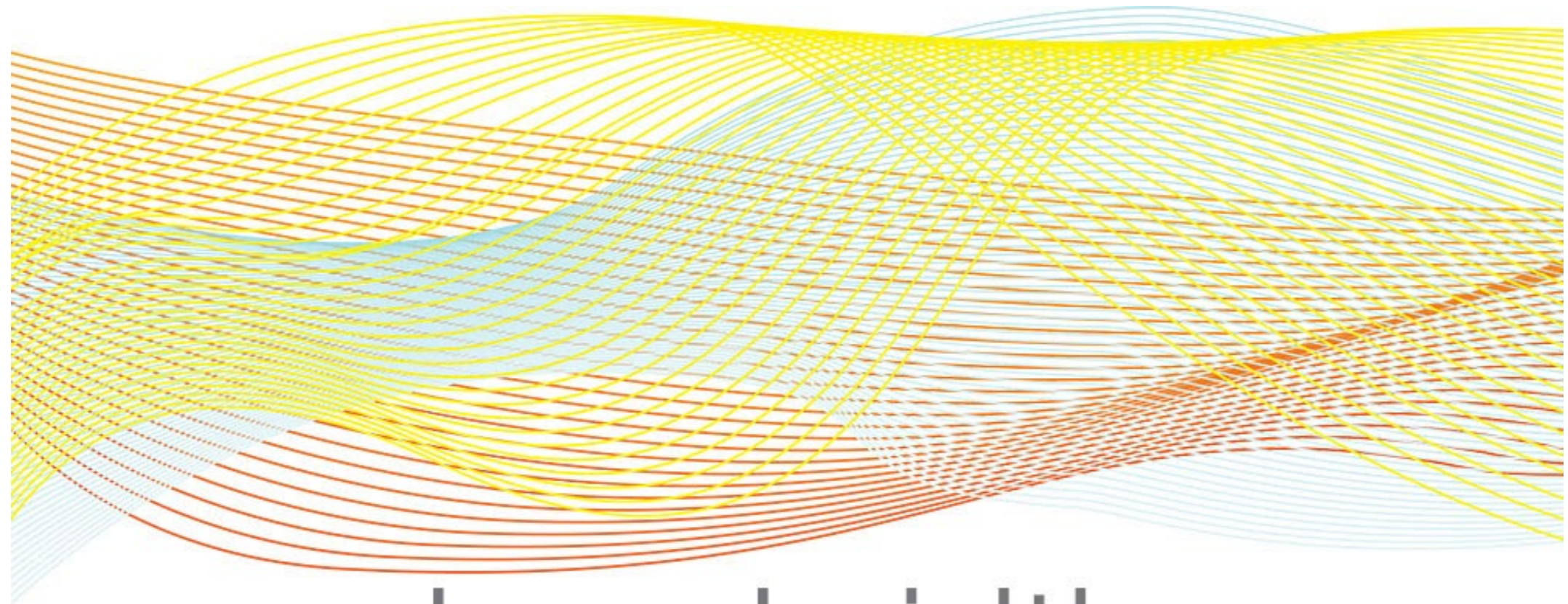


# WHY EQUITY MATTERS



bandwidth  
aias forum 2015  
san francisco, ca | dec 29-jan 1

**@EQUITYXDESIGN @ROSASHENG**



**EQXD: KNOWLEDGE DISCUSSION ACTION!**

**#AIASFRM15**



# **ROSA SHENG, AIA, LEED AP BD+C**

***SENIOR ASSOCIATE, BOHLIN CYWINSKI JACKSON***

***FOUNDING CHAIRPERSON, EQUITY BY DESIGN***

***ASSIST. TREASURER, AIASF BOARD OF DIRECTORS***

***AIA NATIONAL DIVERSITY COUNCIL***



# WHY EQUITY IN ARCHITECTURE MATTERS





# WHY DOES ARCHITECTURE MATTER?





# FROM ACADEMIA TO PRACTICE





# FINDING MY VOICE: PIXAR ANIMATION STUDIOS





# INNOVATING GLASS TECHNOLOGY - APPLE RETAIL

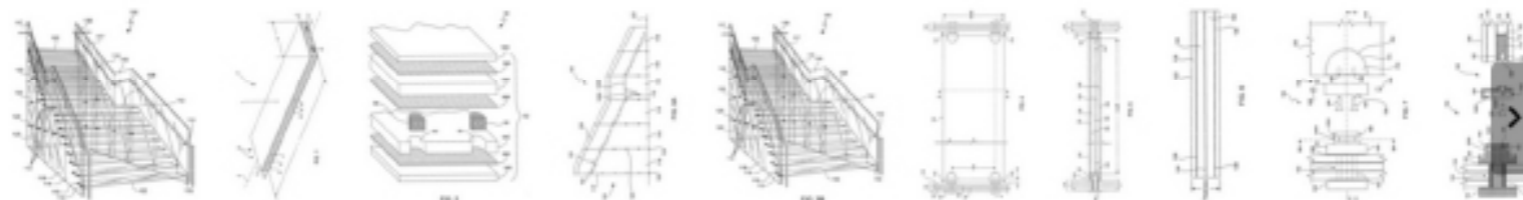


## Glass support member US 7165362 B2

### ABSTRACT

A monolithic glass member for supporting loads is disclosed. The glass member includes a plurality of glass sheets that are laminated together with one or more bonding layers. One of the glass sheets has a cut out at an edge thereof to receive a connector. The connector provides a means for connecting and supporting the glass member relative to other structures.

### IMAGES (13)



Publication number	US7165362 B2
Publication type	Grant
Application number	US 10/616,065
Publication date	Jan 23, 2007
Filing date	Jul 8, 2003
Priority date	Jul 15, 2002
Fee status	Paid
Also published as	US20040006939
Inventors	Steve Jobs, Karl Backus, Rosa Sheng, Ben McDonald, Michael Waltner, Colleen Caulliez, James O'Callaghan, Graham Coult, Damian Rogan, Scott Nelson, Less r
Original Assignee	Apple Computer, Inc.
Export Citation	BiBTeX, EndNote, RefMan
Patent Citations (23), Non-Patent Citations (1), Referenced by (9), Classifications (28), Legal Events (5)	
External Links: USPTO, USPTO Assignment, Espacenet	





# WORK MEETS LIFE





# WORK VS. LIFE, BUT LIFE WINS



rendering by Powderhaus



photo by Markus Hartell, TIME Magazine Oct 2011





# EQUITY & SOCIAL RESPONSIBILITY



EQXD: KNOWLEDGE DISCUSSION ACTION!

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## DEFINING THE PROBLEM...



ARE WE FIGHTING A LOSING BATTLE?



# DEFINING THE PROBLEM, CRAFTING SOLUTIONS

IN AN AVERAGE GROUP OF 100 DESIGN PROFESSIONALS...

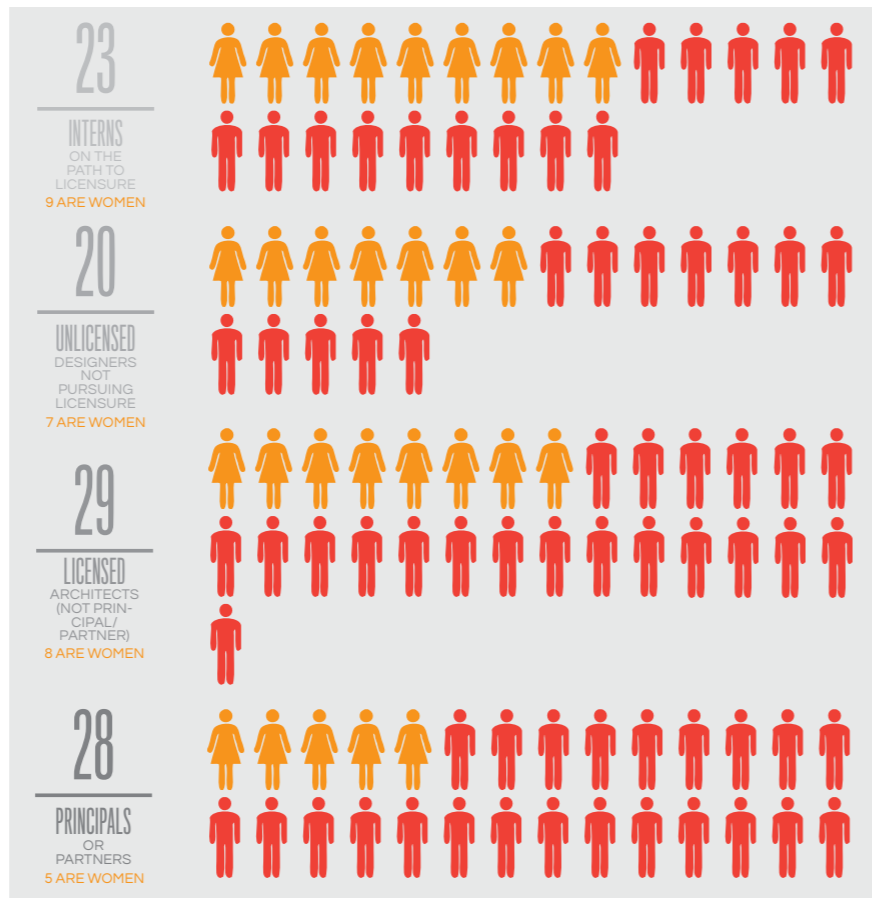


Figure 1.1: Women's representation in architectural practice by job title. Data Source: AIA, 2014 Firm Survey Report



## EXISTING DATA

There is a great deal of anecdotal evidence suggesting that women are less likely than men to remain in the field of architecture, and that those that do remain in the field are less likely to advance to leadership positions, are paid less, and are less likely to experience career satisfaction. At the outset of this project, however, there wasn't a statistically significant data set focused on gender equity in US architectural practice. While other data sets made it possible to show that women were underrepresented in all levels of architectural education and practice, it was impossible to delve into these demographics to better understand factors contributing to the gender imbalance within the profession, and more critically, to highlight areas of focus for individual practitioners, firms, and policy makers such as the AIA seeking to take action in order to close that gender gap and improve conditions of practice for all architects.

## WOMEN IN PRACTICE

While there wasn't a single existing data set that met our research objectives, various related data sets and analyses were instrumental in the design of our survey and the interpretation of our findings. According to the US Census Bureau, women made up 50.8% of the population of the United States in 2010.<sup>5</sup> Meanwhile, women made up 44% of students and 42% of graduates of NAAB-accredited architecture programs.<sup>6,7</sup> While women are cur-

<sup>5</sup> US Census Bureau, <http://quickfacts.census.gov/qfd/states/00000.html>

<sup>6</sup> National Architecture Accrediting Board, *2014 Report of the National Architectural Accrediting Board*, 14.

<sup>7</sup> *ibid*, 19.

CONCLUSION  
ACTION  
DISCUSSION  
KNOWLEDGE  
BACKGROUND  
SUMMARY  
10

## DATA, SHARED EXAMPLES, INTERPRETATION



EQXD: KNOWLEDGE DISCUSSION ACTION!

