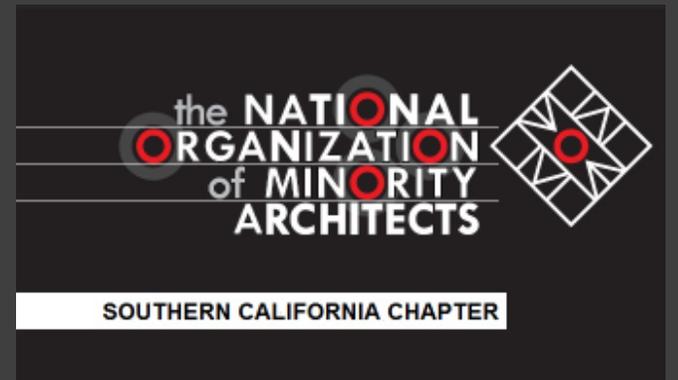


# Diversity, Equity, and Inclusion (DEI) Challenge



# SoCalNOMA's Mission:

The mission of the Southern California Chapter of the National Organization of Minority Architects (SoCalNOMA) is to “to foster justice and equity in communities of color through outreach, community advocacy, professional development and design excellence.”

# SoCalNOMA's 2020 Initiative:

The SoCalNOMA Chapter is leading the charge for increasing the diversity of the local architecture industry and building a more inclusive environment for African Americans and underrepresented people of color to learn, work, and flourish. Today, The African American population of Los Angeles County is approximately 9%, yet less than 2% of the local architecture industry is made up of African American architects. A change in the systems and institutions of our profession is required to realize the results that we desire.

**We cannot make this change alone. We are asking for you to join us.**

# The DEI Challenge

SoCalNOMA is launching the Diversity, Equity, and Inclusion Challenge (**DEI Challenge**), as an initiative for architecture, engineering, construction, and related firms to voluntarily support the following measures to transform the diversity of their firms and the AEC community in a way that is holistic, firm-wide, and data-driven. By prioritizing metrics, accountability, and actionable responses, participating firms can more easily work toward creating a professional environment and a built environment that supports racial justice, social responsibility, diversity, equity, and inclusion. Your engagement will amplify SoCalNOMA's resolve to transforming the design profession to foster more representation and equity for Black and underrepresented people of color.

In committing to the SoCalNOMA DEI Challenge, participating firms acknowledge their commitment to voluntarily provide the following information, on an annual basis, for the purposes of gathering and collecting data and statistics that may be used by our organization as well as partner organizations to develop programs and policies on diversity, equity, and inclusion going forward.

# The DEI Challenge

The DEI Challenge outlined below consists of ten (10) actions that firms can undertake. Each action will have a scoring threshold with a maximum of 100 potential points to be achieved across all measures. Participating firms must score a minimum of 70 points each year (40 points for small firms under 20 people) to be recognized as a SoCalNOMA “DEI Challenge Ally” on the chapter website, social media, events, and other public forums. SoCalNOMA will provide support and resources to all Challenge participants to help them implement each of the 10 DEI action items.

SoCalNOMA is asking all DEI Challenge participants to pledge to do the following actions on an ongoing basis:

# The Pledge

We,

*[insert firm name here]*,

in support of promoting diversity, equity, and inclusion in the profession of architecture, pledge to take the following actions:

# Mandatory Prerequisites

- Conduct an annual company-wide diversity survey for Southern California locations only, including firm size, employee ethnicity, employee gender, and age.
- Report annual diversity statistics of the firm including all staff, design professionals, and leadership to SoCalNOMA.
  - Provide statistics of office diversity redacted for any identities and/or personal information.

# Action #1

Partner and/or collaborate on projects with architecture firms that are Black owned or owned by underrepresented people of color.

- 10 points per project collaboration per year, up to 50 points maximum
- Provide documentation of contractual engagement with firm for specified project work.

## Action #2

Create project teams that include Black owned or underrepresented persons of color in a prime, partner, or sub-consultant roles.

- 10 points per project collaboration per year, up to 50 points maximum
- Provide documentation of contractual engagement for firm for specified contract work.

