

SHORT NORTH ALLIANCE

IDEA STRATEGY

INCLUSION, DIVERSITY, EQUITY, AND ACCESS (IDEA)

1. Create an IDEA Statement for the Organization
 2. Form an IDEA Council
 3. Integrate IDEA into our DNA
 4. Empower and Educate Leadership
 5. Elevate IDEA in the Short North Arts District Community
-

1. CREATE AN IDEA STATEMENT FOR THE ORGANIZATION

Our IDEA Statement

The mission of the Short North Alliance is to nurture the Short North Arts District, High Street, East 5th Avenue, and North Fourth Street commercial corridors as a vibrant, creative, and inclusive community, and leading arts destinations.

We believe that diversity represents the differences among people, equity means fairness, regardless of differences, and inclusion is achieved for all through intentional engagement and welcoming behavior.

We value inclusion, diversity, equity, and access in the Short North Arts District community.

We recognize that there are differences among the many individuals who call the Short North Arts District their home, their place of business, and their playground. It is our vision that those differences define the Short North Arts District as a diverse community; are to be embraced, celebrated, and treated with fairness – equitability; and that intentional engagement of all individuals, regardless of differences, is paramount to the Short North Arts District existing as a community where all people can feel welcome, supported, safe, and, equal.

We are committed to fostering inclusion, diversity, equity, and access in the programs and services we offer to the community, in the policies that guide our organization, in public positions we take, and in how we model leadership behaviors in the community.

We will actively work to educate all in our community about actions, services, or business models that are exclusionary, propagate structural inequity on the basis of race, class, gender, gender identity, sexual orientation, religion, ability, or nation of origin, or fail in their opportunity to be anti-discriminatory.

We value the diverse perspectives of all Short North Arts District stakeholders and will actively seek out those perspectives in the ever-evolving delivery of our programs and services.

2. FORM AN IDEA COUNCIL

IDEA Council Charter

The charter of the SNA IDEA Council is to support keeping IDEA at the forefront of the Short North Arts District community through continuous feedback and evaluation of the SNA's programs, services, public positions, and models of leadership behavior and the continuous contribution of diverse perspectives in the co-creation of the SNA's evolving vision for the District. It will meet on an ad hoc basis as needed to accomplish goals of Short North Alliance Staff. Any output of the Council requires board approval for implementation. The Council will have an SNA Board member and a community member as Co-Chairs. The council may be comprised of any member of the community who represents the various unique and diverse perspectives of stakeholders in the Short North Arts District.

IDEA Council Recruitment Protocol

Council Members will be identified and engaged to participate in the council by the staff and board of the Short North Alliance initially and ongoing. A self-nomination and application process will also be adopted thereafter. Council Members are vetted by the SNA's DEI Task Force prior to being invited to serve.

IDEA Council Evaluation and Feedback Areas

- Leadership
 - Safety
 - Access
 - Marketing, Communications, and Representation
-

3. INTEGRATE IDEA INTO OUR DNA

Adopt an IDEA Framework that integrates IDEA into the DNA of the SNA through the following:

- Review of all organizational policies and address policies that are exclusionary, propagate structural inequity, or fail to take the opportunity to be anti-discriminatory.
 - Review of all organization programs and services, identify if and how any programs and services are exclusionary, propagate structural inequity, or fail to take the opportunity to be anti-discriminatory.
 - Requirements for diversity, equity, and inclusion for all vendors who do business with, for, and on behalf of the SNA.
 - Requirements for diversity, equity, and inclusion for all corporate sponsors who underwrite programs of the SNA.
 - Continuous evaluation of SNA program and services offerings to ensure alignment better continuously evolving IDEA tools and needs in the community.
-

4. EMPOWER AND EDUCATE LEADERSHIP

Adopt an IDEA Framework that allows for the following:

- Requires annual IDEA training or continuing education among board and staff.
 - Empowers staff and board members to be informed IDEA advocates.
-

