2022 Summit Findings
BRIC FOUNDATION
BRIC Foundation is committed to increasing access points into the entertainment, tech, and media industries so women and people from underrepresented groups can excel at creative leadership.
BRIC Summit

On February 11th & 12th, thousands of people from around the world logged on to the BRIC Summit.

The Summit's goal is to bring a community of thought provokers together from different facets of the entertainment, media, and tech industries to collectively solve how we support and nurture up-and-coming talent – as it pertains to women and underrepresented groups who have an interest in being creative leaders.

The solutions and action plans in this deck are from the Summit's participants and the thought leaders of the sessions.
THE DETAILS

- Days
  - Friday, February 11th - "Industry Only"
  - Saturday, February 12th - Education + Innovation Day

- Data
  - 5.6K Unique Programming Site Visits during the Summit
  - Almost 200 concurrents
  - 24 Countries

- Talent
  - We featured hireable talent from Easterseals, LatinX In Animation, Women in Animation, Arts2Work, Asians in Animation, Black N' Animated, Rise Up Animation, New Filmmakers LA, Signing Animation & Visual Effects Society

- Content
  - 3 Keynotes
  - 4 Interactive Salon Sessions
  - 10 Panels
  - Grant Writing 101 for Teachers
  - BRIC Creative Academy with Walt Disney Studios & Art Jam with Wacom + 9B Collective
  - Portfolio Reviews from DreamWorks Animation, Illumination, Weta Digital, Artstation, & Skydance Animation
The Importance of Representation in Early Education

"I didn't find what I was looking for, so I decided to create it"

CHRIS 'LUDACRIS' BRIDGES

Musician and co-founder of KidNation
BRIC 2022 Summit Takeaways

EXPAND THE ROOM BY EMPOWERING PERSPECTIVES
Consider hiring cultural consultants, bring in more employees, look at who is missing - and intentionally hire/invite them in.

REINVENT THE HIRING PROCESS
Go outside of the normal recruitment areas (community college, veterans, formerly incarcerated, moms returning to workforce) and hire for potential vs. experience.

HOW YOU CAN HELP THE PIPELINE
Consider mentorship and working with organizations that can help pair you with a mentee. Have your company be a part of the AVG Youth Apprenticeship program and consider apprenticeship as an employment pathway.

CREATE SAFE SPACES FOR CONVERSATIONS
Allow for your company culture to include dialogues around tough topics, consider hiring counselors to facilitate vs. relying on HR.

GET INVOLVED WITH THE BIG PICTURE
Start lobbying for policy and government changes that incentivize corporations to adopt robust D&I strategy & create new creative employment pathways

CHOOSE RESTORATIVE JUSTICE
Cancel culture is similar to incarceration and doesn’t allow for learning, and healing. We need to implement due process - who is benefiting from this person being cancelled?
"We have to get rid of this idea about waiting our turn in line, collective action is critical to change culture"

DR. KATHERINE PIEPER
Program Director, Annenberg Inclusion Initiative
PIPELINE PROBLEMS: CAREER PROGRESS STALLS FOR FEMALES
Percentage of Females in the pipeline to directing animated feature films

3% DIRECTORS

7% HEAD OF STORY
8% HEAD OF ANIMATION
9% WRITERS

18% STORY DEPT.
16% ANIMATORS

WOMEN BELOW THE LINE IN TOP ANIMATED TV SERIES

<table>
<thead>
<tr>
<th>Role</th>
<th>Women</th>
<th>Women of Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Story Editor</td>
<td>28%</td>
<td>1%</td>
</tr>
<tr>
<td>Head of Editing</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>Animation Director</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>Lead Animator</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Lead Character Designer</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>Lead Storyboard Artist</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>19%</td>
<td>7%</td>
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September 2020- https://tinyurl.com/uscssanim
BARRIERS IMPEDING WOMEN'S CAREER PROGRESS IN VFX
Based on qualitative interview responses from 51 women and 31 decision-makers

Participants described issues that independently and interactively prevent women from ascending to leadership positions in the VFX industry.

SOLUTIONS

CULTIVATE BELONGING FOR ALL WOMEN

REDUCE SUBJECTIVITY & AMBIGUITY

MAKE INCLUSION FOR EVERYONE

November 2021- https://tinyurl.com/uscassvfx
"Admitting what you don't know is an important thing to get comfortable with and push through"

Shruti Ganguly
Filmmaker
The status quo no longer works. What can you and your company do to stay continuously activated for social justice and civic engagement?

**Summit Solve:**

How can an individual impact the culture of their company? How can companies create sustained, long-term engagement?
Your Plan
When you are curious, inclusive and speak up, change can happen. Use your voice to advocate for diversity in hiring, casting, and creative decisions.

