

BLUECOATS

Diversity &

Socioeconomic Impact

Annual Report

2022

At Bluecoats, we strive to build a true community where every individual feels valued and free to come as they are, where everyone has an opportunity to bring their authenticity and creativity to the table, and where all experiences and viewpoints are celebrated.

The Diversity & Inclusion Council (DIAC) seeks to support the Bluecoats Community by working to ensure that equality is embedded in the fabric of our work for all who are a part of systemically marginalized populations, including Black people, people of color, women, trans people, LGBTQ+ folks, and other people from underrepresented communities. Fostering an anti-racist and anti-discrimination culture is critical to our success and the longevity of our organization.

This annual Diversity & Socioeconomic Impact Report helps the DIAC, Board of Directors, and executive team to identify opportunities for growth and areas for improvement in diversity, equity, and inclusion, as we work to better represent the true beauty of diversity in the Bluecoats Community. We humbly acknowledge that our work is on-going and that our continued success on and off the field is inextricably linked to our commitment to listening, learning, and growing in this space.

We thank you for taking the time to review this report. If you have feedback or ideas to share, or would like to learn more about our processes, practices, or joining the DIAC, we hope you will reach out to us.

With Regards,

The Diversity & Inclusion Advisory Council

The future of Bluecoats must include more ways for students of all backgrounds to benefit from the mission of Bluecoats, and more ways for a diversity of people, thought, and pedagogy to thrive amongst our leadership, educators, and volunteers.

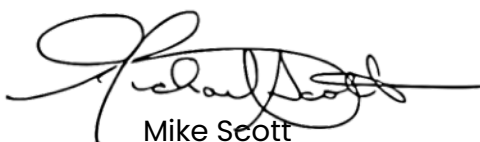
As we enter our second fifty years, we are naturally drawn into the future. What will our programming, participants, and staff evolve to in the next fifty years? How can the Bluecoats organization fulfill our founding principles and bring performing arts education to the students of Canton? How can we make participation in the drum corps available to amazing young students who may not be able to afford it? And how can we work with our sister drum corps organizations, and Drum Corps International, to provide a wide array of drum corps and marching arts programming that ensures accessibility for everyone?

With those questions in mind, this document is both a report on our progress, and a re-commitment to our vision: an accessible Bluecoats organization, committed to delivering our mission equitably.

You'll see that we have a lot of work to do. Participation in the drum corps is still primarily white and primarily men. But you'll also see where we have made progress, both in numbers and in values. And in our conversations with our students and our staff, one thing rings true: Bluecoats is a place where everyone is welcome, where accommodations are made for students that need it, and where you are free to be yourself.

All around us we see troubling trends: transgender students discriminated against, queer people's expressions of self criminalized, and a continuing trend of Black and Brown people treated unjustly and violently. Thus, our goals of accessibility and equity aren't simply the right thing to do, they're the urgent thing to do. And with your help, we will press on.

Sincerely,



Mike Scott
CEO
Bluecoats



Genevieve Geisler
CFO/COO
Bluecoats

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Methodology

All data from this report comes from self-reported data from participants and staff of Bluecoats programming. Students auditioning for the drum corps were given a survey as a part of the registration process, participants of our 2022 drum corps were given a survey to fill out during the contracting and onboarding process, and staff were given an anonymous survey to fill out following their time with the 2022 drum corps. All surveys collect voluntary data and, where possible, there is a “prefer not to say” as well as an “other” option where respondents can type in a different response.

While much of our data collection in 2022 remained the same as in 2021, some questions posed and choices offered changed. As we continue to learn and grow in our approach to collecting and reporting data for this report, our data collection will evolve.

Executive Summary

At Bluecoats, we seek to increase and intensify efforts to ensure equitable access for and participation by people from all racial, ethnic, socioeconomic backgrounds, genders, and LGBTQ+ identifications. We also seek to actively encourage and facilitate such participation.

In addition, we seek to form a staff and board of directors reflecting a diverse array of backgrounds and that best serves all of our constituents. A first step in this process is to collect the raw data from the students and staff we work with in order to set a baseline for future development. This project started in 2020 with our first Diversity & Socioeconomic Impact Annual Report. In our third year of creating this report, we have collected more data from participants of our programming than ever before and we continue to develop both our collection and presentation of these data.

