

O & G Racial Equity Collaborative

Taking equity out into Texas

TARGETED UNIVERSALISM & YOUR PLAN



Welcome & Introductions

Objectives



Setting some context:
Concepts & Framing



Develop a shared
understanding of
Targeted Universalism



The 5 steps of
Targeted Universalism



Creating tangible
steps to advance
racial equity in Texas

Learning Environment

**Take Space, Make
Space**

**What is said here,
Stays here**

**What is learned
here,
Leaves here**

**Build and
Maintain Brave
Space**

**Offer what you
can;
Ask for what you
need**

**Accept and expect
lack of closure**

Vision & Mission

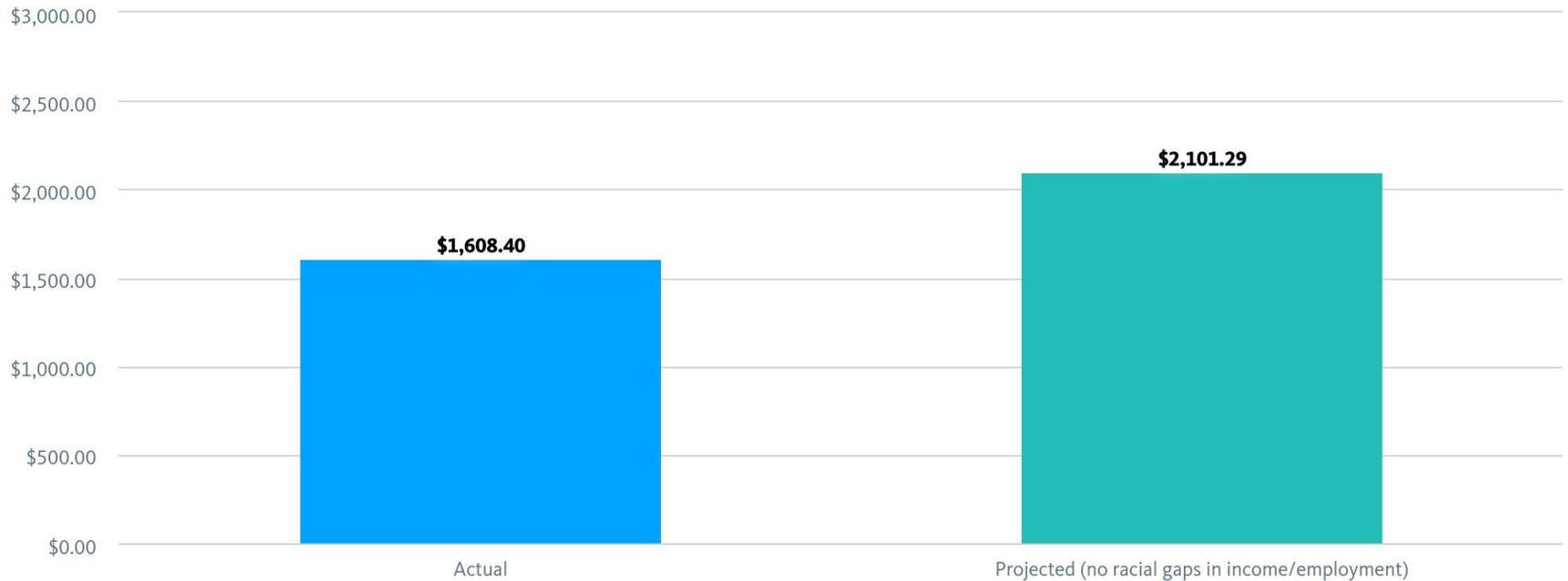
The O&G Racial Equity Collaborative (O&G) envisions a lived reality in which racism can no longer function as a system to undermine both the potential and outcomes of communities of color, indigenous peoples, and other marginalized groups.

