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

**A little about me:**

- Founder and President/CEO, Creative Reaction Lab + Institute of Equitable Design and Justice
- Serial Social Entrepreneur, Activist, Community Organizer, Former Graphic Designer + Redesigner for Justice™
- Aspen Institute's Civil Society Fellow, TED Fellow, Echoing Green Fellow, SXSW Community Impact Honoree
- Board Director, Arts & Education Council + Design Oversight & Public Art Committee Member, Brickline Greenway + Adobe Design Circle Member + Former AIGA National Board Director & Founding D&I Task Force Chair

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# Creative Reaction Lab is **changing the way people are addressing systemic oppression.**

# Community Agreements

- Address the issue, not the person.

- Be respectful of others - on their terms.

- Acknowledge we're all on a journey and part of the journey is growth.

- Show up with humility and empathy even if opinions differ.

- Lean into discomfort.

- Be patient and accountable to one another to ultimately build trust with one another.

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# Creative Reaction Lab's Intellectual Property Statement

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EQUITY DESIGN LECTURE SERIES

# Introduction to Equity-Centered Community Design

" 

Justice and equity are not an outcome, **they are a process** that is built into everything. Therefore, community engagement must be a part of this process and be non-performative in its approach.

**Marquise Stillwell**
Founder + Principal, OpenBox

"

# Language Setting

# Term for the Day:
## Language Setting

The process by which people assess and co-create definitions and shared meaning for words, terms, and ideas.

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**Language Setting** is the first [+ continuous] step in any community- and equity-centered work.

# Redesigning Language for Inclusion

**Challenge your language (and your biases embedded in them):**

- **Approach**  vs Solution

- **People** vs Users

- **Audience of Focus** vs Target Audience

- **Co-Creators** vs Beneficiaries

- **Historically Underinvested** vs Vulnerable, Marginalized, Minority, Poor, Lower-income, Oppressed, etc.

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# Small Group Discussion

**Call-Out**

What are some examples of words/language that need to be reimagined and redesigned to build inclusive communities and cultures?

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# Term for the Day: Equity

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

Equity revolves around systemic and network outcomes.

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# Equity ≠ Equality

*is fairness*                    *is sameness*

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**EQUALITY:**
Everyone gets the same—regardless if it's needed or right for them.

**EQUITY:**
Everyone gets what they need—understanding the barriers, circumstances, and conditions.

**EQUALITY:**
Everyone gets the same – regardless if it's needed or right for them.

**EQUITY:**
Everyone gets what they need – understanding the barriers, circumstances, and conditions.

# Equity is messy, complex and HARD!

*and, it's key in designing just, inclusive and liberatory spaces.*

# Term for the Day:
## Design

The intent [and ~~unintentional~~ impact] behind an outcome.

*\* Modified from IBM's definition of design*

"

Design is the process by which
**the politics of one world become
the constraints on another.**

*Fred Turner*
*Professor at Stanford, Former Journalist*

"

> ## Any system produces what it was designed to produce.