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# ARCHITECTURE'S LEAN IN MOMENT

*"We need to create a new set of best practices. That will be a design project in itself, based on data, shared examples, and interpretation. Once written, we need to find leaders who will adopt them, firm by firm, sector by sector. That pincer movement needs to make partners (small p) of those coming into architecture and those with enough seniority to make change happen."*

Alexandra Lange, Loeb Fellow  
Architecture's Lean In Moment  
Metropolis July/August 2013





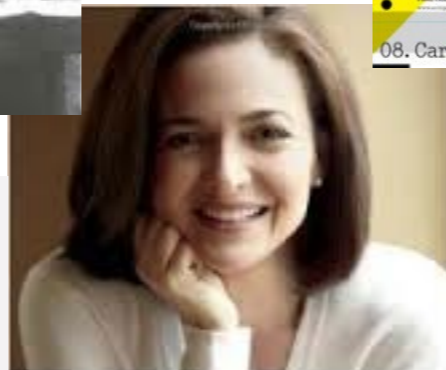
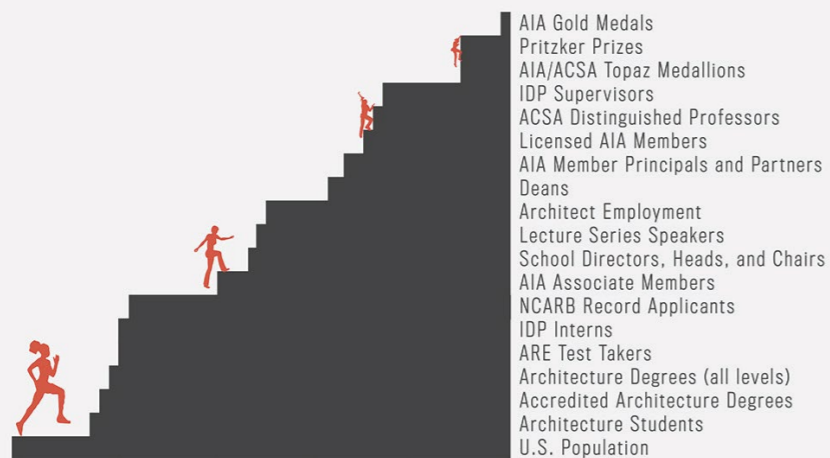
# PIONEERS FOR EQUITY



04. Flexibility: 05. Recruitment: 06. Career progression: 07. Negotiation:

08. Career break: 09. Leadership: 10. Mentoring: 11. Registration:

**Women in Architecture by %**  
Measuring the pipeline through the profession



LEAN IN  
WOMEN, WORK, AND  
THE WILL TO LEAD  
SHERYL SANDBERG

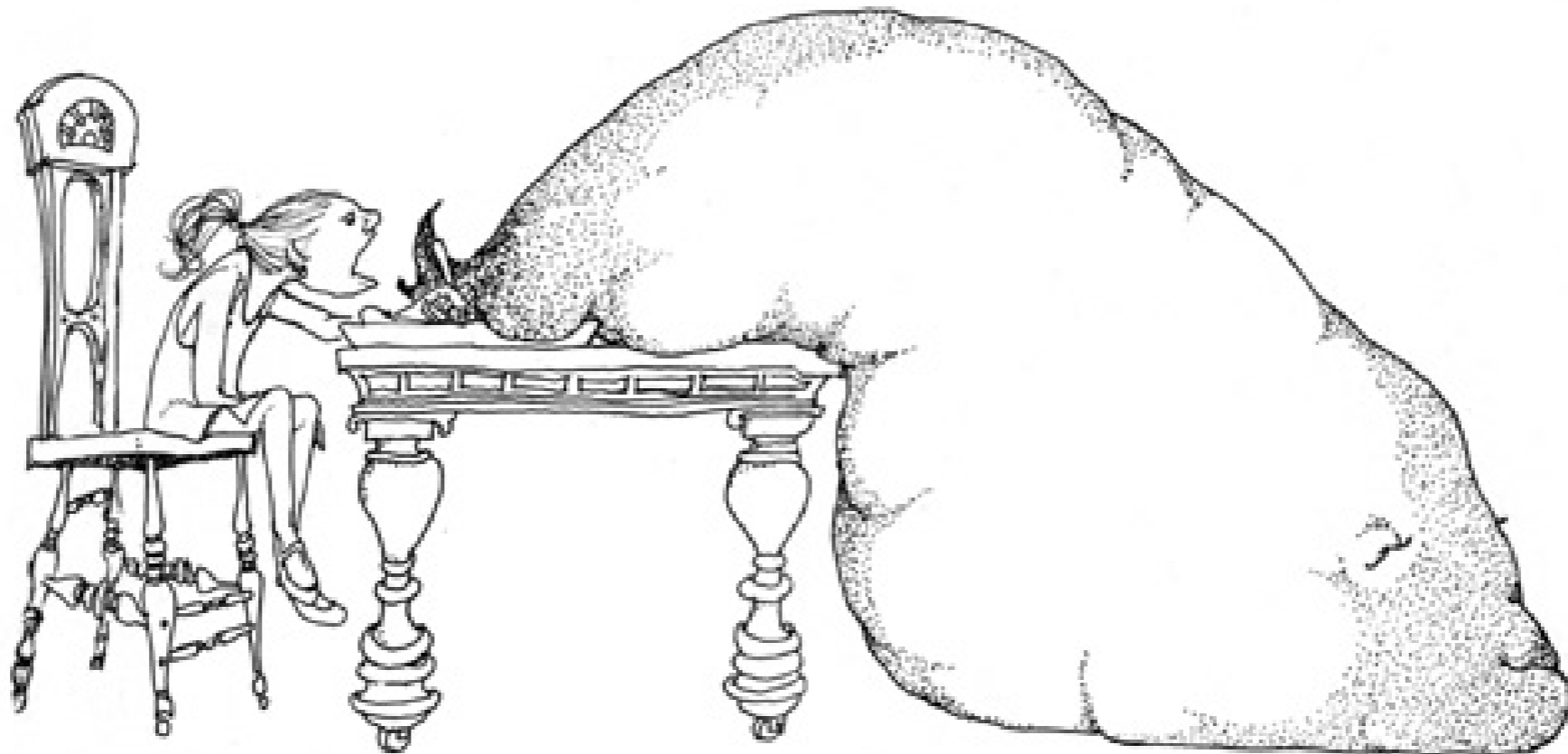


EQXD: KNOWLEDGE DISCUSSION ACTION!

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# EATING THE WHALE...



**KNOWLEDGE:**

**DEFINING THE PROBLEM**

**DISCUSSION:**

**REFRAMING THE DISCOURSE**

**ACTION!**

**CRAFTING SOLUTIONS**





# EQUITY IN 89 YEARS OR LESS?



**IF NOT ME, WHO? IF NOT NOW, WHEN?**  
**EQUITY IS EVERYONE'S ISSUE.**

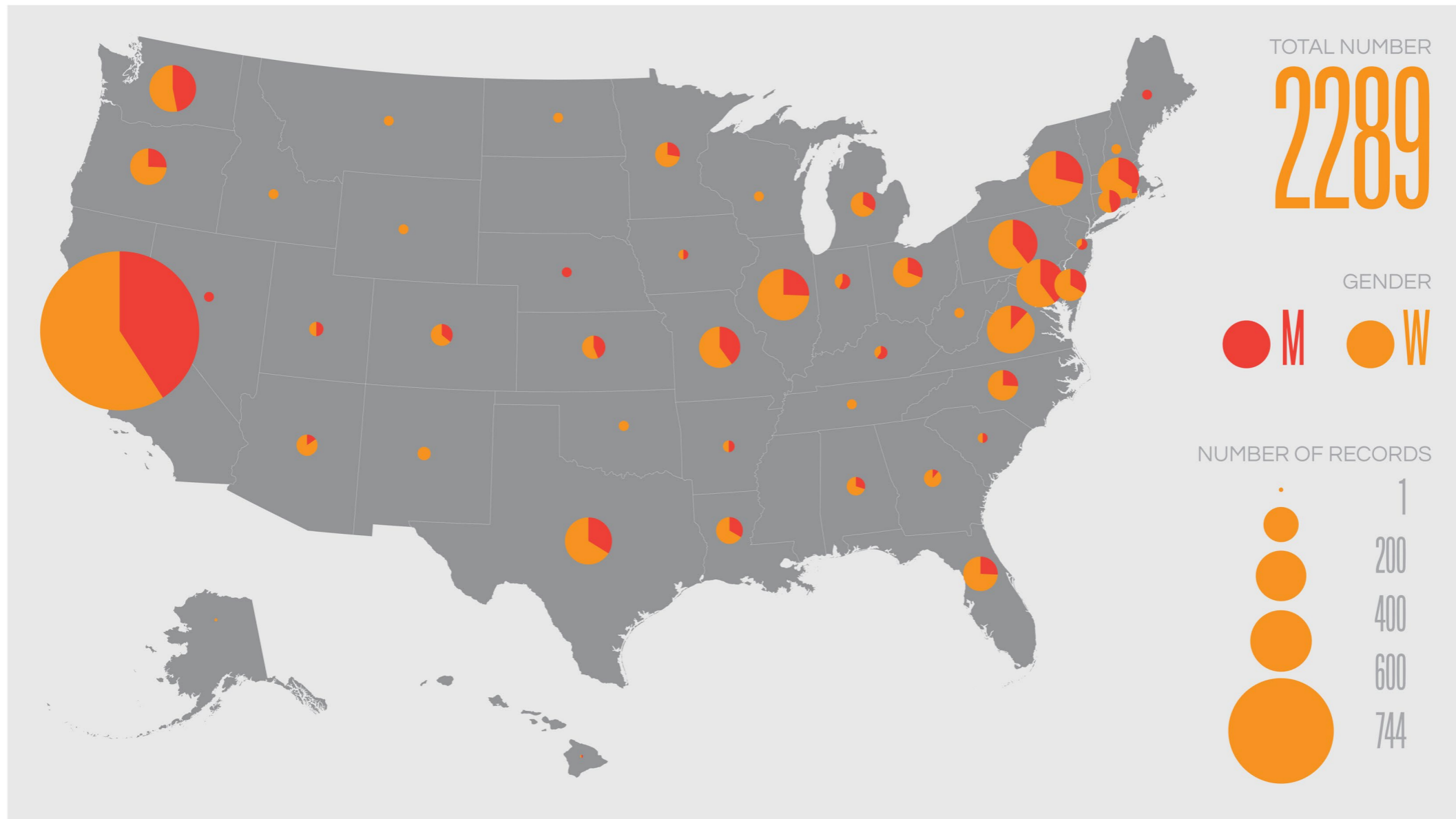
- HILLEL





# EQUITY IN ARCHITECTURE SURVEY 2014

## GEOGRAPHY OF SURVEY RESPONSES



JOIN US AT #EQUITYXDESIGN14 10/18/14 AT THE SAN FRANCISCO ART INSTITUTE  
FOR MORE INFORMATION, VISIT US AT [THEMISSING32PERCENT.COM](http://THEMISSING32PERCENT.COM)

INFOGRAPHICS BY ATELIER CHO THOMPSON



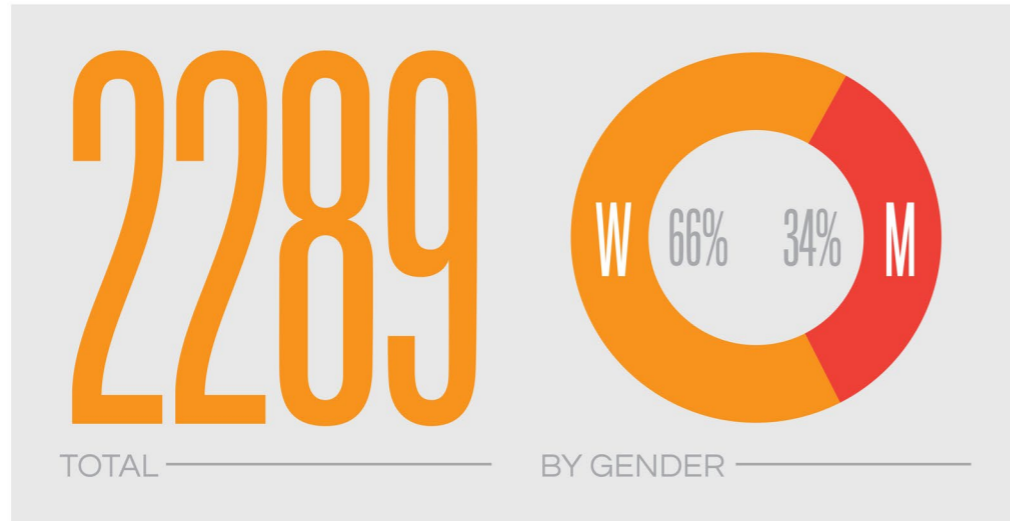
EQXD: KNOWLEDGE DISCUSSION ACTION!