Our mission is to prepare and support leaders through active learning on race, history, and culture and practical skill building to “embed” a racial equity lens into the policies, practices, processes, and tacit cultural norms that influence marginalized communities’ outcomes, while improving outcomes for all.

ogracialequity.com

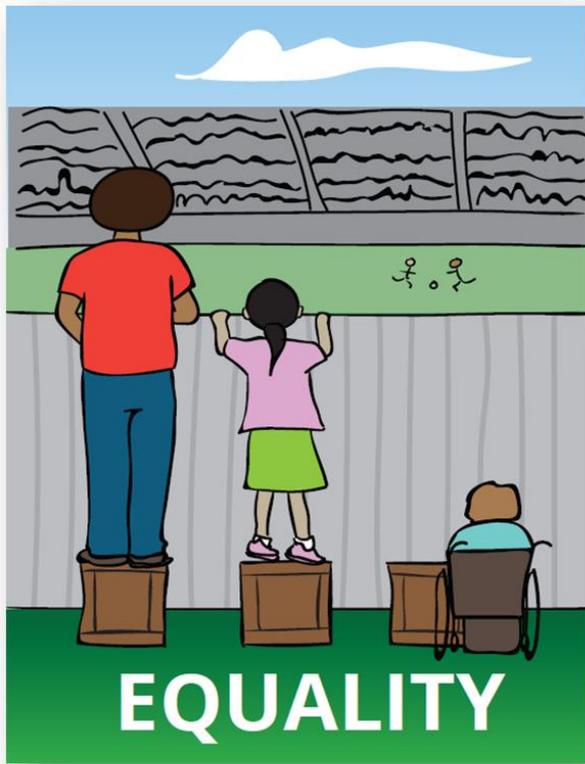


Actual GDP and estimated GDP with racial equity in income (billions): Texas, 2015



Bureau of Economic Analysis; IPUMS
PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

In 2015, the economy would have been \$492.89 billion larger if there had been no racial gaps in income. Wage and employment gaps by race (as well as gender) are not only bad for people of color—they hold back the entire economy. Closing these gaps by eliminating discrimination in pay and hiring, boosting education attainment, and ensuring strong and rising wages for low-wage workers is good for families, good for communities, and good for the economy. Rising wages and incomes, particularly for low-income households, leads to more consumer spending, which is a key driver of economic growth and job creation.



Equality = **Sameness**

Equality provides the same thing for everyone. This only works when people start from the same place, history and set of circumstances.