NATIONAL
EQUITY
PROJECT

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

So...where do we each fit in when addressing these systems? **Why should this matter to you?**
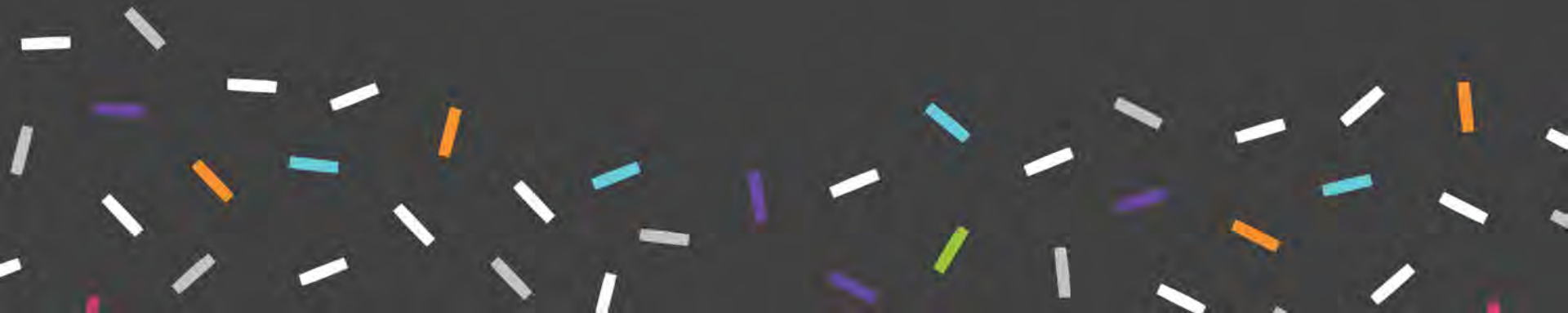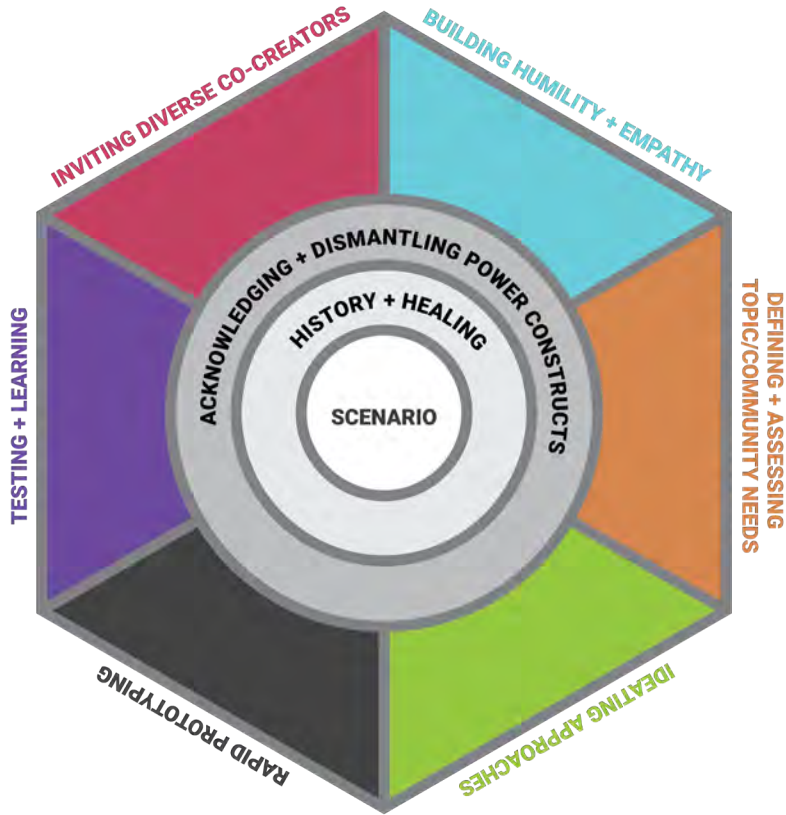
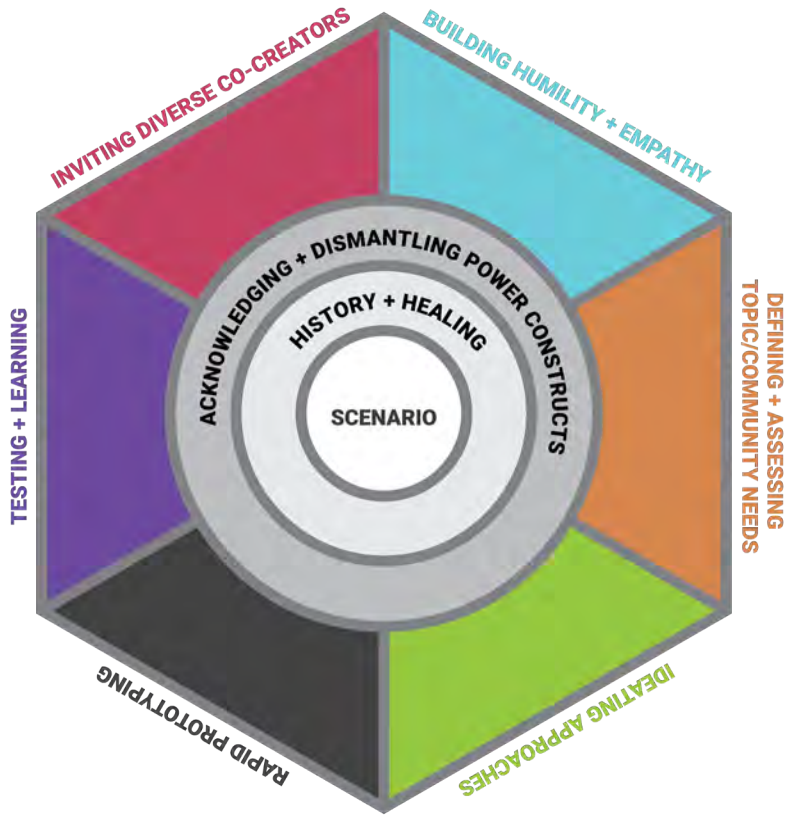# Exploring Equity-Centered Community Design (*ECCD*)

