

Equity in Architecture

EquityxDesign Symposium Insight and Inspiration



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Insights

- Big Data
- Panel Take-Aways
- Break Out Sessions

Inspiration

- Strategies
- 2017 Goals
- Conclusions



INSIGHTS

BIG DATA



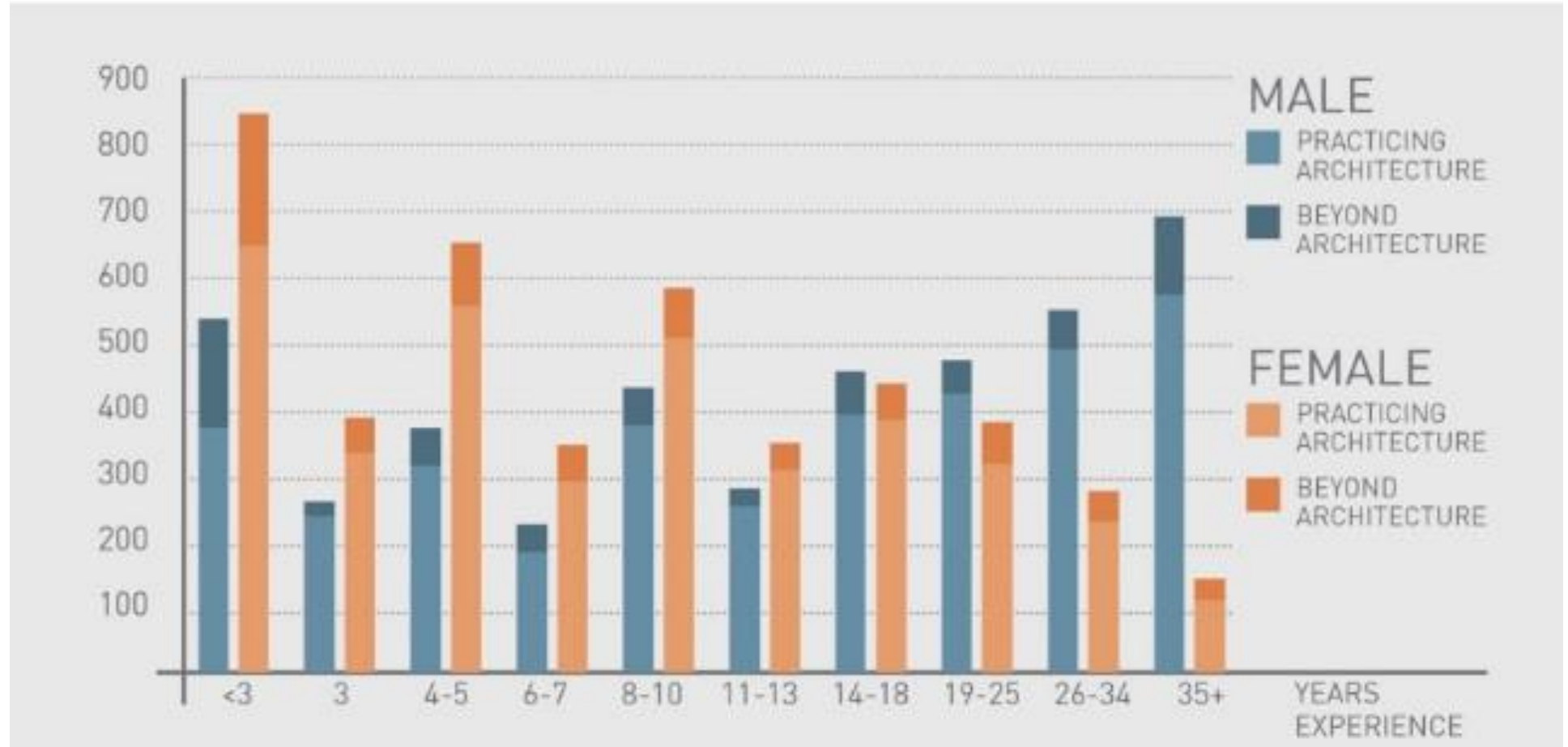
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1. Diversity is Increasing in the Design Pipeline!

There is a correlation between fewer number of years experience and diversity of respondents.

This suggests diversity is growing in the design pipeline.



