The Future of Educational Leadership: The Roles of Equity & Design

Strategic Horizon Network

Hi. My name is Antionette. My pronouns are she/her.

A little about me:

- Founder and President/CEO of Creative Reaction Lab
- Social Entrepreneur, DEI Consultant, and Designer
- TED Fellow + 4.0 Schools Fellow
- First Gen College Graduate

My story…

led to my mission.

Tell me:
What's your personal mission?

I WILL MAKE

[CITY]

BETTER BY

[PERSONAL PLEDGE]

CREATIVE REACTION LAB

SHARE YOUR PLEDGE AT WWW.CREATIVEREACTIONLAB.COM & #DESIGNTOBETTER.

“”

I will make **the United States** better by **providing training, community, support, and access for racially underrepresented populations to design better health outcomes and improved quality of life for their cultures.**

I WILL MAKE

[CITY]

BETTER BY

[PERSONAL PLEDGE]

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Share Out

Community Agreement of Respect

Rules of Respect

1. Ensure all voices are heard
2. Actively listen and respect differences in opinions
3. Use “I” statements
4. Lean into discomfort
5. Address the issue, not the person
6. Be honest and embrace honesty
7. Don’t disclose others’ information without their knowledge and consent

Share Out

Community Agreement of Respect

Understanding the problem

By 2040, Black and Latinx communities will make up almost 40% of the United States population, and yet these populations face disproportionate racial and economic inequities, limiting social, economic, and cultural growth.

Racism is a major public health issue.

For example, one black person prematurely dies every 7 minutes due to racial discrimination.

Source: *Robert Wood Johnson Foundation*

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Creative Reaction Lab is educating and deploying youth leadership to address racial inequities impacting Black and Latinx populations.

Priority Areas:

- Education
- Health/Healthcare
- Government/Public Service
- Media

Our Goal?

Create the racial equity and justice leaders of tomorrow

Language Setting is the first step in any community-centered work.

Diversity ≠ **Inclusion**

is invitation *is acceptance*

Equality ≠ **Equity**

is sameness *is fairness*

Term for the Day: **Equity**

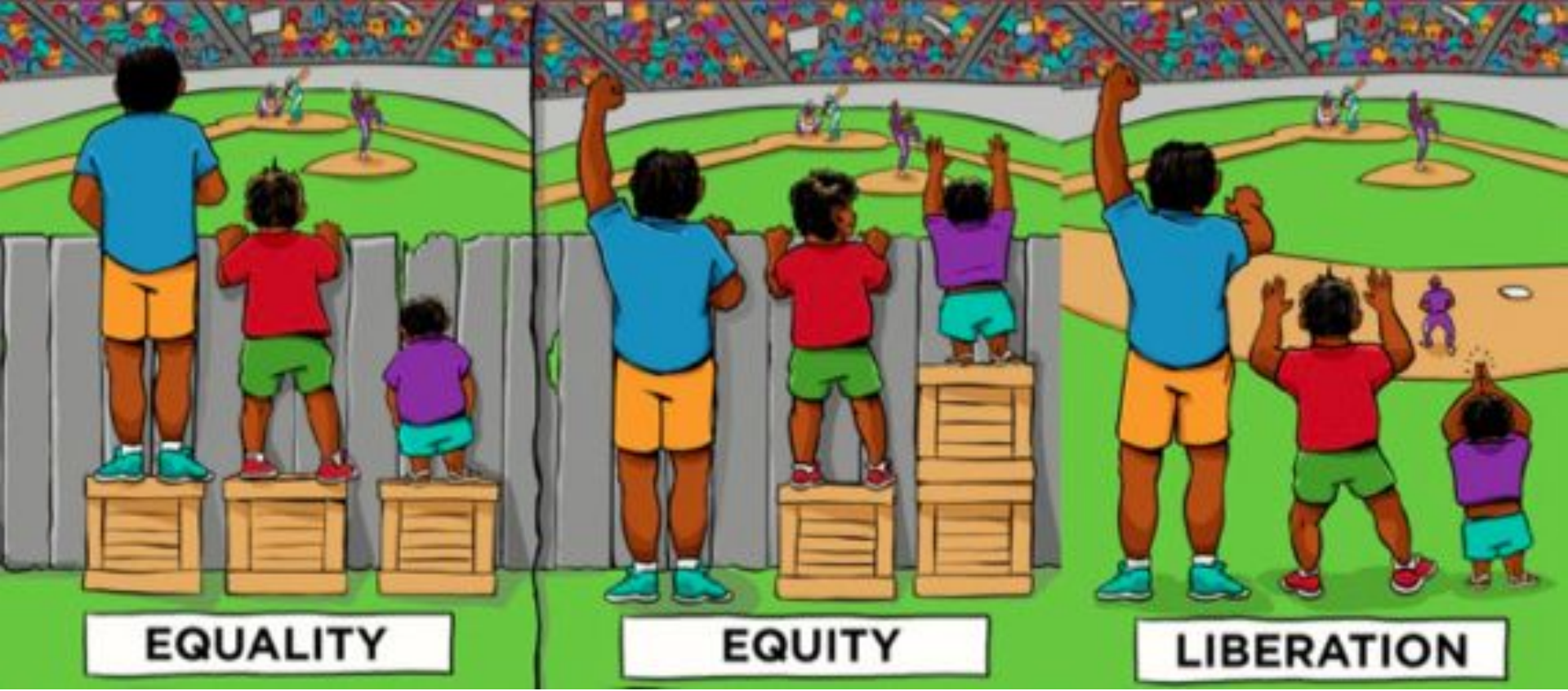
(And, what's next?)

