Understanding our Professional Commitments to Diversity, Equity, and Inclusion

INTERIOR DESIGN (ID)

April 2020

CHRISTOPHER C. GIBBS COLLEGE OF ARCHITECTURE
DIVISION OF INTERIOR DESIGN
The UNIVERSITY *of* OKLAHOMA

How ID professional orgs <u>define diversity</u>...

- **ASID (American Society of Interior Designers) Diversity Definition:**
  Per the ASID Diversity Statement: https://www.asid.org/about
    - Identity Groups that include and are not limited to
        - Age
        - Appearance
        - Disability
        - Ethnicity
        - Gender
        - Geographic location
        - Nationality
        - Professional Level
        - Race
        - Religion
        - Sexual Orientation

How ID professional orgs define diversity…

- **IIDA (International Interior Design Association) Diversity Definition**
Per the 2016 IIDA Industry Roundtable Report:
http://www.iida.org/resources/content/7/8/5/2/documents/Industry-Roundtable-19_v5.pdf

    - Diverse Community - including but is not limited to
   - Race
        - Ethnicity
        - Culture
        - Religion
        - Language
        - Socioeconomic Status
        - Gender
        - Sexual orientation
        - Generational
        - Age
        - Physical ability
    - Cognitive Diversity— meaning, a variety of backgrounds, experiences, and perspectives—and populated with people who think differently


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How ID professional orgs define who is underrepresented…

- In the 2016 IIDA Industry Roundtable: Diversity in Design Report, IIDA identified the profession of interior design as being underrepresented in the areas of :
  - **Race**
  - **Gender**
  - The ID profession has diversity of:
    - Thought
    - Skills
    - Ages
  - The ID profession includes people who are open-minded and inclusive
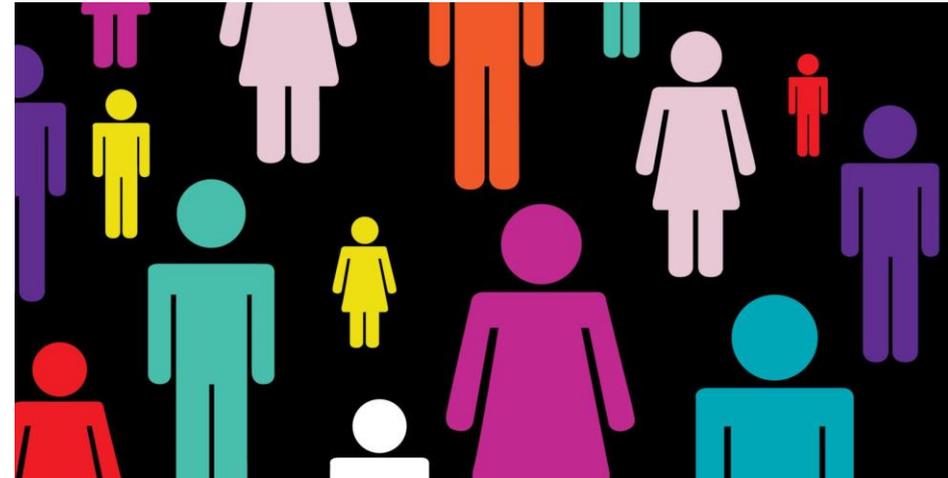
How ID professional orgs <u>measure underrepresentation</u>…

- 2019 IIDA Educators Roundtable Report:
  - In terms of demographics, today's interior design students differ dramatically from students of past decades, who have typically been young, white, middle-class, and American. From coast to coast, schools today report **extraordinary diversity within their student populations**, which increasingly comprise **international, first-generation, and older second-career or otherwise non-traditional students**.