#AIASFRM15

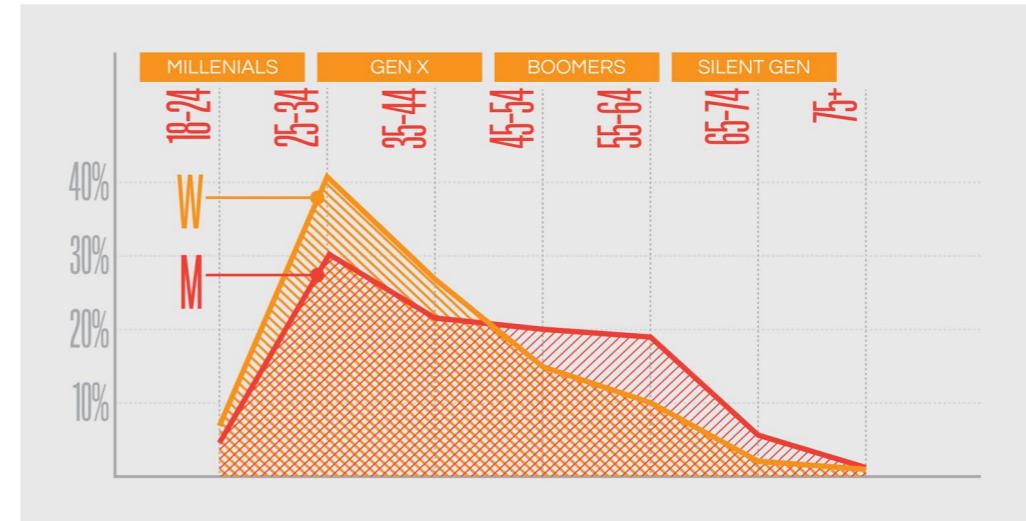
# DEMOGRAPHICS

## DEMOGRAPHICS: EQUITY IN ARCHITECTURE SURVEY 2014

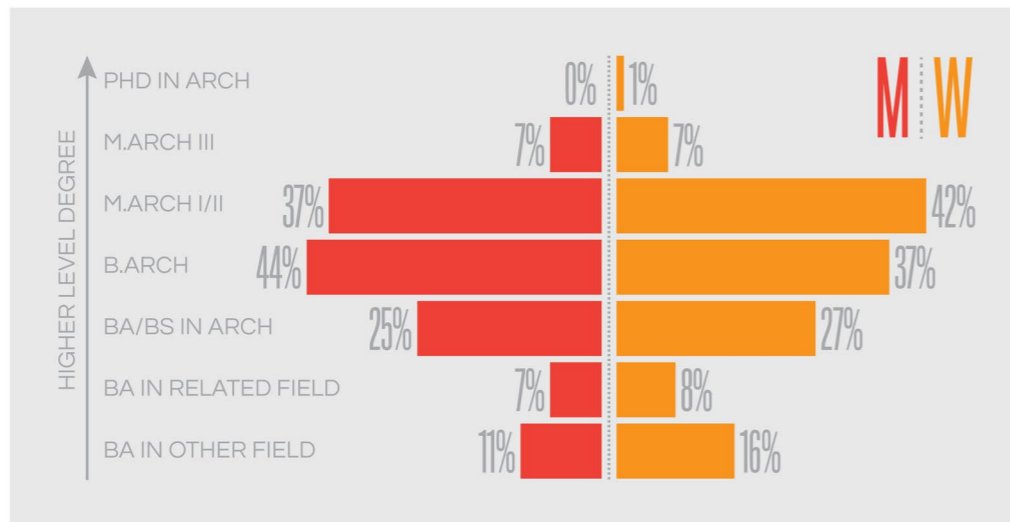
NUMBER OF SURVEY RESPONDENTS



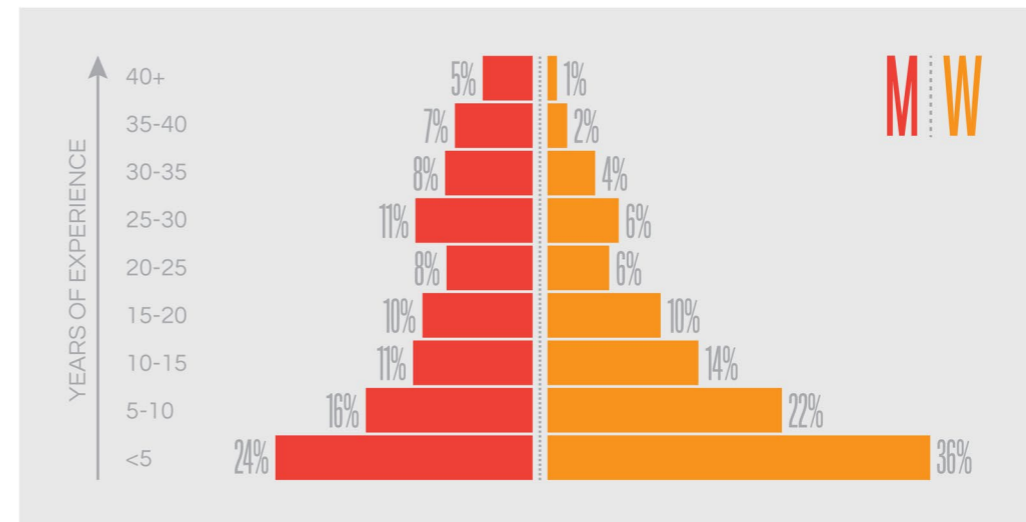
AGE OF SURVEY RESPONDENTS



DEGREE RECEIVED

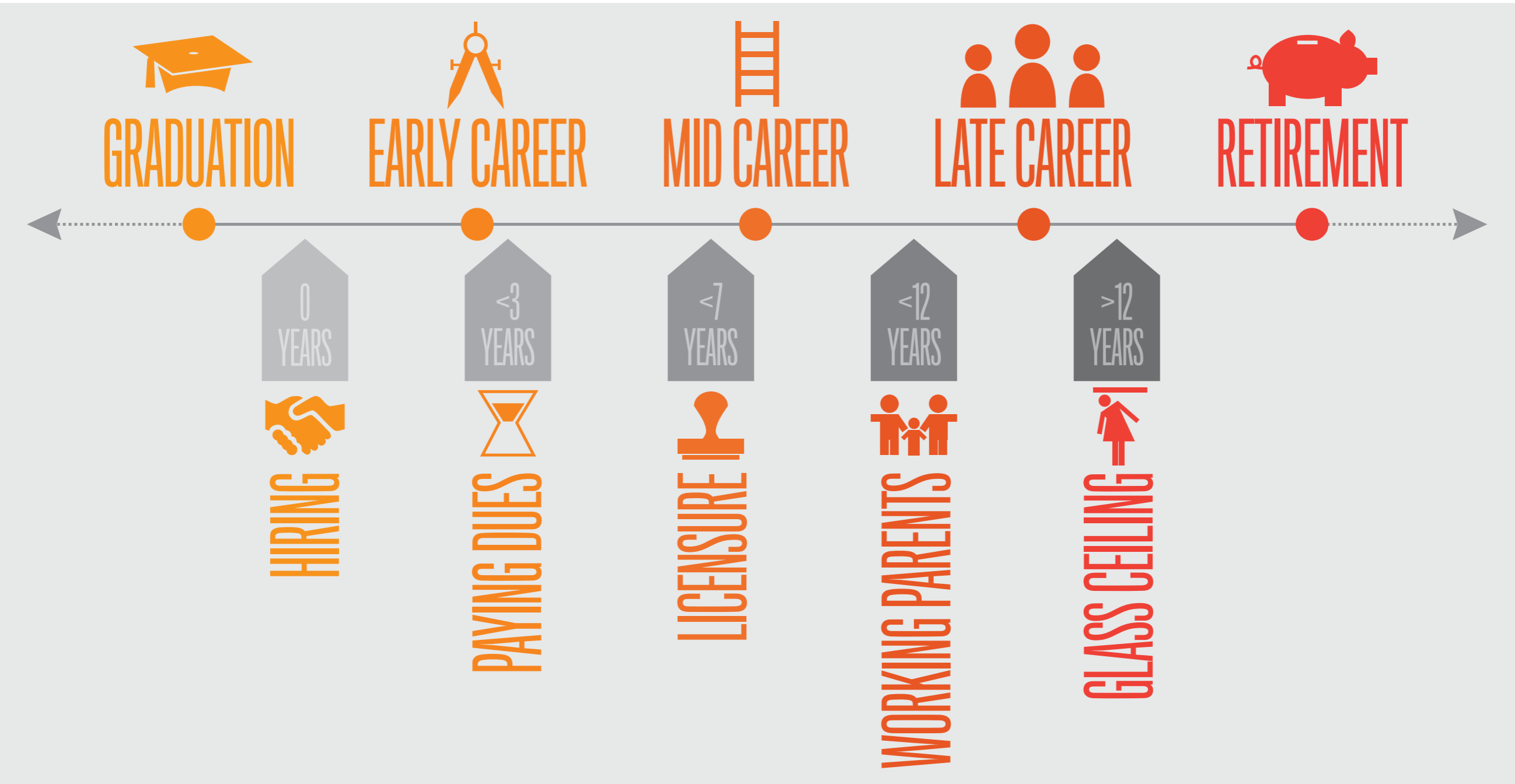


YEARS WORKED IN ARCHITECTURAL PRACTICE

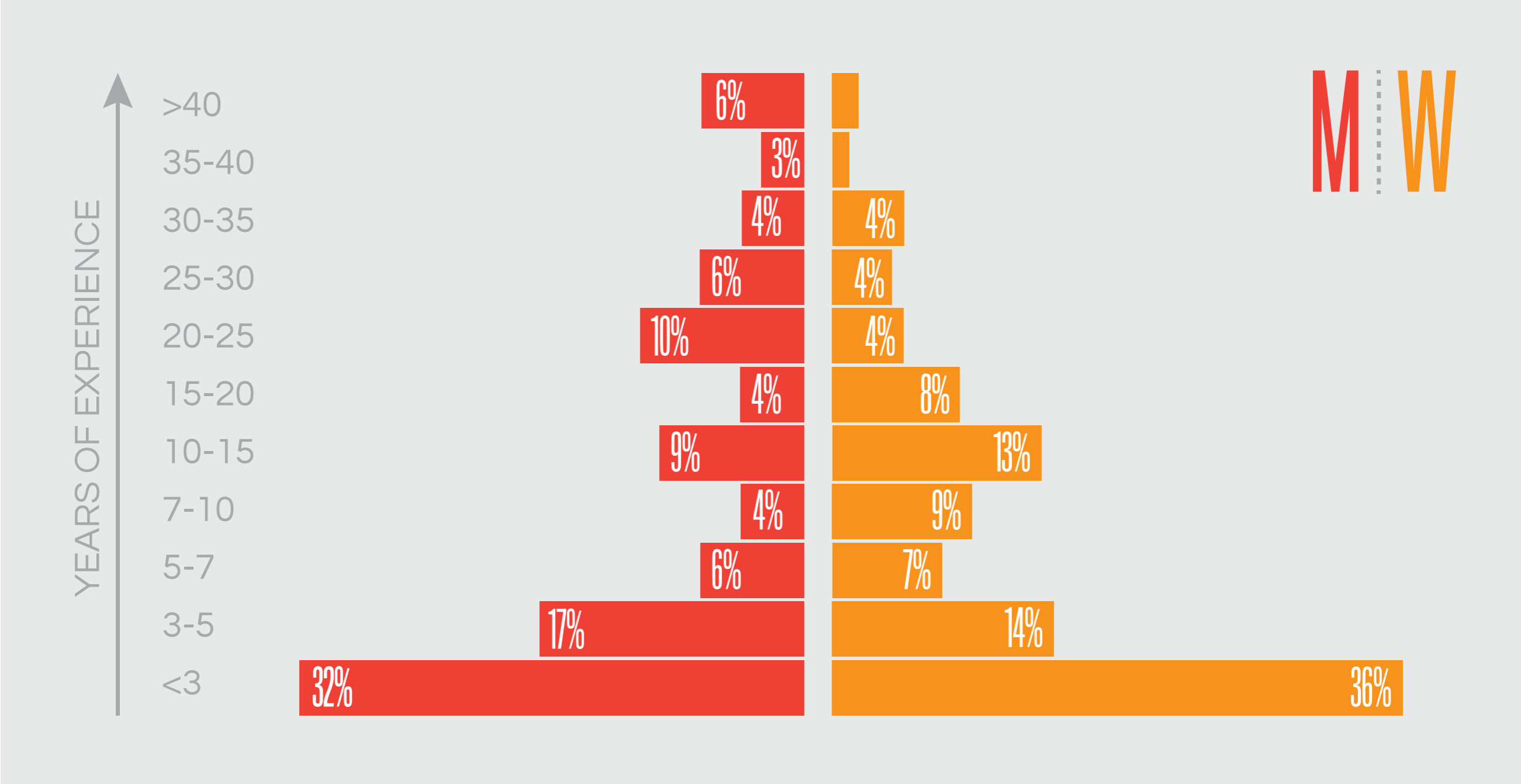