Equity revolves around systemic and network outcomes.

Equity is when outcomes are not predictable based on someone's identities.

Ultimately, we want liberation.

Modified from Forward Through Ferguson's definition of racial equity


EQUALITY
EQUITY
LIBERATION

Why does diversity, inclusion, equality, and equity matter?

Society is changing.

- By 2050, 53% of the United States will be made up of people of color.
- Approximately 40% of the US population is of Black or Latinx descent.
- 85% of United States population growth will come from groups of color between now and 2050. *(Source: U.S. Department of Commerce)*

Society is changing.

- By 2020, 59% of the workforce will be Millennials and Gen Z.
- In 2010, 19% of the US population reported that they had a physical and/or intellectual disability *(2010 U.S. Census)*

Diversity leads to innovation.

Having diverse perspectives, skill sets, backgrounds, and lived experiences is crucial for developing new and innovative ideas.

(Forbes)

And, this is where most institutions stop…

How do we move from awareness to action?

Design

Design is not about making things look good, but making things work.

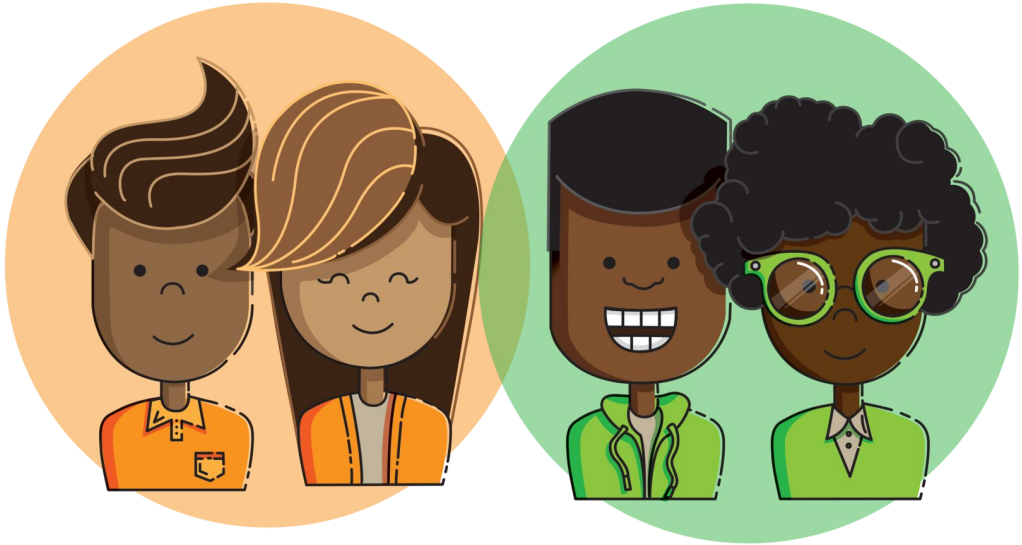
Ruzanna Rozman

Product Designer & AIGA Cincinnati Operations Director

What is design?

The intention (and unintentional impact) behind an outcome.

Modified from IBM's definition of design



We need a new form of leader to address the exclusion and human inequities in our communities:

Equity Designers

What does public transportation mean to you in your community?
COMMUNITY
CREATIVE REACTION LAB

Okay...Great!
What's an Equity Designer?

An Equity Designer is...

An individual who **puts equity and people first.**

An Equity Designer is...

An individual who **embedded within a community** who strives towards the improvement of that community.

An Equity Designer is...

An individual who **builds upon existing resources** within their communities to create change.

An Equity Designer is...

An individual who works through the lens of failure, always making, testing, and **improving interventions.**

An Equity Designer is...

An individual with **lived experiences** related to issues stemming from human inequities.

Allyship is key to supporting and amplifying Equity Designers.

Your faculty, staff, and students should consist of both.

Rec Center
School
Library
Church
QT
Shopping Center
Hospital

LOOK
BEYOND
YOUR
FEAR

The Case for Equity in the Education Sector

33% / 23%

Only 33% of African American and 23% of Latinx adults have at least a two-year college degree.

Source: *Hechinger Report (2016)*

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65%

The widely accepted prediction is that 65% of jobs by 2020 will require education beyond high school.

