride New Jersey Foundation, Inc.**  
**Equity, Diversity, Inclusion and Social Justice**  
**Strategic Action Plan**  
**Approved by Board of Trustees – August 23, 2021**

Using the power of the arts as a means to healing and justice, ArtPride New Jersey Foundation, Inc. (ArtPride) is committed to becoming an anti-racist organization. We seek social justice for the historically excluded and oppressed, specifically those that identify as Black, LatinX, Asian Pacific Islander, Indigenous, and/or a Person of Color. ArtPride must view its mission through an intersectional framework that also includes the LGBTQ+ community, People with Disabilities, and all historically excluded individuals.

ArtPride acknowledges the existence of systemic inequity within New Jersey's arts and cultural community. We will work to promote healing from the damage done by systemic racism through increased public awareness of the value and impact of the arts; grassroots advocacy; and engaging historically excluded artists, and arts organizations in all of our efforts. Because of our own history as a predominantly white-led organization, ArtPride commits to transforming our organization to better reflect the diversity of our state's residents.

ArtPride seeks equitable access to the arts for all, and believes that creating, sharing, and experiencing art is crucial to the wellbeing of individuals, communities, and a functioning democracy. ArtPride commits to listening to, learning from, and collaborating with arts organizations, creative workers, artists, trustees, volunteers, and patrons in order to help shape a fairer and more just New Jersey.

To further racial justice practices, ArtPride must:

- honor the diversity of artistic expression across New Jersey by actively working against conscious and unconscious bias in communications, content, and promotions;
- continually assess and evolve all of our organizational practices to those that will include all historically excluded communities;
- foster a more equitable distribution of power and wealth and nurture a culture of mutual respect among our staff, board, and volunteers.

As a leader in the arts and cultural community, ArtPride must:

- listen to arts organizations and artists from historically excluded communities to identify needed resources, and help to provide resources to address those needs;
- ensure access to cultural opportunities for all people and organizations through advocacy for equitable and increased funding for arts and culture at local, state, and federal levels;

- collaborate with strategic partners to challenge and dismantle systemic racism and support social justice for historically excluded artists and arts organizations;
- assist historically excluded arts organizations, artists, and supporters to effectively advocate for public policy that addresses systemic inequities.

ArtPride’s Board of Trustees and staff commit to transparency and the highest standards of or accountability as we move toward our vision of operating as a true anti-racist organization. Progress will be defined by the actions of the organization in pursuit of clearly defined goals and metrics. ArtPride will consistently listen to, and report back to, members, partners, and collaborators to ensure that its path and work remain true to the ongoing structural work of dismantling racism and supporting historically excluded artists and arts organizations in New Jersey.

### *Strategic EDISJ Planning Process*

In April of 2020, ArtPride began a two-phased planning process. Phase One focused on an organizational assessment of equity, diversity, inclusion, and social justice (EDISJ) policies and workplace culture. Results of the Phase One assessment were delivered to ArtPride leadership in the fall of 2020 and are not included in this report, but are available to review on ArtPride’s website ([www.artpridenj.org](http://www.artpridenj.org)).

### *Phase Two Process*

Phase Two involved EDISJ Mission, Vision, Values work with ArtPride’s Board of Trustees and staff and a strategic EDISJ planning process with the ArtPride staff. The strategic EDISJ planning process was informed by the results of the organizational assessment performed in the summer of 2020, and was collaborative and iterative.

Phase Two began in January 2021 with multiple sessions with the ArtPride staff. Through this process, Tangible Development:

- Facilitated strategic planning meetings to guide the reflection, analysis, and decision-making process
- Engaged in iterative drafting of a strategic framework that responded to and incorporated input and revisions from ArtPride
- Assisted in development of the EDISJ action plan and identifying and setting timelines, staffing, organizational priorities

The following EDISJ plan is the most current draft of ArtPride’s approach to integrating equity, diversity, inclusion, and social justice practices into the DNA of the operational framework of the organization. Draft timelines will be established as part of the planning process and will be part of an internal work plan document. This EDISJ plan is meant to be a living, breathing document that will evolve as the organization continues to engage in meaningful, and systemic organizational EDISJ work.

## Goals:

This comprehensive plan includes four organizational focus areas with multiple goals under each focus area. Collectively, these goals take a comprehensive approach to addressing equity, diversity, inclusion, and social justice at ArtPride. Each goal has an estimated timeline for completion/implementation and ArtPride staff members responsible for seeing the goal through. The draft goals and timeline can be found in the internal work plan document, which is still being finalized. The EDI work is spread across every aspect and layer of ArtPride with the goal of creating a strong, cross-functional approach to organizational change.