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# History & Healing

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# History & Healing

**The history of the project's topic, community of focus, and idea must be remembered, considered, integrated, and assessed.** To understand the motives behind - and the potential impact - of the project, the personal history and trauma of each actor must be considered while **integrating healing practices within the process**.
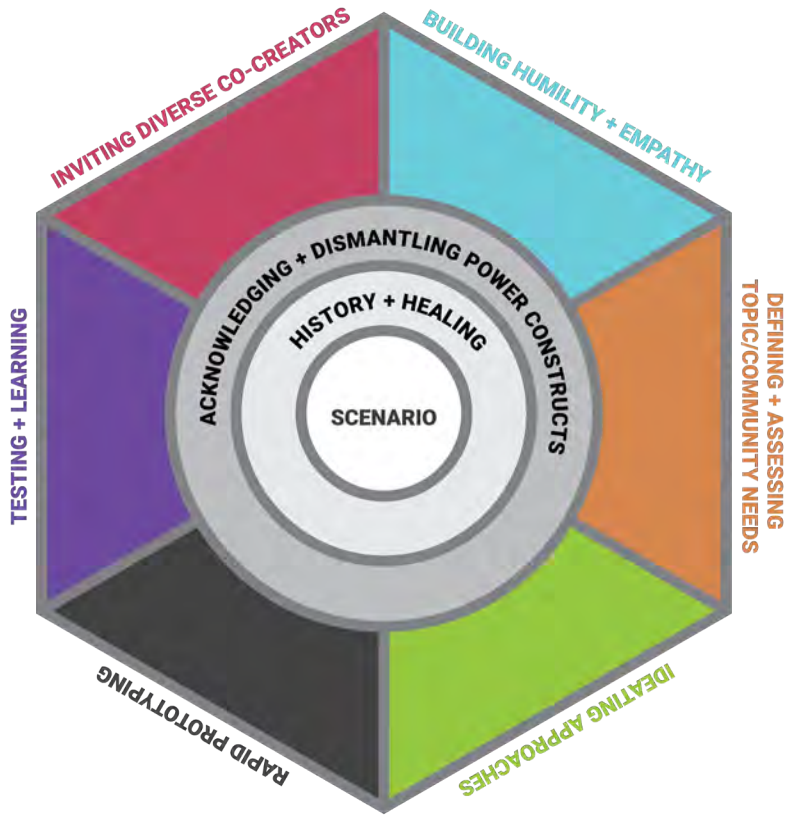
**WHAT DOES THIS LOOK LIKE IN REAL LIFE?**
- *Hiring an unbiased counselor to provide regular check-ins for the project team*
- *Inviting previously involved living experts into problem solving process*
- *Interviewing Bodega owners about change of the landscape*

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# History & Healing

**Questions to consider:**

- What has been the impact on the community by similar projects in the past? How do we know?

- Is the project healing for the people and communities impacted, or does it [re]create trauma? How do we know?

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Acknowledging, Sharing and Dismantling Power Constructs

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# Term for the Day: Power

The capacity or ability to direct or influence the behavior of others or the course of events.

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# Term for the Day: Power

The rate at which energy is transferred from one place to another or transformed from one type to another.

The ability to cause change; **changes form in a non-linear manner.**
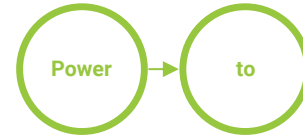
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**Power Over**

**Power is...**

viewed as a limited resource. Driven by fear, one person or group of people dominates or controls another, to the detriment of those whom power is being held over.
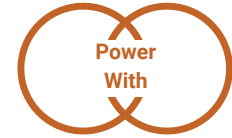
**Power Within**

**Power resides...**

within each individual in their inherent self-worth and self-knowledge.

**Power to**

**Power can...**

look like someone giving up their place in order to make space for someone else; or, shifting resources, decision-making power, etc. to others.

Power *Shifting*.

**Power With**

**Power is...**

viewed as an unlimited resource that expands when shared. Emphasis on "we" and "us". Decisions are made collectively with the welfare of many taken into consideration.

Power *Sharing*.

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# Acknowledging, Sharing, and Dismantling Power Constructs

In every situation and scenario, there are power dynamics. Although usually used in a negative connotation referencing *power over*, **power is an infinite resource and is a necessity for improved quality of life and liberation.**

**WHAT DOES THIS LOOK LIKE IN REAL LIFE?**
- *Assessing one's permanent and temporary forms of power + giving up seat*
- *Creating outlets for self-expression and decision-making at many levels in the workplace.*

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# Acknowledging, Sharing & Dismantling Power Constructs

**Questions to consider:**

- Who should have power in this project? Why?

- Who actually has power in this project? Why?

- Does the distribution of power in the project reflect the community impacted by the project? If not, why not?

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# Power Spectrum

**What gives you power?**
For example, list educational attainments (e.g. Masters Degree), leadership at company/organization, majority demographic identity (e.g. white in the United States), etc.

_____

_____

_____

_____

_____

**What decreases your power?**
For example, list systemic forms of oppression (e.g. racism, xenophobia), economic status, entry-level position at company/organization, etc.