5. ELEVATE IDEA IN THE SHORT NORTH ARTS DISTRICT COMMUNITY

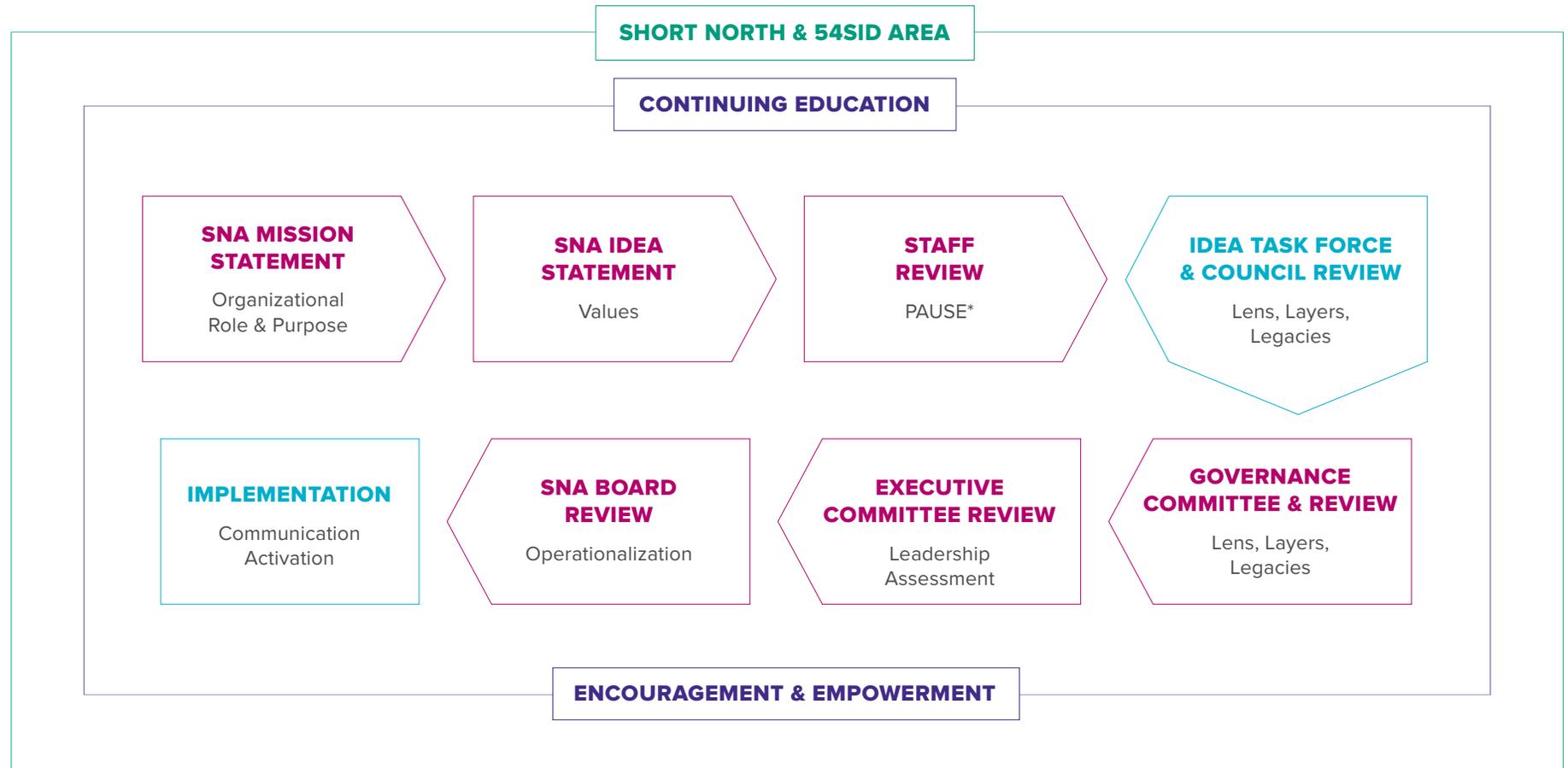
Adopt a IDEA Framework that elevates IDEA in the community through the following:

- Publicizes SNA's IDEA strategy.
- Offers training for stakeholders in our community on IDEA.
- Publicly highlights businesses and other stakeholders in our community who demonstrate a commitment to inclusivity, addressing structure inequity, and being anti-discriminatory.
- Fosters a community IDEA collaboration in the form of a community commitment.
- Formalizes a retention strategy for historically marginalized businesses who close in disproportionate numbers annually.
- Formalizes business recruitment programming that informs the community on exactly how to open and do business in the Short North Arts District, is proactive in identifying and supporting new businesses from historically marginalized groups and gives clearer pathways to access spaces or aides with incentivizing leasing decisions.

SHORT NORTH ALLIANCE

IDEA FRAMEWORK

INCLUSION, DIVERSITY, EQUITY, AND ACCESS (IDEA)



INTERNAL WORK

EXTERNAL WORK

APPLIES TO ALL

AREA SERVED

*PAUSE: Pay attention to what’s happening behind the judgments & assessments, Acknowledge your own reactions, Understand other possible reactions, Search for most empowering solution, Execute a plan of action.