2009–2012 Diversity Action Plan

OBJECTIVE 1: Integrate Inclusion and Diversity more fully throughout the BAC.
» Constitute the Diversity Advisory Council, composed of a broad representation of the entire BAC community, with a charter, clear lines of reporting, responsibilities and support from leadership.
» Integrate diversity and issues of Universal Design into syllabi across the curriculum.
» Engage the entire BAC community (faculty, staff, students, firms, alumni, and Governance) in the spirit and work of creating an inclusive environment, where differences are truly valued and all are welcome and can thrive.
» Develop a statement of studio culture that incorporates the concepts of diversity and inclusivity.
» Expand the focus of diversity within Governance through increasing efforts to create a diverse membership by establishing and adhering to guiding principles of diversity.
» Engage the entire BAC community (faculty, staff, students, firms, alumni and Governance) in the spirit and work of creating an inclusive environment, where differences are truly valued and all are welcome and thrive. Recommend all senior staff to participate in two hours of diversity training annually.

OBJECTIVE 2: Increase the recruitment, retention and graduation rate of minority and female students, as well as those from other underrepresented groups.
» Increase presence and active engagement of students from underrepresented groups, to 30% of enrolled student body.
» Establish recruiting programs in high schools, with emphasis on recruiting underrepresented groups.
» Develop relationships and recruiting programs with vocational and design-focused high schools that have programs focused on under-served populations. Establish formal mentoring and early design exposure programs via partnerships with HBCUs and other local and national organizations.
» Collect and analyze data to better understand our attrition rates.

OBJECTIVE 5: Develop a comprehensive, integrated, multicultural communications plan as part of an ongoing diversity outreach effort.
» Foster a common understanding and language within the BAC community around diversity and inclusion, utilizing best leadership practices from professionals in other fields.
» Conduct at least three cultural celebrations or events throughout the year to sponsor and promote diversity and inclusion.
» Develop a Public Relations Strategy to gain favorable press and submit op-ed pieces to run in diverse publications, such as Black Enterprise, Hispanic Business, Diverse, Slate, Color, etc.
» Create a yearly diversity progress report that is available on the BAC website.
» Redesign the diversity section of the BAC website to be more prominently placed, enhancing the page’s profile with updated content and links to resources.
» Develop consistent, clear and ongoing strategies that will integrate diversity into all marketing and communications efforts.