

**Diversity Day.**

# Agenda

**17:00 - Introduction Taskforce**

Presenting members and expectations

**17:30 - Short Term Goals & Guidelines**

Walk through of the goals & guidelines for AMFI with Q&A

**18:00 - Guest Lecture**

Inspirational lecture by Sarita Bajnath with Q&A

# Team Members

<b>Taskforce Coordinator/Lecturer</b>	<b>Isabella Doelwijt</b>
<b>Taskforce Coordinator/Lecturer</b>	<b>Karime Salame</b>
<b>Director AMFI</b>	<b>Dirk Reynders</b>
<b>Head of Fashion &amp; Design AMFI</b>	<b>Peter Leferink</b>
<b>Fashion Futures designer/Lecturer</b>	<b>Yophi Ignacia</b>
<b>Coach &amp; Quality Assurance Officer</b>	<b>Natalie Kammeron</b>
<b>Global mobility advisor</b>	<b>Natalie Brandt</b>
<b>Communication manager</b>	<b>Rubia Heyer</b>
<b>Principal Branding &amp; Individuals</b>	<b>Serkan Köse</b>
<b>4th year student AMFI</b>	<b>Marvin Stanley</b>
<b>2nd year student AMFI</b>	<b>Luka Tapken</b>
<b>Programmanager Diversity &amp; Inclusion HvA</b>	<b>Aliya Celik</b>
<b>Coaching &amp; Connecting consultancy</b>	<b>Astrid Elburg</b>

# What to expect from us?

**As the diversity team, we would like to support students and staff as best as we can. Together we are working on the development of: how to guide you and our staff through this process.**

**Here comes an overview of the taskforce expectations presented to you by Yophi Ignacia**

# Goals

**What are our short & long term goals for AMFI/HVA?**

**After brainstorming with all of our members and taking into account the voices of students and events of the past. We collected a document with all the goals that we are going to prioritise and take action on together with you.**

**This is a summary of all the goals followed by the prioritised sport term goals - presented by Karime Salame**

## 01. Short Term Goals - SUMMARY ALL

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1. Set up a dictionary / guidelines for communication. AMFI communication as well as within the curriculum.
2. Check curriculum per dimension for any offensive images or language.
3. Communicate transparently to team & students about AMFI's work on D&I; steps being taken.
4. Be a sounding board within AMFI for how we take on matters regarding D&I. e.g. complaints from staff/students. But also interview requests on the topic.
5. Create a more diverse team when hiring freelancers, exam committee members, guest lecturers, etc.
6. More study material available diversity inclusion
7. Do not use solely western materials
8. Promote after school activities about non western cultures
9. Non western film and documentaries recommendations
10. Confidential counselor
11. Create awareness of the situation at AMFI and in the HvA
12. Talk with students and colleagues about their experiences within AMFI
13. Discover what people within AMFI understand under inclusivity and diversity
14. Make the taskforce visible and a part of AMFI
15. Social safety within the entire AMFI system. Open and respectful towards each other.
16. Wellbeing of staff. How is everyone doing? Has this affected you? How are you dealing with it or not? Do people need support? I suggest one-on-one conversations with MT/Dirk so we can have a healthy team that feels supported.
17. Implement issues that are happening in the world in our curriculum: Black Lives Matter.
18. Diversify AMFI team. Make an effort to get to know new people. don't assume that all people of colour are one and the same, we are individuals!
19. Implement cultural diversity in curriculum. We teach from a Western perspective, but I want to make sure when it comes to fashion that students know what has happened around the world and get an honest, diverse and global perspective when it comes to the history of fashion.
20. Obligate teachers to work from a more diverse and inclusive fashion perspective. In other words, students start assignments with research and inspiration in every dimension: add that 50% of them should not be Western anyway.
21. Inform teachers and start training.
22. Build a strategy to grow and change, - commitment to learn, grow and do better.
23. Self awareness, how we think, communicate and how we work together is a key element – we need to challenge our thinking so that we can make a shift even a small one will align itself with a great depth of field.
24. Identifying blind spots and reducing unconscious biases.
25. Review AMFI's current strategy and vision plan to see if it is in line with D&I, this is an opportunity to set a course for the future, new Curriculum, new ideas in response to changing times and circumstances while affirming AMFI's enduring values – we need to look at this to review it and see that it aligns to D&I.
26. Assess current policies and practices as fit for the purpose against best practices.
27. Formulating guidelines and implementing D & I processes and practices.
28. D&I educational programming, including AMFI community events and workshops.
29. Educational training opportunities to increase AMFI's understanding of the principles of D&I. – ~~Conference – would be great with a keynote speaker~~ This could be for teachers but also students too to show/see commitment from AMFI and to try to form a real sense of community.
30. Emphasis on increasing AMFI's understanding of the principles of D&I.
31. In the 2+ year Curriculum Triptiek program was for 3 weeks where all students including my exchange students came together – something like this would be great to do but then around D&I build it into the AMFI curriculum. Use this space for a place to create understanding, educate. Students can be authentic but to open the space up for dialogue, there should be a place for others to say no I don't like Irish people etc... only then can you have these difficult but necessary conversations. Everyone should have a voice even if the voice is not right to grow and move forward and learn. Cancel Culture – I put this in as it's a phenomenon that exists to out and cancel people I think this is wrong as nobody learns from this (no body wins) students should be allowed to have the space for this and then to grow and learn.
32. Interactive learning solutions on understanding unconscious bias, redesign the curriculum, intercultural sensitivity classes for students and teachers.
33. Commitment to addressing barriers.
34. AMFI need to show its commitment in the work of students, their visuals, new narratives, this will show us the way forward in their work. It would be nice to work with other artists and activists. Projects from groups/individual students to show case their work with topics related to D&I.
35. Look at our external Partners and see where we can work together gain ideas insights to strengthen our own D&I strategy moving forward. Link with projects – short term wins and long term ones.
36. AMFI to curate a series of open dialogue events involving students and this could result in an exhibition. – The exhibition can highlight the complexities of race, identity, gender, sexuality etc..
37. Evaluate AMFI's communication plans to see how we communicate both internally and externally

