

## **IDEA COUNCIL**

October 12, 2022

### **IN ATTENDANCE**

Alex Burrage  
Michael C. Butz  
Dan Cuffaro '91  
Connie Gilbert  
Jesse Grant  
Delores Hall  
Scott Lax  
Elisaida Mendez  
Dinara Mirtaliopova  
Charise Reid  
Jimmy Schlemmer  
Amanda Shelnett  
Kari Weaver, PhD

### **ABSENT**

Davon Brantley '18  
Kevin Kautenberger

### **AGENDA**

- Plain Dealer Article - Kathryn Heidemann
- Student Engagement – All  
(Student participation on IDEA)  
(Student groups)  
(Student training/educational opportunities)  
(Critique process and recent student complaint)
- Replacing gendered binary terms alternative nomenclature – All

### **1) PLAIN DEALER ARTICLE**

**KATHRYN:** Glad about how active IDEA is. Gets updates from Charise often. Stresses that DEI is important in all her decisions.

Article was written by Steven Litt. Specifically about FRONT symposium. About three weeks prior, had been approached by Fred Bidwell. Told him she could only attend part of the day due to Open House. He said that would be OK, so she agreed to attend.

Received questions in advance. There were 10, one of which was about diversity and equity. Only got two minutes to respond.

Wanted to provide this context to IDEA. Had a couple of days prior to symposium that they were invited to attend the second part, but she reminded them that she was booked for Open House.

Jeremy Johnson said Steve Litt asked the second panel to grade the first panel on DEIJ efforts.

Initially the answer was B+, but then Steve noted that three of the first panel's participants were there. Led to concerns from a couple of the second panel's members.

Then, the article published.

Not highlighted in the article are the efforts CIA is taking to improve ways to connect to communities.

Not going to go to war with Steve Litt, I've talked to Mike Butz about this.

I'm looking for thoughts about it. I'd love to get philosophical thoughts.

This past year, we've been focused internally first. But we also are external facing.

We've accomplished a lot: College Now, Say Yes, Tri-C.

Also supporting student success: College 101, Nord Center (by way of supporting faculty).

What are your thoughts on what we're doing and how/whether to respond?

**SCOTT:** I think the article was outrageous the way it was presented. The headline didn't match with the article. I don't expect that from a major newspaper.

**CHARISE:** I think one of the things that CIA has issues with is people don't know what we are and what we do. We're in the middle of a branding study, and that should help — and thus help DEIJ understanding. CIA isn't here to give grants, or they think we're like CMA or the Orchestra — places with huge endowments.

That's what we have to tackle, and I know we're working on it.

**AMANDA:** It wasn't made clear in the article that we're an educational institution. We're not a nonprofit.

To Charise's statement, I think clarification on what we do is No. 1. But also there's an opportunity to further make DEIJ a priority. It needs to be in Continuing Education, it can't just be in Admissions.

Where is the boundary between showcasing community artists and showcasing students and alumni. Are we expected to showcase artists who aren't tied to CIA?

**DELORES:** I think we're a gated community. I think people who know CIA know that it's open.

I feel like students who go to CSA know about CIA because its teachers know about it.

Kids who go to Shaw, Collinwood, Glenville, I feel like they aren't encouraged to go to CIA because it seems closed off.

I feel the article is unfair to Kathryn because she just took over, but this has been a longtime coming. We don't have people going out to promote the CMSD scholarships, we don't have those local schools coming to tour CIA.

I see change happening. We shouldn't have gotten an F but shouldn't have gotten an A.

**PAUSE:** Charise welcomes faculty member Dinara Mirtaliopova to IDEA Council.

**CHARISE:** When I worked at Bon Petit at CWRU, they have a program to get the word out about CWRU because they too felt like a gated community.

In the process, East Cleveland was glossed over — in relation to discounts on down payments to new housing in University Circle.

**SCOTT:** Maybe it's the Cleveland area that needs more outreach. Has several BIPOC students in his class but doesn't think many are from Cleveland or inner-ring.

**DAN:** Kids in Cleveland want to see people who look like them. Are we talking about these success stories? (Mentions several success stories, including Brian Peterson and Tobias France.) It's years after we take action that they will start to notice in the community.

I'm not talking about "appearing" to be inclusive because we are inclusive, but I'm confident that the community isn't seeing that.

But I've also seen the failure. The kids with three strikes who

we're too small an institution not to rally around students to help them succeed.

**DELORES:** Seen some alumni who had a bad experience who don't trust CIA, they won't support CIA or send students here.