Source: *Hechinger Report (2016)*

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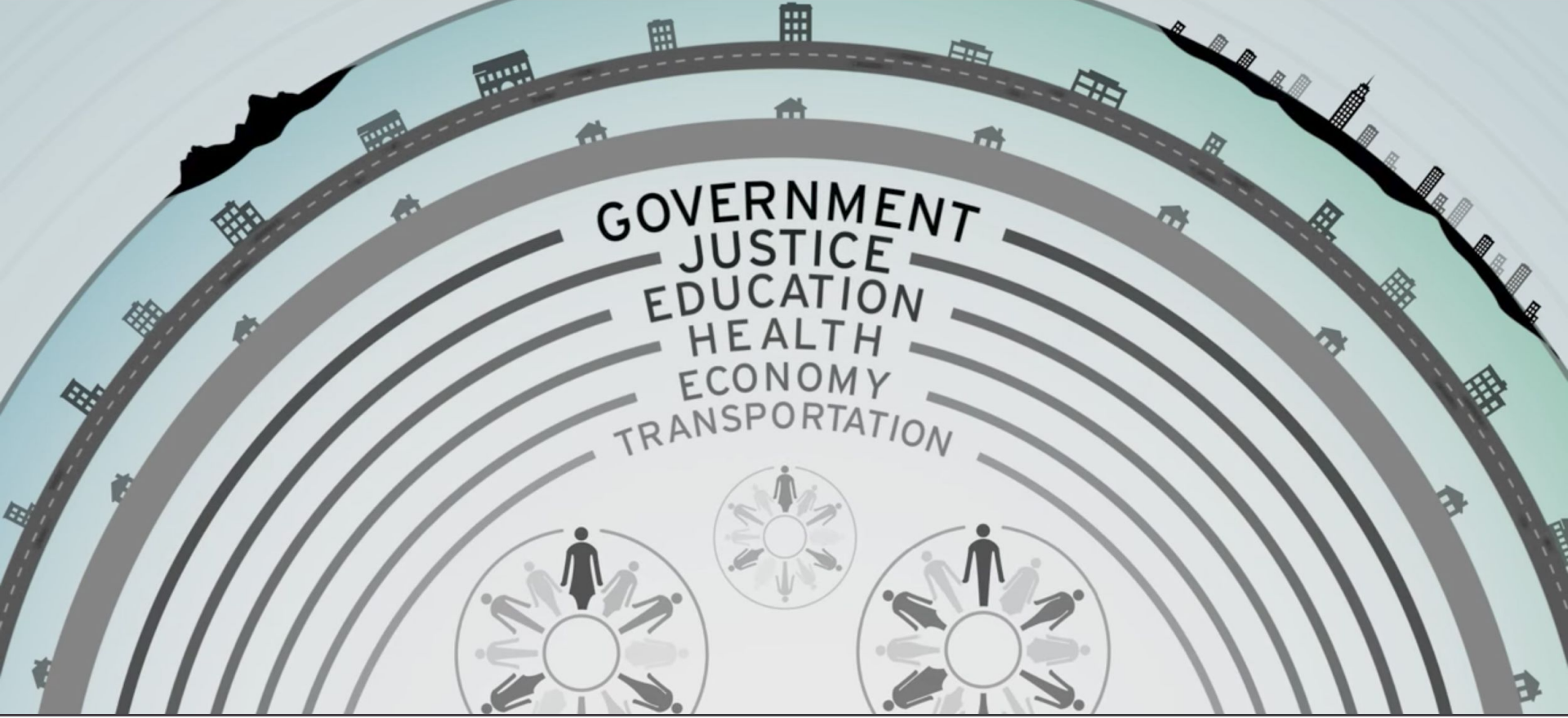
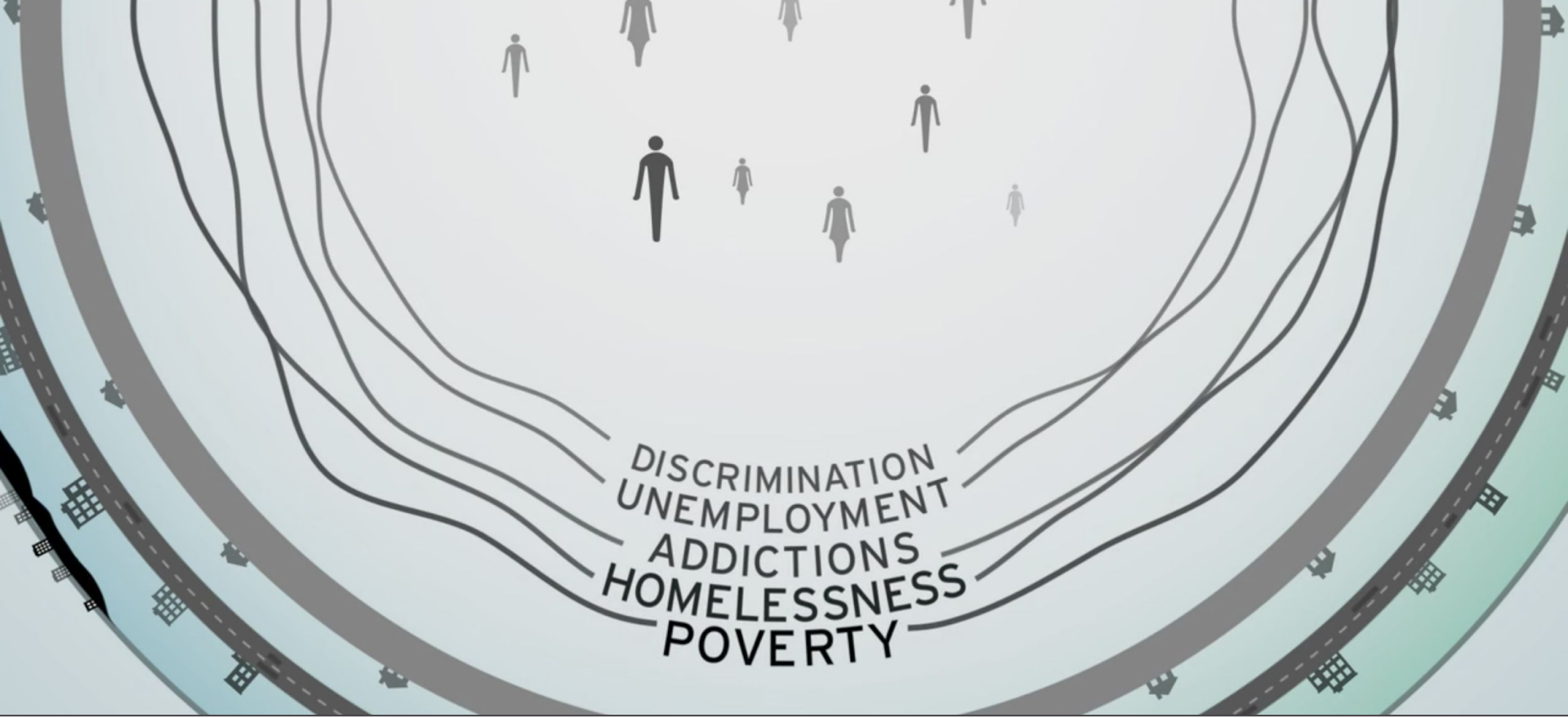