_____

_____

_____

_____

_____

**REFLECTION**

How can I further build my power?  _____

How can I share my power?  _____

# On the left hand side, list items, identities, etc. that <u>give</u> you power.

<div style="border: 2px solid #555; background: #eee; height: 80px;"></div>

**What gives you power?**
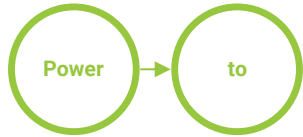Masters Degree
Leadership at Company/Organization
Demographic Majority, etc.

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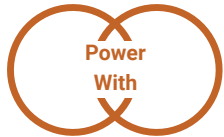# On the right hand side, list items, identities, etc. that <u>decreases</u> your power.

**What takes away from your power?**
Racism
Growing up in Poverty
Entry-level professional, etc.

# Paired Discussion

**Power Shifting.** Shifting resources, decision-making power, etc. to others.
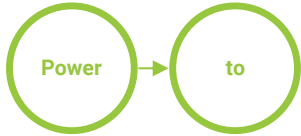
Power → to

**Power Sharing.** Emphasis on "we" and "us".

Power With

**Power resides...**within each individual in their inherent self-worth and self-knowledge.
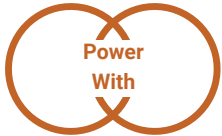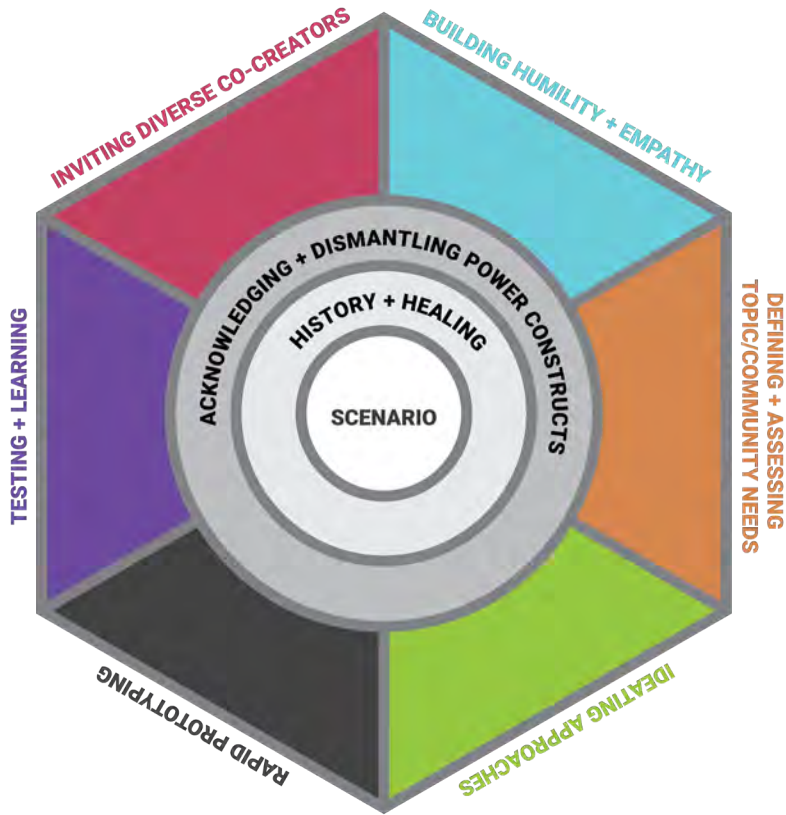
Power Within

What's one action step you will take this week to

○ use your **"power to"**,

○ Build your **"power with"**,

○ Or analyse your **"power within"**?

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# Paired Discussion

**Power Shifting.** Shifting resources, decision-making power, etc. to others.

**Power Sharing.** Emphasis on "we" and "us".

**Power resides...**within each individual in their inherent self-worth and self-knowledge.

Power → to

Power With

Power Within

**Call-Out**

What's one action step you will take this week to
- use your **"power to"**,
- Build your **"power with"**,
- Or analyse your **"power within"**?

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# Inviting Diverse Co-Creators

# "

**There's so many ways in which we could design spaces to be more inclusive, but that requires us inviting diverse co-creators to be a part of the process.**

**Antionette D. Carroll**

"Confidence with a Capital C" Video *(TED and Dove | 2020)*

"

# Inviting Diverse Co-Creators

Inviting diverse co-creators is about bringing together people with different perspectives, values, experiences, and expertise to a design scenario.

**WHAT DOES THIS LOOK LIKE IN REAL LIFE?**

- *Paid team members vs research subjects*
- *Pop-up event in community center vs town hall*

# Inviting Diverse Co-Creators

**Questions to consider:**

- Who is part of the decision-making table? Why?

- Who is missing from the decision-making table? Why?