**AMANDA:** Shaw High School hasn't had an "interaction" (school visit or campus tour) with us since 2017. Lutheran East since ... ?

There are a lot of states and schools we're required to hit during our travel season. If we're going to prioritize local schools, we need to figure out how to do so without missing schools that traditionally bring in CIA students.

**DELORES:** Cleveland is part of Cuyahoga County, which is our bread and butter. We have a bigger brand in Cuyahoga County, which we should take advantage of.

I feel Kathryn was ambushed, because they haven't had access to a president like this before.

**CHARISE:** I'm glad that Kathryn is out there spreading the word about CIA. It's so important.

**DAN:** Someone on the leadership group for alumni group. Alumni group focused on making connections in design. Think of it as building relationships, not as an Admissions effort.

**KATHRYN:** Every single one of us has a responsibility to DEIJ at CIA. It's in all areas, not just Admissions. It's built into every action we take.

The library has developed anti-racist pedagogy. There were policies in place that inherently limited access.

These are internal things. My question to you is should there be a strategic communication plan to distribute what we're doing? Maybe what we're doing hasn't been harnessed in a way that makes it clear to others, internally or externally.

**AMANDA:** I think an internal communication plan would be good. I had no idea about the library efforts. If we had a section on myCIA or in CIA Weekly, that would be excellent.

**KATHRYN:** As a leader, I have to structure things in a systematic way that it continues without me. It's important to build systems, and I'm looking for advice from you about how best to do that at CIA. But also, what general advice do you have as future media or community opportunities arise?

**ALEX:** I think you did a good job earlier speaking of different initiatives. We need to continue to share. We should move away from statistics, which are great and paint a picture, and move toward the human element.

**JIMMY:** Maybe have some of these updates on the website, so if you get questions, you can direct people the website in instances where you have little time to talk.

**KATHRYN:** Alex, I agree that it's important to get away from stats. During my listening tour, one BIPOC student told me they never felt like they belong until they came here. Sure, they had complaints, but at the end of the day, it was about belonging — and it's come up so many times here at CIA. It's incredibly important to me that people who don't feel like they belong can feel like they belong here and thrive because of that/our culture.

**DAN:** Kathryn, a few minutes ago, you mentioned a fear of honest conversations if the result is going to be attacked. My suggestion about messaging is if people are afraid to have honest conversations, we're not going to make progress. Here's what we've done as an institutions, here's what we need to do.

**SCOTT:** Should there be a response to teh article?

**CHARISE:** I don't think so.

**DELORES:** I think we should invite them to campus so they could see the progress.

**CONNIE:** I think we want to avoid "showing off" students but rather naturally highlight things we're doing. Maybe more prominent on our website or in our messaging.

**KATHRYN:** One of my biggest goals is to do an internal audit of our external partnerships. Who aren't we working with? Then, we go after them instead of waiting for them to come for us — especially since they might view CIA as closed off or not know how to access. And, let's evaluate when and to whom we say "no."

Annual Report: We do a boring annual report of donors, which we have to do, but there could be more about what we're doing.

## **FROM CHAT**

Amanda: "An Open House specifically for Cleveland/ East Cle students/educators would be nice - invitation to meet us and explore campus"

Connie: "I like Amanda's idea, a dedicated day can help. And, if possible, help offset school's bussing costs and providing lunch to help incentivize."

Amanda: "Or hosting an exhibition for Cleveland artists of color: increasing awareness, support and opportunities for access"

Charise: "That would be a great CECO initiative. An opportunity to expose students to different design majors that they may not be familiar with. I'm sure the TS"

Kari: "I'd love to see us offer some professional development efforts that offer CE credit for PK-12 teachers we could share with area schools."

Connie: "CE+CO does offer some workshops and programs for k-12 arts administrators, but could it be expanded? <https://www.cia.edu/academics/for-teachers-counselors>"

## **BACK TO CONVERSATION**

**AMANDA:** I don't know much about Creativity Works. Do we do those in some of these neighborhoods.

**JESSE:** They do, but it depends on what the students want to do or where they want to be. The students are encouraged to explore these opportunities.

**JIMMY:** If we do an op-ed response, it could be a general column about what we at CIA do rather than be something in direct response to the article.

**CHARISE:** We're at time. Kathryn, thank you for coming. We'd like to have you back on a regular basis. We'll carry our remaining agenda items over to the next meeting.

**KATHRYN:** Thank you for having me.

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