Graphic from the Center for Social Innovation (Canada)



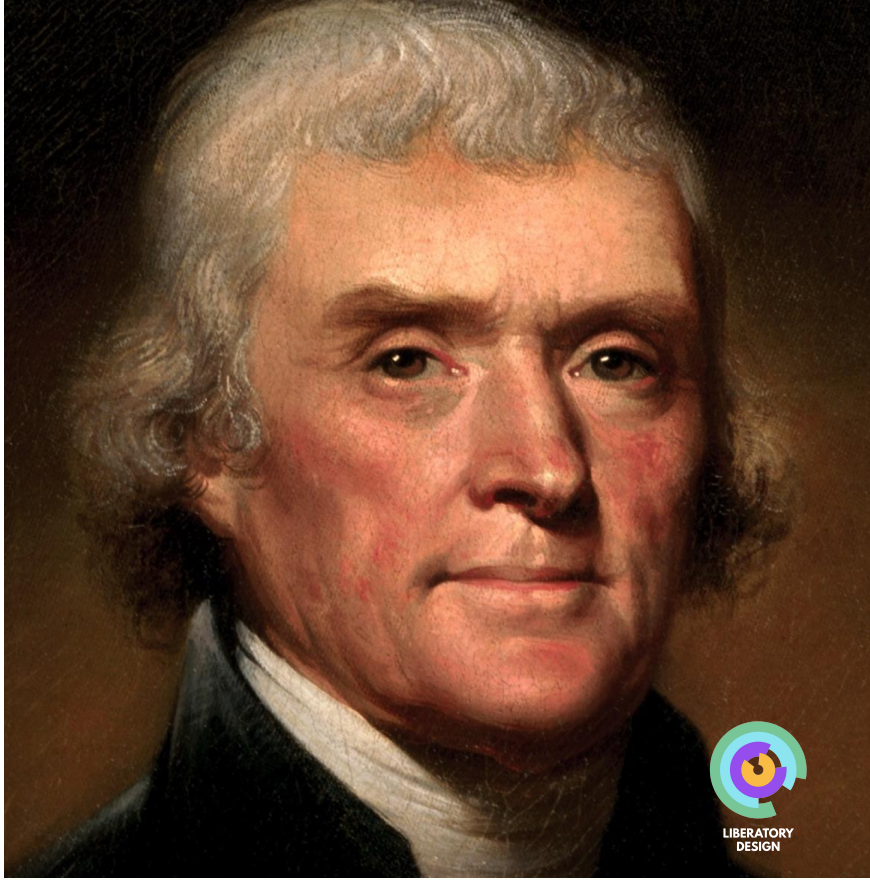
Graphic from the Center for Social Innovation (Canada)

Any system produces what it was designed to produce.