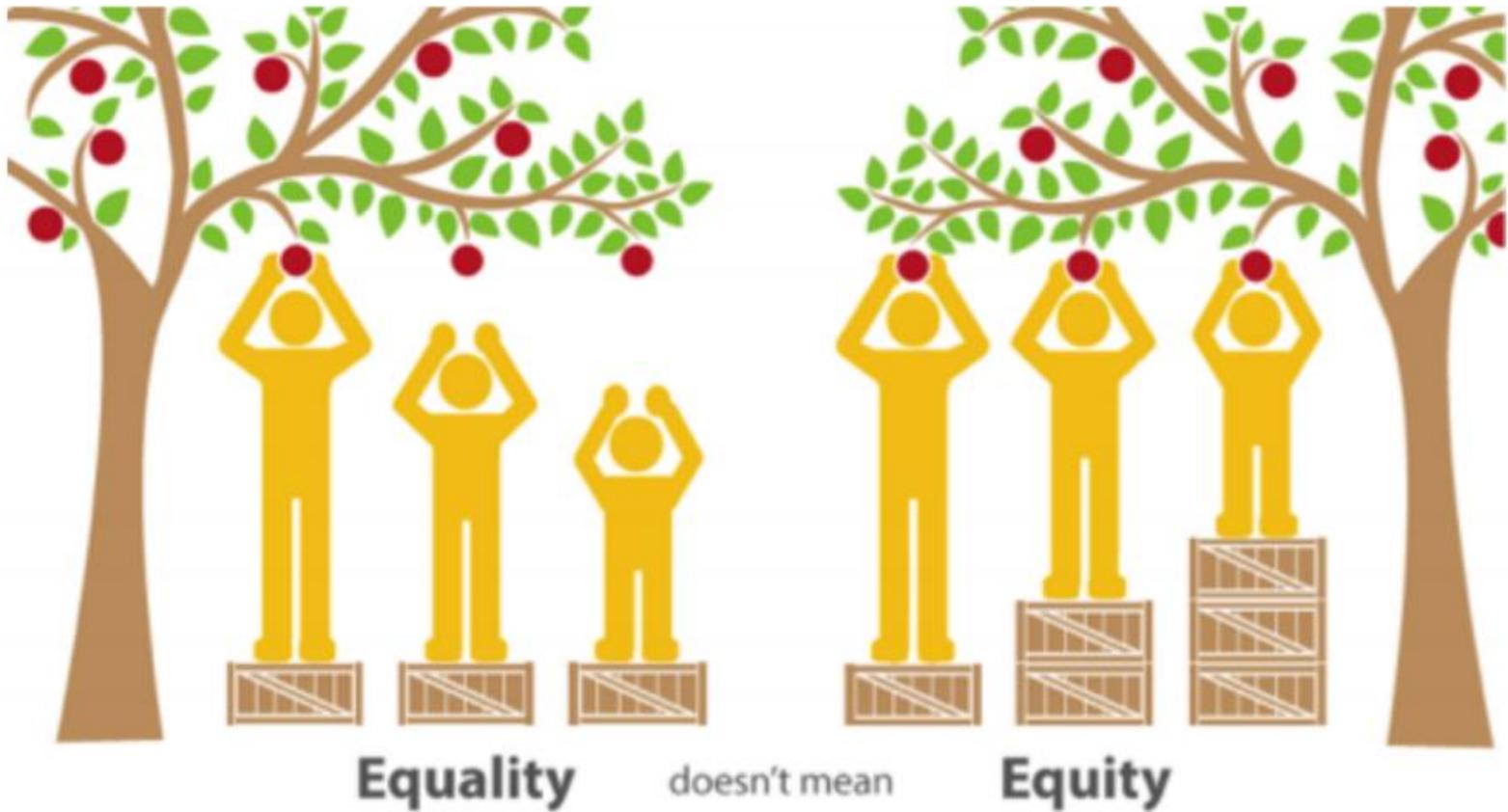


Equity = **Justice**

Equity is about fairness and providing people with the resources and opportunities they need, given their history and set of circumstances.

Equality V. Equity (V1)

Equality V Equity (V2)



Individual racism:

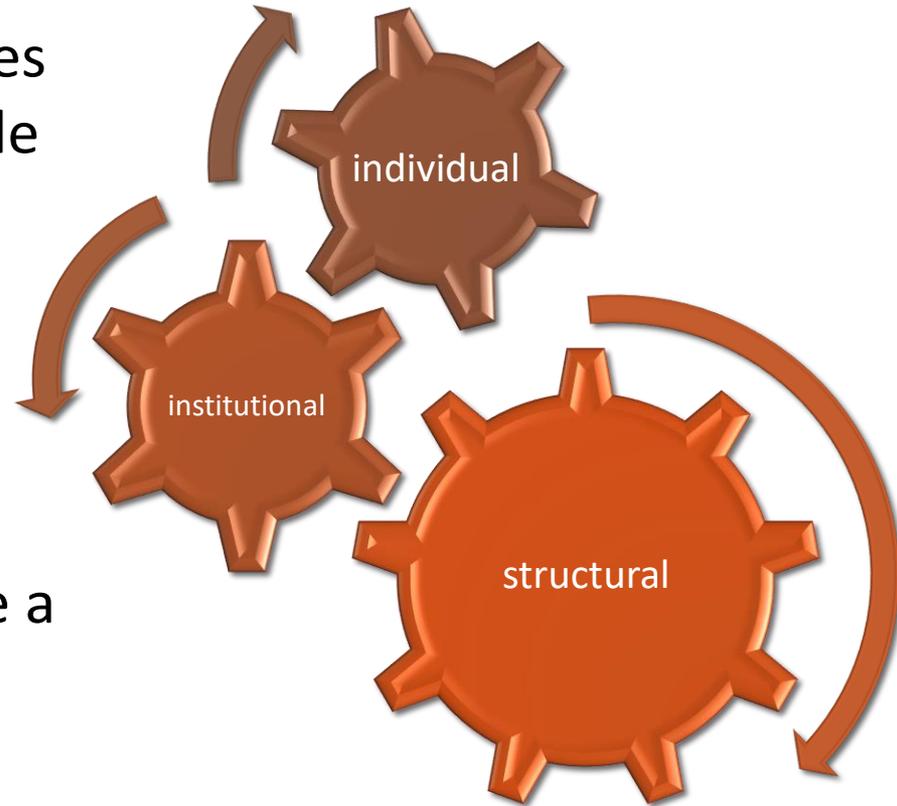
- Bigotry or discrimination by an individual based on race.

Institutional racism:

- Policies, practices and procedures that work better for white people than for people of color.