## Action #3

Provide paid internships for architecture students from historically Black design schools (HBCUs), or for Black and underrepresented people of color from local architecture schools in Southern California.

- 5 points per intern hired per year
- Provide documentation of intern(s) hired, date of hire, school, and ethnicity of intern.

## Action #4

Increase recruitment of Black and underrepresented people of color for design staff, leadership, and total number of professionals at the firm.

- 5 points for each new hire per year.
- Provide documentation of employee hire date, position, and ethnicity.

## Action #5

Develop a mentorship program within firm or participate in outside mentoring program to connect and support Black and underrepresented people of color in their career development within the profession.

- 20 points per year
- Provide documentation of firm program or participation in outside mentoring program for firm staff.

## Action #6

Increase career advancement of Black and underrepresented people of color to management and leadership positions.

- 10 points per person promoted to a management and/or leadership position within the firm per year.
- Provide documentation of employee promotion/advancement, date, and ethnicity.

## Action #7

Include Black & underrepresented people of color in company-wide marketing materials, social media, and publications to increase representation and recognition of employee contributions to projects and to the firm.

- 10 points per year.
- Provide documentation including firm marketing materials and/or links to website and social media.

## Action #8

Conduct diversity training for all staff at the firm.

- 5 points per session per year, maximum 10 points.
- Provide documentation of date of training, attendees, and credentials of training instructor or program

## Action #9

Provide pro-bono design services and hands-on contributions to underserved communities (Black and underrepresented people of color) by partnering up with local grass-roots organizations on at least one (1) project per year.

- 5 points per pro-bono project per year, maximum 20 points
- Provide documentation of engagement with entity or organization for services on a pro-bono basis for specified project.

# Action #10

Join SoCalNOMA as an annual Chapter Partner to support all of the chapter initiatives including Project Pipeline (Summer Camp & High School Boot Camp), local college NOMAS Chapters, Young Professionals licensure programs, and Senior Practitioners continuing education.

- Immersion Partner: \$10,000 (10 points)
- Connecting Partner: \$7,500 (7 points)
- Supportive Partner: \$5,000 (5 points)
- General Partner: \$3,500 (3 points)
- Friend of the Chapter: \$1,500 (1 point)

# How it Works

- Voluntary Reporting to SoCalNOMA on annual basis (calendar year)
- Annual Diversity Survey is mandatory prerequisite for eligibility
- Participants can pursue points from any of the 10 categories
- Maximum point threshold is 100 points
- Firms must achieve at least 70 points (40 points for small firms under 20 people) to be recognized as a DEI Challenge Ally
- All DEI Challenge Allies will be recognized on SoCalNOMA website, social media, and other platforms.
- SoCalNOMA will provide firms support and resources for implementation and improvements as needed.

# Next Steps

- Contact SoCalNOMA at [deichallenge@socalnoma.org](mailto:deichallenge@socalnoma.org) to pledge your support
- Socalnoma DEI coordinator will schedule an “intake” meeting with you to collect baseline documentation and provide resources for implementation.
- Socalnoma will provide resources and references as needed to support firm progress on each action item
- Listing of all firm on socalnoma website as DEI Partner
- SoCalNOMA DEI Coordinator will conduct quarterly check-ins with all participating firms to assess progress and provide support.
- Firms will report metrics to SoCalNOMA on an annual basis (calendar year)
  - In 2020, all participating firms will be recognized as a DEI Challenge Ally

Thank you for  
Accepting  
this  
Challenge!

We hope that you will accept this challenge to show your commitment to fighting against racism and racial inequality within the profession of architecture and beyond. SoCalNOMA will connect with you following your initial pledge to support you with the implementation and tracking of each item listed above.

We thank you for your action towards increasing the diversity of the profession and making it a more equitable and inclusive industry for all of us!

For more information please visit our website ([www.socalnoma.org](http://www.socalnoma.org)) and the NOMA National website ([www.noma.net](http://www.noma.net)). Also, please follow our social media channels (Facebook, Twitter, Instagram, and LinkedIn) for the most up to date news. If you have any questions, please feel free to contact us directly.