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BIG DATA | INSIGHTS

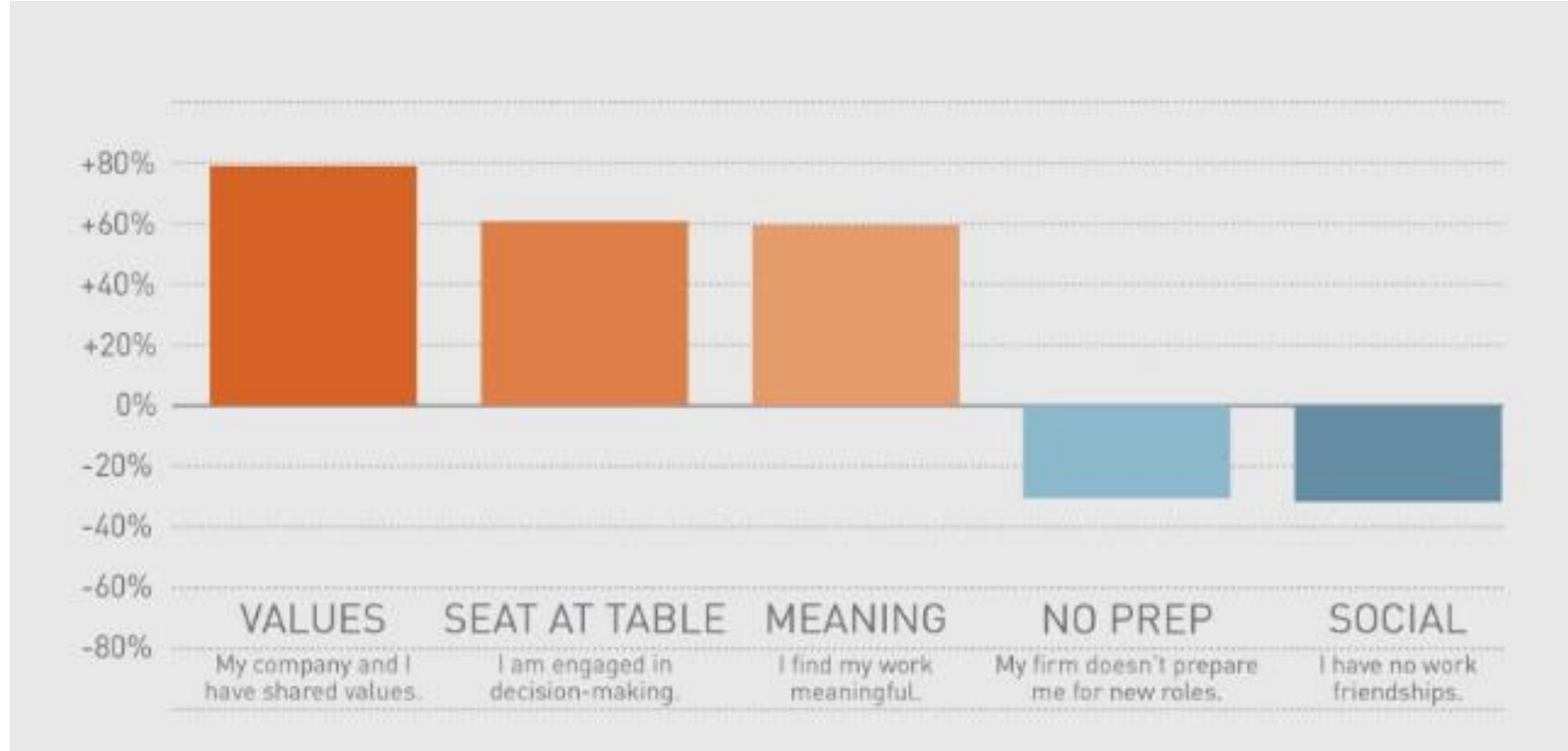
2. Firm Inclusion Correlates to Talent Retention

Positive work experience reports highlight shared values with the firm and meaningful work.

Top reasons for job acceptance were quality of work, opportunities for learning and reputation of the firm.

Negative reports highlight inadequate preparation for work expectations and lack of office relationships.

Top reasons for leaving were lack of advancement, low pay and better opportunities.