- How can we make decision-making spaces more accessible to people who want and need to be involved?
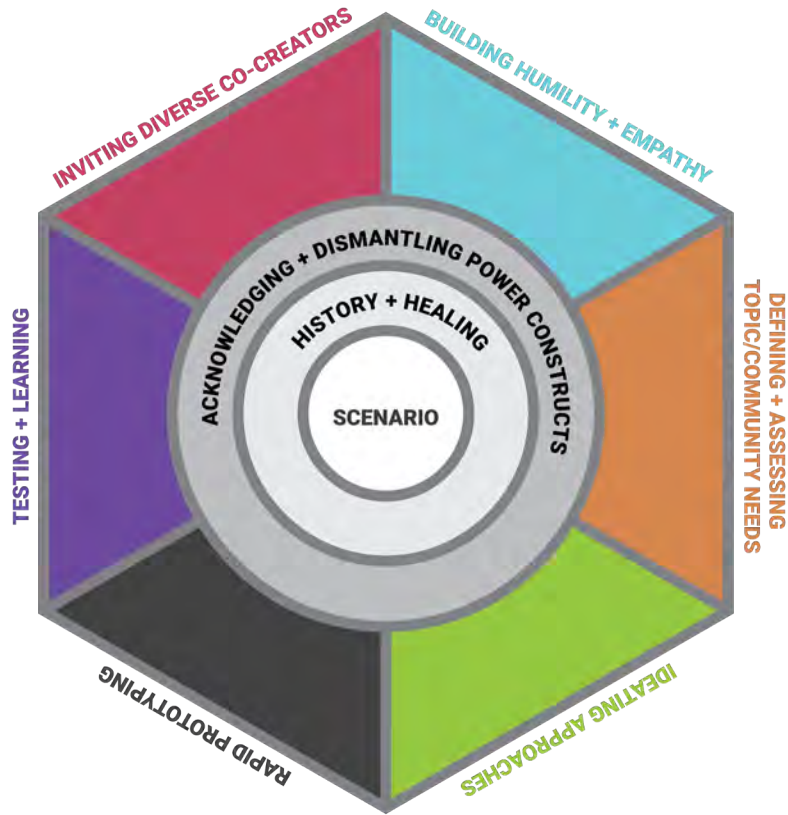
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**Building Humility & Empathy**

# Building Humility & Empathy

Building humility and empathy is the step in which we **examine how our own identities, values, biases, assumptions, and relationships to power and privilege impact how we engage with ourselves, each other, and the communities we work with**.

**WHAT DOES THIS LOOK LIKE IN REAL LIFE?**

- *Discussing race publicly (and within teams/projects)*

- *Identifying and personally unpacking our assumptions, privilege, power, and identity when/prior to interviewing others*

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# Building Humility & Empathy

**Questions to consider:**

- What assumptions and biases do I have about the people and communities whom this project impacts?

- What assumptions have we built into our metrics of success?

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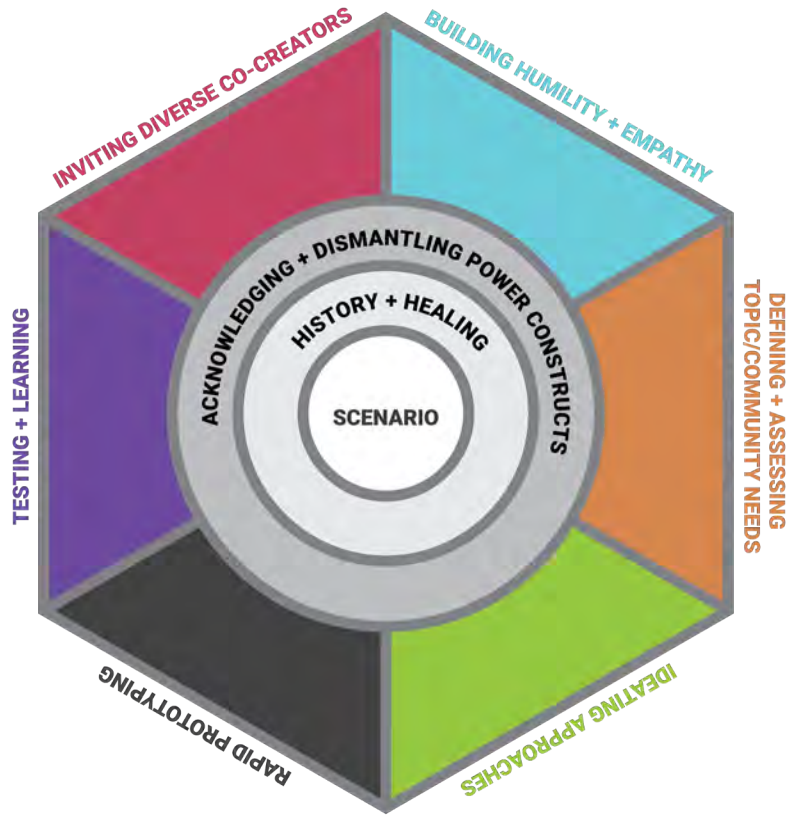
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# Defining + Assessing Topic / Community Needs

# Defining & Assessing Topic and Community Needs

**Work with community** (particularly those who are directly impacted by the scenario) to learn about the specific needs, goals, values, and perspectives of those community members.

