



**Request for Proposals for Professional Training Materials**  
**EDIAB/Unconscious Bias Training for The Commercial Theatre Industry**

**Date: February 16, 2022**

**Due Date: March 16, 2022**

**Purpose:** Black Theatre United seeks proposals for an industry-wide digital Equity, Diversity, Inclusion, Accessibility, and Belonging/Unconscious Bias Training program to be provided by theatre industry employers to themselves and all employees as outlined in Black Theatre United's [New Deal for Broadway](#).

**Key Expectations – Content:**

- The Industry needs a comprehensive foundational program to create a shared vocabulary across the industry in New York and across the country. There are many employers instituting more advanced trainings in addition to this, but we aspire to have a mandatory program that will initially function as an “Introduction to Unconscious Bias”, specific to the theatre industry.
- It is important to note that all employers (theatre operators, producers, general managers, union leadership, etc.) have completed similar trainings already and are committed to completing this proposed training concurrent to and alongside their employees.
- This program should have multiple levels. New employees will start with an introductory Level One training, while employees that continue with a given production or venue can move on to Levels Two and Three. Levels Two and Three can be developed and delivered past the initial deadline, on a timeline to be determined, but no later than Fall of 2023. Level One will be implemented on the timeline below.
- This training should be customizable to our industry and created in consultation with various stakeholders (union personnel, venues, etc.) and customizable between the levels. Key stakeholders will be made available for consultation for the development period, over the summer of 2022.

**Key Expectations – Form:**

- The training should be roughly 90 minutes long.
- This training should be digital and modular. Trainees should be able to complete the training asynchronously with other trainees to allow for immediate training upon hiring and onboarding of new staff.



- This program should be portable and trackable within our industry (perhaps through a QR code). A trainee should not have to complete the Level One training again if they switch jobs within the industry.
- This program should be modular with a progress verification step. The data and any tracking of progress verification should be available and accessible by the employers directly. The provider should lay out their plan for such tracking.

**Timeline:** Per the below timeline, all proposals are due March 16, 2022, after which finalists will be notified and invited to meet with stakeholders. After these meetings, select finalists will be asked to create a pilot program demonstrative of the full program to be tested and evaluated by employers and staff throughout the industry. After the conclusion of the pilot program, the contract will be awarded accordingly based on industry feedback, and expansion of the program is expected to begin immediately thereafter. This is outlined below.

- Proposal Deadline – March 16, 2022
- Notification for finalists – April 16, 2022
- Meetings with finalists – Late April/Early May
- Deadline for Pilot Programs – Mid June
- Conclusion of Pilot Programs – Mid July
- Selection of bid for contract – Mid August
- Expansion of program throughout the Industry – October/November

**Evaluation:** The following criteria and questions will be considered in evaluating all proposals.

- What is the subject-matter/curriculum the provider needs to cover? Once that is determined, does the content feel relevant/customized to the audience needing to be engaged?
- Does the provider have the capacity to scale in the necessary ways (in particular, on-demand digital content)?
- Does the provider have a scaffolded approach so that there can be annual trainings that build upon and inform the prior training, thereby leading to more advanced understanding? Or, is the content static in its presentation?
- Could the content be troubling/traumatizing to global majority/historically excluded populations? If so, what measures does the provider have in place to mitigate that?
- What are the years of experience in the field of equity, diversity, and inclusion?
- Does the provider have particular experience in the media/entertainment/theater industry? Does the provider have specific or nuanced experience in the commercial theater industry?
- Is the provider owned or affiliated with a Black or POC -owned business?

**Fee Structure:** This proposal will not include any fee for the development of these trainings. The compensation to the provider would be on a per-person usage basis. The number of employees of the current signatories of The New Deal that would be required to take this training should be a minimum of 5,000 per year and as high as 9,000-10,000 per year paid, directly by each employer. For planning



purposes, similar trainings that have been used in this Industry have been in the \$30-\$50 per-person range.

**Submission:** Proposals must include (preferably in the order below):

- Brief evidence of qualifications to provide the above services.
- Background and experience in providing EDIAB Training and Facilitation.
- Proposed scope of work, methodology, and timeline for preparation and delivery of trainings.
- Sample of a proposed EDIAB training agenda.
- Description of your billing rates and procedures for technical questions that may come up during the project, or whether these occasional services are covered in the proposed fee structure.
- References and contact information from at least 3 comparable clients.

Please submit final proposals to [newdeal@blacktheatreunited.com](mailto:newdeal@blacktheatreunited.com) by email on or before the deadline listed above. Finalists will be invited to discuss next steps. Please contact [newdeal@blacktheatreunited.com](mailto:newdeal@blacktheatreunited.com) with any questions.

**Overview: Black Theatre United – [www.blacktheatreunited.com](http://www.blacktheatreunited.com)**

AWARENESS • ACCOUNTABILITY • ADVOCACY • ACTION

“As members of the Black theatre community, we stand together to help protect Black people, Black talent and Black lives of all shapes and orientations in theatre and communities across the country. Our voices are united to empower our community through activism in the pursuit of justice and equality for the betterment of all humanity. We will not be silent. We will be seen. We will be heard. We are here. Join us.”

Passionate and committed, this founding group of actors, directors, musicians, writers, technicians, producers and stage management includes: Lisa Dawn Cave, Darius de Haas, Carin Ford, Capathia Jenkins, LaChanze, Kenny Leon, Norm Lewis, Audra McDonald, Michael McElroy, Brian Stokes Mitchell, Wendell Pierce, Billy Porter, Anna Deavere Smith, Allyson Tucker, Tamara Tunie, Lillias White, NaTasha Yvette Williams, Schele Williams and Vanessa Williams.

#### **BTU's NEW DEAL:**

BLACK THEATRE UNITED was proud to host this remarkable and historic collaboration. It is an important first step to reopening our industry with a bright spotlight focused on diversity, equity, inclusion, accessibility, and belonging for Black professionals in the arts. Though one of many initiatives created by Black, BIPOC and allied organizations since the death of George Floyd, BTU's Commercial Theatre Summit is the first to bring together all areas of our industry from theatre owners, producers, creatives, casting and unions. We are grateful to all those who have worked diligently with us for the last six months and to all those who committed to the principles of this document by signing their names to it. Special thanks to our collaborators Kenji Yoshino and David Glasgow from the Center for Diversity, Inclusion, and Belonging at NYU School of Law for their facilitation, EDIAB training for all participants, and drafting of the New Deal.