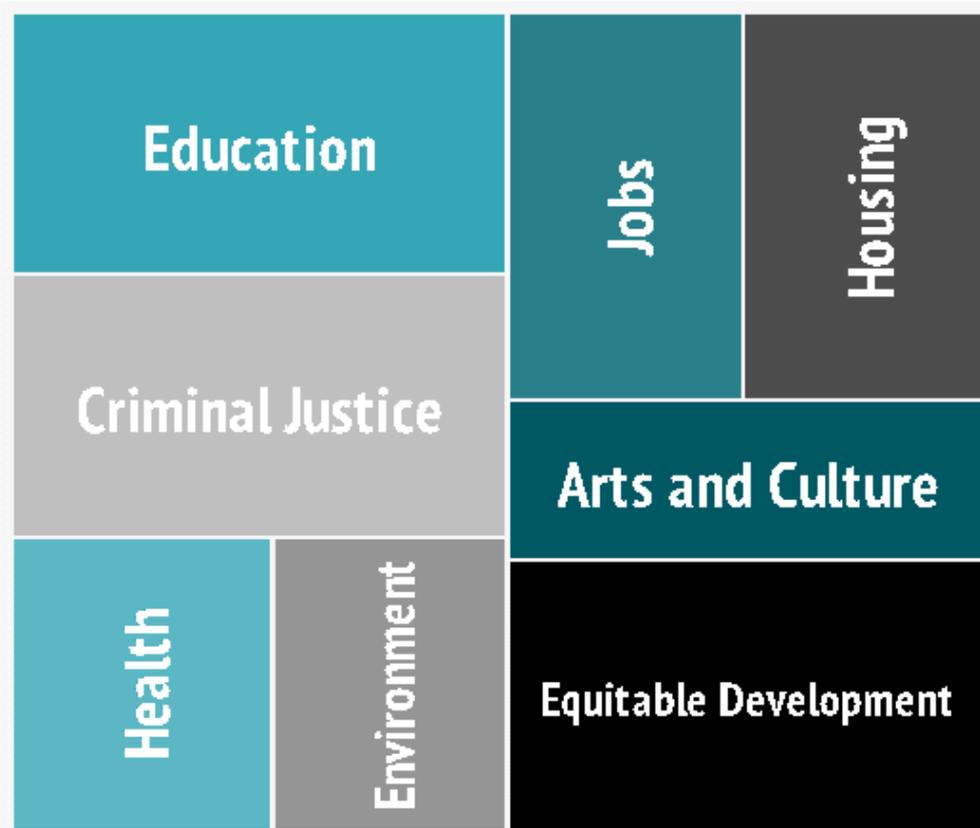
Structural racism:

- A history and current reality of institutional racism across all institutions, combining to create a system that negatively impacts communities of color.



DE&I are NOT a single concept





Racial Disparities:

From infant mortality, life expectancy to wealth accumulation

Racial equity means:

- Closing the gaps so that race does not predict one's success, while also **improving outcomes for all**
- To do so, have to:
 - ✓ Target strategies to focus improvements for those worse off
 - ✓ Move beyond “services” and focus on changing **policies, institutions and structures**



The Unconscious Mind

Schemas: The pattern of thought or behavior that organizes categories of information and the relationships among them. The “frames” through which our brains help us understand and navigate the world:

1. Sort into categories
2. Create associations
3. Fill in the gaps

Schemas

Help us organize information into broader categories. They largely reside in the sub-conscious.

- ✓ Objects
- ✓ Human beings

Schemas are social. They exist in and are shaped by our environment.



What color are the following lines of text?

- **Cvur zxyq brrm**
- **Xoc jbnl oew mne**
- **Vqeb peow ytro**
- **Vqeb peow ytro**

What color are the following lines of text?

- **Black**
- **Red**
- **Blue**
- **Green**

What color are the following lines of text?