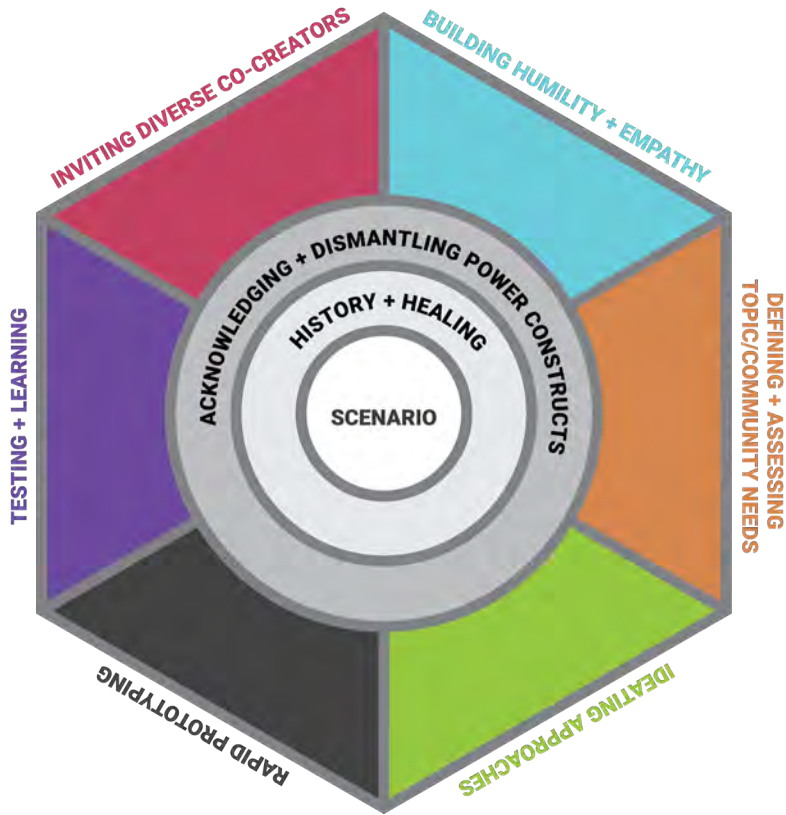**WHAT DOES THIS LOOK LIKE IN REAL LIFE?**

- *Community members as project team members + include history of community efforts*

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# Defining + Assessing Topic/ Community Needs

**Questions to consider:**

- What local issues matter most to community members? How is this integrated into the project?

- What do community members want to see as a result of this project?

- Who is the audience of focus? Why?

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# Ideating Approaches

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# Ideating Approaches

Ideation is the process of **brainstorming ideas for potential approaches to the topic of focus**, as determined in the previous steps. Ideation happens once we **have a clear problem definition and audience of focus.**

**WHAT DOES THIS LOOK LIKE IN REAL LIFE?**
- *Round robin ideation at team meeting*
- *Public community brainstorm*

# Ideating Approaches

**Questions to consider:**

- Does our ideation process include diverse stakeholders? If not, why not?

- How do ideas build on existing resources?

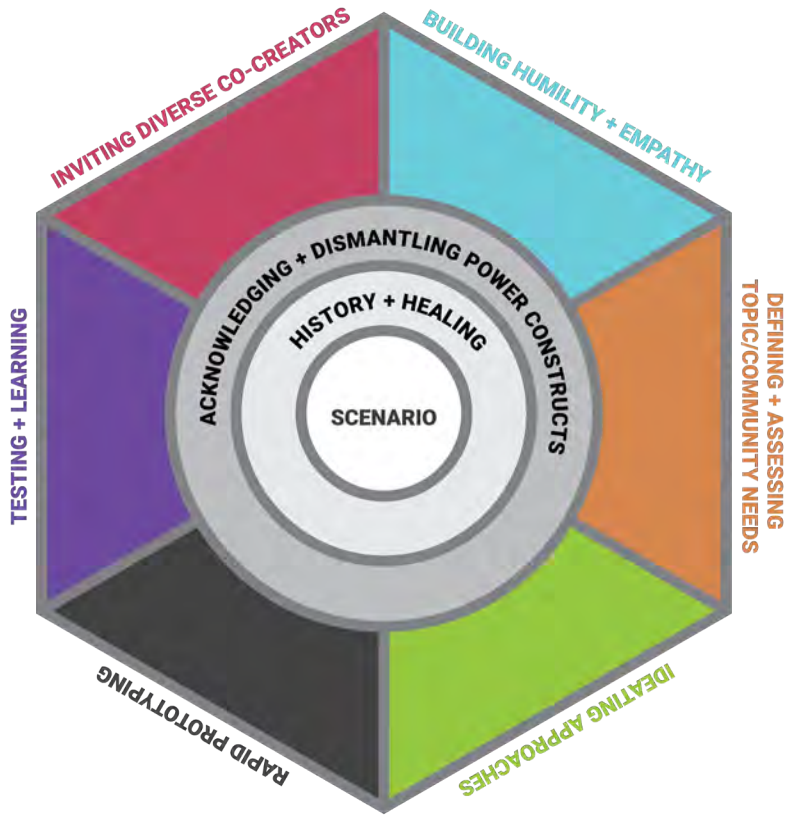- How are we determining the viability of ideas? Is the process equitable?