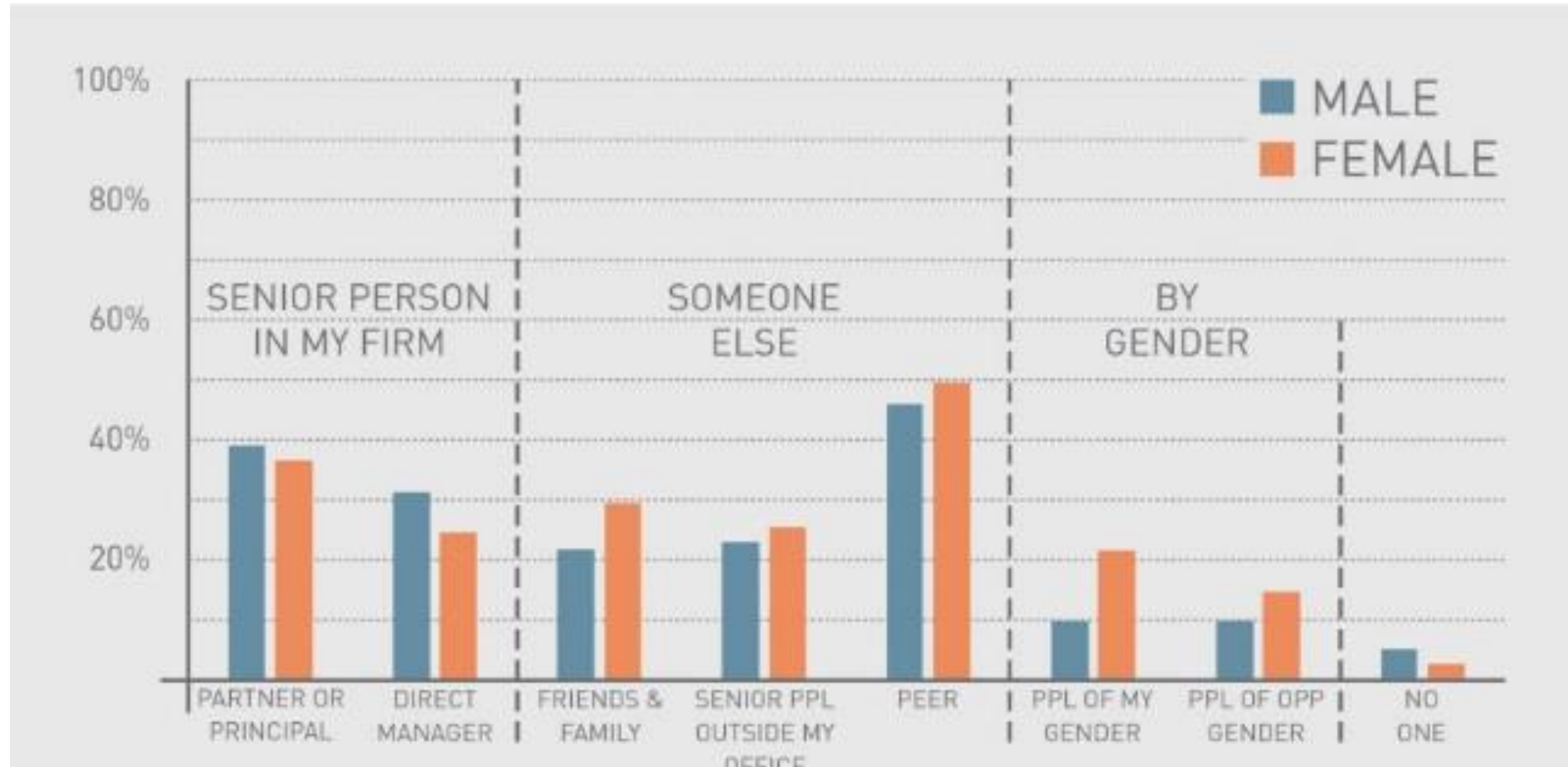


3. Peer Mentorship Shows Most Effective Impact

Female respondents were more likely to indicate having a mentor in comparison to male respondents.

Female respondents were more likely to indicate having mentors outside of the architecture firm, while male respondents indicated having mentors within the architecture firm.

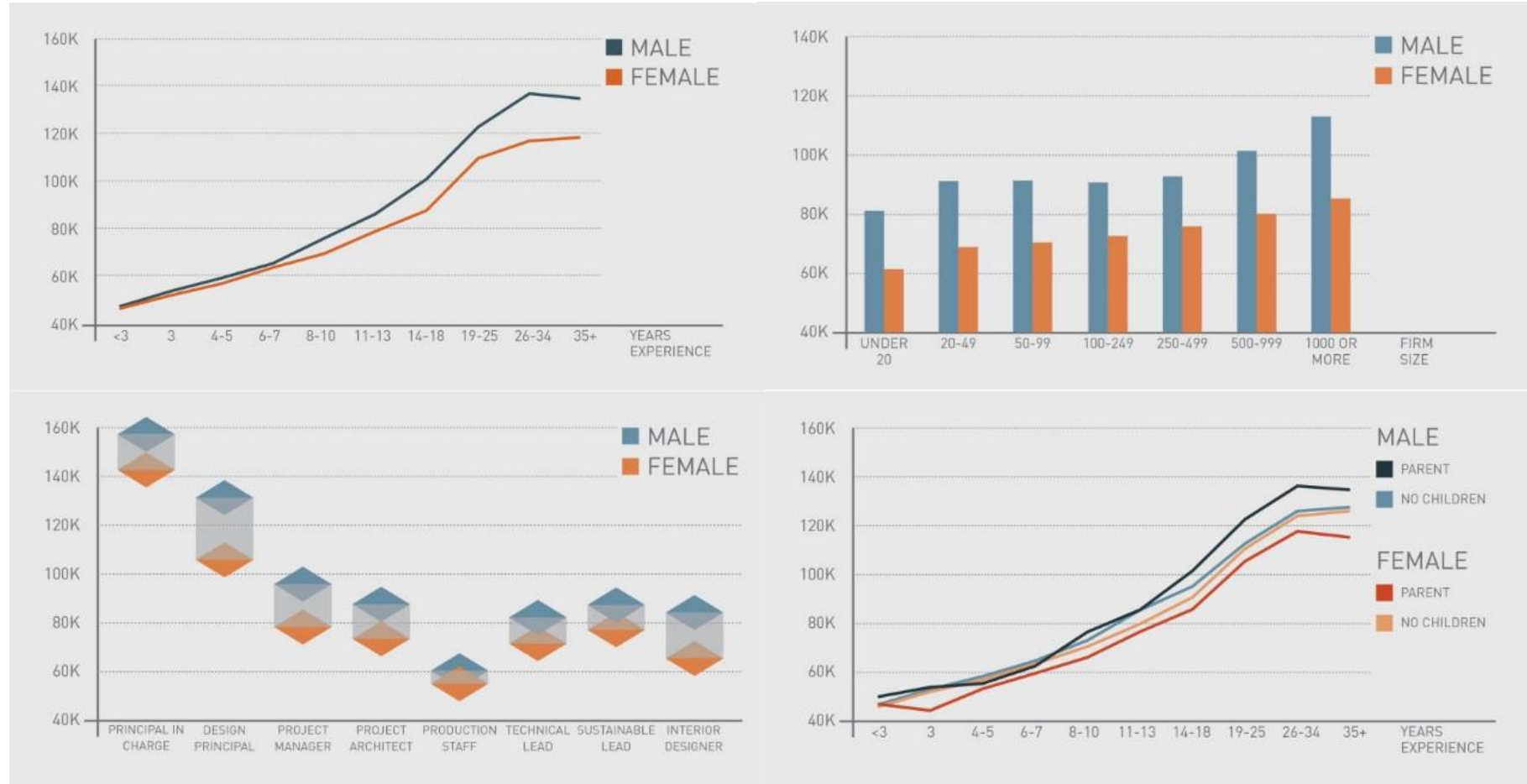
Peer mentorship reported as most common and valued.



