

Identifying Arts and Culture Organizations that Primarily Serve Communities of Color

<DRAFT>

Approach:

The questions below will be included on the organizational budget and attendance survey (which will be deployed during the period from January through April 2023), and the results will be used to identify and track the participation of arts and culture organizations that primarily serve communities of color. These questions will not be included as an isolated set of questions, but instead be placed deliberately into appropriate sections across the survey. The responses from these questions will then be reviewed in aggregate during analysis.

Language¹ will be included in the survey that provides context regarding the purpose of these questions as well as the definitions and evolving usage and limitations of the terms BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latinx, Asian, Arab, Native American).

Additionally—as a second step of validation—once the organizational survey process is completed in the spring of 2023, the AFTA research team will provide an opportunity for each of the 375+ local and statewide partners to review the list of arts and culture organizations that self-identify as BIPOC/ALAANA. The study partners will then have the opportunity to flag potential and definitive errors.

Research Note: We have excluded “I don’t know/unsure” as an answer option for these questions, due to the concern that many respondents may choose that option as an easy way to avoid providing an answer. Answers will be required for Questions 1-5—to facilitate responses, the survey instructions will strongly recommend that the survey be completed by the organization’s chief executive. Questions 6 and 7 will be optional.

Question 1:

This question will be placed in the front section of the survey along with other background questions such as legal status (e.g., nonprofit, government, unincorporated) and artistic discipline (e.g., performing arts, visual arts, museum, festival). An answer to this question will be required by survey respondents.

1. Does your organization have a **mission statement** (or guiding principles) that is centered in advancing, creating, and/or preserving artistic and cultural traditions **rooted in communities of color**?
 - Yes
 - My organization has one or more programs that focus on this, but this is not the organization’s overall mission or primary purpose
 - No

Question 1a:

This question would immediately follow Question 1, and would only be displayed to respondents that answer “Yes” to Question 1. An answer to this question will be required by survey respondents.

1a. Identify the community that is your organization’s **primary focus and/or centered in its mission**. *Check all that apply.*

- American Indian or Alaska Native or Indigenous or First Nations
- Arab or Middle Eastern or Northern African
- Asian or Asian American
- Black or African American
- Hispanic or Latino/Latina/Latinx or Spanish origin
- Native Hawaiian or Pacific Islander
- My organization collectively focuses across all BIPOC/ALAANA communities
- My organization prefers this description: _____

Question 2:

This question will be placed in the middle of the survey, adjacent to questions about attendance to performances, events, exhibitions, and venues, etc. An answer to this question will be required by survey respondents.

2. Do you estimate that **more than 50% of your organization’s participants** (e.g., audiences, attendees, students, teachers, members, donors) identify as BIPOC/ALAANA? *We will ask about artists separately in the next question.*

- Yes
- No
- Not applicable

Question 3:

This question will immediately follow Question 2. An answer to this question will be required by survey respondents.

3. Do you estimate that **more than 50% of the artists** who are engaged with your organization identify as BIPOC/ALAANA?

- Yes
- No
- My organization does not engage directly with artists

Question 4:

This question will be placed at the end of the survey, adjacent to questions about the organization’s staff size and number of volunteers. Based on Task Force feedback, the rationale for asking this question separately from other decision-making staff is to quantify arts and culture organizations that have a chief executive of color. An answer to this question will be required by survey respondents—to facilitate a response, the survey instructions will strongly recommend that the survey be completed by the organization’s chief executive.

4. Does your organization’s **chief executive** (e.g., Executive Director, CEO, President) identify as a Person of Color/BIPOC/ALAANA?

- Yes
- No
- My organization has shared leadership (e.g., co-directors, job-sharing CEOs)
- My organization does not have a chief executive

Question 4a:

This question would immediately follow Question 4, and would only be displayed to respondents that answer “My organization has shared leadership (e.g., co-directors, job-sharing CEOs)” to Question 4. An answer to this question will be required by survey respondents.

4a. Does **at least one** of your organization’s co-executives identify as a Person of Color/BIPOC/ALAANA?

- Yes
- No

Question 5:

This question will be placed immediately after Question 4 (or 4a) above. An answer to this question will not be required by survey respondents, so as to avoid forcing the individuals who complete the survey to guess about the demographic characteristics of a large but defined group of staff.

5. Do you estimate that **more than 50% of your organization’s decision-making staff** (e.g., executive team, leadership team) identify as BIPOC/ALAANA? *We will ask about board/commission members separately in the next question.*

- Yes
- No
- My organization only has a chief executive (one primary decision maker)

Question 6:

This question will be placed immediately after Question 5 above. Based on Task Force feedback, the rationale for adding this separate question about board members is that board demographics might be different than staff demographics (one Task Force member specifically mentioned arts organizations located in his/her community that primarily serve communities of color and have majority BIPOC-identifying staff—yet mostly non-BIPOC board members). An answer to this question will not be required by survey respondents, so as to avoid forcing the individuals who complete the survey to guess about the demographic characteristics of a large but defined group of board/commission members.

6. Do you estimate that **more than 50% of the members of your organization’s board/commission** (or other governing body) identify as BIPOC/ALAANA?

- Yes
- No
- My organization does not have a board/commission

¹ Americans for the Arts believes that language and identity go hand-in-hand and are vital to how we name and organize any community. We use the terms BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latinx, Asian, Arab, Native American) to represent People of Color and Communities of Color. While these terms do not fully encompass or represent the complicated and multi-layered nature of indigeneity or ethnic and racial identities, they are commonly used terms in our work. We invite and encourage you to examine and explore the terms used in your community and that are important and valued by individuals you interact with, support, and engage. Americans for the Arts has a [Language Bank](#) that we use to organize terminology related to our work. In addition, Americans for the Arts endorses and is working to uphold the actions and principles set forth in the [Cultural New Deal](#) to improve conditions for and with the priority communities listed therein.