Modified from Forward Through Ferguson's definition of racial equity

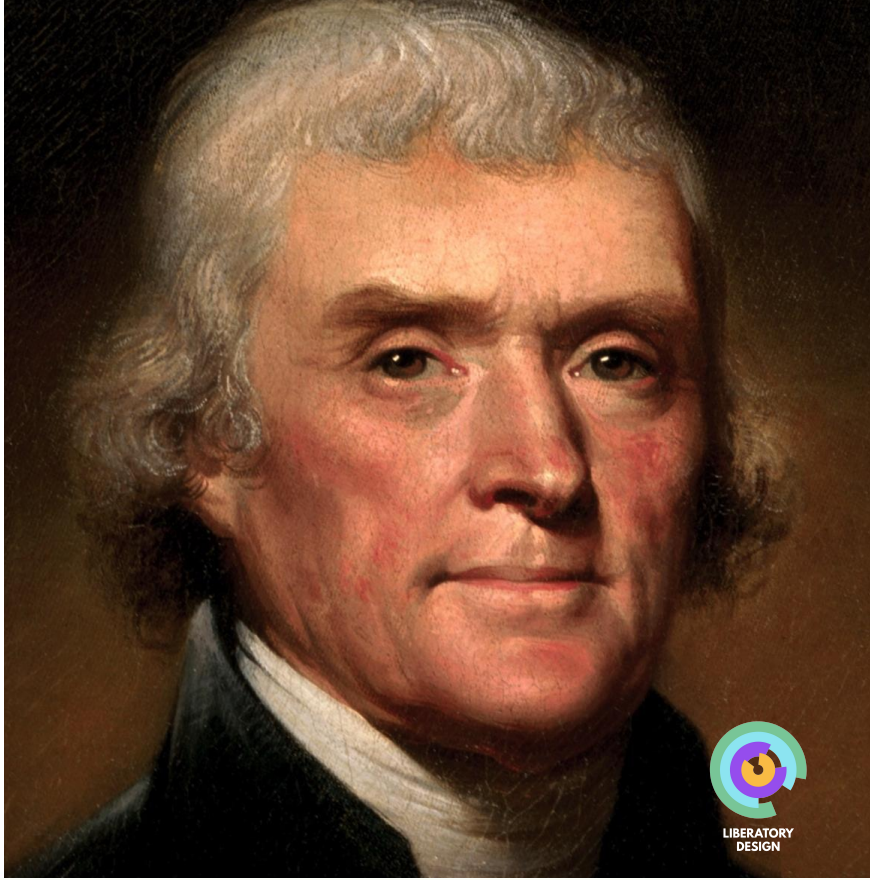
Design for Exclusion

In 1779, Thomas Jefferson proposed a two-track educational system, with different tracks for the **“laboring and the learned.”**



Design for Exclusion

Scholarships would allow a select few from the laboring class to advance by **“raking a few geniuses from the rubbish.”**



Design for Exclusion

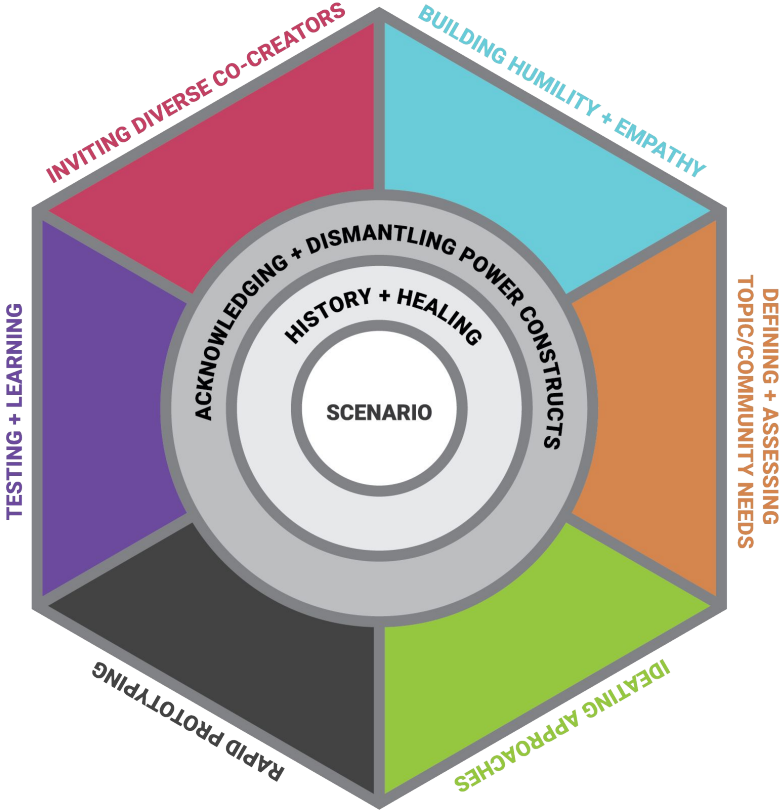
What are some other examples of design for exclusion?

small group activity + share out

We have to consider the sources and impacts of exclusion and inequities.

If oppression, inequalities, and inequities are designed, **they can be redesigned.**

Human-Centered approaches are not enough.



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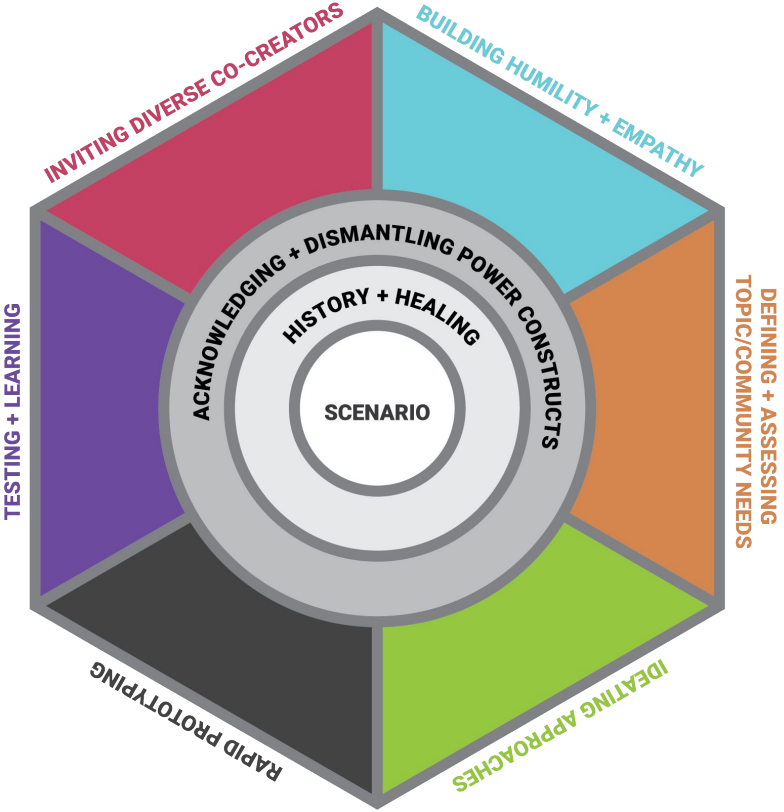
EQUITY-CENTERED COMMUNITY DESIGN