4. Pay Equity Gap Exists in Our Profession

No matter the level of experience, position in the firm, size of firm nor whether respondents were parents, female respondents still earned less than their male counterparts.

Annual salary of women in architecture was 76% of that for men.



5. Men & Women Both Negotiate for Salary

There is a misconception that women don't negotiate.

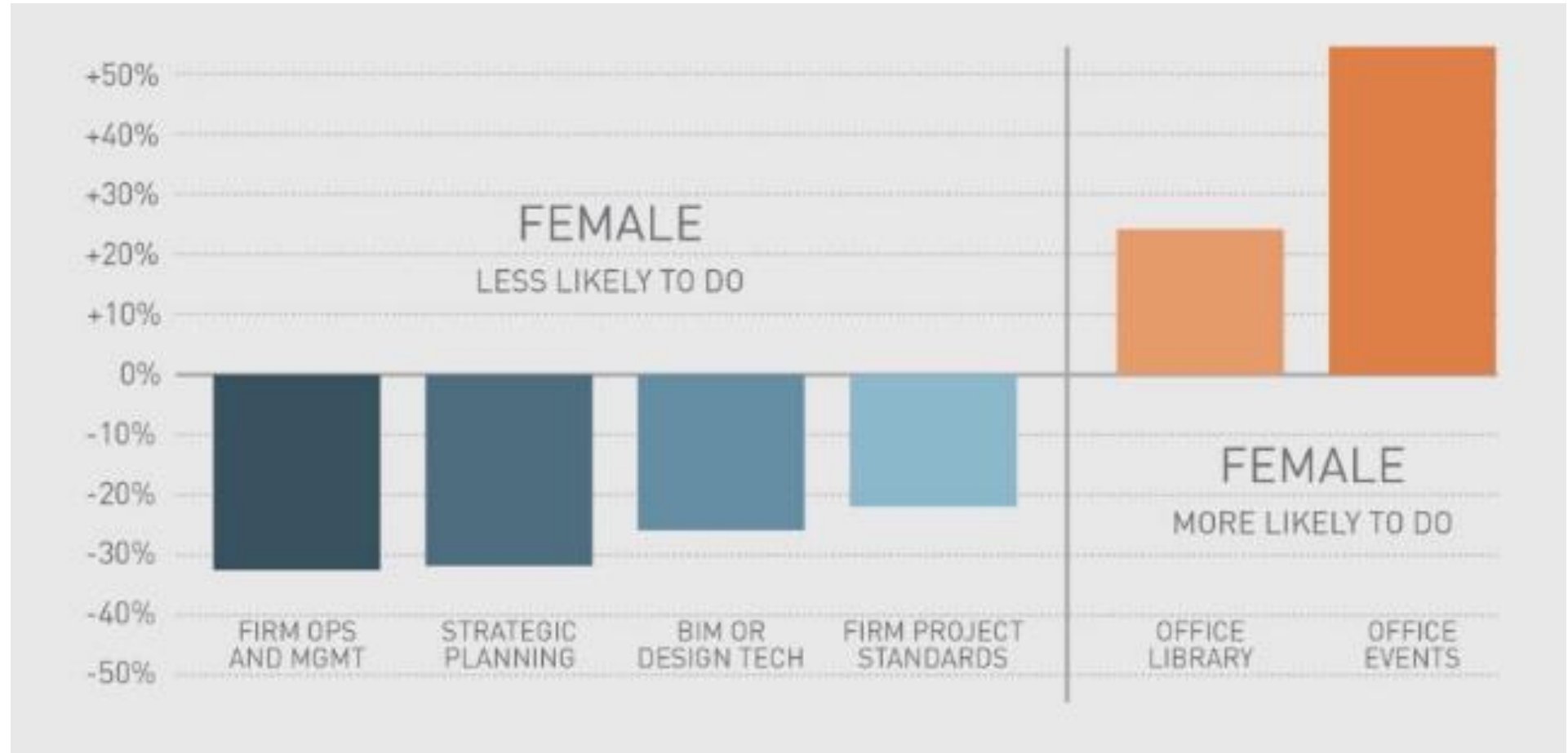
According to the responses of the survey takers, female and male respondents negotiated at equal rates. However, male respondents were more likely to indicate satisfaction with the results of the negotiations.