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# Rapid Prototyping

# Rapid Prototyping

Rapid prototyping is the **process of bringing ideas (generated during the Ideation phase) to life**. In prototyping, we make the ideas more concrete through tools like sketching, storyboarding, 3D modeling, wireframing, and construction/building.
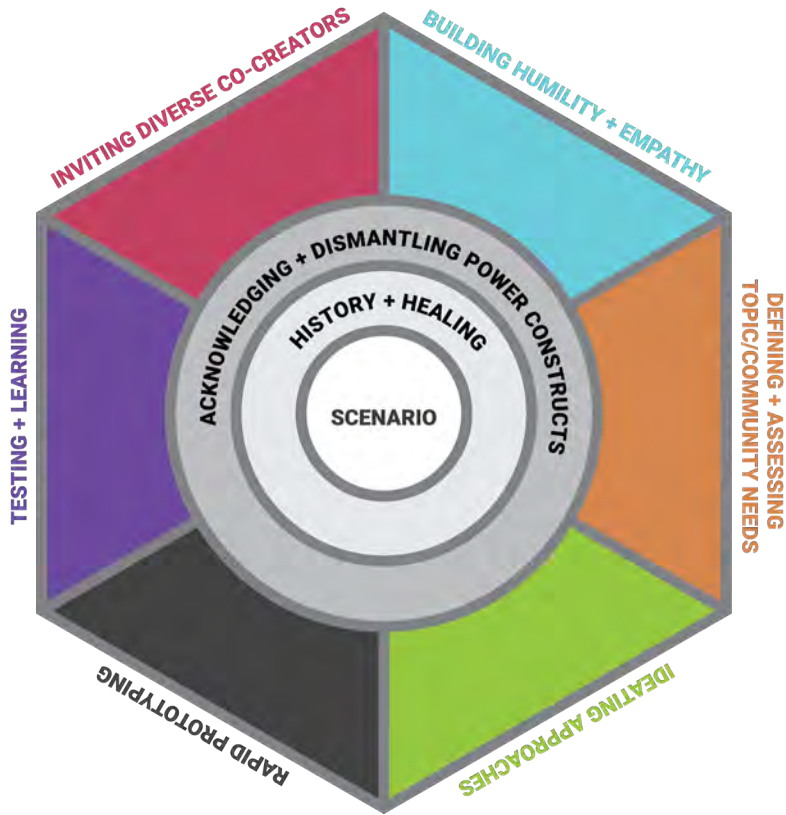
**WHAT DOES THIS LOOK LIKE IN REAL LIFE?**

- *Concept poster planning for program*

- *Writing a script and creating a storyboard for short video*

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# Rapid Prototyping

**Questions to consider:**

- Does our prototyping process include diverse stakeholders? If not, why not?

- How transparent is the prototyping process?

- How are we determining the success of prototypes?

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# Testing & Learning

# Testing & Learning

Testing and learning is the process of having others **evaluate the prototype**, gathering their feedback, and using their feedback to **make adjustments to the prototype**. Testing is a critical step in learning whether (and how well) the prototype actually meets the goals and needs of the audience of focus. It's crucial to test with community members with different perspectives. **Testing and learning should continue throughout the lifecycle of the project.**

**WHAT DOES THIS LOOK LIKE IN REAL LIFE?**

- *Developing evaluation metrics for feedback + diversify **places and methods** for receiving feedback*

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# Testing
# & Learning

**Questions to consider:**

- How and where are we gathering feedback? Why?

- From whom are we gathering feedback? Why?

- How do we make sure that we genuinely incorporate the feedback we gather as we iterate?

- Whose input are we [still] missing?

# REFLECTION

Where do you see opportunities to apply these concepts + practices to your work next week, next month, next year?

Which concepts of ECCD feel challenging?

What would you need to apply them?

We're not working
for process adoption,
but a <u>mindset shift</u>.