FAST COMPANY WORLD CHANGING IDEAS AWARDS 2018



FAST COMPANY
WORLD CHANGING IDEAS AWARDS 2018

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Application to Your Work

You are a designer - every decision you make are designing outcomes and impacting others

Application to Your Work

You are working alongside communities that might be different from you

Application to Your Work

You hope to develop approaches to address challenges that have built-in social complexity

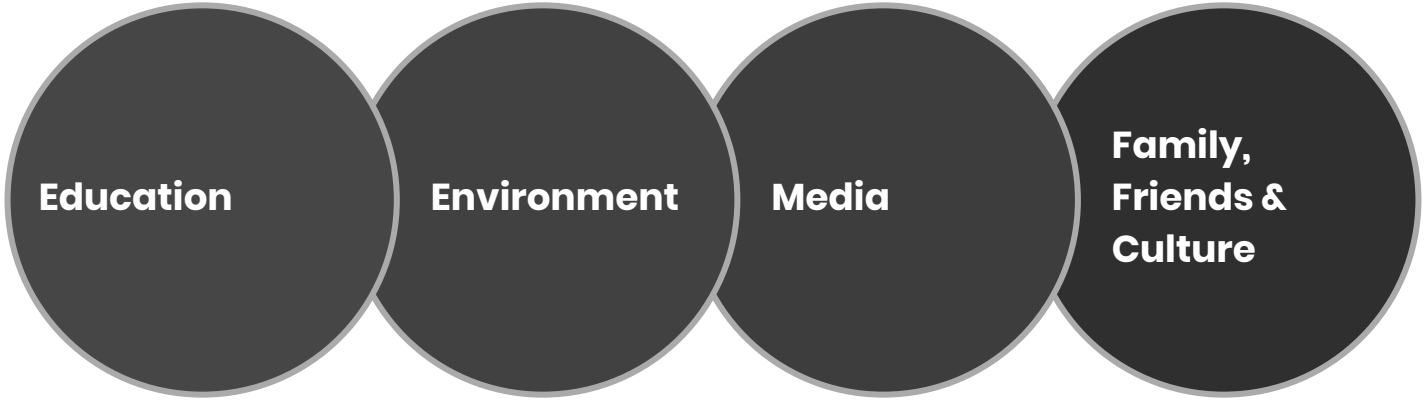
Application to Your Work

You hope to align your impact with your intentions

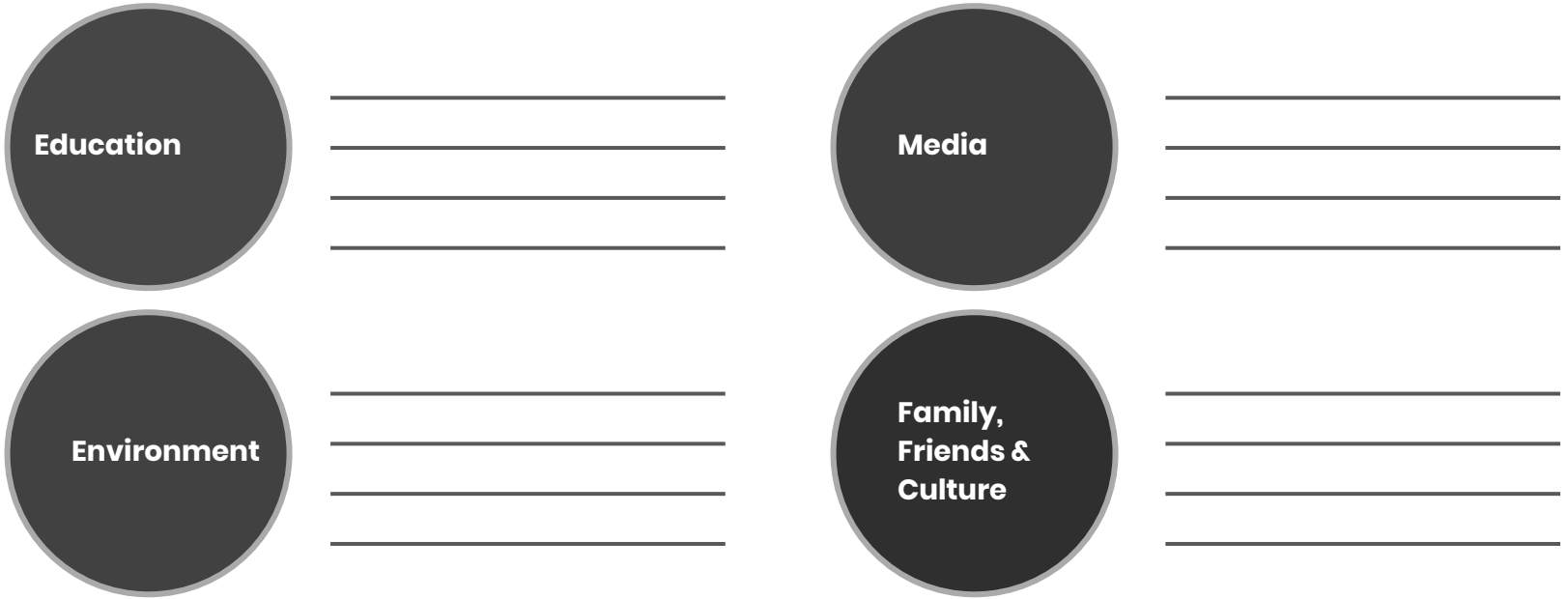
Education's power is more than job placement.