- 2019 IIDA Interior Design Compensation Report:
  - The **average interior design industry professional is a white, 39-year-old female**. Report findings also revealed that the majority of survey respondents (**around 85 percent) indicated their race as white**, with **no other individual race accounting for more than 2 percent** of the industry, and **87 percent identified as female.**
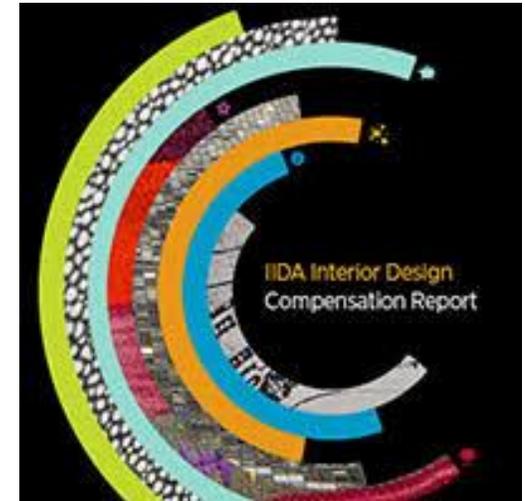
IIDA Interior Design
Compensation Report

How ID professional orgs <u>describe their professionals' obligations and commitments</u> to diversity, equity and inclusion…

- IIDA Diversity Council formed in 2016

- **IIDA Diversity Statement**:
  http://www.iida.org/resources/content/7/8/5/2/documents/Industry-Roundtable-19_v5.pdf
  - Diversity is the catalyst for innovation, thought leadership, cultural relevance, and creativity
  - Committed to the implementation of a comprehensive Diversity Initiative on behalf of its Members and the profession of Interior Design
  - To be steadfast and resolute in the advancement of equity and inclusion in the professional practice of design and throughout all sectors of the design industry
  - To be a fundamental resource, providing diversity education, mentorship, outreach, and scholarship, toward the goal of a broader and more inclusive profession that better reflects the global society in which we all live and work and for whom we create exceptional interior environments
  - To further prepare design professionals to work in an increasingly diverse and global society by promoting equity and justice for all individuals and to create opportunities for those traditionally underrepresented in the profession of Interior Design
  - To actively work to eliminate barriers and obstacles created by institutional discrimination, long-standing habit, and an overall lack of awareness

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How ID professional orgs <u>describe their professionals' obligations and commitments</u> to diversity, equity and inclusion…

- **IIDA Diversity Intention Statement**:
  http://www.iida.org/resources/content/7/8/5/2/documents/Industry-Roundtable-19_v5.pdf
  - Actively recruiting and sustaining a diverse member body.
  - Sustaining a diverse International Board of Directors and Headquarters Staff.
  - Creating a formal Diversity, Inclusion, and Equity Model Policy that can be adopted by IIDA Chapters, design firms, and industry-related organizations.
  - Supporting and engaging an active Diversity Council comprised of all segments of the Commercial Interior Design profession.
  - Integrating diversity-related knowledge, skills, and experiences throughout all efforts of the Association.
    - Identifying and addressing issues and needs of underserved populations.
    - Identifying and addressing global diversity issues and needs.
  - Conducting comprehensive research about diversity in the design profession and in areas that have impact for a diverse population.

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How ID professional orgs <u>describe their professionals' obligations and commitments</u> to diversity, equity and inclusion…

- **ASID Diversity Statement**:
  <u>https://www.asid.org/about</u>

  - Values and seeks diversity and inclusive practices within the interior design profession
  - Believes diversity makes organizations more successful and communities more fulfilling
  - By actively cultivating a diverse community of professionals, we benefit from a vastly richer mix of ideas, perspectives and life experiences that expands our thinking and our possibilities
  - Committed to building diversity of all kinds – on our staff, in our membership, and within the profession at large
  - Promotes involvement, innovation, and expanded access to leadership opportunities that maximize engagement across identity groups and professional levels

How ID professional orgs <u>describe their professionals' obligations and commitments</u> to diversity, equity and inclusion…