Team Plan
Create a safe space for people to speak, and include training and goal setting as part of the culture.

Company Plan
Support and create resources for care providers. Allow opportunities for employees and leadership to constantly learn and improve.

Bigger Picture
Know the difference between equity and equality before implementation. Be proactive and not reactive with change.
### Resources:

<table>
<thead>
<tr>
<th>Articles</th>
<th>Consultants</th>
<th>Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>How to Be Anti-Racist</td>
<td>Julie Ann Crommett</td>
<td>Catalyst</td>
</tr>
<tr>
<td>Be a Better Ally</td>
<td>Farzana Nayani</td>
<td>Awaken</td>
</tr>
<tr>
<td>Equity vs. Equality</td>
<td>Andrea G. Tatum</td>
<td>Safe Conversations</td>
</tr>
</tbody>
</table>
"Mental health benefits should be on par with physical health benefits"

RABIA ABEDIN
Manager, Early Career Programs & Diversity Outreach, DreamWorks Animation
REINVENT: The Workforce

Redefining the workforce and best practices for hiring and retaining the employees in a Post-COVID world.

Summit Solve:

How can we attract and retain candidates in The Great Resignation?
How can we change the interview, hiring, and management systems to meet people where they are at?
Your Plan
Value different life experiences. It’s not about where you’ve worked, but also how you participate in your community and other areas of life that align with the work you seek to do.

Team Plan
Lean into additive hiring practices. Look at your team and who’s represented as well as what voices or skills need to be added. Allow more time to broaden the search and ensure you are "hiring on potential vs. experience".

Company Plan
Reimagine the recruiting process. From outreach to interviews, assess to ensure your process effectively engages with different communities and meets people where they are at. Ask "How much/what are we willing to invest in potential candidates- and how can we invest in current employees in-between projects"

Bigger Picture
Does your staff reflect your consumers? If not, you should adjust your hiring practices and company culture.
BRIC ACTION PLAN:

Sports Recruitment for the Arts Program
The Issue:

- The industry's constant need for talent within the creative and recruiting fields.
- The need to bring new voices into the space.
- Awareness about the different pathways within the industry

The Plan:

Continuing to develop a network of handoffs from Elementary/Middle/High School to College or Career and beyond.

Let's actively change the health of the employment pipeline and pathways.

Sign up to pilot our program

contact@bricfoundation.org
"Authentic storytelling for me is finding partners who are willing to take chances, and take the time to learn and educate themselves"
IMPACT: Through Authenticity

Authentic storytelling is here to stay. What does successful authenticity look like in every creative department?

Larry Laboe (moderator)
Executive Director, New Filmmakers Los Angeles

Marsha Cooke
VP/EP, ESPN Films & 30 for 30

Sarah Eagle Heart
Creator & Co-CEO, Return to the Heart Foundation

Lauren Martinez
VP, Original Series & Movie Development, Cartoon Network Studios

Kim Williams
VP of Casting, Disney Television Studios & President, Casting Society of America

Summit Solve:

What can we do to ensure authentic representation and storytelling in front of/behind the screens?
How can we empower perspectives organically (moving away from the checkbox) and strategically (making it a part of our plans)?
Your Plan
Mentor and share your knowledge with others. Go out of your way to expose yourself to other authentic perspectives (conversations, museums, documentaries, lectures).

Team Plan
Always be looking for who is missing at the table and find ways to bring them in. Invite and hire more authentically when working on a creative project about that culture.

Company Plan
Create internal shadowing and mentorship opportunities for future creative leaders. Pairing people without experiences with someone who does (in a company) in order to increase BIPOC people at the top.

Bigger Picture
Decolonize your storytelling and yourself. Create more pathways into the industry and bring along parents and educators to encourage the next generation of creators.
BRIC ACTION PLAN:
Youth Apprenticeship Programs
**What is a Youth Apprenticeship?**

A youth apprenticeship (16-24) combines on-the-job training (provided by an employer in a business, industry, or related organization) with job-related academic instruction in a curriculum aligned with a specific career pathway.

Training can begin in CTE programs in public high schools.

BRIC registered the first federally and state-recognized Youth Apprenticeship program for Animation, VFX + Gaming and will be turning out apprentices ready to be placed as:

- Visual Effects Artist
- Virtual Production Artist
- Tech Artist
- Animator
- Storyboard Artist
- Concept Artist
- Background Artist
- Digital FX Artist

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**Industry:** Join the Animation, VFX + Gaming Youth Apprenticeship Committee or sign up your company to participate.

**Educators:** Join the Youth Apprenticeship Curriculum Committee

contact@bricfoundation.org
Why is this important?

Industry leaders came together with BRIC, Women in Animation (WIA) and Visual Effects Society (VES) to write the CA-AME CTE Model Curriculum Standards for a new pathway: Animation, VFX, and Game Development, which will guide all AME CTE programs in California.