Following the data in this report, you will find a summary of the current initiatives in place or planned by the organization, and why we feel these measures are important goals for the organization's efforts to advance a more inclusive culture. We hope you will agree that these initiatives and programs are valuable. Perhaps you will even be inspired to join with us and work to make the Bluecoats Community a leader in the performing arts space.

Meet the Diversity & Inclusion Advisory Council



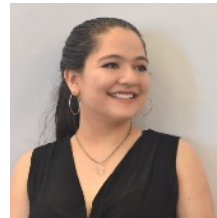
Kate McIlvain
Chair
Director At Large, Bluecoats



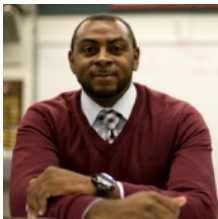
Rand Clayton
Advisor
Community Coordinator,
Bluecoats



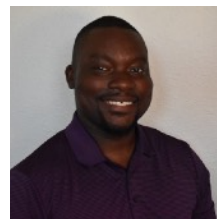
Dan Coleman
Advisor
Director At Large, Bluecoats



Irene Guggenheim-Triana
Advisor
Bluecoats Fellow



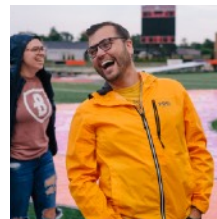
Justin Johnson
Advisor



Kevin Kwaku
Advisor
Brass Instructor, Bluecoats



JD Mayo
Advisor



Mike Scott
Ex Officio Member
CEO, Bluecoats



Genevieve Geisler, MPH
Ex Officio Member
CFO/COO, Bluecoats

Programs

Programs of Bluecoats

At Bluecoats, we create programs that enrich the lives of young people and celebrate the joys that art and the performing arts bring to the Bluecoats Community. As we reflect on our progress in bringing this mission to life, we must also reflect on how well we bring these life-enriching programs to *everyone*, and how inclusive this “Bluecoats Community” really is.

We believe that we must start any analysis of the efficacy of our programming by first analyzing who our programs reach, and how inclusive we are as an organization as we seek to expand that reach.

While the *Bluecoats Drum & Bugle Corps* is our most notable and recognizable program, the Bluecoats organization operates several programs. Our ensemble programs include the *Bluecoats Drum & Bugle Corps*, *Rhythm IN BLUE* and alumni-focused programs like *Legacy Arc*.

Additionally, we operate several learning programs like *The Blue Way Summer Arts*, the *Bluecoats Fellowship*, *Bluecoats School of the Arts*, *Learning Access*, our school group ticketing program, and a partnership with a local agency called En-Rich-Ment which operates a free after school and weekend drumline program for under-resourced youth.

In the following pages you will see the report on demographic and socio-economic impact for the *Bluecoats Drum & Bugle Corps*, and *Audition Experience Events*.