# Cultivating a Mindset Shift

- Become proximate to the communities you're working to improve - *not about us, without us.*
- **Build at the speed of trust.**

Think about the times when you came into a space and you trusted people. And about the times you came into spaces and you didn't trust someone. What was the difference in those experiences? And **take into account that same reality for other folks, when they come into a space, you have to take the time to build that trust.** And if you don't, the outcomes are not going to be as effective because I'm only going to give you a sliver of me if I don't trust you. But **if I actually trust you, I'm willing to give you more than I even thought that I can give, because I trust that you'll be able to grab me and hold me if I fall.**

**Antionette D. Carroll**

Quote from *Beloved Economies: Transforming How We Work by Jess Remington and Joanna L. Cea*

# Cultivating a Mindset Shift

- Become proximate to the communities you're working to improve - *not about us, without us.*

- <u>**Build at the speed of trust.**</u>

- *Move from **they** to **we*** in all community improvement and sustainability efforts.

- Ensure **community involvement is accessible and diversified** to include as many perspectives as possible.

- **Center history and healing...in...every...thing**.

# Cultivating a Mindset Shift

- Proactively organize with community members around resources and strategies <u>that already work for them</u>.
- Work with community members to **evaluate each community asset and resource critically** to co-create how it can become more responsive to needs - *if necessary*.
- **Avoid the proliferation of interventions that are not specific to the needs identified by community members.**
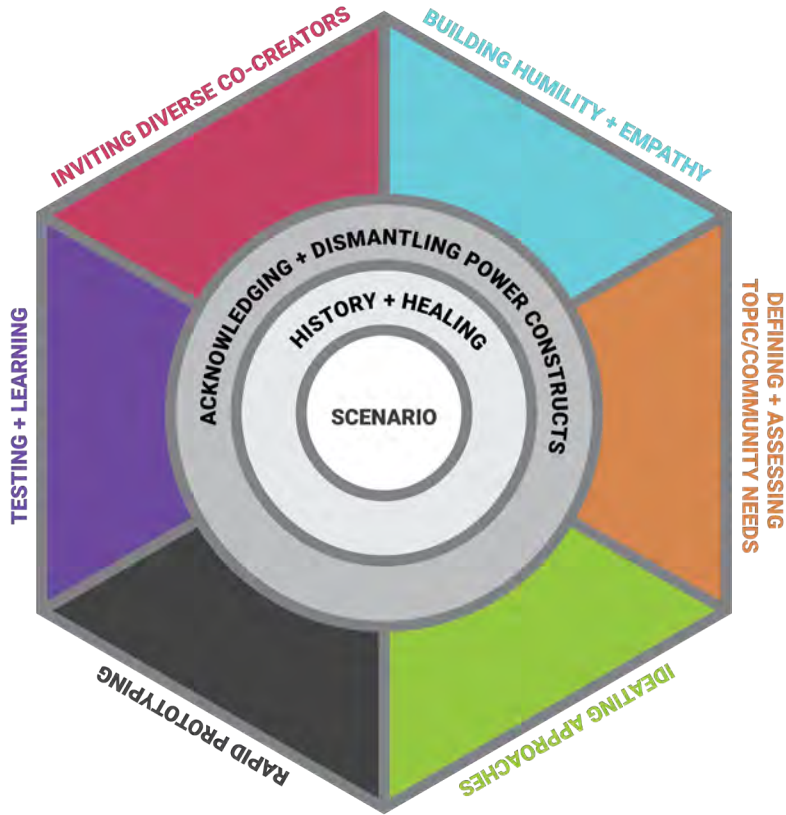
By learning about and practicing ECCD, you're becoming a Redesigner for Justice™.

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# What's next – beyond today?

Scan the QR code
for the survey

Let us know your experience and takeaways.

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# A Tool & Resource

Use Creative Reaction Lab's open-sourced Field Guide to grow your understanding of our Equity-Centered Community Design process. This Field Guide will support you within your position and beyond.

**Download or Purchase at crxlab.org**

# On-Demand Learning

**Continue your learning.** The Redesigners in Action Micro-courses cover concepts, such as creating a shared understanding of equity, examining power, analyzing community engagement practices, and dismantling white supremacy cultures in the workplace.

Purchase micro-courses for yourself and/or your team at **crxlab.mykajabi.com**

**REDESIGNERS IN ACTION**
**WEBINAR SERIES**

# REDEFINING POWER + LEADERSHIP:

Subverting Oppressive Structures

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NEW

**A Community of Equitable Designers**

INSTITUTE OF
EQUITABLE DESIGN
AND JUSTICE

**The Institute of Equitable Design and Justice is an equity design educational community of practice.** This model will feature a highly in depth course around Equity-Centered Community Design (ECCD) as well as mini courses that will be released throughout the year. The courses and resources are for YOU and are on YOUR time. AND... CRXLAB will host private live sessions where you could bring tangible questions that participants have around equity.

For a limited time, we are offering early-bird annual memberships to "Founding Members".

**Become an Founding Member Today.**

# Grab your own Redesigner for Justice™ swag

Visit our store to build your collection of Redesigners for Justice™ swag or become an individual contributor.

**crxlab.org/support-us**

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Follow me on LinkedIn

# Stay in Touch

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