



Cultural Diversity Plan

Cara Mía Theatre Co. | April 2020 (Updates from April 2024)

Executive Artistic Director
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SUMMARY

Cara Mía Theatre Co. 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 Co. believes that the key to equity begins with racial equity. For the staff and board of Cara Mía Theatre Co., 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 Co. 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.

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	Timeline
<p>Include more women</p>	<p>When hiring again, make sure to include at least two women for every man that is interviewed.</p>	<p>Elongate the hiring window to make sure that enough women are included in the interviewed group.</p> <p>2024 Update: 1 mixed-race female and 3 Latinx females partially comprise a staff of 5</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"> • Consider life experience • Consider applicant’s value system • 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 	<p>Don’t base job on who is ‘best’ for the job by traditional standards.</p> <p>Elongate the hiring window to make sure that enough women are included in the interviewed group.</p> <p>2024 Update: Per the strategic plan, CMT hired two new positions:</p> <ul style="list-style-type: none"> • Communications Coordinator • Educational and Community Action Manager

Goal	Strategy	Timeline
	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.	2023: Cara Mía hired a new female box office manager.
Broaden racial diversity	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 and Native American community. 2024 Update: CMT has provided two \$10,000 fellowships for local Native artists and cultural workers to develop their work – Jodi Voice Yellowfish and Anthony Falcon. Falcon is in the processing of developing a new play on Native dancing.
	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 2024 Update: CMT uses its database of partner DISD high schools to recruit student leaders.
	Tap in to audience diversity to find new applicants	When hiring, personally reach out to audiences and members of that community for connections/ recommendations.

Goal	Strategy	Timeline
		2024 Update: Manager of Education and Community Action, Shirley Pizarro, was hired after her children attended the School of YES! since 2016.

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 5 board members. Cara Mía Theatre includes the Chairman Emeritus as this person is still heavily involved and active.

Goal	Strategy	Timeline
Broaden racial diversity	Use audience diversity to start engaging in people who are already interested in the work. <ul style="list-style-type: none"> • Community Action Events • Volunteers • Contractors • Membership Holders 	Crunch Data and make contact sheets 2024: Strategic plan includes diversifying board through board development
	Invite them to join the Education, Community Action, or Gala sub committees.	
	Ask prospects 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

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 (as of April 2020)

Audience: For this section, Cara Mía Theatre is reporting on the diversity of audiences that attend theatrical performances, youth programs and community action programs as part of the theatre season:

- Black - 14%
- Asian - 2%
- Latinx - 62%
- Native American - 3%
- Pacific Islander - 0%
- White - 10%
- Multi-Racial - 8%

Goal	Strategy	Timeline
Grow Native American Attendance	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.	2021 Update: CMT works with Evelio Flores and his community of Dallas Cuahiltecan, an indigenous group that also identifies as Latinx. CMT brought Jodi Voice Yellowfish to team as a La Siembra fellow. She promotes CMT programs and will collaborate on programs centering Native experiences. Audience development of Native people is part of strategic plan.

Goal	Strategy	Timeline
Grow Asian Attendance	Search for programming that speaks to both the Asian and Latinx identities/representation	2024 Update: CMT is beginning to explore ways of developing Asian-Latinx plays and programs.
	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	
Grow White Attendance	Identify White audience/volunteer/contractors already involved with us and ask for a round table discussion	
	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.	2021 Update: Per the upcoming Strategic Plan, CMT's vision is to unite people through Latinx arts and culture as a vehicle for making intercultural connections.

Goal	Strategy	Timeline
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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 - 40%
- Asian - 1%
- Latinx - 47%
- Native American - 0%
- Pacific Islander - 0%
- White - 3%
- Multi-Racial - 9%

Goal	Strategy	Timeline
Increase Multi-Racial Attendance	Include programming that speaks to multi-racial youth- market this to parents	2024 Update: 2023-24 Mainstage season and Dallas ISD student matinees included a sold-out run of YANGA in collaboration with Soul Rep Theatre Company and Mulato Teatro from Mexico.
Increase Native American and Asian attendance	Expand programming to include these communities <ul style="list-style-type: none"> • Hiring more teachers • More funding for programs for free • Training more teachers 	2021 Update: Jodi Voice Yellowfish will teach School of YES summer camp. 2024 Update: Michael

Goal	Strategy	Timeline
		Tongkeamha will teach Leadership for School of YES summer camp
	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	

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*

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

Goal	Strategy	Timeline
Grow Native American Attendance	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?	
	Make authentic connections in the Native Community	Reclamation Talking Circles led by Jodi Voice Yellowfish have become part of CMT's educational and community action programs

Goal	Strategy	Timeline
		CMT has established a long-term collaborative relationship with Evelio Flores and his dance group, Mitotiliztli Yaoyollohtli
Grow Asian Attendance	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
	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	
Grow White Attendance	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