# LIFE OF AN ARCHITECT: CAREER PINCH POINTS

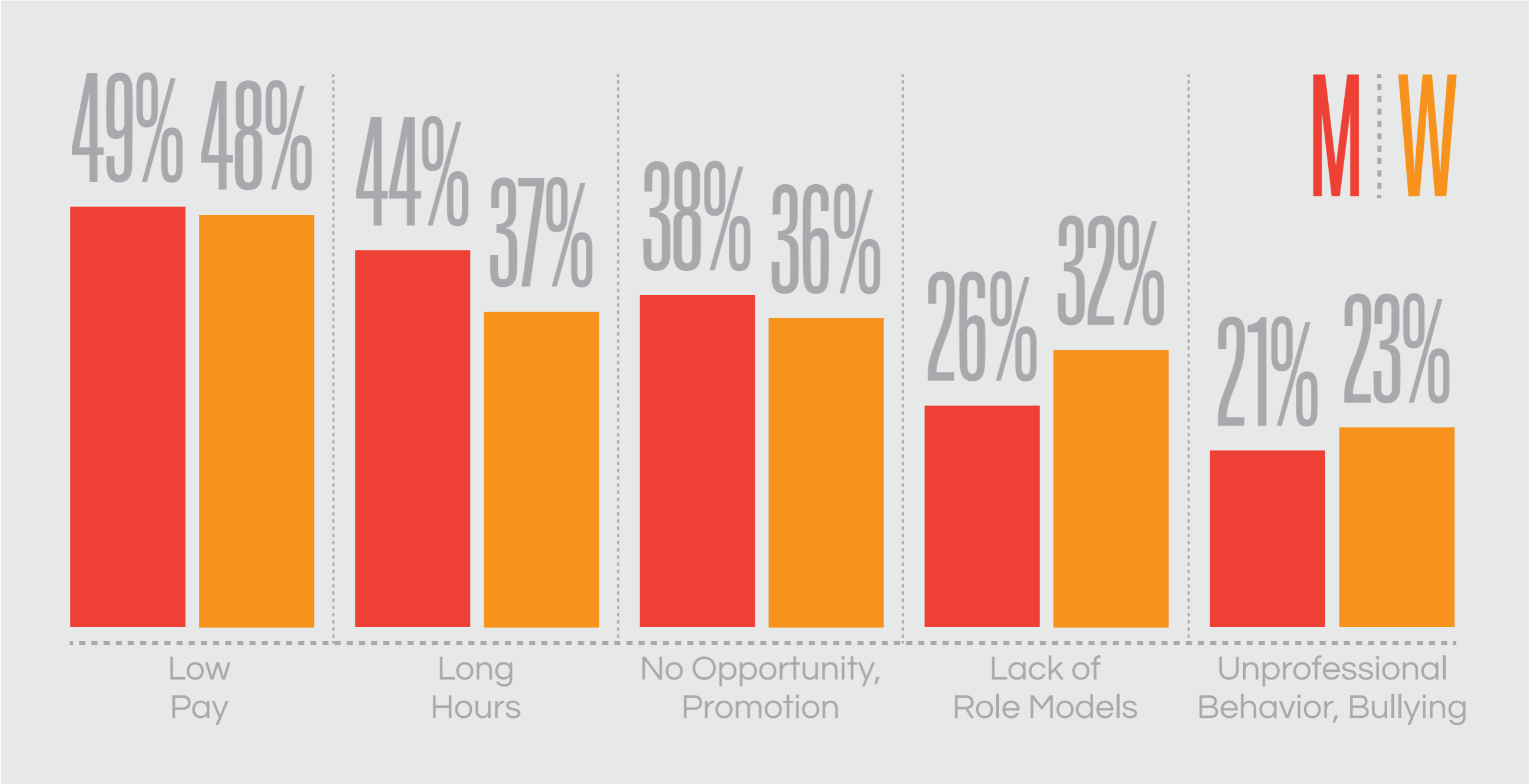


# WHEN DO PEOPLE LEAVE ARCHITECTURE?





# WHY DO PEOPLE LEAVE ARCHITECTURE?



# KEY FACTORS IN JOB SATISFACTION



W



M

PARTNER  
OR  
PRINCIPAL

+30%

BELIEVES FIRM HAS  
EFFECTIVE  
PROMOTION PROCESS

+25%

DAY TO DAY WORK  
ALIGNS WITH  
CAREER GOALS

+23%

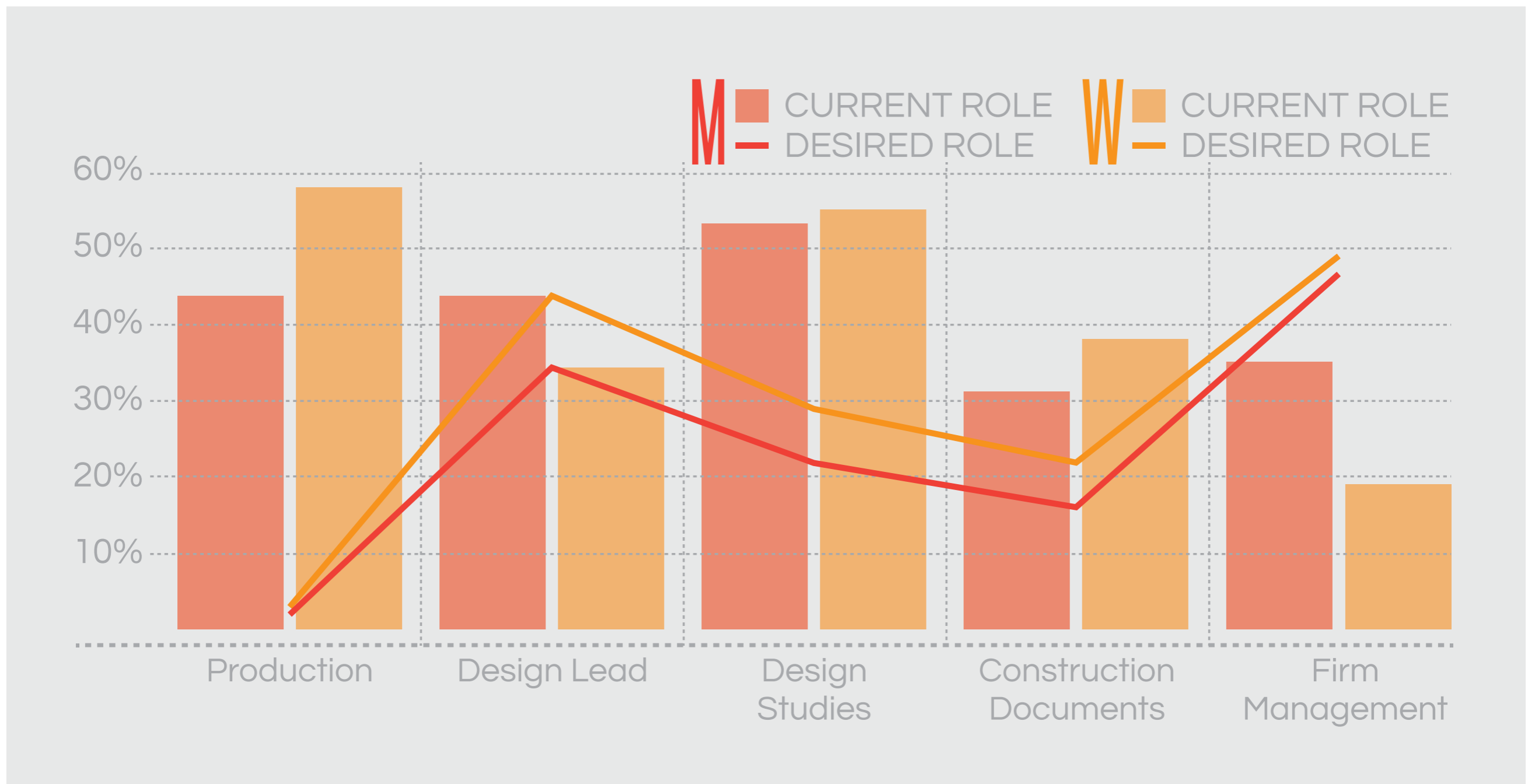
%

EQXD: KNOWLEDGE DISCUSSION ACTION!

