Who We Are

BRIC Foundation has one main goal: to increase representation in Entertainment, Gaming, Media and Tech. By strategically engaging with leaders across these industries, along with Government and Education Partners, BRIC strives to Break, Reinvent, Impact and Change the foundations of these businesses and create inclusive opportunities for women and underrepresented people to be successful.
"Are you listening to the kaleidoscope of perspectives surrounding you, dying to be heard?"

SEKOU ANDREWS

Grammy-nominated spoken word artist, CEO SekouWorld
BRIC Summit

On February 10th & 11th, a group of over 200 thought provokers came together at Netflix Animation in Burbank, while thousands of people from around the world logged on to collectively solve how we support and nurture up-and-coming talent as it pertains to women and historically excluded groups who have an interest in being creative leaders. During the workshops, participants were broken into randomly assigned groups where they spent time coming up with solutions to the following questions.

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

Download the Worksheet: https://tinyurl.com/2023BRICsheet
THE DETAILS

- **Days**
  - Friday, February 10th - Industry Only
  - Saturday, February 11th - Talent + Education Day

- **Data**
  - 4.7K Unique Programming Site Visits during the Summit
  - 260 Peak Concurrent Viewers
  - 61 Countries

- **Talent**
  - We featured hireable talent from Women in Animation, 1in4, AccessVFX, Asians in Animation, The Animation Project, Concept Art Association, Easterseals, Film2Future, LatinX In Animation, Arts2Work, New Filmmakers LA, Respectability, Rise Up Animation, The Queer 26, Women of Color Unite

- **Content**
  - 3 Keynotes
  - 4 Interactive Salon Sessions
  - Deep Canvassing Workshop
  - Educator, Animation, Visual Effects, and Gaming Programming
  - Portfolio Reviews from Skydance Animation, Netflix, Nickelodeon, Illumination, LAIKA & FuseFX
“Audiences continue to demand stories that reflect truth and the complexity of their experience.”

Take a quick survey to be a part of our Career Pathways Study:

https://tinyurl.com/CSSBRICStudy
**RACE AND GENDER DIVERSITY**

Overall, concept and visual development artists who worked on creative projects between 2018-2022 were mostly White and male.

- **75%** WERE WHITE
- **72%** WERE MALE

**DIVERSITY ACROSS PRODUCTION TYPES**

When examining individuals based on production type (i.e. animation, live action, and gaming), the above finding held true. All production types were primarily staffed with White and male artists.

- **86% MALE**
- **80% WHITE**

**CALL TO ACTION**

Diversity among concept and visual artists does not seem to be increasing at pace with other entertainment industry roles. There have been slight improvements over time for gender representation in these industries, but not for race/ethnicity.

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**Overall, concept and visual development artists who worked on creative projects between 2018-2022 were mostly White and male.**

Our study shows that women, people of color, and other minorities remain drastically underrepresented in the field of concept and visual art. Overall, the overwhelming majority of concept and visual development artists from 2018-2022 were White.
BETWEEN 2018-2022: ACROSS LIVE ACTION, ANIMATION AND GAMING

75.4% of conceptual and visual development artists were White.

75% of conceptual and visual development artists were male.

Gaming had a higher than average percentage of male artists.

Live action had a higher than average percentage of white artists.

Despite these differences, White artists and male artists were still over two-thirds of the total sample of artists across all of the production types.
Across the years considered for this report, we identified some progress in gender representation, however we see regression where racial diversity is considered.

Despite an increase in representation for women, racial diversity actually decreased between 2018 and 2022. POC concept and visual development artists decreased by about 6% when examining our sample of artists from 2022.

**DECREASE IN POC ARTISTS**

- 2018: 27.5% POC
- 2022: 21.1% POC

**COMPARISON OF RACE**

- 2018:
  - 72.5% White
  - 27.5% POC
- 2022:
  - 78.9% White
  - 21.1% POC

**COMPARISON OF GENDER**

- 2018:
  - 90.2% male
  - 0% transgender/gender nonconforming
  - 9.8% female
- 2022:
  - 65.4% male
  - 0.1% transgender/gender nonconforming
  - 34.4% female

The slow but positive progress in diversity and inclusion across the entertainment industry is less evident in the field of concept and visual art.

Transgender and gender non-conforming artists accounted for less than 1% of the sample during both 2018 and 2022.
How can one navigate hegemonic workspaces? Let’s explore the conversation around being “the only” in the room, while also understanding the ways we can break the current norm/reality of homogeneous spaces.