First, it starts with you.

Developing Our Perspectives



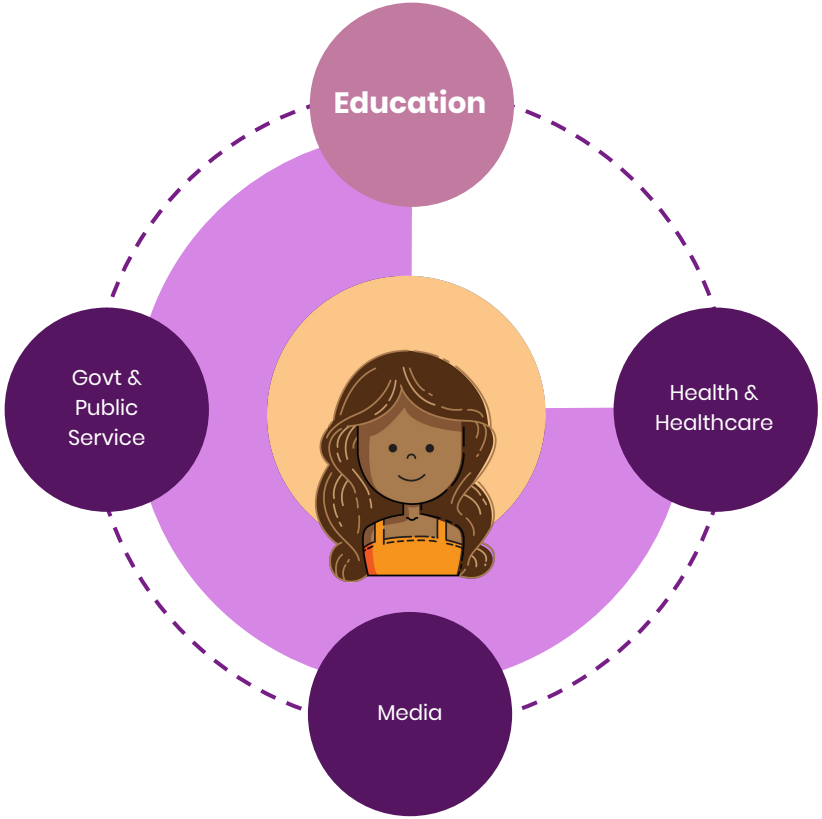
Developing Your Perspectives



Understand your power to design perspectives and outcomes.

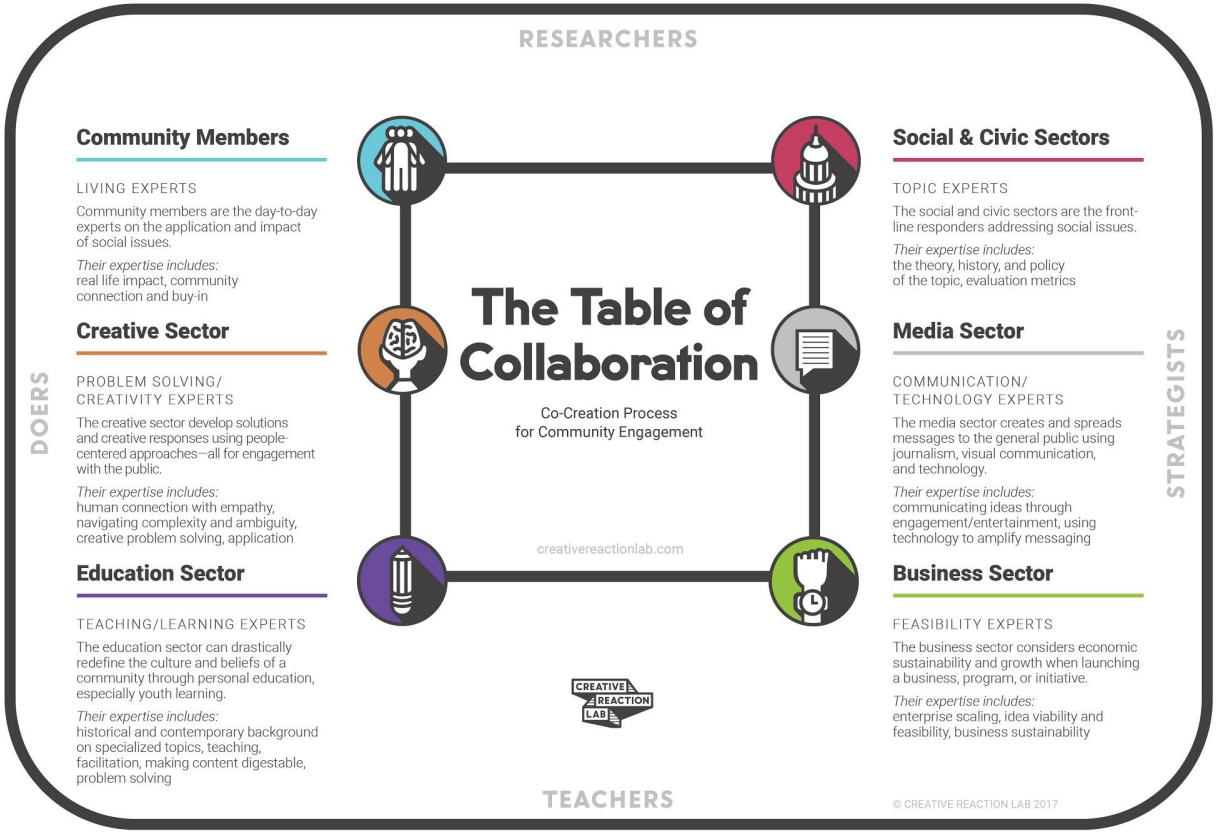
You're a narrative and livelihood shaper.