- **USGBC (U.S. Green Building Council)**:
  - Advance Framework: An equity campaign to increase access to green buildings.
    https://www.usgbc.org/resources/advance-campaign-social-equity-toolkit
    https://www.usgbc.org/about/programs/advance-framework
  - Program to develop equal accessibility to green buildings and improve health of people
  - Advance Campaign for Social Equity connects community organizations with experts and resources to green their facilities and operations
  - Support all types of community organizations that serve vulnerable populations and seek to maximize their building's potential and performance
  - Attention on how all people can be offered the same possibility to contribute to the reconciliation between man and nature, and consequently afford a healthier life
  - Sustainability is linked to the preservation of our planet and at the definition of those conditions that make the decision to embrace a sustainable life possible for all people
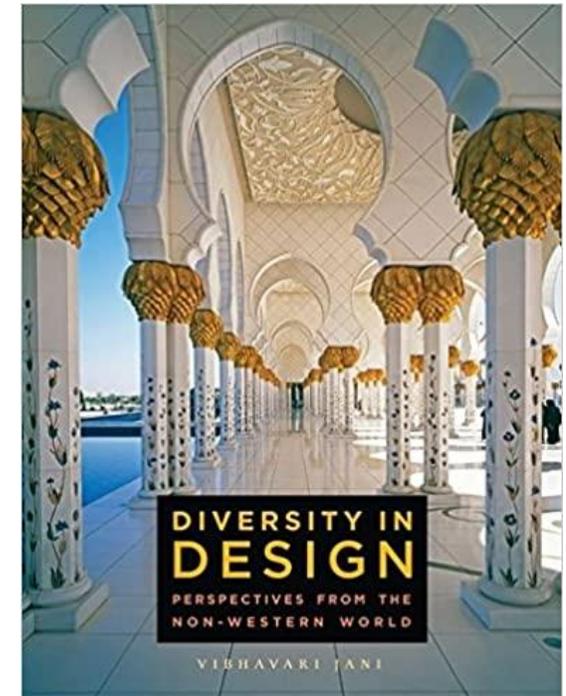
Principles of diversity and inclusion or best practices that exist to guide us as ID educators...

- 2019 IIDA Educators Roundtable outcomes:
    - Educators and practitioners must **embrace increasing diversity, expand established modes of thought, and champion education and research as invaluable, interlinked components**.
    - Educators have to completely **change the way we teach**; review fundamentals, terminology, and methodology **for students who have received their education from other countries**.

    - IIDA Student Members survey indicate **high numbers of international, first-generation, and non-traditional students** revealing that, for interior design programs, there is no longer a "standard" student type.

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Principles of diversity and inclusion or best practices that exist to guide us as ID educators...

- 2019 IIDA Educators Roundtable outcomes continued:
  - School's curriculum may not fully relate to the diverse backgrounds of its student body. Schools can also encourage existing faculty to **broaden their cultural horizons in terms of course content**. In general, interior design education privileges a Western view, focused on typically white European and American designers. The **content of our studio and theory courses must change to include non-Western references and ideology**, in order to more accurately addressing the cultural diversity of the current student population.
  - Educators noted that, at many schools, the composition of interior design faculty is not nearly as diverse as the student populations they teach. A concentrated effort must be made across interior design programs to **hire ethnically and culturally diverse educators**, especially those who mirror institutions' individual demographics.

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Principles of diversity and inclusion or best practices that exist to guide us as ID educators...

- Current **IDEC video competition** theme explores the meaning of diversity and inclusion for interior designers.
  - https://www.idec.org/i4a/pages/index.cfm?pageid=3711
- **IIDA Educator Diversity Award:** The IIDA Foundation, in partnership with Interior Design Educators Council Foundation, Inc., recognizes and celebrates an educator who is contributing to the advancement of racial/ethnic diversity in the interior design industry with this award given annually at the IDEC Annual Conference.
  - https://www.iida.org/content.cfm/educator-diversity-award
  - 2020 Recipient – Jack Travis, interior design professor at Pratt Institute
  - Travis wrote an article that was published in the Journal of Interior Design in September 2018 titled "An Interior of Inclusion or The Illusion of Inclusion"

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Principles of diversity and inclusion or best practices that exist to guide ID in engaging the community...

- According to the 2019 IIDA Student Roundtable Report, there has been **increasing interest in community-related projects**, which require designers who reflect and understand the underlying cultural and socioeconomic issues these communities face.

  - It won't be hard to find these kinds of projects, but **it will be hard to find the designers who can relate**.

a call for change: to successfully design for diverse audiences, there must first be a push to cultivate diversity within the interior design profession.