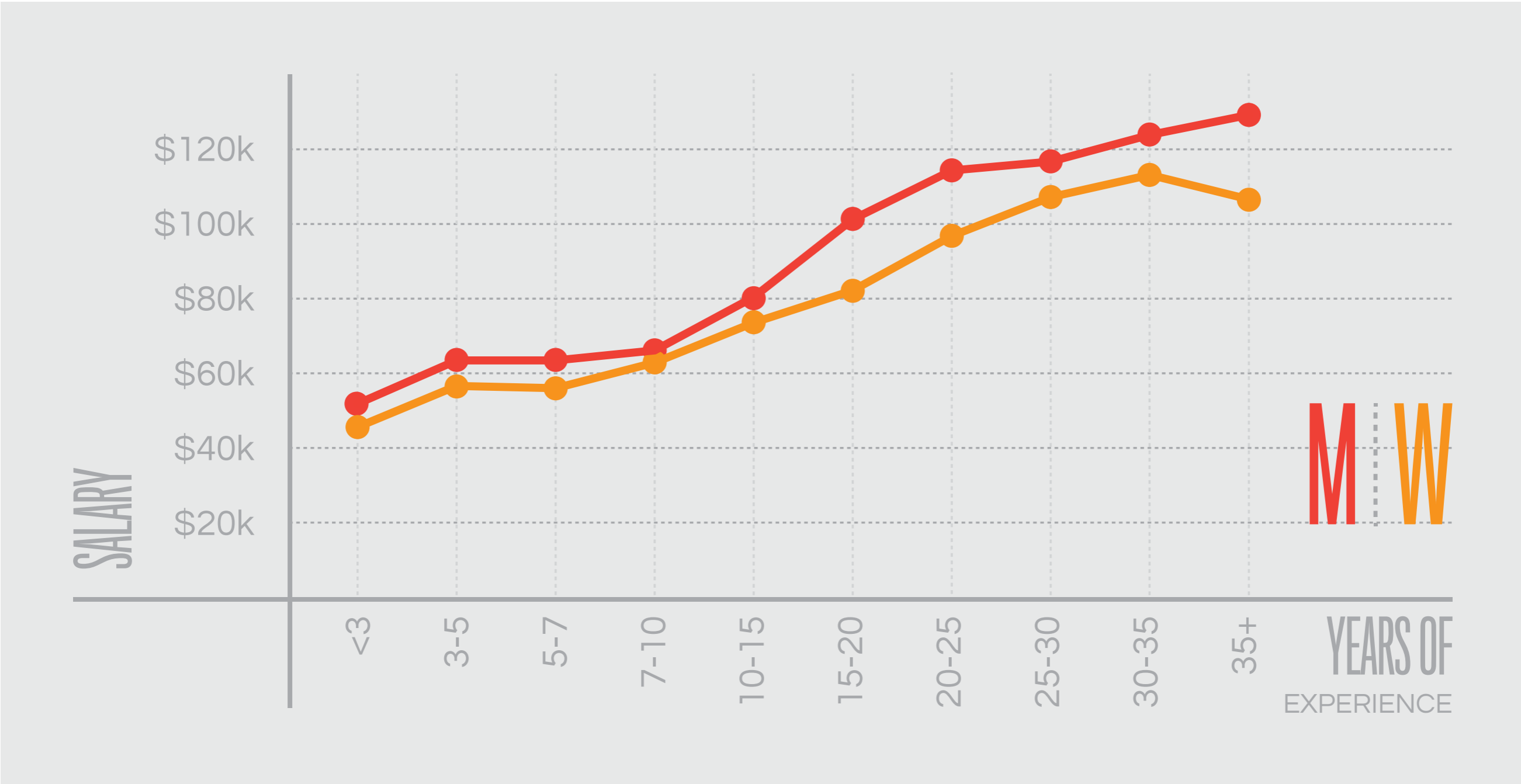
#AIASFRM15



# CURRENT VS. DESIRED EXPERIENCES



# GENDER GAP: SALARY VS. YEARS EXPERIENCE

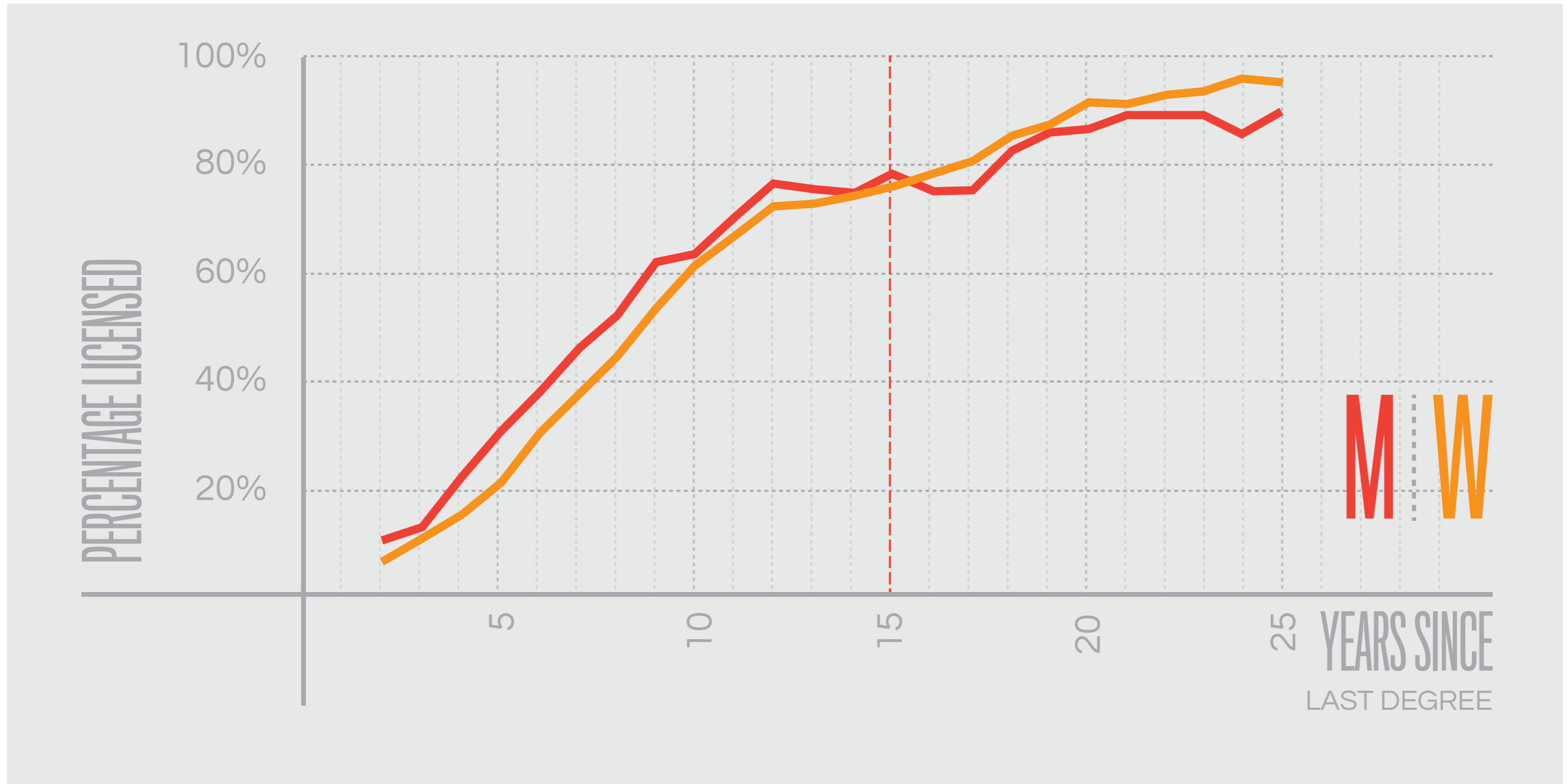




# FACTORS CONTRIBUTING TO WAGE GAP

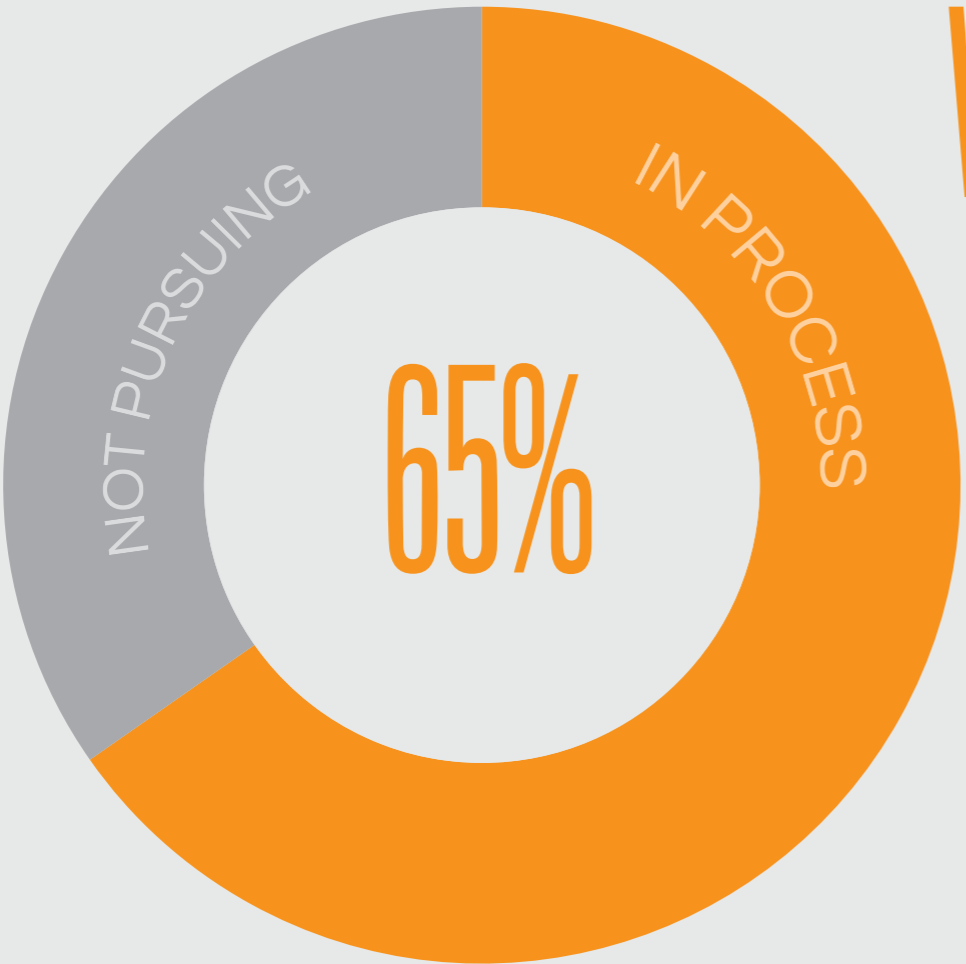


# EQUITY IN ARCHITECTURE: LICENSURE RATES

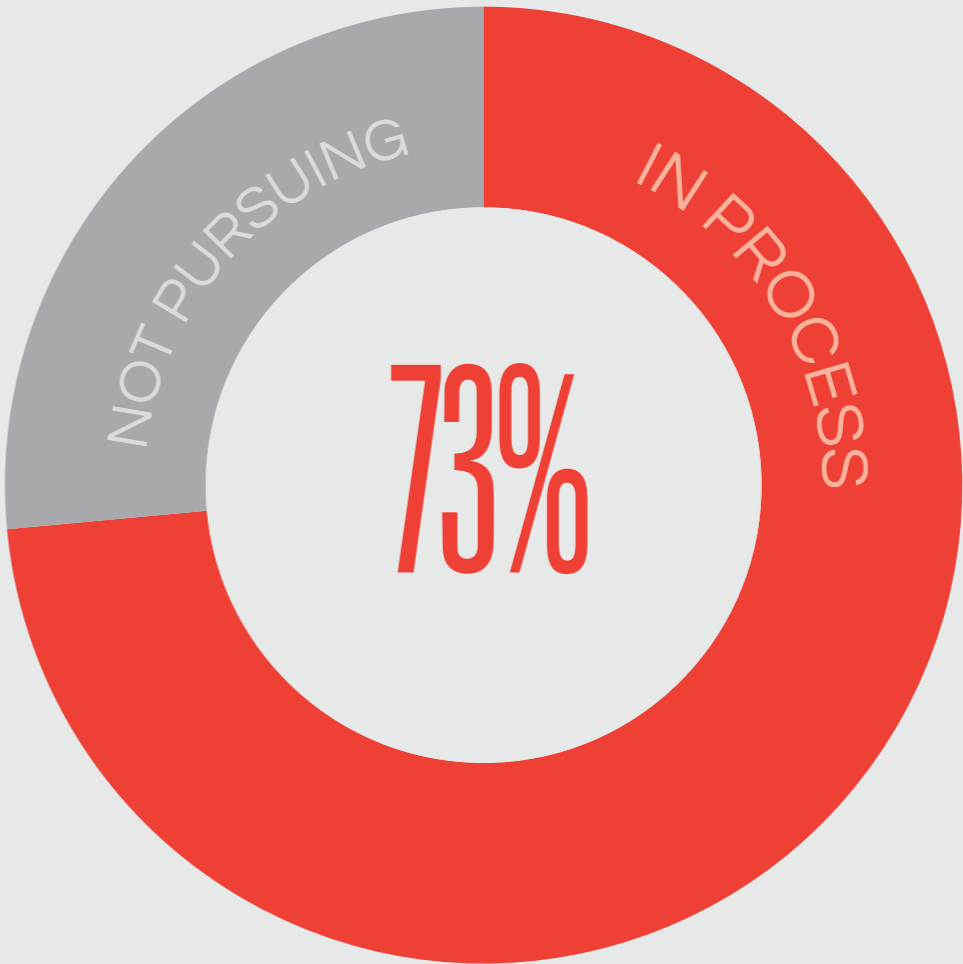




# LICENSURE: IN PROCESS



W

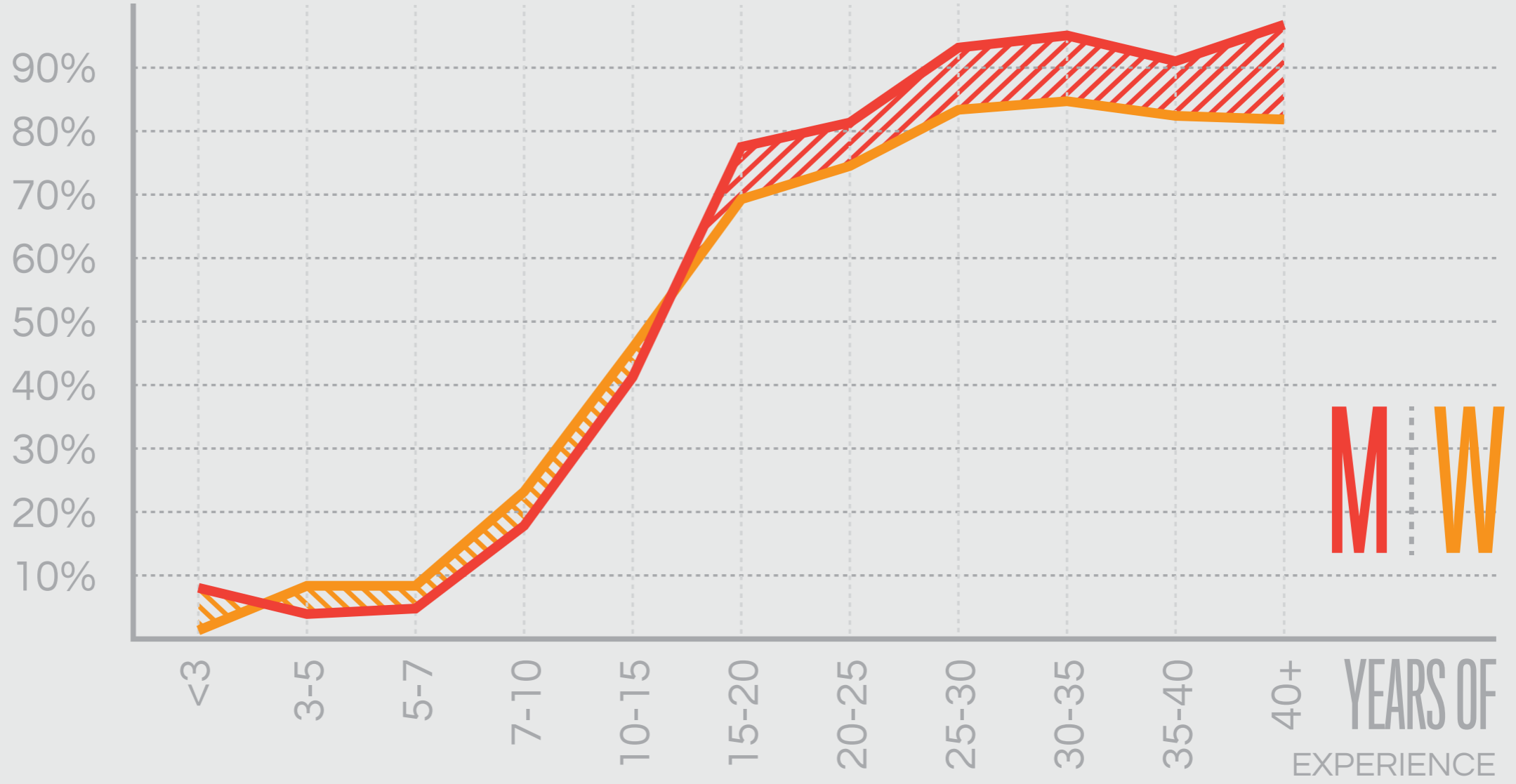


M



# LEADERSHIP GENDER GAP

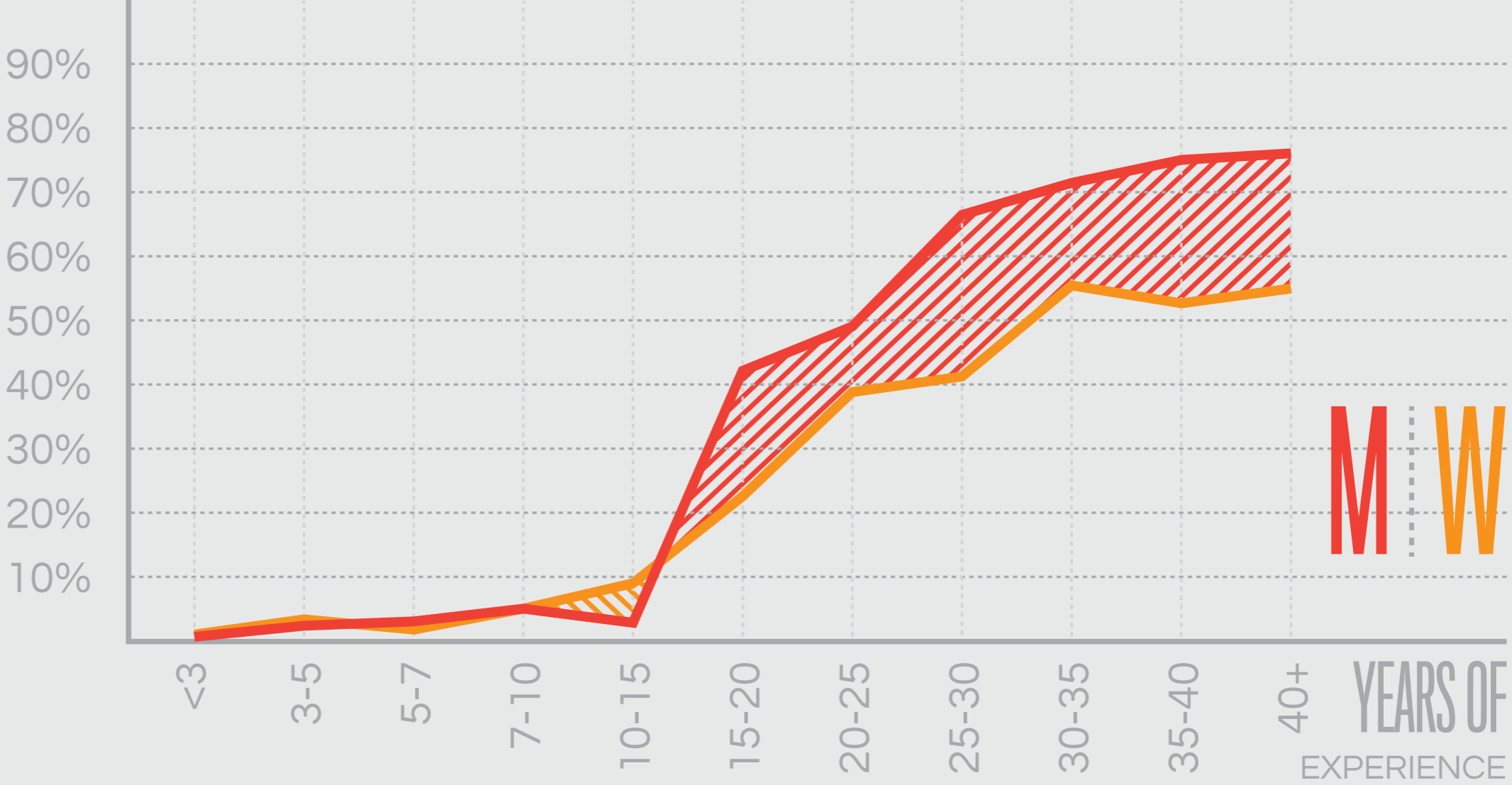
FIRM LEADERSHIP





# OWNERSHIP GENDER GAP

PRINCIPAL