The Bluecoats





The Bluecoats Audition Experience Events

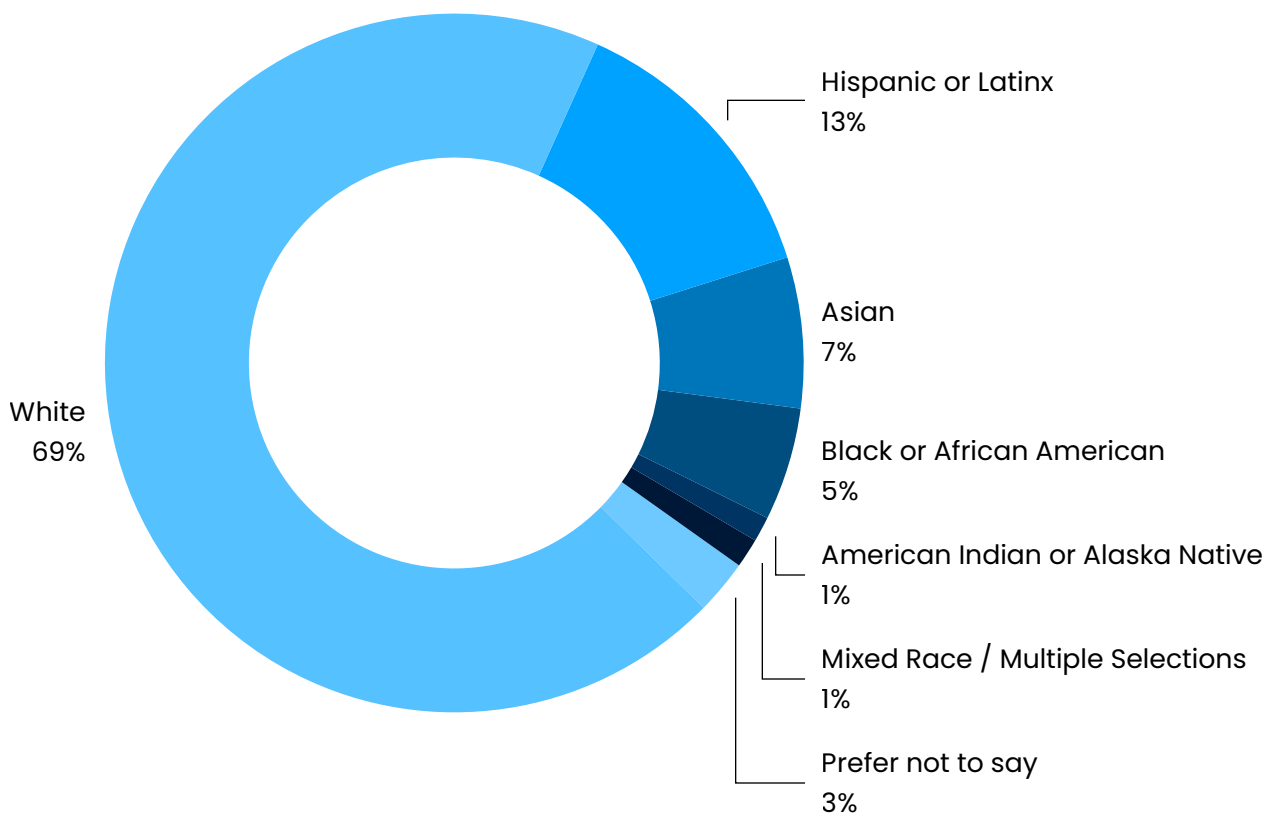
Every year, hundreds of students from around the world join us at Audition Experience Events around the country to audition for the Bluecoats, to learn from our world-class educational team, and to get the *Bluecoats Experience* for a weekend.

During the event registration process, we collected data from 100% of students registering for in-person Audition Experience events. Because collection of our 2022 audition events was done much in advance of the collection of our 2022 drum corps data collection, the questions asked for audition experience events differ slightly from the questions asked for drum corps participants. In 2023, the questions asked will be the same in order to help us make more accurate comparisons between Audition Experience Events and the Bluecoats Drum & Bugle Corps. In 2023 we will also collect data from students who take part in a virtual audition experience.

Race & Ethnicity

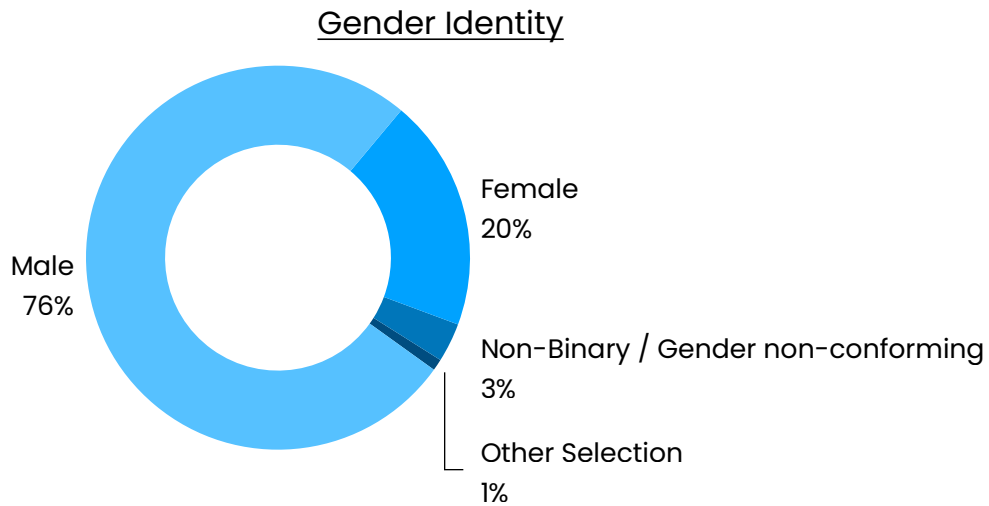
Based on reported data, 69% of Audition Experience Event students in 2022 described themselves as White, 13% Hispanic or Latinx, 7% Asian, 5% Black or African American, 1% American Indian or Alaska Native, 1% Mixed Race / Multiple Selections, with 3% preferring not to answer.