## 02. Long Term Goals - SUMMARY ALL

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1. Create a more diverse student body.
2. Create a diverse AMFI team
3. Create an environment and curriculum that is safe and inclusive.
4. Change AMFI's image of it being a white and exclusive institution.
5. Set an example within the HvA, and for fashion education worldwide for inclusive (fashion) education.
6. To the outskirts of Amsterdam tell more about AMFI at secondary schools
7. More diverse teachers
8. Curriculum 50/50 western / non western
9. Sustainability and diversity should be mediatory for each graduation project
10. Training for current teachers
11. To make inclusivity and diversity part of the AMFI DNA
12. Change the AMFI image by visible changes and good practices
13. That the taskforce needs no introduction but is known and seen within AMFI and part of AMFI, not a tool of the MT or HvA
14. Respect for one another and safe environment for students and employee's
15. Implement cultural diversity in curriculum. We teach from a Western perspective, but I want to make sure when it comes to fashion that students know what has happened around the world and get an honest, diverse and global perspective when it comes to the history of fashion.
16. Acknowledge different cultures, colours and identities as equal. Be curious and interested to learn more.
17. Make it a normality to have difficult and uncomfortable discussions.
18. Rebuild programs
19. Teachers team more diverse
20. Slowly change the influx of students by: providing information to the outside world, informing other schools (strengthening ties between MBOs, rebuilding image
21. AMFI will have a reputation for its culture of dignity, respect and wellbeing for ALL.
22. Look at the Fashion Industry to see if we could share and learn best practices (there has to be one brand that we are proud of their work in D&I, if there is connect with them). Rethink our internships are these companies in line with best D&I etc.
23. Align ourselves with companies and partners who have the same set of values and D&I commitment as we have – interesting to discuss once this has so many possibilities for change etc..
24. AMFI need a new language (this means also the HvA) a language that allows us to paint mental pictures allowing more nuance and depth. Language shouldn't be an afterthought mails can be very mechanical and lacking in understanding even politeness. More empathy!
25. Deploy new words to capture new things (buzzwords for AMFI- reach GenZ)
26. Alumni – they too can change the companies they are in - bring them into the picture.
27. Improve the recruitment/Admissions/AMFI image processes and info for students to ensure there is a transparent process in place to attract students from all backgrounds and walks of Life.