6. Office Tasks Designated by Gender

During the first five years of one's career, female respondents reported being more likely to take on roles concerning office "house work" such as event planning and library maintenance.

Male respondents reported being more likely to take on roles having to do with project design leadership, BIM or design technology.



7. Measures of Success



Closing the pay gap is not enough.

Transparency in the promotion process, having access to a senior leader in one's firm, receiving ongoing feedback about one's work, sharing values with one's firm, and having meaningful relationships at work were much more strongly correlated with career success and talent retention.

INSIGHTS

PANEL DISCUSSIONS



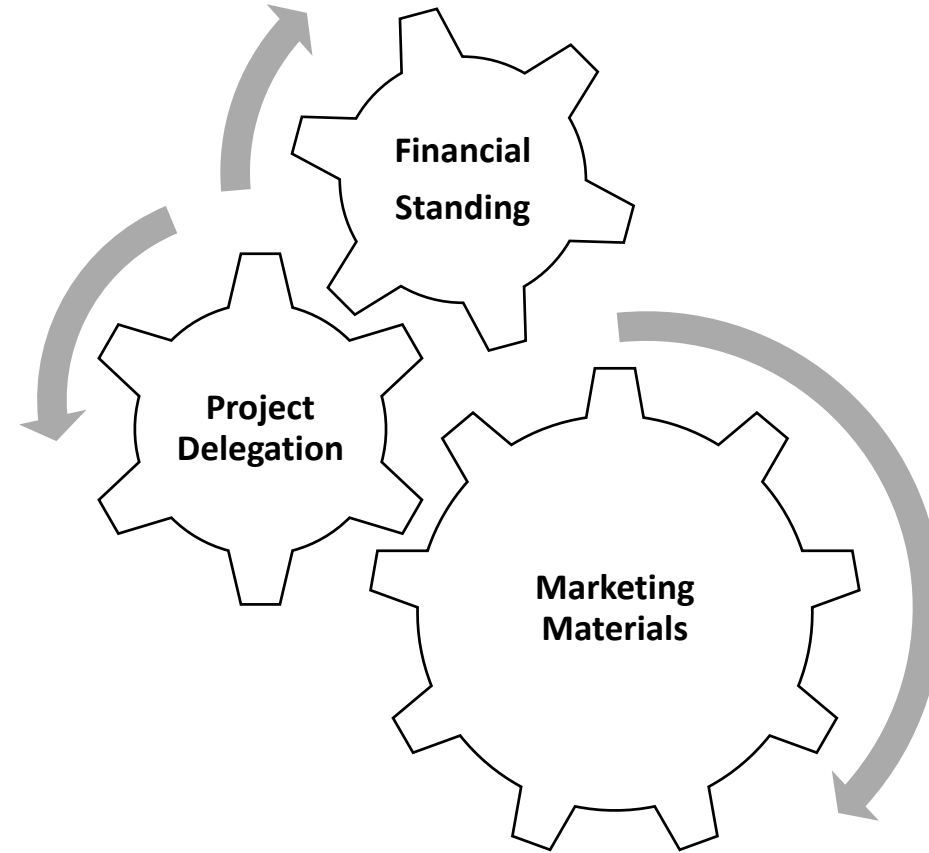
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2. Engage Employees with Firm Resources

FLEXIBILITY:

Including employees, from top to bottom, in resource meetings can be beneficial to the employer. Employees will feel like they have a stake in the company and connect their individual successes with the firm's successes.

Creating awareness of firm resources in employees, can help with flexibility of firm roles in the office.



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PANEL TAKE-AWAYS | INSIGHTS

3. Establish Evaluation Metrics

Team Success

Positivity

Brings New
Work

Client
Satisfaction

Employee
Growth

Self-
Awareness

Cross-Office
Collaboration

Financial
Responsibility

REVIEWS/PROMOTIONS:

Setting performance criteria on quantifiable metrics encourages employees to create a self-awareness checklist. This enhances their efficiency as well as having a clear understanding of metrics for promotions or growth.

