



MEMORANDUM

TO: Councilmember Jean Godden, Chair
Libraries, Utilities, and Center Committee

FROM: Robert Nellams, Director

DATE: January 28, 2013

RE: Seattle Center RSJI Report

I appreciate the opportunity to provide a report of the Race and Social Justice Initiative work at Seattle Center with your committee on February 5, 2013. Steve Sneed is Manager of Cultural Programs and is the Co-Lead of the Seattle Center RSJI Change Team. He will be presenting our department's plan and accomplishments with you.

Seattle Center has been involved in and committed to RSJI since its inception (2004). Although we will be focusing on our 2012 work plan at the Committee meeting, I also wanted to share some of our accomplishments from previous years as background:

- Established strong partnerships in the presentation of diverse cultures through 21 ethnic cultural festivals each year. The Festal series shares and celebrates the specific ethnic community's art, dance, exhibits, food, music and other cultural aspects.
- Led the development of a revised Employees Rights & Responsibilities document to ensure the integration of RSJ principles and values.
- Embraced capacity building opportunities including enrolling all new Seattle Center employees in the **Race: The Power of an Illusion** training.

The attached table is our RSJI work plan for 2012. With the activities surrounding the 50th anniversary of Seattle Center, we re-prioritized some of the work plan items into the 2013 and will be including them in this year's plan. During the presentation we won't cover this information in detail, but will highlight the following:

- Conducted Special RSJI Filter/Toolkit training for Seattle Center and Seattle Center Foundation Next 50 Anniversary leadership staff to ensure diverse participation in all aspects of the Next 50.
- Developed tactics in media to target ethnic communities promoting all aspects of Seattle Center and the Next 50 Celebrations.
- Hosted and Co-Sponsored the Arts and Social Change Symposium with other City Departments, Washington State and King County. Artists and Arts Administrators gathered to learn about Changing Demographics, Arts Education and Racial Justice and Grant Making from a Social Justice Framework, to name a few.
- Using RSJI Filtering analysis to Seattle Center Campus Rules and the New Armory (Formerly the Center House) operation rules. Example: Festal Cultural Festivals can now sell Ethnic food in the Armory during festivals.
- Participated in the Summer Youth Employment Program
- Established an Outreach and Engagement committee to develop tactics for reaching the full diversity of Seattle in our promotional efforts.

We look forward to sharing our work and strategizing with the Committee about how we can collectively work for racial equity.

cc: Mary Wideman-Williams, Seattle Center RSJI Change Team Executive Sponsor
Steve Sneed and Richard Pedowitz, Co-Chairs, Seattle Center RSJI Change Team
Seattle Center RSJI Change Team Members
SOCR – Julie Nelson, Glenn Harris, and Brenda Anibarro