



# Cultural Diversity Plan

Cara Mía Theatre

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## SUMMARY

Cara Mía Theatre seeks to diversity and create better representation throughout company activities. This cultural diversity plan is a template to identify where we are, what our upcoming goals are, and possible strategies for results. The areas of focus are as follows:

- **STAFF**
- **BOARD**
- **AUDIENCE**
- **EDUCATIONAL PROGRAMS**
- **COMMUNITY ACTION**

Cara Mía Theatre believes that the key to equity begins with racial equity. For the staff and board of Cara Mía Theatre, politics of difference center around race and the dismantling of a system of white supremacy. As a cultural specific organization seeking to serve and represent a specific community, Cara Mia Theatre has not only the social responsibility according to its mission to focus on these areas, but the experience to further delve into solving the problem from the inside out.

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# STAFF

## What Does Success Look Like

Success for a fully diverse staff that represents a varied array of lived experiences which includes but is not limited to: race, gender, and age.

## Where We Are Now

Staff Members: For the purpose of this plan Cara Mía Theatre defines staff as employees, not contractors. Currently, Cara Mía Theatre has **5** employees.

Goal	Strategy	Time Line <b>**WE ARE NOT CURRENTLY HIRING**</b>
<p><b>Include more women and gender non conforming candidates</b></p>	<p>When hiring again, make sure to include at least two women for every man that is interviewed. Reach out to gender non-confirming communities.</p>	<p>Elongate the hiring window to make sure that enough women are included in the interviewed group. This will also provide opportunities for gender non-conforming candidates to apply.</p>
	<p>Broaden the requirements for the job. Think outside of the box of formal education or theatrical experience.</p> <ul style="list-style-type: none"> <li>• Consider life experience</li> <li>• Consider applicant's value system</li> <li>• Consider how aspects of past jobs can possibly translate. EX. Bar tenders can work fast, remember large orders, add quickly, have good customer service, tend to be observant</li> </ul>	<p>Don't base job on who is 'best' for the job by traditional standards.</p>
	<p>Start pulling from the heavily female volunteer pool and independent contractor pool. Instead of hiring in, train someone who is already invested in the company to do what you need.</p>	<p>Cara Mía will hire two new female box office contractors. After a fall of working with them, staff will interview and evaluate their desire for possibly becoming full time staff.</p>

Goal	Strategy	Time Line <b>**WE ARE NOT CURRENTLY HIRING**</b>
<b>Broaden racial diversity</b>	Build relationships with organizations and communities from the racial group we hope to hire from. Conduct a survey to see what prevents folks from those groups to apply.	Identify groups from the Asian, Black, and Native American community
	Send invitations to apply to areas with high racial diversity	For the School of YES! Leadership applications- use this investigative time to make further connections with schools and communities with high diversity
	Tap in to audience diversity to find new applicants	When hiring, personally reach out to audiences members of that community for connections/ recommendations
	Train staff to recognize potential applicants in daily activities, gather their information and personally request that they apply	Make sure that new staff has enough business cards. Hold meetings to define qualities of folks we would like to join our team. Write these down and make sure everyone is aware as they encounter people.

# BOARD

## What Does Success Look Like

Success for a fully diverse board that represents a varied array of lived experiences which includes but is not limited to: race, gender, and age.

## Where We Are Now

Board Members: Cara Mia Theatre has a total of 7 board members. Cara Mía Theatre includes the Chairman Emeritus as this person is still heavily involved and active.

Goal	Strategy	Time Line
<b>Broaden racial diversity</b>	Use audience diversity to start engaging in people who are already interested in the work. <ul style="list-style-type: none"> <li>• Community Action Events</li> <li>• Volunteers</li> <li>• Contractors</li> <li>• Membership Holders</li> </ul>	Crunch Data and make contact sheets
	Invite those folks out to coffee to ask them why they are passionate about Cara Mía Theatre Co	
	Invite them to join the Education, Community Action, or Gala sub committees.	
	Ask them to be ambassadors of our Community Action programs to their communities. How can we serve and speak to their communities with our Community Action Programming which is meant to serve everyone?	Yearly Community Action Planning
	Have a board/staff retreat where a part of it is - How Can We Be More Intentional About Identifying the People We Meet As Possible Additions To Our Team?	

# AUDIENCE

## What Does Success Look Like

Success for Cara Mía Theatre is to go beyond the Latinx demographic to engage audience members of all different races to share culture, build bridges, and create a humanizing experience.

## Where We Are Now

Audience: For this sections, Cara Mía Theatre is reporting on the diversity of audiences that attend theatrical performances as part of the theatre season.