Through formal evaluation metrics, employers have a comprehensible vocabulary to communicate performance assessment as well as promotion decisions.



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PANEL TAKE-AWAYS | INSIGHTS

4. Create Peer Mentorship or Leadership Advocacy

MENTORSHIP:

Structured mentorship, peer mentorship and leadership advocacy ensures greater rates of licensure, leadership development, talent retention and firm ownership.



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PANEL TAKE-AWAYS | INSIGHTS

INSIGHTS

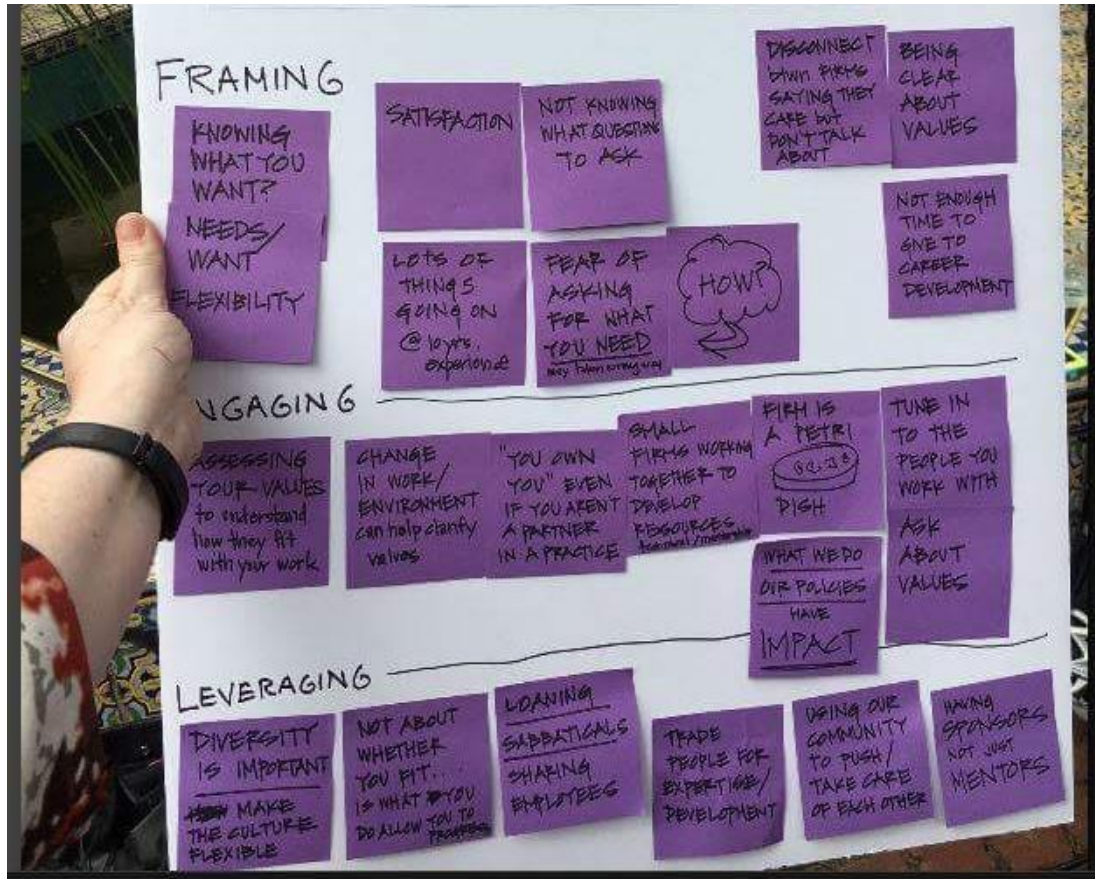
BREAK-OUT WORKSHOPS



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1. How to Be a Change Agent



I. Framing

- What is the problem/question?

II. Engaging

- Who is the audience?
- Who can cause the change?