“Being the only, is always having to walk in the room and prove yourself, regardless of your skills.”

-Camille Eden
How can you communicate your needs and/or boundaries at work? What are some tools or policies that should be implemented from a company standpoint? From a team standpoint?

<table>
<thead>
<tr>
<th>WHAT YOU CAN DO</th>
<th>WHAT YOUR TEAM CAN DO</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Prioritize 1:1 time to mentor teammates and colleagues</td>
<td>• Hire an accessibility production coordinator or do accessibility checks, focusing on the needs of the day</td>
</tr>
<tr>
<td>• If you are high in status, set examples when YOU send emails, txt, slack and set healthy boundaries</td>
<td>• Have new hires make a presentation about themselves to help them set their boundaries</td>
</tr>
<tr>
<td>• Communicate clear rules and expectations at the start, along with conflict resolution paths and resources</td>
<td>• Do personality assessments of the team and acknowledge external factors that impact teammates in the workplace</td>
</tr>
<tr>
<td>• Have the confidence to be heard when you’re the only different voice in the room.</td>
<td>• Create a space for open dialogue where everyone in the room can feel safe and heard when sharing opinions or even asking questions</td>
</tr>
<tr>
<td>• Use your voice to advocate for others - without an advocate, individuals can be speaking into a void and there’s no change</td>
<td>• Have regular check-ins</td>
</tr>
<tr>
<td>• Know and use the data to make people care; the empathy angle isn’t going to make an impact long-term</td>
<td>• Ask consent before asking someone to share</td>
</tr>
<tr>
<td>• Reconsider “radical candor” policies. It allows those who already have a voice to drown out those whose voice needs to be heard</td>
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How can you communicate your needs and/or boundaries at work? What are some tools or policies that should be implemented from a company standpoint? From a team standpoint?

**WHAT YOUR COMPANY CAN DO**

- Work-sponsored support groups, regular meetings for networking, and safe spaces for honest conversations and tool sharing
- Consistent leadership training and coaching should be happening to assist and focus leaders on navigating work culture changes, understanding new generations entering the workforce, and the importance of work/life balance
- Displaying a culture of vulnerability from the top will emphasize and exemplify emotional authenticity and show examples of what it means to be vulnerable
- Nonviolent communication training for all levels
- Utilize employee engagement surveys for feedback and host listening sessions. As the company, show that you are listening and acting on that feedback.
- Create accountability metrics to hold companies accountable for their DEIA goals
- Have a clearly communicated and non-penalized option for an employee to go outside of their team if a problem lies within their team
- Make a realistic reward system for putting forth diverse voices
- Empower all levels and invite them in regardless of generation and company longevity/seniority
- Starting at inception, create space for diverse perspectives in every part of the business plan
Oops! You made a mistake. How can you best take in feedback and integrate it? How can we create cultures of learning in our work environments? Where are the limits to that in a professional setting?

**WHAT YOU CAN DO**

- Be able to stop and realize you made a mistake
- Try to find one-on-one in-person time so that you can read non-verbal queues to apologize and own your mistake.
- Do not burden the person you are apologizing to with your guilt. Actively listen to the person and hear what they need out of the situation instead of making assumptions on what you think they need. Don't let feedback pile up. Take immediate action as it is hard to fix something that happened many months ago.
- Read the room, some conversations should be one-on-one vs. in a group
- Remember that you’re not being attacked - be receptive to change and growth opportunities
- End conversations with solutions, action plans/next steps and recaps
- Ask for feedback. Do not assume everyone feels welcome to provide feedback especially if you are in a leadership position.
- Constantly evaluate yourself on how you think you present yourself externally verses how you are feeling internally.
- Set yourself and your leaders up for success by sharing how you like to receive feedback
Oops! You made a mistake. How can you best take in feedback and integrate it? How can we create cultures of learning in our work environments? Where are the limits to that in a professional setting?