What is your race?
(Choose any that apply.)



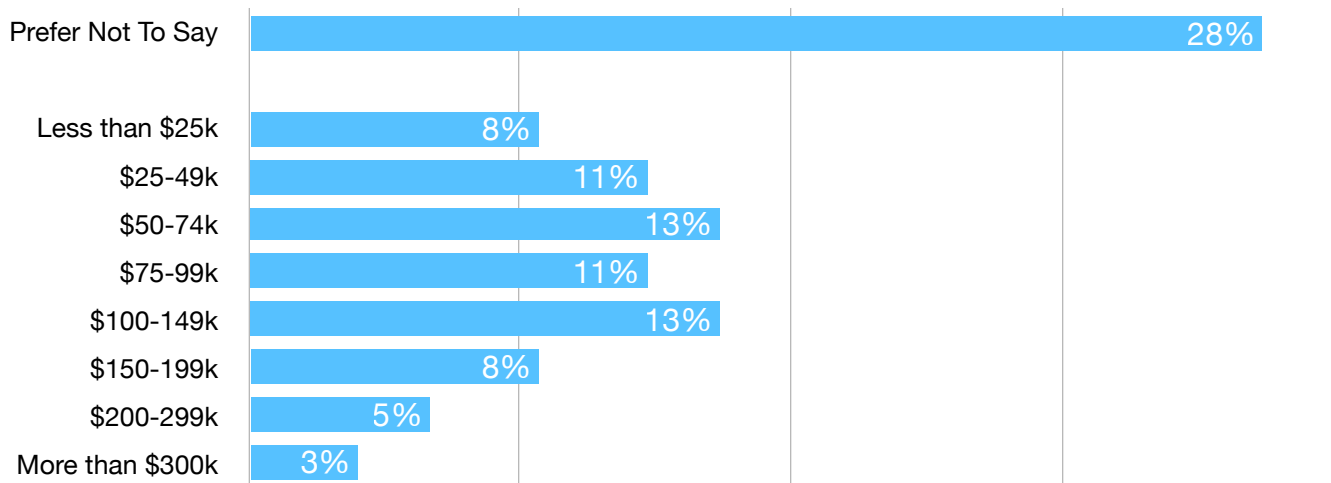
Gender Identity

76% of students identified as male, 20% as female, and 3% as non-binary / gender non-conforming. 1% of students identified as transgender or as a combination of multiple gender options: 0.19% each of transgender, female & non-binary / gender non-conforming, male & transgender, female & transgender, and non-binary / gender non-conforming & transgender.



Socio-economic Status

Respondents determined what determined their “household” ie, whether or not they were their parent/guardian’s dependents.