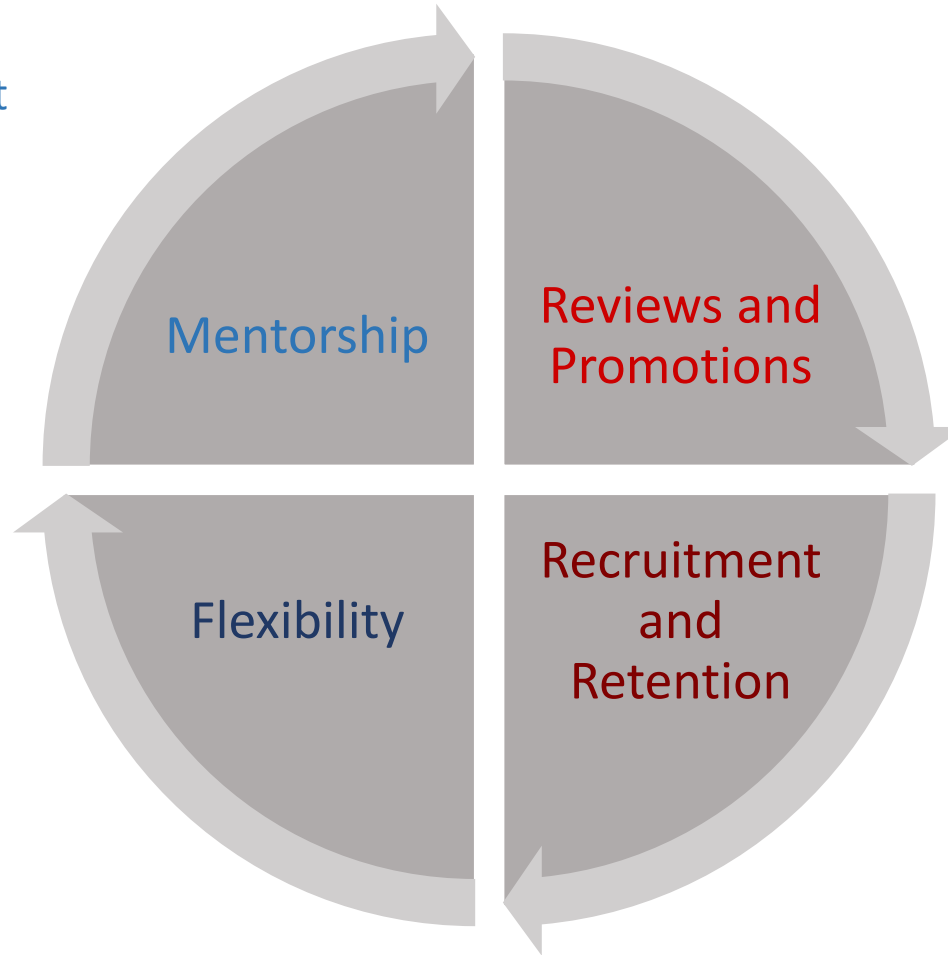
III. Leveraging

- What/Who do you need to ensure an outcome for said problem?
- What are the tools you can use?



2. Firm Strategies for Diversity Advocacy

- Implement a targeted professional growth and leadership development program.
- Provide tools for licensure and career advancement.
- Set-up training and educational events for different audiences.
- Create clear communication channels and expectations of responsibilities.
- Clarify the objectives and environment both employer and employee want to work in.
- Take the long-term view.



- Identify values and attributes that support firm goals.
- Develop a promotion process that is based on quantifiable evaluation metrics.
- Seek input from staff and engage talent with leadership.
- Track individual progress and overall growth statistics.
- Define diversity for the firm.
- Formalize a recruitment strategy.
- Be transparent, communicate and acknowledge unconscious bias.

