



ArtPride New Jersey Foundation, Inc.
Equity, Diversity, Inclusion and Social Justice
Strategic Action Plan
August 2021 – August 2022 Update

This document reflects the progress ArtPride has made over the course of the first year of its Equity, Diversity, Inclusion and Social Justice (EDISJ) Strategic Action plan. As ArtPride navigated this last year, through the continued, significant impact of the COVID pandemic, staffing changes, major events and the everyday work of advocating for the arts in the State of New Jersey, the commitment to EDISJ and the commitment articulated in this plan has not changed. This action plan was designed to be a living, breathing document. Please see the **highlighted sections** of this document to learn more about the organization’s progress between August 2021 and August 2022.

ArtPride New Jersey Value Statement

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 thru August 2022, ArtPride went through 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 available to review on ArtPride's [website](#). 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 collaborative and iterative strategic EDISJ planning process was informed by the results of the organizational assessment performed in the summer of 2020. The [original EDISJ plan](#) was approved by the Board of Trustees in August 2021.

Update August 2022

This update reflects the work accomplished, the challenges learned along the way, and the gaps identified through the continuous assessment. Each focus area contains a status update and any actions added. This will ensure ArtPride's progress in integrating EDISJ strategies into the operating structure of the organization, and continuing ArtPride's commitment to creating a more equitable, just and anti-racist cultural community in New Jersey. Highlighted sections denote updated action items.

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 EDISJ 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**
 - Action: Establish relationships between IAC members to ensure accountability, trust and honesty
 - Action: Educate IAC members on ArtPride's history, structure and operations
 - Action: Encourage IAC members to engage with ArtPride through events, professional development, and other committees
 - Action: Continue discussions on how IAC can effectively achieve Goal 1.1
 - Action: Renew IAC members for second year commitment

- **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 community's
 - Action: Ensure every ArtPride committees, programs, services, and events has 50% BIPOC representation
 - Action: Explore existing structures and networks to understand and assess the demographics of the NJ arts sector (Cultural Data Network)
- **Goal 1.4: Evaluating our approach**
 - Action: Assess quantitatively and qualitatively diversifying efforts through a formal audit and review by staff, board, and IAC
 - 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 One Status Update:

- **Action items under Goal 1.1 were completed** through the creation of the [Independent Advisory Committee](#) (IAC). Sixteen committee members were selected through an open nomination process. The group began meeting in spring 2022. First conversations have focused on the groups, connecting committee members and discussing a long-term structure for the effectiveness of the committee.
- **Goal 1.1 Action:** Ensure every ArtPride committees, programs, services, and events has 50% BIPOC representation and was **moved** under 1.3 to better capture the intent of the action. In the coming year ArtPride will be asking committee members to complete the organization's self-identification survey to better quantify progress on this goal.
- **An action was added under Goals 1.3:** *Action: Explore existing structures and networks to understand and assess the demographics of the NJ arts sector (Cultural Data Network)*. Goals 1.2 & 1.3 are interdependent on each other. Board and staff worked over the past year to address this expansive goal. It was determined that an extraordinary amount of data and research would be necessary to achieve these goals. ArtPride is committed to building an assessment structure that is not closed and only benefits the organization, but is part of a structure that can contribute to demographic measurement across the state. Therefore, the organization will be moving this discussion to the Cultural Data Network. A larger collaboration of arts organizations and leaders will have more success in progressing towards achieving this goal. Though the quantitative method requires additional capacity and resources, ArtPride has continued to organically expand its membership and

outreach to historically excluded communities. The result has manifested new organizational members, budding relationships and potential partnerships.

- **Progress was made under Goal 1.4**, by the evaluation and creation of multiple access points for arts organizations through the free Introductory Membership program. This allows any New Jersey arts organization that is not a member to join ArtPride for free. Organizational membership has grown to 64%, to 289 members, since the program was launched. Introductory members have full benefits and privileges.