Education
Govt & Public Service
Narrative & Livelihood Shapers
Health & Healthcare
Media



Education is a narrative and livelihood shaper.

The team – the designers – matter as well.


RESEARCHERS
Community Members
LIVING EXPERTS
Community members are the day-to-day experts on the application and impact of social issues.
Their expertise includes:
real life impact, community connection and buy-in
Creative Sector
PROBLEM SOLVING/ CREATIVITY EXPERTS
The creative sector develop solutions and creative responses using people-centered approaches—all for engagement with the public.
Their expertise includes:
human connection with empathy, navigating complexity and ambiguity, creative problem solving, application
Education Sector
TEACHING/LEARNING EXPERTS
The education sector can drastically redefine the culture and beliefs of a community through personal education, especially youth learning.
Their expertise includes:
historical and contemporary background on specialized topics, teaching, facilitation, making content digestable, problem solving
DOERS
The Table of Collaboration
Co-Creation Process for Community Engagement
creativereactionlab.com
CREATIVE REACTION LAB
Social & Civic Sectors
TOPIC EXPERTS
The social and civic sectors are the front-line responders addressing social issues.
Their expertise includes:
the theory, history, and policy of the topic, evaluation metrics
Media Sector
COMMUNICATION/ TECHNOLOGY EXPERTS
The media sector creates and spreads messages to the general public using journalism, visual communication, and technology.
Their expertise includes:
communicating ideas through engagement/entertainment, using technology to amplify messaging
Business Sector
FEASIBILITY EXPERTS
The business sector considers economic sustainability and growth when launching a business, program, or initiative.
Their expertise includes:
enterprise scaling, idea viability and feasibility, business sustainability
STRATEGISTS
TEACHERS
© CREATIVE REACTION LAB 2017

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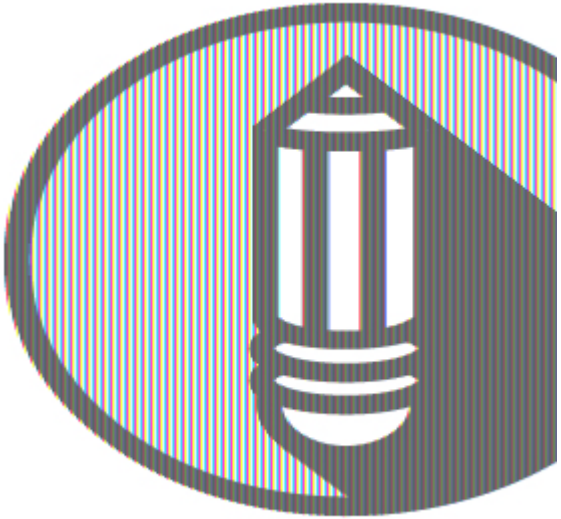

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Reflection and Closing

What's your pledge to *(further)* integrate diversity, inclusion, design and equity into your college?

I WILL MAKE

[COMPANY/ORGANIZATION]

BETTER BY

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The notion that work only calls upon our "professional selves" and not our "personal selves" is a problematic one.

Isabelle Yisak

Experience Designer at Business Innovation Factory

I WILL MAKE

[COMPANY/ORGANIZATION]

BETTER BY

[PERSONAL PLEDGE]

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Going Forward

Going Forward: **Applying Equity-Centered Community Design to Your Work**

- Bring a **Leaders for Community Action & Equity Workshop** to Your Office, School, Community, etc.

- Download or Purchase our Equity-Centered Community Design Field Guide > www.creativereactionlab.com

A Tool & Resource

Use Creative Reaction Lab's new field guide to become a specialist of our Equity-Centered Community Design process. This field guide will support you within your position and beyond.

Going Forward: **Applying Equity-Centered Community Design to Your Work**

- **Join the National Community of Aspiring Equity Designers and Allies.**
  - Join the ECCD Slack community > www.bit.ly/eccdslack
  - Subscribe to our newsletter > www.creativereactionlab.com/subscribe
  - Join our Member Network > www.bit.ly/eccdmember

Stay Connected.

Contact **Antionette** at acarroll@creativereactionlab.com or on Twitter at @acarrolldesign.