INSPIRATION

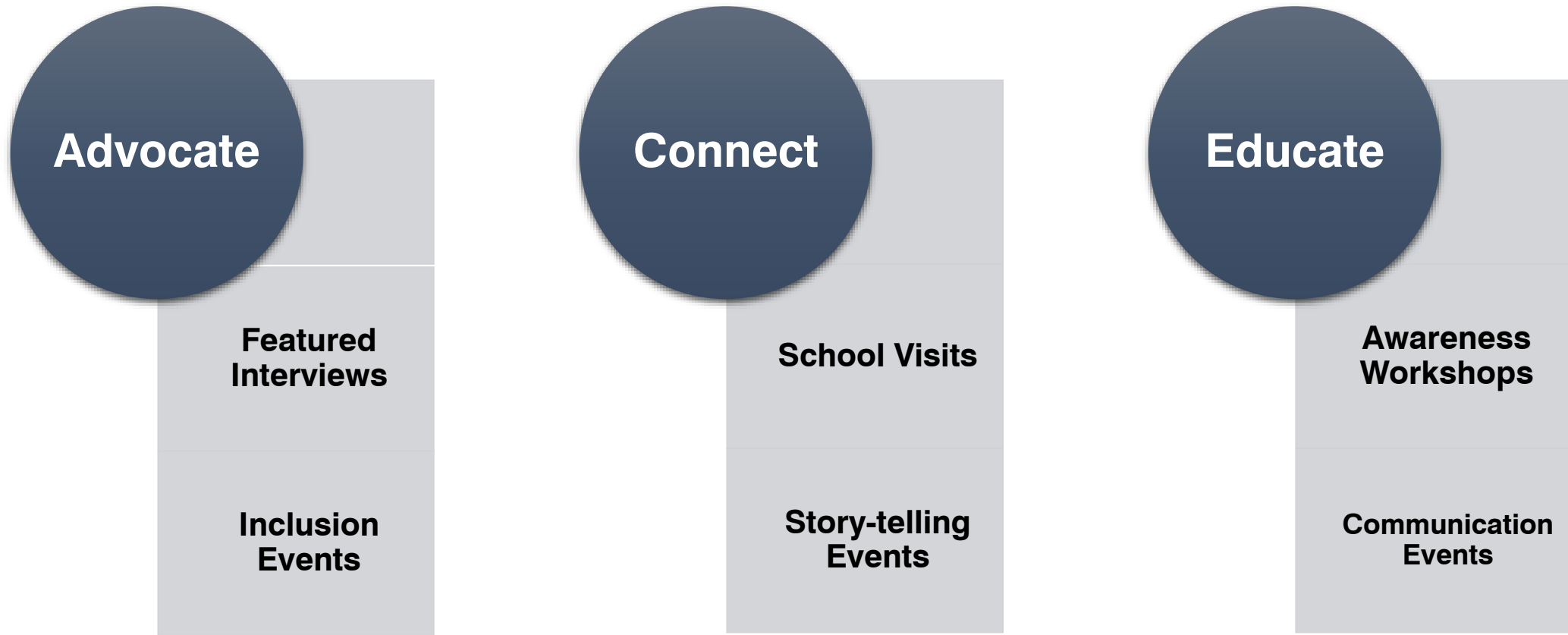
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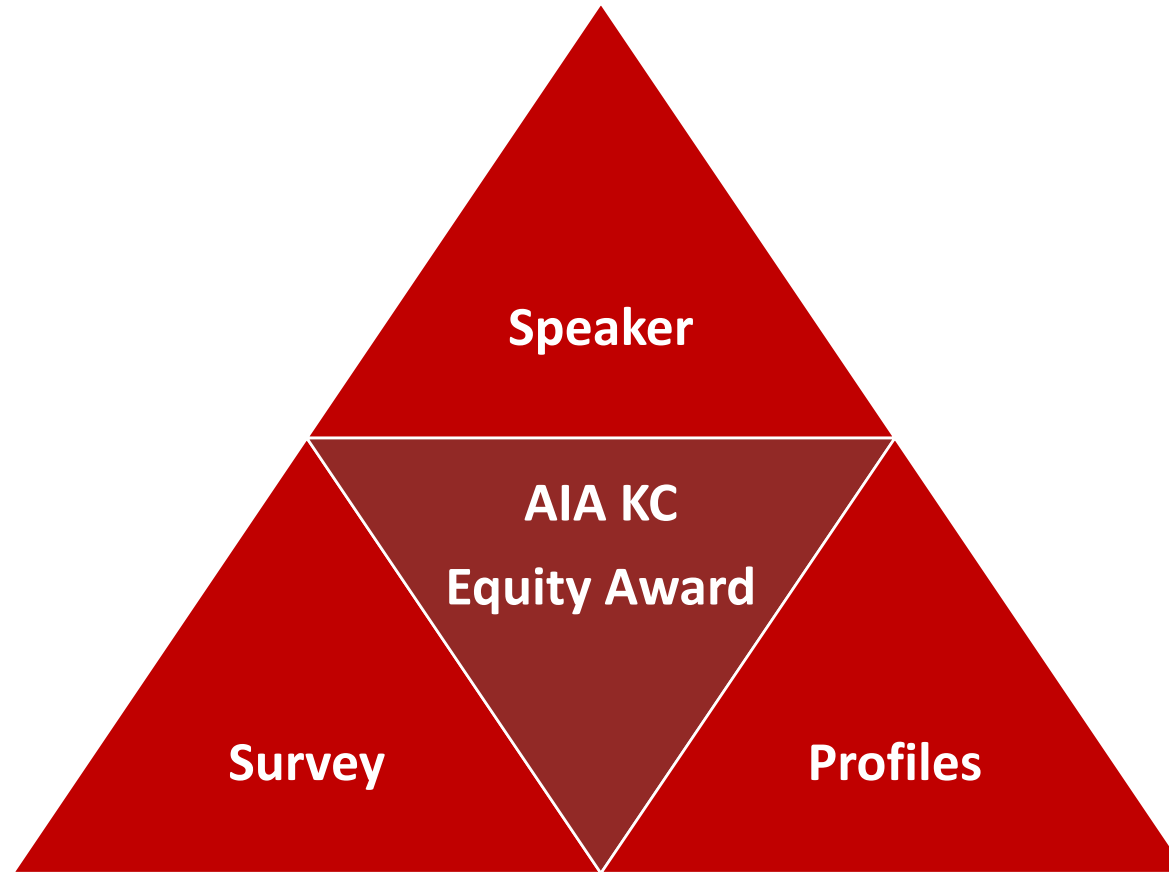
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“ACE” Over all Goals for Equity in Architecture



2017 Goals for Equity in Architecture



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STRATEGIES | INSPIRATION

Conclusion

Big Data - Diversity is increasing and important!

Panel Take-Aways - Engagement improves retention!

Break-Outs - Intent in actions serves firms well!

“ACE” Goals and 2017

Data and Conversation is only the beginning!