# NEGOTIATION IS YOUR POWER TOOL

**+34%**

WOMEN

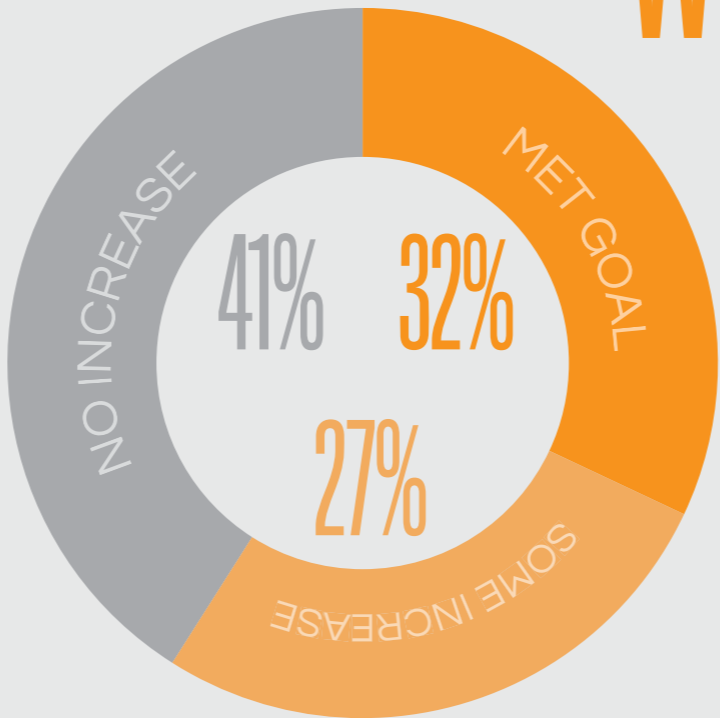
**+29%**

MEN

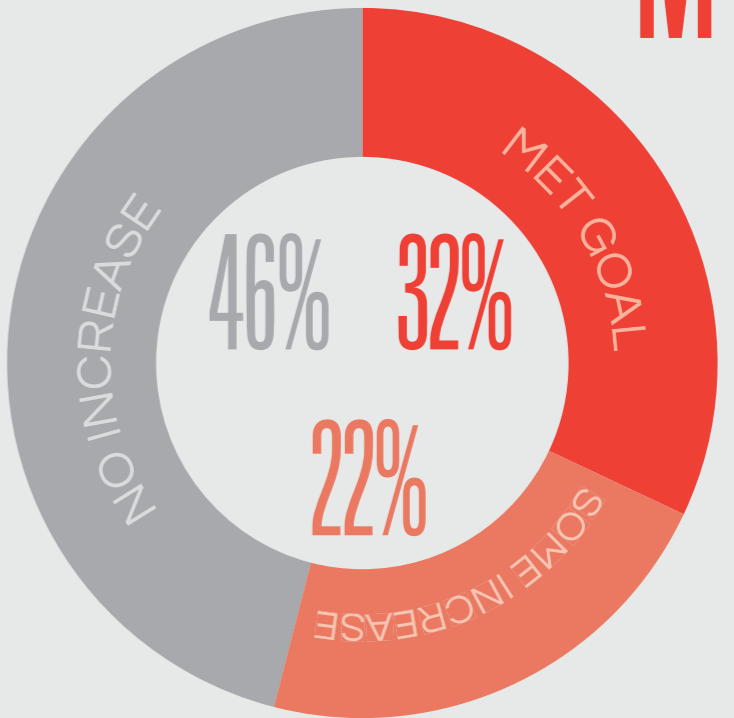
NEGOTIATED THEIR SALARIES AFTER RECEIVING UNSATISFACTORY OFFER

AMONG THOSE WHO NEGOTIATED

W

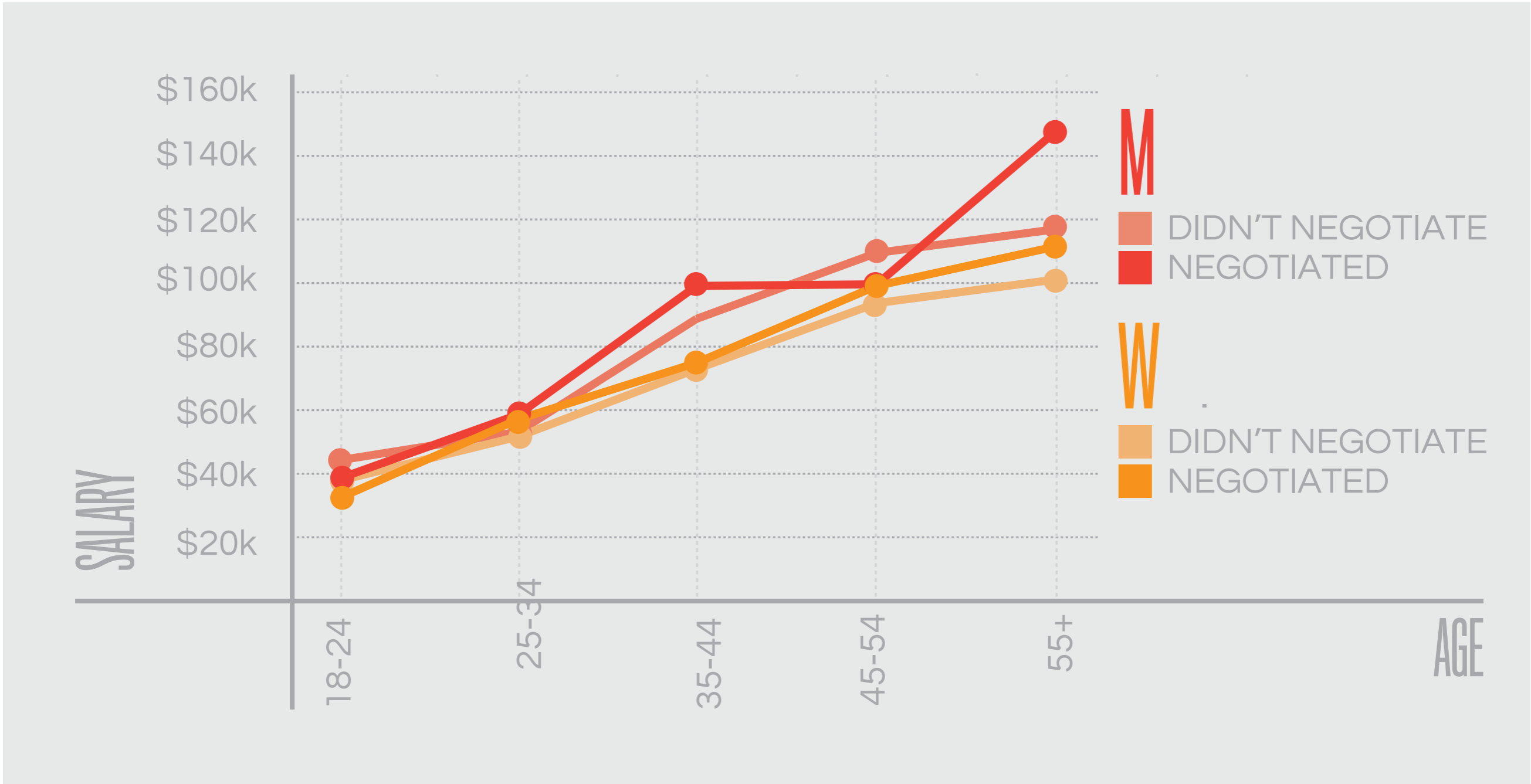


M





# NEGOTIATION: ASK, BUT KNOW HOW & WHEN



# HOW DO YOU DEFINE SUCCESS?

## KEY ELEMENTS OF SUCCESS



WORKING WITH A POSITIVE,  
TALENTED, COLLABORATIVE

### A-TEAM



WORKING ON PROJECTS OF  
PERSONAL AND PROFESSIONAL