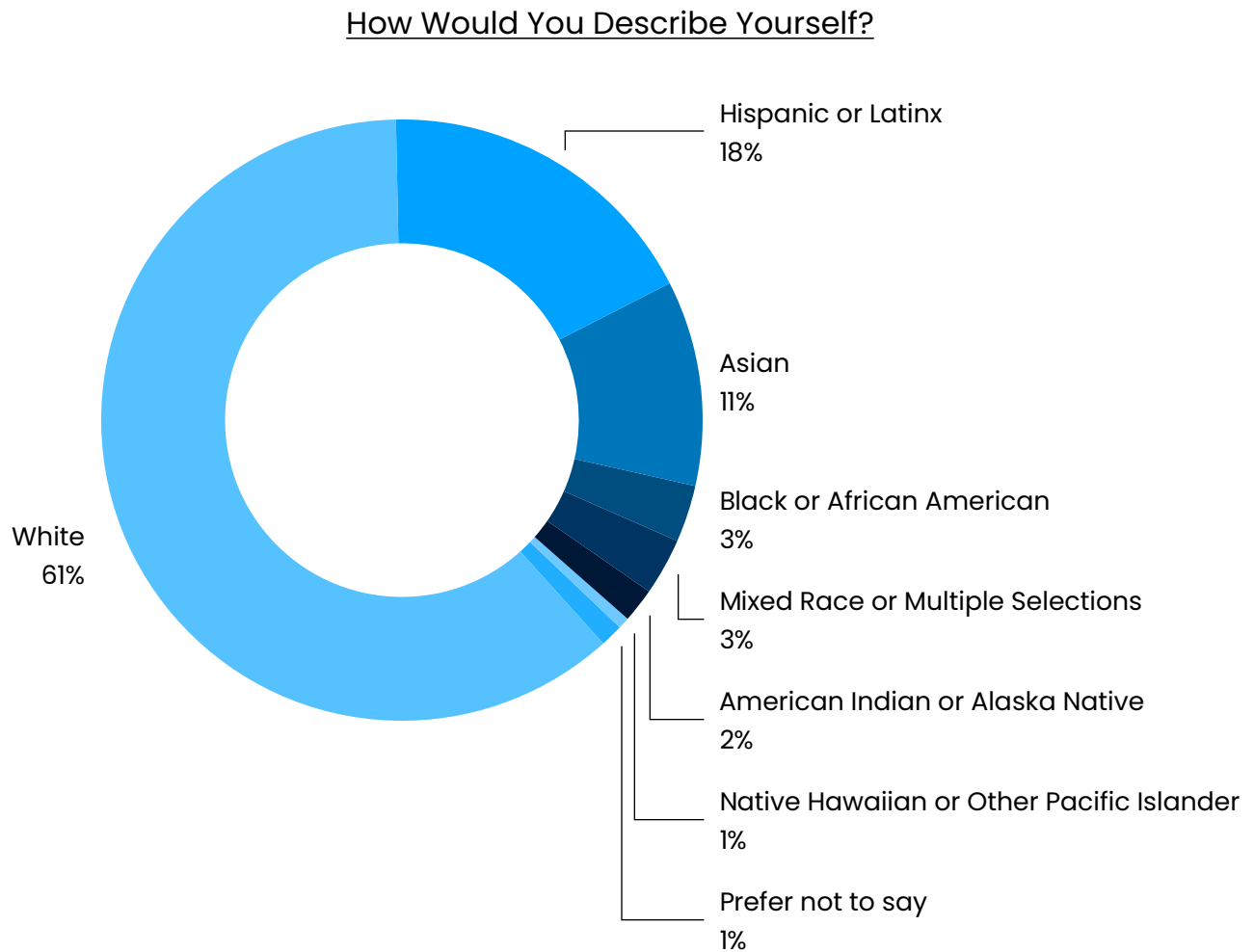
The Bluecoats Drum & Bugle Corps

Founded in 1972, the drum corps is the face of the Bluecoats organization, and the primary program through which we bring life-changing performing arts experiences to youth, and host world-class performing arts events for our communities. Bluecoats serves young adults from around the world between the ages of 16 & 22.

During the participant onboarding process, we collected data from 163 of 165 total 2022 drum corps participants.