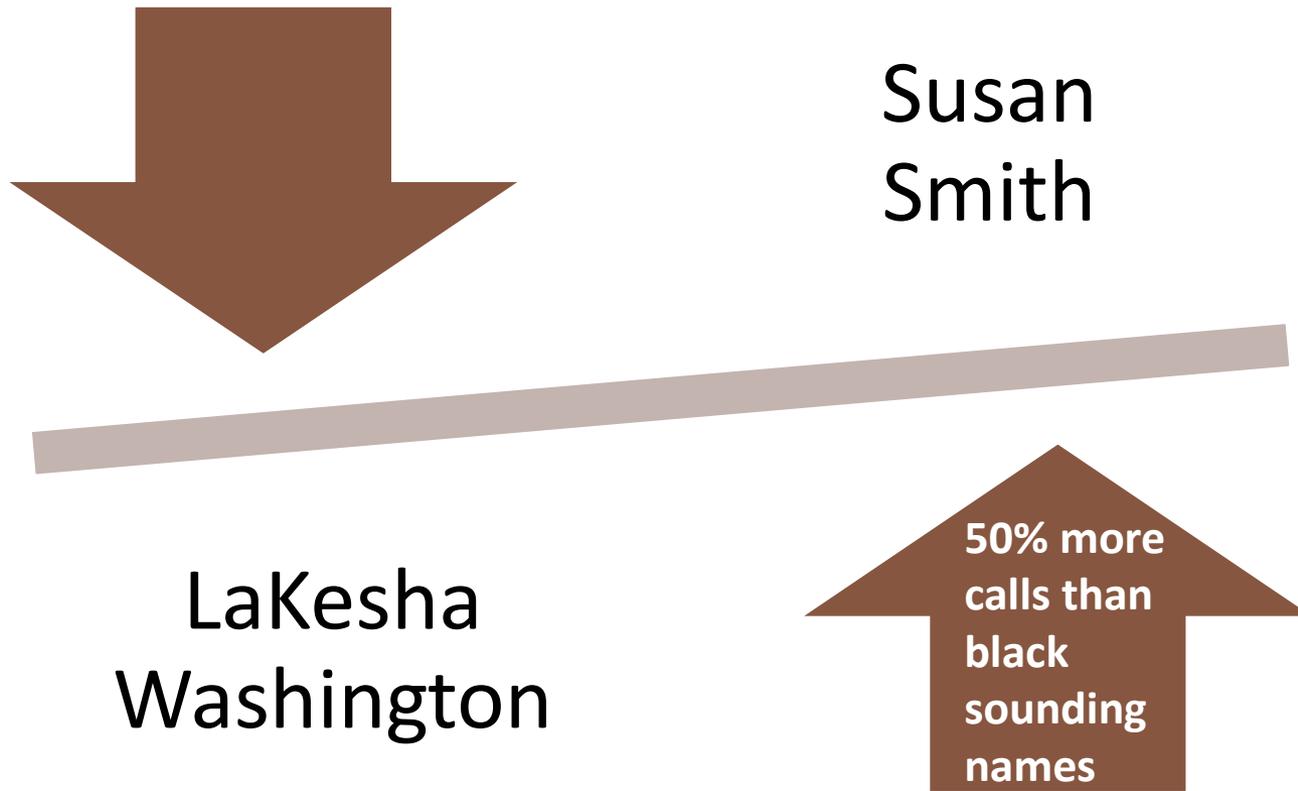
- **Green**
- **Black**
- **Yellow**
- **Blue**

Examples of implicit bias

Screened auditions account for up to 46% of the increase in the percentage of females in symphony orchestras since 1970.



Claudia Goldin, Cecilia Rouse:
The Impact of "Blind" Auditions on Female Musicians (1997)



Case Study: Job search – Identical resumes,
apart from names.

Targeted Universalism:

<https://www.youtube.com/watch?v=wgGcftWpwUQ>



The 5 Steps



Define a Universal Goal



Measure the Overall Population



Measure Population Segments



Understand Group-Based Factors



Create and Implement Targeted Strategies

Think of a photograph:



Dominant Frames:



Dominant Frames:



Frames, Narratives, and Messages

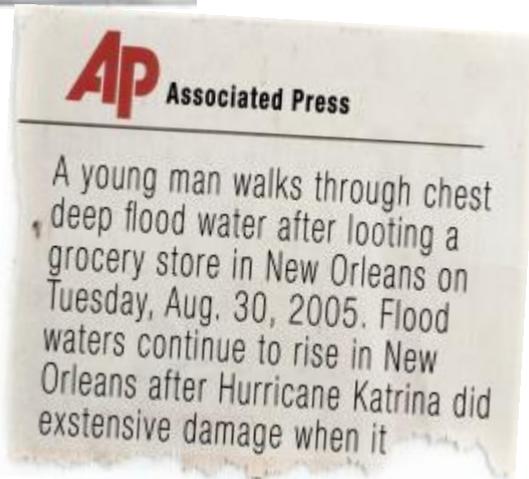
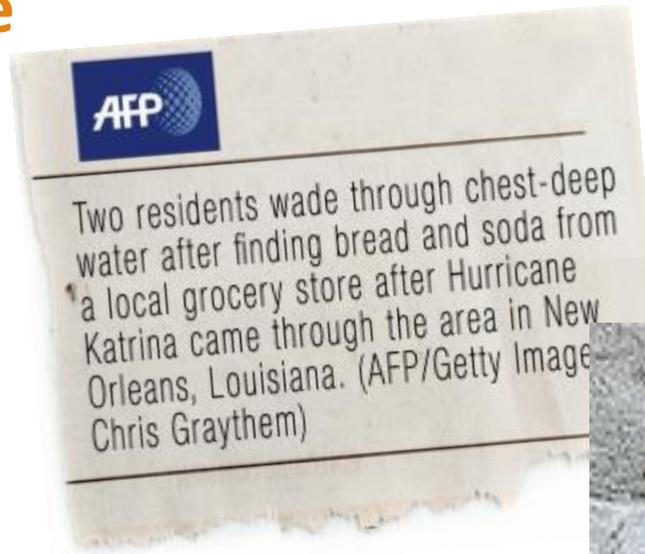
- **Frames** = Worldview/Values
- **Narratives** = Stories
- **Messages** = Words, Images, Symbols, etc. that lead people to action