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<td>• Create a culture of learning and growth that ensures all teams include diverse voices</td>
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<td>• Build a culture of immediate feedback</td>
<td>• Have professional development programs that teach active and passive listening and how to give and receive feedback</td>
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<tr>
<td>• Have mid-way evaluations and post-mortems for projects. In these open discussions celebrate the successes and evaluate the failures</td>
<td>• Instead of online courses utilize a speaker series of experts for how to interact in different communities</td>
</tr>
<tr>
<td>• Set boundaries for professionalism and redefine “professionalism” in the workplace</td>
<td>• Encourage feedback culture- companies should utilize different methods of feedback to meet employees where they are</td>
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<tr>
<td>• Empower teammates to express boundary needs</td>
<td>• Leadership has to model receiving feedback well to help employees</td>
</tr>
<tr>
<td>• Understand that we all have a little internalized ethnocentrism. Everyone makes mistakes, including you. Extend grace when mistakes are made</td>
<td>• There should be an institutional responsibility to invite vulnerability without judgment</td>
</tr>
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</table>
Taking a deep dive into understanding where the industry is lacking from research, policy, education, and resources to grow our future workforce and how you can make an impact.

"In order to actually enact systemic change, it's a partnership between government, education, industry and bringing people together for collective impact."

- Allison Frenzel
We need to get industry into the classroom. Let's brainstorm some career pathway ideas around scalability, mentorship, and getting K12 portfolios industry-ready.

**WHAT YOU CAN DO**

- Engagement needs to be a top priority
- People love seeing Do-It-Yourself stories on social media. Seeing something from start to finish as opposed to an end product
- Meet students where they are by using social media platforms, like TikTok, to showcase what you do in your day-to-day
- You are an entertainment industry professional- not an actor -What are ways you can speak to children that will be more engaging for them?

**WHAT YOUR COMPANY CAN DO**

- Adopt a school or school district and provide learning opportunities- often, educators only have their own resources to support young people interested in creative career pathways and mentorship
- Create access! Exposure to the film industry can be very limited and often educators are unsure of industry wants and needs. Spend time with teachers and equip them with valuable knowledge to pass along to their students
- Utilize intermediaries/ training organizations to convey labor demands and skill set needs
- Outreach is typically localized to Los Angeles. Broaden your reach to children all over the country and globe. Constantly question how we can bridge this gap
We need to get industry into the classroom. Let’s brainstorm some career pathway ideas around scalability, mentorship, and getting K12 portfolios industry-ready.

WHAT EDUCATORS/DISTRICTS CAN DO

- List different roles and responsibilities in the film industry to give students visibility into the kinds of positions that exist in entertainment
- Help students identify the kinds of portfolios they will need and use employers as intermediaries to provide examples and help create assignments that are industry standards
- Demystify jobs in the industry by educating students on the responsibilities of a role and the misconceptions that are attached to certain positions
- Focus on transferable skills- woodshop class skills can transfer into building sets, Excel class skills can translate to film production
- More creative collaborative projects where entertainment industry roles are assigned starting in elementary school
- Prioritize the “future” careers and software that supports them

Explore AME Career-Focused Programs across multiple sectors here:
https://www.entertainmentequityalliance.org/programs

REINVENT: The Creative Economy > Question 1 > Educators
What do employers need to build more opportunities for employment pipelines that support both social good and market/financial realities?

- How can we define ROI? Is it generational? Social?
- Investing people resources – finding ways to have a "doing good" map onto the business plan
- Build into existing programs as much as possible vs. reinventing the wheel every time
- Share your business needs with education institutions
- Make DEIA initiatives “sacred lines on budgets”
- Two way mentorship – management training programs to grow all parts of the pipeline
- Emphasizes the importance of different perspectives in an organization, encourage teams to have ranges of experience levels, present data and examples of successes within your organization, and constantly think of finding ways for producers and directors to buy into a-typical candidate
- Discounts/Incentives for participating in programs (tax incentives, software)
- More data is needed to help define most of these things. How can we come together to help economists and government get the data they need to incentivize these initiatives?

Join the EEA Committee to Gather more data- you just need to share your experience and industry knowledge to make a difference

https://tinyurl.com/EEADataComm

REINVENT: The Creative Economy > Question 2
BRIC registered the first federally-and state-recognized Apprenticeship program for Animation, VFX + Gaming and has apprentices ready to be placed as: Visual Effects Artist • Virtual Production Artist • Tech Artist • Animator • Storyboard Artist • Concept Artist • Background Artist • Digital FX Artist

Registered apprenticeship 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.

Committed Employers:

Learn more about the program: bricfoundation.org/avg
What do innovative interviews look like and how can you bridge conversations for commonality? How do boundaries and support systems pave the way for a successful hire?