- Black - 12%
- Asian - 2%
- Latinx - 65%
- Native American - 2%
- Pacific Islander - 0%
- White - 10%
- Multi-Racial - 9%

Goal	Strategy	Time Line
<b>Grow Native American Attendance</b>	Create a campaign that broadens the definition of Native American. Many Latinx people who have been here for centuries are actually Native American or have strong Native American roots. Run a campaign that encourages pride in this heritage.	
	Round table discussion with the Native American contractors and audiences members that participated in Where Earth Meets The Sky to ask about barriers and needs for their community	
	Don't replace, but ask other Native American organizations how we can supplement their programming?	Will come after previous step
	Program a friendship tour and get it underwritten as a free offering to the Native American community.	Pre -planning for granting- after the prior two steps

Goal	Strategy	Time Line
<b>Grow Asian Attendance</b>	Search for programming that speaks to both the Asian and Latinx identities/ representation	Ongoing
	Closed reading of 17 Reasons (Why) - A play about the Asian/Latinx Experience	
	Curate a story circle as part of Community Action programming - Find Funding - Call for stories	Ongoing funding search
	Identify Asian audience/volunteer/ contractors already involved with us and ask for a round table discussion	
	Identify artists that are of Asian decent in the community who do not engage with us and have a round table discussion about their needs	
	Start to create authentic relationships with that community through Community Action programming, youth programs, and resource share	
<b>Grow White Attendance</b>	Identify White audience/volunteer/ contractors already involved with us and ask for a round table discussion	Ongoing - curated one on ones
	Create messaging that Cara Mía is not just by and for Latinx, but a celebration of culture for everyone	Ongoing
	Appeal to allies in our community and ask them to be involved allies on panels and talk backs	Ongoing
	Stress the importance of multiculturalism when engaging school groups to create a new art patron base that is excited to explore different cultures.	Ongoing- Strategy meetings with Education and Community Action departments

## EDUCATIONAL PROGRAMS

### What Does Success Look Like

Success for Cara Mía Theatre is to go beyond the Latinx demographic of youth served to rather serve as many underserved youth in communities of color as possible.

### Where We Are Now

Education Programs: For this sections, Cara Mía Theatre is reporting on the diversity of youth served by bilingual touring productions, after-school residencies, youth workshops, and The School of YES! Summer Camp.

- Black - 38%
- Asian - 1%
- Latinx - 47%
- Native American - 2%
- Pacific Islander - 0%
- White - 3%
- Multi-Racial - 9%

Goal	Strategy	Time Line
<b>Increase Multi-Racial Attendance</b>	Include programming that speaks to multi-racial youth- market this to parents	Brainstorm session- Build curriculum inserts
	Discuss better ways of gathering diversity information: More students are probably multi-racial than we know.	Listening tours with schools
	Create a campaign reaching out to multi-racial couples with kids and encourage them to get involved in our programs	After the curriculum is set
<b>Increase Native American and Asian attendance</b>	Expand programming to include these communities <ul style="list-style-type: none"> <li>• Hiring more teachers</li> <li>• More funding for programs for free</li> <li>• Training more teachers</li> </ul>	



Goal	Strategy	Time Line
	Expand School Of YES! to multiple locations. We are currently at capacity for School of YES! - Get funding to have a second location and have that location in communities that have higher diversity in the areas we need to improve	Ongoing fund searching
	Include programming that speaks to Native American and Asian youth needs- market this to parents	Brainstorm session - Build curriculum inserts

## COMMUNITY ACTION

### What Does Success Look Like

Success for Cara Mía Theatre is to go beyond the Latinx demographic of youth served to rather serve as many underserved youth in communities of color as possible.

### Where We Are Now

Community Action Programming: For this sections, Cara Mía Theatre is reporting on the diversity of people served by Community Conversations, Youth Nights, Talk Backs, and additional programming like *Our Stories: Bridging Communities & Building Trust Through Storytelling* and *Da Grove: Un Taller for Dreaming*.

- Black - 35%
- Asian - 1%
- Latinx - 42%
- Native American - 1%
- Pacific Islander - 0%
- White - 12%
- Multi-Racial - 6%

Goal	Strategy	Time Line
<b>Grow Native American Attendance</b>	Round table discussion with the Native American contractors and audiences members that participated in <i>Where Earth Meets The Sky</i> to ask about barriers and needs for their community	
	Don't replace, but ask other Native American organizations how we can supplement their programming?	
<b>Grow Asian Attendance</b>	Make authentic connections in the Native Community	Ongoing
	Host a round table to discuss what issues are facing the Asian American community	
	Create Community Action programming that speaks to issues that face the Asian and Latinx community	When previous step is finished

Goal	Strategy	Time Line
	Create a shared resource Program in an effort to built authentic relationships with community groups.	
	Participate in Asian community groups then invite them to participate in our free programming	
<b>Grow White Attendance</b>	Appeal to allies in our community and ask them to be involved allies on panels and talk backs	Ongoing - curated one on ones
	Participate in round tables, talk backs, and panels in the white community to let them know what we are doing and how they can participate	Ongoing