Industry is helping to shape the workforce it needs.

Custom training and mentorship in public schools will create truly equitable pathways into the industry, helping to diversify the workforce.

Read the full Standards and Apprenticeship Workplace Competencies for On-the-Job Training Draft here:

https://tinyurl.com/AVGStandards
"I don't think we could talk about cancel culture without talking about rehabilitation. I think oftentimes the people who espouse cancel culture are the same people who espouse prison reform and for me they're one in the same. Because in the same way that we give people like sentences. Cancel culture in some ways feels the same way. "

Dr. Rubin Khoddam
Clinical Psychologist & Founder, COPE Psychological Center
CHANGE: Cancel Culture to Reform?

Can we and should we shift cancel culture to reform culture? How can we determine what gets canceled and what happens after the moment of reckoning—can we educate and repair?

Suzanne Marques (moderator)
Anchor, CBS 2

Emi Kamemoto
CEO & Founder, Defiant Changemakers

Dr. Rubin Kheddar
Clinical Psychologist & Founder, COPE Psychological Center

Dan Kovalik
Lawyer & Human Rights Activist

Sara Martin
DEI Expert, Conversations Work

Summit Solve:
You have been harmed, what do you do?
You have harmed, what do you do?
-You have witnessed situations, what are your responsibilities to call out what’s going on?
Your Plan
Address situations immediately when they arise, and evaluate before deciding to escalate. Lead with empathy, and believe in teachable moments.

Team Plan
Have a culture where you support and recognize the hurt and trauma. Look at the emotional well-being of employees and allow for 1-on-1 dialogues.

Company Plan
Using a restorative justice approach and having a due process hearing vs. pushing people out. Invest in mental health and have a professional therapist to help HR navigate.

Bigger Picture
Pause to think- who is benefitting from this person being cancelled?
ACTION PLAN:

Resources:

**ARTICLES**
- Cancel This Book
- Cancel Culture
- Etymology
- Mental Health Effects of Cancel Culture

**CONSULTANTS**
- Dr. Rubin Khoddam
- Emi Kamemoto
- Sara Martin

**ORGANIZATIONS**
- White Men as Full Diversity Partners
- National Council for Mental Wellbeing
- Trauma-Informed Oregon
In the spirit of uniting everyone together under one roof to come up with solutions together when it comes to DEIA, this year we wanted to create the NATO of Entertainment through our invite-only workshop for C-Level Executives. The goal is to give high-level thought leaders from our community to come together in a safe space to discuss challenges they face when it comes to creating a diverse workforce, share best practices and come up with solutions together they can take back to their respective orgs. We are proud to have leaders participate from the below companies and many more.
Our Programs

CREATIVE ACADEMY
This program focuses on giving High Schoolers hands-on experience in creative fields with working professionals.

AVG YOUTH APPRENTICESHIP
We are launching the Youth Apprenticeship Program and will be working with apprentices to help them get placed and with employers to help with the success of the program.

AME ADVISORY COUNCIL
We work with our Arts, Media, Entertainment (AME) Partners on initiatives to promote strong workforce training and move forward a certification that could increase equity.

SUMMER INTERNSHIPS
We’ve partnered with Alameda, Inglewood, and LA Unified School Districts to provide paid Animation Internships for High Schoolers this summer.

GOVERNMENT LOBBYING
We are a founding member of the Entertainment Equity Alliance where we will be addressing various issues.

SUMMIT
Summit Team + Volunteers

Zulema Uriarte
Jon Huddle
Larry Laboe
Matthew Wayne
Jill Gilbert
Carl Gist
Dionne McNeff
Phillip Boutil

Ariel Goldberg
Sherley Ibarra
Matt Staub
Hans Yang
Nic West
Allison Frenzel
Hillary Murrell
Maureen Fan

Andres Martinez
Amari Age
Brittanie Maddox
Charlotte Tobias
Dayon Lee
Georgette Perna
Jeana Tran
Kristen Batko
Lara Bucarey
Leah Queen
Robert Graham
Rebecca Schmidt
Shari Holly

Nicole Hendrix
Juliana Burnable
Alison Mann
Stacy Sayler

Denys Putnin
Amber Federick
Narbeh Minassiams
Matt Buschultz
Lara Bucarey
JennThayayMcCombs
Kendra Crank
Kendra Crank
Courtney Nimmerstein
Kristen Del Rosario

Chelsea Itaya
Rebecca Schmidt
Aiko Reyes
Brooke Levine
Melissa Vazello
Celeste Lee
Andres Martinez
Kendra Minoves
Derek Ortega
BRIC

THANK YOU

nicole@bricfoundation.org
bricfoundation.org
916-862-0421
@bricfound