"We need to be building awareness and access to get into the industry. Don't ask yourself 'do you feel like you belong'. Just be yourself. Share your voice- the acceptance lies entirely on the studio"  
-Zulema Uriarte
How would an innovative interview function (from a company or individual perspective)?
What does “meeting people where they’re at” look like?

**WHAT YOU CAN DO**

- Be prepared in interviews - ask questions based on what you know the candidate has done and what they have learned from those experiences rather than specific skills
- Make the interview more conversational, and find connections
- Ask interviewees - 'What is your preferred interview style?'
- Not weighing too much of your decision on a hire based on their presentation in an interview or their comfortability
- Focus on what they have to say, rather than if it took them too long to answer a question
- See the candidate where they are outside of work, as a person and not their title

**WHAT YOUR TEAM CAN DO**

- Networking opportunities that are tailored to different kinds of people like speed dating vs. mixers for neurodiverse and differently-abled individuals
- Community-led and community-focused events to share work and ideas
- Make feedback more about helping than about critique
- Give people feedback constantly and as it comes up instead of listing everything once a year when it's too late to fix things

IMPACT: The Hiring Mindset > Question 1 > You + Your Team
How would an innovative interview function (from a company or individual perspective)?
What does “meeting people where they’re at” look like?

**WHAT YOUR COMPANY CAN DO**

- An innovative interview starts with challenging the way job descriptions are written so the expectations allow for a more inclusive application pool
- Add video resumes and/or encourage teams to read cover letters where candidates can express their unique skillsets and transferable skills
- Offer accommodations before the interview
- Account for resume gaps like taking time off for being a mother or an immigrant whose degree was not valid in a new country
- Bring focus to experiences acquired in different fields that can bring new approaches to the job
- Include topics in the email before the interview so they can prepare and feel comfortable
- Give feedback throughout the interview process and create more transparency
- Make interviews more like a conversation rather than a 'test'
- Understand that diversity also includes neurodiversity and disabled individuals. Conduct training sessions around accessibility, consider using interpreters and create sensory-friendly spaces
- Different methods of training and onboarding for people who learn in different ways
- Each hire is an opportunity to look at what you did last time and improve on what you can do differently

**IMPACT: The Hiring Mindset > Question 1 > Your Company**
What policies or tools could be put in place to enable a multigenerational workplace to thrive?

**WHAT YOU CAN DO**

- Have bigger projects that go beyond your job scope to give opportunities for working with a team that’s not your own.
- Give junior employees projects that add value to your organization and not busy work like grabbing coffee and running errands.
- Create a space that is not experience bias. Often, more experienced employees are looked to, to teach junior staff. Flip this and encourage the whole team to always be looking to learn from each other.
- Be conscious of how titles and team structure work in a room. Make a safe place for junior employees to speak first in recognition of the fear that they might contradict higher-ups.
- Intentionally make sure the people working on projects together are multigenerational.

**WHAT YOUR TEAM CAN DO**

- Make it part of the review process to have the people you lead review you.
- Open forums or monthly coffee chats for those multigenerational exchanges to take place.
- There are obstacles to participating in things after the work day (caretakers/school) - implement alternative ways to provide networking experiences at work.
- Reward people for donating their time to mentorship. Have generosity, soft skills, and leadership skills count towards a promotion.
- Internship programs for people working on a second career.

**IMPACT: The Hiring Mindset > Question 2 > Your Team + Your Company**
How do we recession-proof diversity? Let's move diversity from altruism to business critical.

"You can actually change a lot of things by refusing your work. I know this is a radical idea for Hollywood, but it shouldn't be."

-Dr. Safiya Noble
What are some systems of accountability or incentives we could use to recession-proof diversity?

• Demand more listening from the higher-ups and decision-makers. Speak their language with numbers and profits
• Develop ways to quantify CSR and DEI efforts
• Gather supportive data that shows the adaptability and nimbleness of diverse workforces
• Invest in ownership of companies through stocks to become the shareholders that CSuites answer to
• Push for larger systemic changes in the political sphere that curtails corporate greed
• Use your consumer power- because of capitalism, money power is a main way to make systemic change with diversity
• Incentivize diversity and inclusion by watching and consuming things that promote diversity
• Utilize social media- make voices heard when diverse projects get shut down
• In whatever way we have control, make sure we tell diverse stories. Focus on the legacy you will leave behind
• Donate money and vote
• Hold recruiters accountable to make sure candidates for roles are from all backgrounds. Hold yourself accountable, as the hiring manager, you are the ultimate decision maker. Is the team you hired reflecting your inclusion goals?
What are some systems of accountability or incentives we could use to recession-proof diversity?

