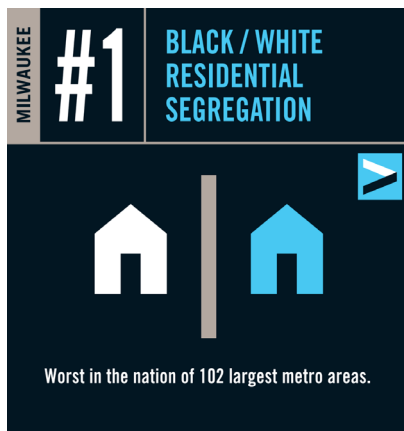


DESIGNING EQUITY

A proposal for
**Milwaukee's
creative workforce**
to design an
equitable future.



RACIAL INEQUITY IN THE CREATIVE INDUSTRIES IMPEDES THE GROWTH OF MILWAUKEE, WI.



We are building from the work of Greater Together in 2015, which illustrated and emphasized the racial inequities in Milwaukee in 'Fulfill the Promise: A Report Card on Social Justice in Milwaukee and Wisconsin'.

In 2017 the Zeidler Center for Public Discussion, MKE<-> LAX, and Greater Together along with local creative talent generated an initiative called "Designing Equity" to address racial inequities in the creative industries through public art and media campaigns.

The long term goal for Designing Equity is to research and develop a Racial Equity Creative Workforce Cooperative. We seek to create a business model to benefit local artists, designers and other creatives through facilitating contracting, networking and other entrepreneurial support. We imagine this initiative will build new language around self-identity and cultural representation.



Our Long-Term Goal Is A
Racial Equity
Creative
Workforce
Cooperative

TAKING INITIATIVE TOWARD CHANGE



Business Model Research

We will perform an in-depth analysis of various business models both locally and nationally to explore recruitment, contracting and retention methods. Existing models to explore include PEOs (professional employment organizations) and art and design talent networks.



Market Analysis of Creative Talent

We will begin by generating a marketplace survey to find work seekers and worker seekers. This analysis will describe racial representation in the creative industries and identify current market needs and opportunities for creatives. An initial effort will include mapping the professional engagements of 25 creatives over six months.



Creative Talent Network

Throughout Milwaukee, we are finding and building a connective relationship among creative talent with a range of racial representation and diversity of skills. Through this pool of talent, we are exploring concepts on ways to expand these networks and provide mentoring. An initial effort will pair ten emerging professionals with ten established practitioners for six months.



Public Awareness Campaigns

We facilitated a dialogue between creatives and the community through workshops that focus on identity and language in relation to self and society. A story-telling workshop called 'Breaking Boxes' kick-started this effort, uncovering the nuances of identity. Additional efforts will explore how to improve the societal flow of understanding through word use.

HOW CAN WE COLLABORATE?

Let's Effect Change Together

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Resources

Project Links

www.zeidlercenter.org/design
<http://bit.ly/fulfillMKE>



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