



## VAFF DEI Committee Meeting

Date/Time: Wednesday, August 4, 2021, 11:00 AM ET

[Join Zoom Meeting](#)

Meeting ID: 930 1904 7341

Passcode: 838503

### AGENDA

- I. Welcome Jody Kielbasa + Beverly Colwell Adams
- II. Open Discussion Committee and Staff  
The following are proposed priorities and actions for 2021. We are seeking input and suggestions around how to accomplish and/or work toward each, along with input on which are of greatest importance to prioritize this year.
  - o To more accurately understand who our audience is, who we are not reaching, and what the perception of the Festival is, by working with a consultant to help survey our audience and community. JM
  - o To prioritize outreach to the Black Community with an annual household income range of \$40,000-\$120,000. We see from our internal annual survey that the biggest deviation of our audience compared to Charlottesville and Albemarle's demographics is with Black and African American community. EB + CF
  - o To improve the perception of exclusivity, by highlighting our affordable ticket prices in marketing and print materials. CF
  - o To better connect with UVA BIPOC and underrepresented staff, students, and faculty. JM
  - o To connect with churches serving BIPOC communities. EB
  - o To connect with youth enthusiasts, by working with educators to offer Programmer talks at area HS film clubs and classrooms. CF
  - o To host an Outreach/Preview Event in October with the goal of welcoming and introducing BIPOC individuals to the Festival. EB
  - o To add a Land Acknowledgement to all Festival screenings. CF
  - o To connect with Latinx and Spanish speaking communities, by adding bilingual flyers and programming Spanish language films. CF
  - o To improve accessibility for deaf and hard of hearing community, by adding ASL interpreters and open captions at our major events, and improving accommodations request process. EB
- III. Review of Festival Dates and Next Steps
- IV. Adjourn