**WHAT YOUR COMPANY CAN DO**

- Studios learn from past mistakes but should instead focus on the wants of their future audience(s)
- Don’t rely on analytics alone to greenlight content- Entertainment projects are not science controlled experiments. The failure of one diverse project won’t predict the failure of another
- Representation on the board is crucial
- Support third-party groups that advocate for DEIA

**WHAT THE INDUSTRY CAN DO**

- Look to the future, not to the past. Kids are changing the narrative
- DEIA work should be rewarded (govt. Subsidies, tax incentives, etc.)- Tie to production budgets and traditional models
- Build and invest in creating career pathways
- Public accountability via the press and social media for companies who cut DEIA
- Measure the positive economic growth based on diversity
- Build bridges across unions and organizations to band together and present a stronger front to those in power
- There should be a required diversity benchmark on content and employee populations at major studios

*CHANGE: The Narrative > Question 1 > You + Your Team*
How can we move beyond the checkbox of diversity to true systemic change?

**WHAT YOU CAN DO**

- Do the work outside of working hours; do the research yourself, do not put the burden on the people with the experience
- Make more of an effort to mingle with new people
- Mentoring and supporting those “checkbox” candidates to have long-lasting successful careers
- Push for authentic storytelling and adding more seats to the table

**WHAT THE INDUSTRY CAN DO**

- More training and resources as early as possible, access to professionals, and sharing knowledge of existing jobs
- Income inequality should be thought about in company planning. Lower ticket prices, transportation assistance, child care, etc. should all be considered when building a business
- Ensuring that there are structural systems in place to hold leadership accountable and assure that they are not taking advantage of their powerful positions
- Accountability cannot only be for entry-level and middle-management

**CHANGE: The Narrative > Question 2 > You + The Industry**
How can we move beyond the checkbox of diversity to true systemic change?

**WHAT YOUR COMPANY CAN DO**

- Ongoing unconscious bias training
- L Removing the checkboxes on applications
- Break down the silos in your business so that DEIA conversations are across every department
- Shift your organizations culture and mindset by making DEIA a part of the DNA- It should be an engrained everyday activity
- Funding for programs/non-profits comes from placing people in jobs
- Partnerships with Native-led organizations
- Blind hiring system
- Create a space for authentic creators
- Invest in mentoring programs that train people into critical/senior roles
- Hire diverse show leaders for diverse projects
- Companies should be creating their next generation of leaders by investing and promoting diverse employees from the ground up
- More flexibility with job title levels and requirements being more able to hire people with less experience
- More training around how to spot homogeneity
The Executive Breakfast Conversation was done in the spirit of uniting everyone together under one roof to come up with solutions for DEIA. This year, we wanted to bring our invite-only workshop of SVP level and above executives to the in-person summit with the goal of creating a safe space to discuss how to recession-proof diversity and come up with solutions together that they could take back to their respective organizations. This year's session was led by Wade Davis, Vice President of Inclusion Strategy for Product at Netflix. We are proud to have leaders participate from the below companies and many more.
Executive Workshop

We are proud to announce that we will be turning the Executive Workshop into a Quarterly event so this group of executives and others wanting to make an impact in DEIA work can have an opportunity to continue working together year-round. Each workshop will be hosted with a partner organization.

The next event will be in early May - more details will be announced soon.

RSVP HERE: HTTPS://TINYURL.COM/EXECUTIVEWORKSHOP
Our Programs

REGISTERED APPRENTICESHIP
We launched our Apprenticeship Program! We are working with apprentices to help them get placed and with employers to help with the success of the program.

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

AME ADVISORY COUNCIL
We work with our Arts, Media, Entertainment (AME) Partners on initiatives to promote strong workforce training and equity.

PRE-APPRENTICESHIP
We are working with school districts and teachers around the country to help get public school curricula aligned to apprenticeship standards, and provide supplemental support and programming.

ENTERTAINMENT EQUITY ALLIANCE
We are a founding member of the Entertainment Equity Alliance where we work on research and legislative issues.

ANNUAL BRIC SUMMIT
Download the Worksheet

HTTPS://TINYURL.COM/2023BRICSHEET

Resources Guide
Data, Toolkits, Training, Consultants, Mentorship & More

bricfoundation.org/resources
Summit Team + Volunteers

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Dionne McNeff
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THANK YOU

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