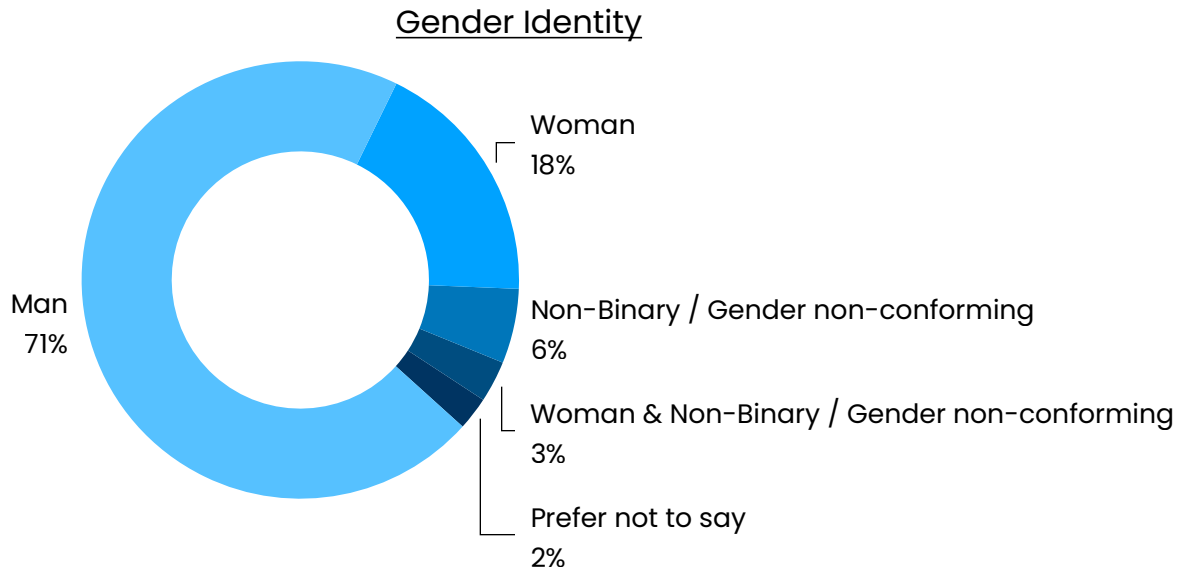
Race & Ethnicity

Based on reported data, 61% of participants in 2022 drum corps programming described themselves as White, 18% Hispanic or Latinx, 11% Asian, 3% Black or African American, 3% Mixed Race or Multiple Selections, 2% American Indian or Alaska Native, 1% Native Hawaiian or Pacific Islander, and 1% preferring not to answer.



These data show some significant changes from 2021 data. Most notably, the new inclusion of a "Hispanic or Latinx" option gained 18% of responses. The inclusion of this new category in combination with a new, more streamlined data reporting process, makes it difficult to accurately report on other trends between 2021 and 2022 data.