### Focus Area 1: Diversifying & Eliminating Inequities in Membership

- **Goal 1.1: Create organizational infrastructure to elevate the voice(s) of historically excluded arts and arts organizations**
  - Actions: Create an advisory and reflective committee to elevate the voices of ArtPride's constituency, particularly historically excluded artists and arts organizations in New Jersey
    - Actions: Develop recruitment plan and timeline that ensures 75% BIPOC representation and other compositional diversity targets
    - Action: Actively recruit participants
    - Action: Review applications with selection committee
    - Action: Notify all applicants of status
    - Action: Create agenda for first meeting
  - Action: Ensure every ArtPride committee has 50% BIPOC representation
- **Goal 1.2: Assess and design a strategy to increase historically excluded organizations**
  - Action: Assess historically excluded communities in membership
  - Action: Inventory organizations from target communities
  - Action: Design numerical goals for the membership to reflect the diversity of the state
- **Goal 1.3: Relationship building with historically excluded membership**
  - Action: Build a referral system and process to connect ArtPride network with target organizations (utilizing current organizational tools of Salesforce and Monday)
  - Action: Utilize and operationalize existing networks/relationships of support and collaboration to outreach and build relationships with historically excluded communities
  - Action: Voice of Membership Committee (working title) (Goal 1)
- **Goal 1.4: Evaluating our approach**
  - Action: Assess quantitatively and qualitatively diversifying efforts through a formal audit and review by staff, board, and voices of membership committee
  - Action: Evaluate membership dues structure to ensure dues are not a barrier to participation in ArtPride membership
  - Action: Evaluate benefits and offerings to memberships (including DJA)

## Focus Area 2: Organizational Culture & Practice

- **Goal 2.1: Aligning organizational practices with anti-racism practices**
  - Action: Evaluate organization of ArtPride staff and volunteer roles and co-create responsibilities to prioritize collaboration and address power dynamics
  - Action: Engage ArtPride staff in group development activities and trainings to create a culture of accountability, healthy conflict, and mutual support
  - Action: Further develop ArtPride staff HR policies to reflect anti-racist organizational values
    - Action: Create performance evaluation process/benchmarking process that reflects clear understanding of updated roles, responsibilities, and growth opportunities
    - Action: Hire HR company with aligning ideals to support this work
  - Action: Evaluate and develop Board roles and responsibilities to align with anti-racist and equity values
- **Goal 2.2: Pay Equity**
  - Action: Evaluate and update compensation policies to reflect anti-racist organizational priorities and ensure fair pay, access, and advancement opportunities
  - Action: Develop a funding/pay equity decision-making process at the Board level with clarity for staff, volunteers, and members
  - Action: Raise the starting salaries of ArtPride employees & reduce gap between highest paid employees and lowest paid employees
  - Action: Benchmark across different sectors to understand salary ranges for comparable work and responsibilities

## Focus Area 3: Advocacy

- **Goal 3.1: Build grassroots advocacy power**
  - Action: Build advocacy capacity with representation from BIPOC, LGBTQ, People with Disabilities, and other historically excluded artists/arts organizations
  - Action: Further develop advocacy efforts, tools, and resources to share advocacy power with historically excluded groups
- **Goal 3.2: Serve as a connector and bridge builder between historically excluded artists/arts organizations and ArtPride strategic partners**
  - Action: Leverage ArtPride's existing relationships with elected officials, people in positional power, and funders to build capacity to redistribute and grow resources to historically excluded groups
  - Action: Develop mechanisms to connect BIPOC and other historically excluded artists/arts organizations to funders/funding distribution sources

## Focus Area 4: Programs, Promotions, Services, & Content Creation through an anti-racism lens

- **Goal 4.1: Build infrastructure to track/measure representation and engagement**
  - Action: Build an infrastructure to capture/catalogue demographics in Salesforce, social media, (add other relevant places)
  - Action: Define categories/subcategories
  - Action: Assess historically excluded communities in programs/services
  - Action: Design numerical goals for representation in programs and services
  
- **Goal 4.2: Increase representation of historically excluded communities in promotion & content creation, workshops, webinars, and events based on numerical goals established in 4.1**
  - Action: Utilize relationship building and outreach to increase representation of historically excluded communities in communication
  
- **Goal 4.3: Work with industry partners to support the expansion of anti-racism and social justice in New Jersey's arts industry through professional development**
  - Action: Partner with New Jersey Theatre Alliance to execute two or more annual events and provide continual resources to field
  - Action: Serve on joint planning committee that will create and provide resources to assist traditionally white led organizations in their own EDISJ journey