### SIGNIFICANCE



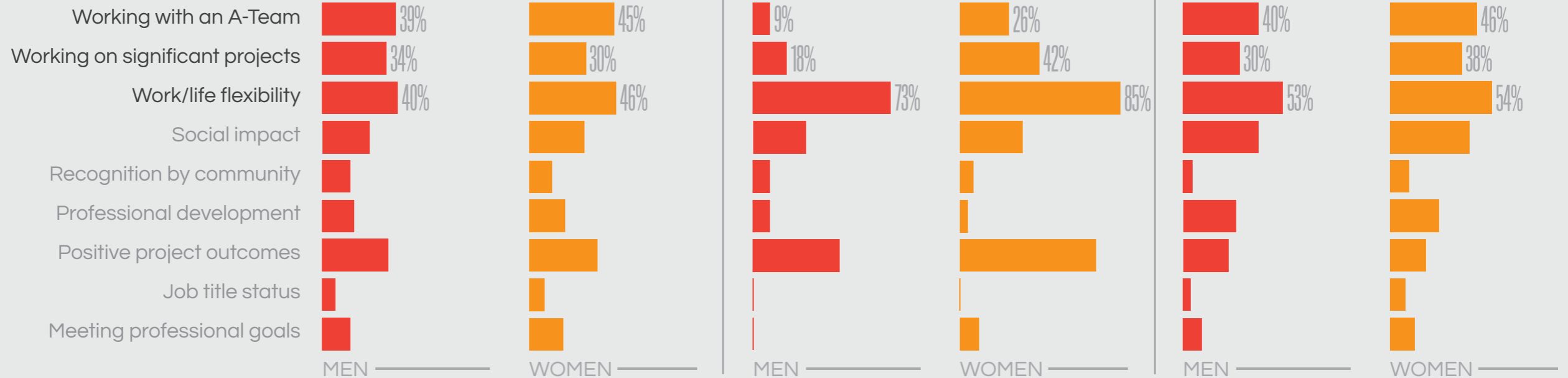
WORK / LIFE

### FLEXIBILITY

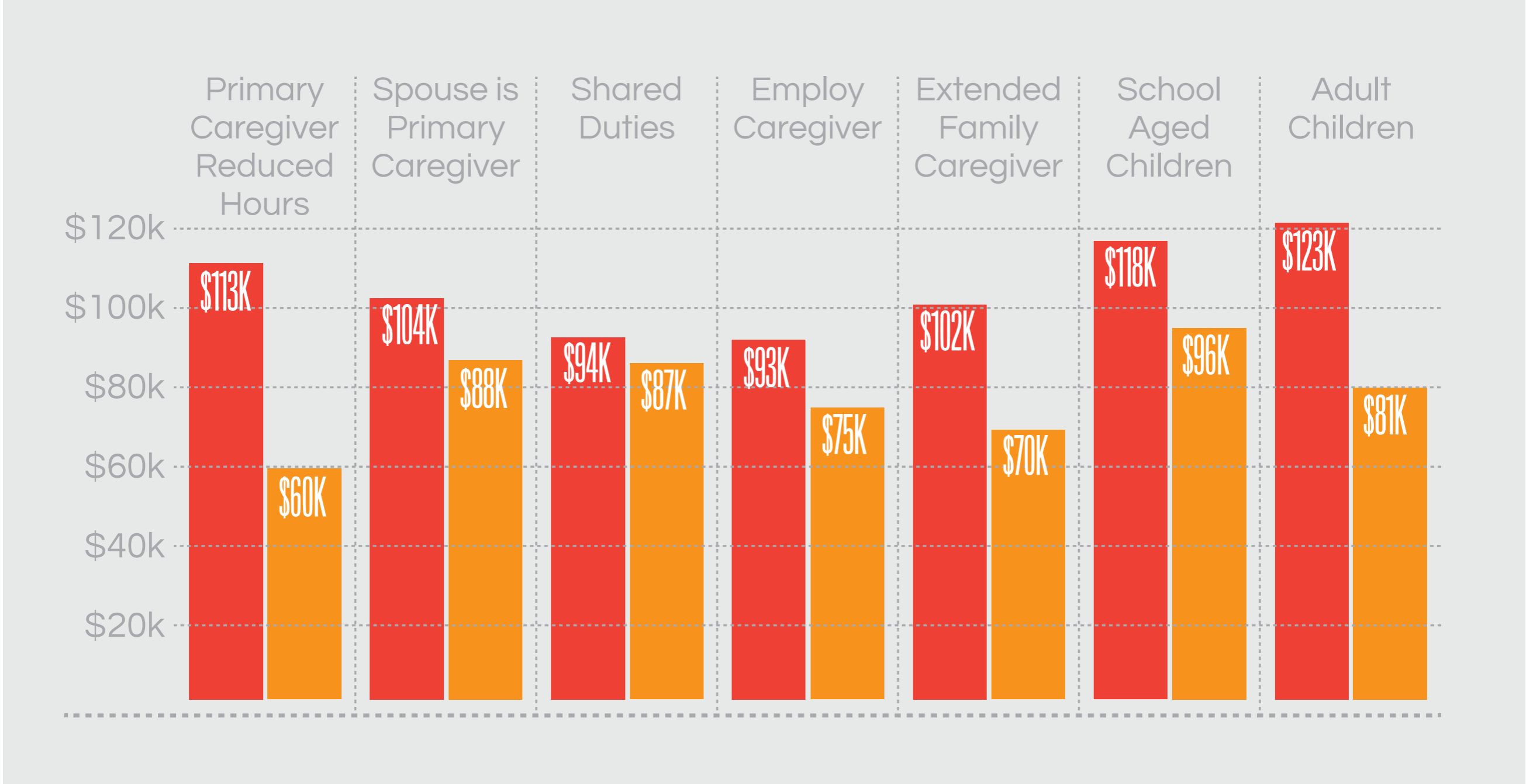
#### WORKING IN ARCH. FIRMS

#### SOLE PRACTITIONERS

#### OUTSIDE OF ARCHITECTURE



# SALARY IMPACT BY CAREGIVER STATUS





# CRAFTING THE SOLUTION: EQUITY BY DESIGN



**Rosa Sheng**  
@RosaSheng

 Follow

Equity is for everyone. Even aliens! #EQxD #FridayFun

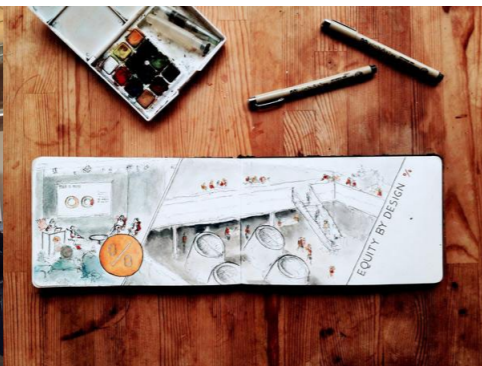
8:56 PM - 1 May 2015

  5  10





# EQXD SYMPOSIUM 2014: SHARING KNOWLEDGE



EQXD: KNOWLEDGE DISCUSSION ACTION!