ID upholds professional commitments to diversity and inclusion by…

The Division of Interior Design values diversity as an essential component of our commitment in line with the DEI missions of OU and the GCA and will uphold our commitments to diversity and inclusion by:

- Reinforcing The University of Oklahoma's diversity commitments to:

    - "Achieve a diverse, equitable, and inclusive university community by embracing each person's unique contributions, background and perspectives."
    - "Fostering an inclusive environment for all, with particular attention to the needs of historically marginalized populations"
    - http://www.ou.edu/diversityandinclusion

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ID upholds professional commitments to diversity and inclusion by…

- Reinforcing The Gibbs College of Architecture's diversity commitments to:

  - "Build our communities through sustainable and resilient constructs of mind and matter"
  - "Ensure that we are shaping places that help each individual find an anchoring in this world"
  - "Remain a beacon for others in matters of active inclusion, open-mindedness, and community engagement"
  - https://architecture.ou.edu/diversity-inclusion/

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ID <u>upholds professional commitments</u> to diversity and inclusion by…

The Division of Interior Design values diversity as an essential component of our commitment in line with the DEI missions of IIDA, ASID, USGBC, IDEC, CIDA, and CIDQ and will uphold our commitments to diversity and inclusion by:

- Reinforcing IIDA's diversity commitments to:

  - Be a fundamental resource, providing diversity education, mentorship, outreach, and scholarship, toward the goal of a broader and more inclusive profession that better reflects the global society in which we all live and work and for whom we create exceptional interior environments
  - Further prepare design professionals to work in an increasingly diverse and global society by promoting equity and justice for all individuals and to create opportunities for those traditionally underrepresented in the profession of Interior Design

ID upholds professional commitments to diversity and inclusion by...

- Reinforcing ASID's diversity commitments to:

  - Actively cultivating a diverse community in order to benefit from a vastly richer mix of ideas, perspectives and life experiences that expands our thinking and our possibilities
  - Build diversity of all kinds – on our staff, in our student and alumni groups, and within the profession at large

AMERICAN SOCIETY OF INTERIOR DESIGNERS

ASID

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ID has identified the following <u>opportunities for improvement</u> toward creating a more inclusive and diverse division and/or college…

- Incorporate community engaged studio projects that can expose students to DEI issues and working with marginalized communities

- Be mindful of the way faculty teach; review fundamentals, terminology, and methodology for students who have received their education from other countries

- Broaden our student's cultural horizons in terms of course content of our studio and theory courses to include non-Western references and ideology

- Expose our students to contemporary trends related to gender and sexual identity as these relate to programming implications, universal design, and building code regulations while continuing to consider social and cultural norms as part of designed environments

- Attract/Retain ethnically and culturally diverse faculty

- Ensure PAB membership includes more diverse alumni and professional industry partners

- Work with organizations on campus to increase cultural competency of faculty and students

Sources:

- IIDA Industry Roundtable Reports:
  - 2019: http://www.iida.org/resources/content/7/8/5/2/documents/2019_IR_Report_FINAL_WEB.pdf
  - 2018: http://www.iida.org/resources/content/7/8/5/2/documents/IIDA-Industry-Roundtable-21-digital-1.pdf
  - 2017: http://www.iida.org/resources/content/7/8/5/2/documents/IIDA_IndustryRoundtable20_2017.pdf
  - 2016 – Diversity In Design: http://www.iida.org/resources/content/7/8/5/2/documents/Industry-Roundtable-19_v5.pdf

- IIDA Educators Roundtable Reports:
  - 2019: http://www.iida.org/resources/content/9/6/0/3/documents/FINALREPORT_V2.pdf
  - 2017: http://www.iida.org/resources/content/1/0/1/4/1/documents/2017-Educators-Roundtable.pdf
  - 2016: http://www.iida.org/resources/content/9/7/9/7/documents/IND-RTB-BRO-120916_Web-1.pdf

- IIDA Compensation Report:
  - 2019: http://www.iida.org/content.cfm/iida-interior-design-compensation-report

- ASID Outlook and State of Interior Design Reports:
  - 2020: https://www.asid.org/resources/resources/view/resource-center/263

- CIDA (Council for Interior Design Accreditation) Future Scans:
  - 2019: https://static1.squarespace.com/static/5c9ae7530490796e32442342/t/5dc2e12ab5c70a34dc306522/1573052715904/FutureScan2019_Format.pdf
  - 2018: https://static1.squarespace.com/static/5c9ae7530490796e32442342/t/5dc2dfd82893ac754816915c/1573052377318/21Dec18_CIDA_FutureScan.pdf
  - 2017: https://static1.squarespace.com/static/5c9ae7530490796e32442342/t/5d210638e56ef70001e0867e/1562445368874/CIDA-Future-Scan-2017-Report_final_rev.pdf