# **01. Short term goals**



## **01. Short Term Goals - High Priority**

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1. Set up a dictionary / guidelines for communication. AMFI communication as well as within the curriculum.

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2. Educational training opportunities to increase AMFI's understanding of the principles of D&I.

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3. Create a newsletter about the TF action plans / food for thought

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4. Secure safety & well being of staff/students by organising an open dialogue continues

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5. Work with new narratives involving current issues by collaborating with researchers, activists and artists.

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6. Check curriculum per department for any offensive images or language.

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# **02. Long term goals**

## **02. Long Term Goals - High Priority**

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1. Change AMFI's image of it being a white and exclusive institution.
  2. Orientate the curriculum towards a more non-western perspective (global)
  3. Create a more diverse student and teacher population
  4. Improve the internal AMFI communication with employees and students (involve confidential counselor)
  5. To make D&I a normality within the institution (DNA)
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# Pillars /Guidelines AMFI Community

**AMFI is an institution in a society in which diversity is a reality. In order to host and educate a diverse community of change-makers, we strive to be a safe space for all students and team members. A safe space can only be created when all individuals in it actively participate in upholding its standards.**

# 01. Safe Space

**As educators it is our responsibility to guarantee all students feel seen, heard, and welcomed. Together, we create a non-judgmental environment in which we value and see differences and acknowledge (our own) privileges.**

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**In addition to these guidelines we ask ourselves:**

**- Why are safe spaces necessary? What is a safe space (to you)? How do we create a safe space in the classroom?**

# 02. Inclusion

- **We welcome an international student body and make all our education available, therefore we speak and write in English when necessary.**
  - **We are inclusive in our curriculum as well as our classroom.**
  - **We aim to take knowledge, inspiration and input from outside of our own lives, experience and position.**
  - **We include a non-Western perspective of fashion. All our students should feel included in our education and classroom.**
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**In addition to these guidelines we ask ourselves:**

- **What does it mean to be truly inclusive?**
- **How do we create an inclusive curriculum?**
- **What can I do or learn to make sure all students feel included in my classroom?**

# 03. Communication

- In order to drive change, we need to get comfortable with having uncomfortable conversations. We welcome debate, reserve space to speak up, and challenge behaviour with transparency and empathy.
  - We communicate with mutual respect and an open mind, open dialogue and we learn from other perspectives.
  - We realise that listening is the key to learning from each other.
  - We realise language is powerful, and update our vocabulary when necessary.
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In addition to these guidelines we ask ourselves:

- How do I listen to the boundaries and needs of my students?
- How do I lead a discussion without letting my emotions get the best of me?
- Is my vocabulary inclusive and non-triggering?

# 04. Feedback and complaints

- At AMFI there is zero tolerance for racism, sexism, discrimination, bullying, or sexual harassment.
  - As a director, manager or teacher, we are aware of our exemplary function.
  - We take complaints and incidents seriously and follow them up in a careful and confidential manner.
  - Constructive feedback and apologies should be normalised within the team and classroom.
  - Criticism and complaints lead to reflection, embracing mistakes and turning them into educational moments.
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In addition to these guidelines we ask ourselves:

- How does critique affect me, what is the best way for me to deal with it?
- What is the best way I can deal with it for the student?
- How can I turn criticism into an educational moment?
- What steps do I take when receiving an official complaint?
- How can AMFI / the MT / a counselor help me in that?



# 05. Educate yourself

**- It is our responsibility to educate ourselves on the topics we feel uncomfortable about, or where we lack knowledge.**

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**In addition to these guidelines we ask ourselves:**

- Which topics make me feel like I have to walk on eggshells?**
- What/how can I learn on those topics to feel more confident on how to deal with those topics?**
- Which complaints or feedback from students I do not understand, how can I understand it better?**

# Q&A

**We want to develop and grow together with you on these subjects.  
Therefore we want you to know that this is a first draft and we need your  
feedback and input to make it even better!**

**- Let us know your thoughts and questions through the chat on YouTube**

# Inspiration

Lecture by Sarita Bajnath + Q&A