Abstract & Destructive



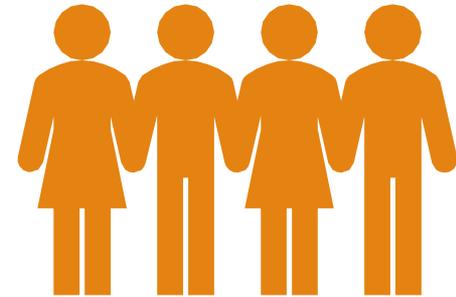
https://www.youtube.com/watch?v=X_8E3ENrKrQ&t=16s

Framing & Narrative



Step 1

Establish a universal goal based upon a broadly shared recognition of a societal problem and collective aspirations





Step 2

ASSESS GENERAL POPULATION
PERFORMANCE RELATIVE TO
THE UNIVERSAL GOAL

Step 3

Identify groups and places that are performing differently with respect to the goal and disaggregate

Step 4

Assess and understand the structures that support or impede each group or community from achieving the universal goal

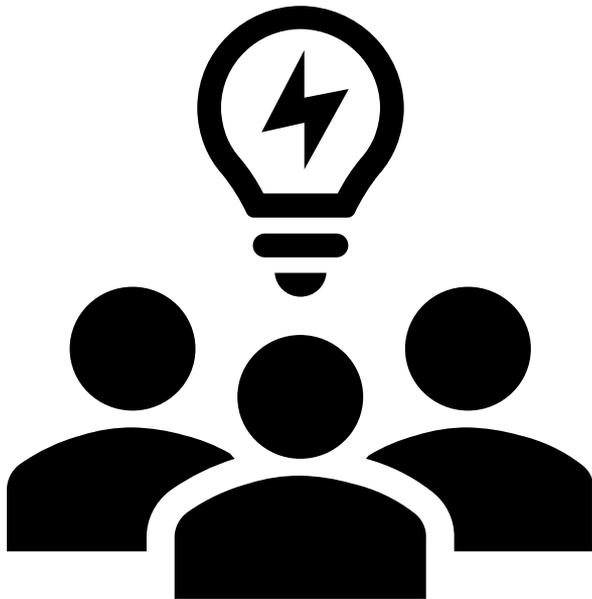




Step 5

DEVELOP AND IMPLEMENT TARGETED STRATEGIES FOR EACH GROUP TO REACH THE UNIVERSAL GOAL

Overall Reflections



What stood out to most from today's experience? Any "aha" moments?

What examples discussed today did you see applicable to your municipality?

What was most challenging to process today?

Any low hanging fruit? What can you see as a next first step?

Are there any potential challenges to your anticipated first next steps in this work?

What support do you need moving forward?

Continuing Education

Check out the Code Switch podcast

How to Kill a City, Peter Moskowitz (book)

The Color of Law, Richard Rothstein (book)

White Like Me (book)

On Being (podcast)—

- [Ruby Sales, Where Does it Hurt?](#)
- [Eula Bliss, Let's Talk About Whiteness](#)
- [Angel Kyodo Williams, The World is Our Field of Practice](#)
- [Brene Brown, Courage is Born from Struggle](#)

The New Jim Crow, Michelle Alexander (book)

White Fragility, Robin D'Angelo (book)

Ted Radio Hour (podcast) —[Why We Hate](#)

[Targeted Universalism Primer](#)



Not everything that is faced can
changed, but nothing can be
changed until it is faced.

— *James A. Baldwin* —

AZ QUOTES

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