Focus Area 2: Organizational Culture & Practice

- **Goal 2.1: Aligning organizational practices with anti-racism practices**
 - 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
 - Action: Add a commitment statement into the ArtPride Bylaws that new staff, committee, and board members agree to before joining the organization
 - Action: Develop a policy and process to respond to social media comments and questions that reflects ArtPride's EDISJ values
 - Action: Develop and operationalize a recurring self-assessment for staff, board, and committees
- **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 Two Status Update:

- **Goal 2.1 Action to evaluate organization of ArtPride staff and volunteer roles and co-create responsibilities** was completed with the support of Creative Capacity LLC.
- **Goal 2.1 Action Engage ArtPride staff in group development** is on-going. ArtPride Staff engaged in monthly staff development sessions with Tangible Development over the year to develop policies and practice shifts to create a culture of accountability and address internal challenges. Group development sessions are an on-going commitment.
- **Goal 2.1 Actions: Create performance evaluation process/benchmarking process that reflects clear understanding of updated roles, responsibilities, and growth opportunities** is in progress with the support of Creative Capacity. Management expects to launch the new performance process in fall 2022.
- **Goal 2.1 Action: Evaluate and develop Board roles and responsibilities to align with anti-racist and equity values is in progress.** The ArtPride board convened an Organizational Culture Task Force tasked with providing recommendations to the Board to align roles, responsibilities, and organizational culture with ArtPride's EDISJ values. ArtPride's Board of Trustees approved those recommendations in October 2022, and will begin implementing them over the course of the year.
- **The following actions were added to Goal 2.1** to reflect new strategies to support the goals of focus area two:
 - Action: Add a commitment statement into the ArtPride Bylaws that new staff, committee, and board members agree to before joining the organization
 - Action: Develop a policy and process to respond to social media comments and questions that reflects ArtPride's EDISJ values
 - Action: Develop and operationalize a recurring self-assessment for staff, board, committee members, and Discover Jersey Arts content contributors.
- **Progress was made in the following actions from Goal 2.2**
 - **Action: Raise the starting salaries of ArtPride employees & reduce gap between highest paid employees and lowest paid employees.** In November 2021, salary changes were made across the staff to meet the organization's pay equity goals. This included reducing the gap between the highest and lowest paid employees, and equalizing pay for all staff members at their respective levels (Director, Manager, etc.).
 - **Action: Benchmark across different sectors to understand salary ranges for comparable work and responsibility**

- ArtPride has begun conversations with other NJ arts service organizations on the potential for a statewide salary survey for arts professionals. Several meetings were conducted and a potential vendor for the research has been identified. Expectation is that progress on this project will manifest in the survey being conducted in 2023.

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
 - Action: Assess what our arts advocates needs are and how ArtPride can continue to collaborate with strategic partners to support the evolving needs of the sector.

Focus Area Three Status Update:

- **Both actions in Goal 3.1 are in progress:** Current advocacy strategies continue to focus on pandemic relief funding, and ensuring those funds reach organizations with the most need. ArtPride continues to play an influential role in the establishment of pandemic relief funds, including [pending legislation focused on \\$70M of extended support through the NJ Economic Development Authority](#). ArtPride must continue to use its influence to ensure the equitable distribution of these funds.
- **Goal 3.2 Actions are both in progress:** This work progresses organically with new partnerships and collaborations being actively sought by staff, Trustees and Committee members. In order to quantitatively progress this goal the organization requires the additional data, research, resources and capacity outlined under the status update for Goal 1.3.
- **An action was added to Goal 3.2** to “Assess what our arts advocates needs are and how

ArtPride can continue to collaborate with strategic partners to support the evolving needs of the sector.” This goal was added to continue to collect information and be in communication with the needs of the arts community.

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/catalog 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, maintain, and sustain 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
 - Action: Create a self-identification survey for contracted vendors to collect demographics of ArtPride vendors and content creators
- **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

Focus Area Four Status Update:

- Progress on **Goal 4.1: Build infrastructure to track/measure representation and engagement was stalled** due to staffing transition during the course of the year. In addition to turnover in this area, a challenge in data collection was identified. With new staff in place, ArtPride is confident further progress will take place on this goal in the coming year.
- **Actions added to Goal 4.2** aim to address the challenge of not having reliable sources of data collection methods to accurately collect demographics of content creators and contributors.

- An action added to **Goal 4.2 was identified** as a way to meet the data collection challenge. Creating a self-identification survey for contracted vendors to collect demographics of ArtPride vendors and content creators will fill the gap of data ArtPride needs to accurately understand and report the demographics of vendors and content creators.
- ArtPride **continues the actions** outlined in **Goal 4.3 by collaborating** with the New Jersey Theatre Alliance on the [Creating Change network](#) including the Day of Accountability symposium in March 2022. Planned events for the coming year include virtual roundtables, collaboration on the NJ arts community's participation in the National Day of Racial Healing, and an in-person conference.