#AIASFRM15



# EQXD PRESENTATIONS: SHARING KNOWLEDGE



EQXD: KNOWLEDGE DISCUSSION ACTION!

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# EQXD BLOG: CULTIVATING THE CONVERSATION



AN ARCHIMOM'S EVERYDAY MOMENTS OF TRUTH



# EQXD BLOG: CULTIVATING THE CONVERSATION



EQXD GET REAL BIAS & PRIVILEGE



EQXD: KNOWLEDGE DISCUSSION ACTION!

#AIASFRM15

# EQXD INSPIRE%: STORYTELLING IN ACTION



PAMELA TANG



JAYA KADER, AIA



ELIZABETH CHU RICHTER, FAIA

PERSONAL STORIES OF **AMAZING PEOPLE** WHO EMBODY OUR **VISION** OF **EQUITABLE PRACTICE**, FOSTERING AND **KEEPING TALENT** WITHIN THE PROFESSION AND ELEVATING **THE VALUE OF ARCHITECTURE** TO SOCIETY.





# EQXD: "U" WORKSHOPS @AIASF: EXPLORING SOLUTIONS



## 2015 WORKSHOP TOPICS

1. JOB SATISFACTION
2. WORK LIFE FLEXIBILITY
3. NEGOTIATION IS YOUR POWER TOOL
4. ARCHITECTURE AND



EQXD: KNOWLEDGE DISCUSSION ACTION!

#AIASFRM15



# EQXD HACKATHON: EXPLORING SOLUTIONS



EQXD: KNOWLEDGE DISCUSSION ACTION!

#AIASFRM15



# EQXD ADVOCACY: EXPLORING SOLUTIONS

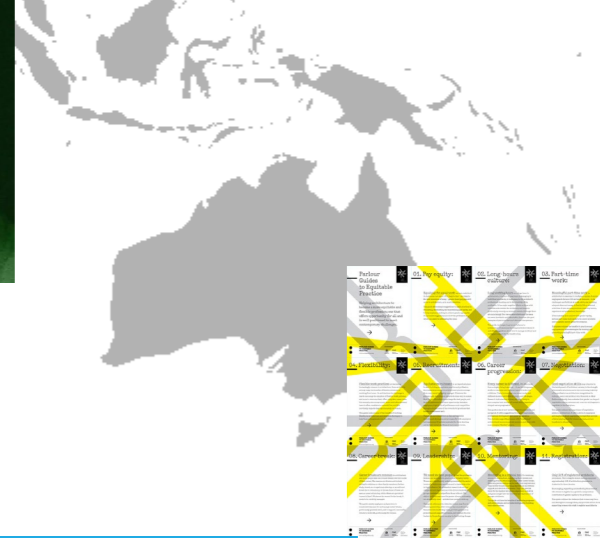
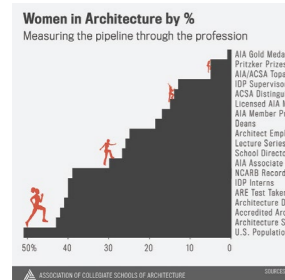
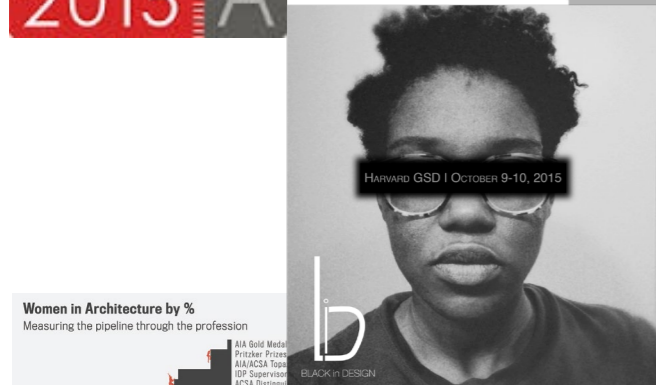


EQXD: KNOWLEDGE DISCUSSION ACTION!

#AIASFRM15

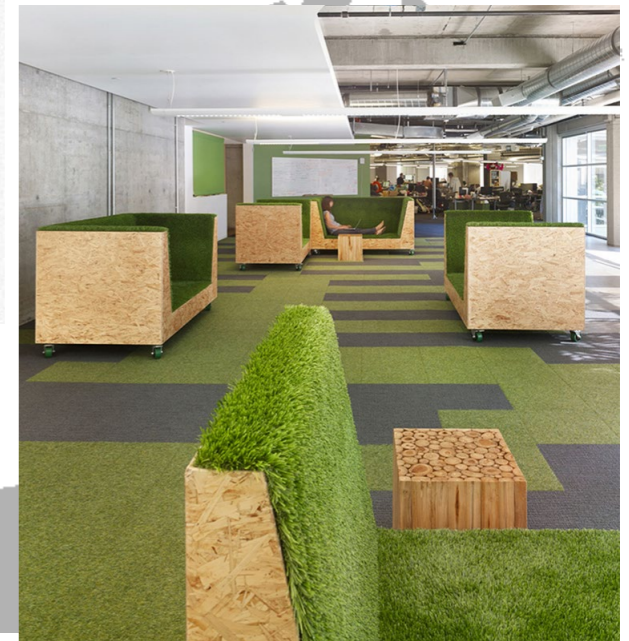
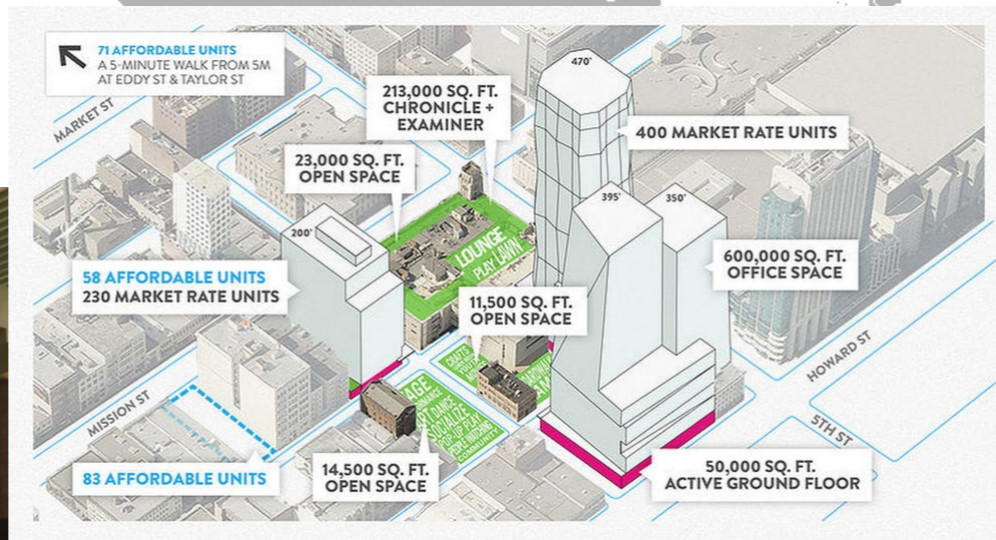
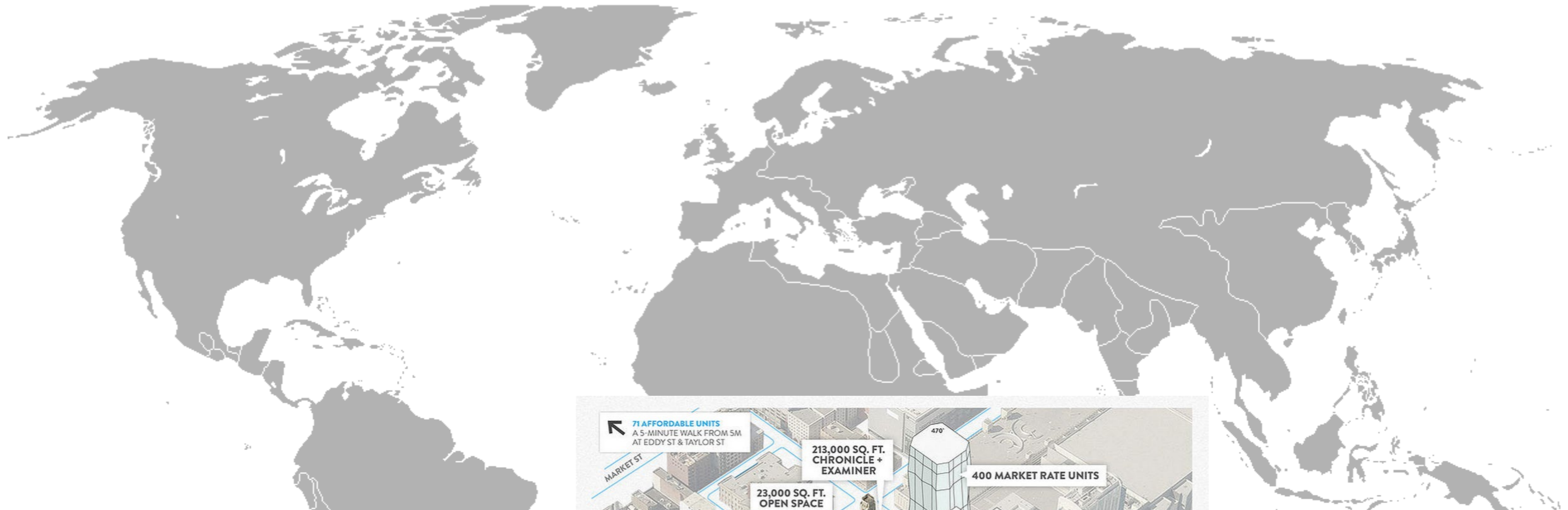


# THE EQUITY ALLIANCE: BUILDING CONNECTIONS





# ARCHITECTURE AND... BUILDING CONNECTIONS BEYOND PRACTICE





# CITIZEN ARCHITECTS: WE ARE THE CHAMPIONS



EQXD: KNOWLEDGE DISCUSSION ACTION!

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