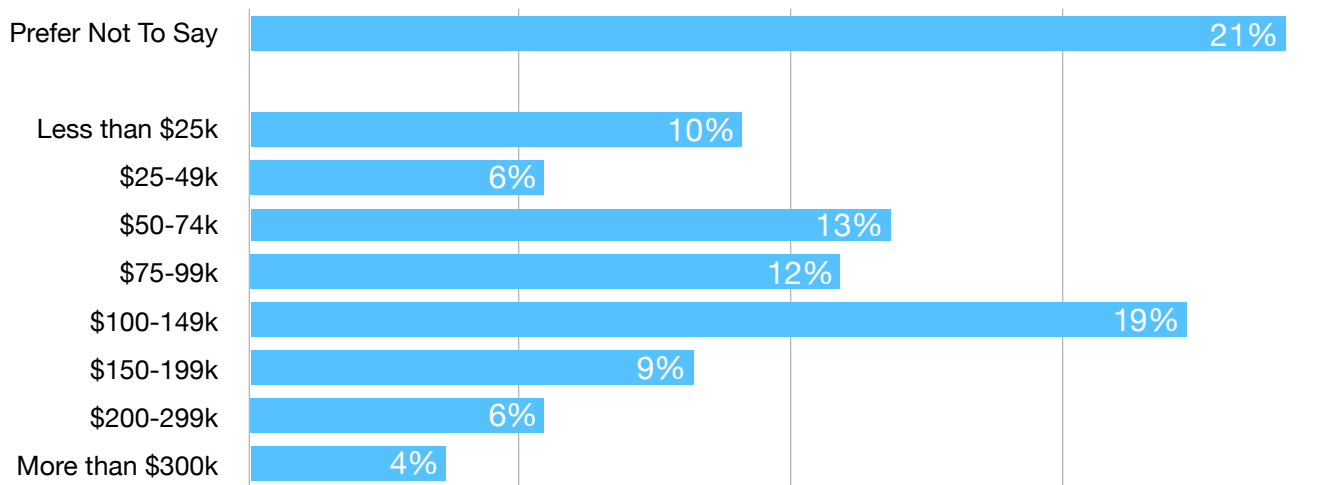
Gender Identity



These data shows some change from 2021 data. Most notably, a change to allow participants to select multiple categories when reporting their gender identity yielded the creation of a new category, “Women & Non-binary / Gender non-conforming”, with 3% of responses.

Socio-economic Status

Participants were asked the following question: Approximately, what is the annual income of your household, including your parents unless they do not support you financially in any way?



These results remain mostly consistent with results from 2021, with most notably a 7% decrease in income in the \$25-49k bracket.

Our Team

A photograph of a man with a beard and short brown hair, wearing a maroon t-shirt and a blue lanyard with a badge. He is looking to his right. In the background, there is a blurred crowd of people, including a man in a yellow and orange striped shirt. The scene appears to be an outdoor event or festival.



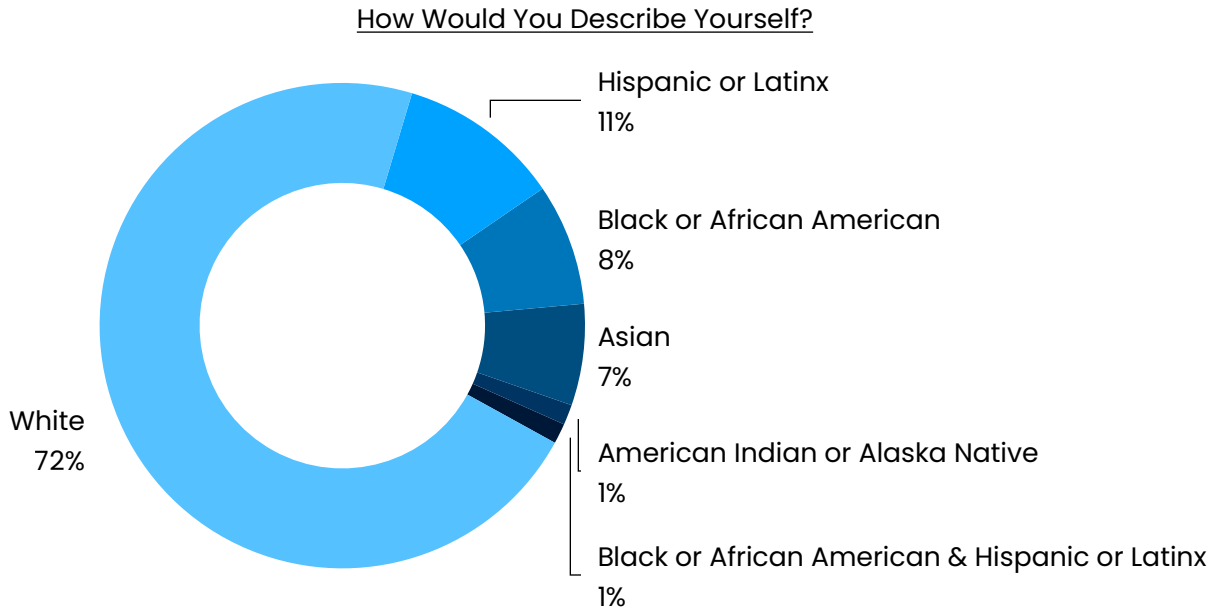
Our Team

Our pursuit of a more equitable and inclusive community at Bluecoats requires that we work towards inclusivity and equity among both our participants and our staff.

For the 2022 programming year, we sent a completely anonymous survey to our staff. 74 of 137 total staff (54% of staff) responded. Since the survey was entirely anonymous, there is no way to know if any individual submitted the survey multiple times. To ensure a higher response rate in 2023, we plan to incorporate this survey into the staff onboarding process.

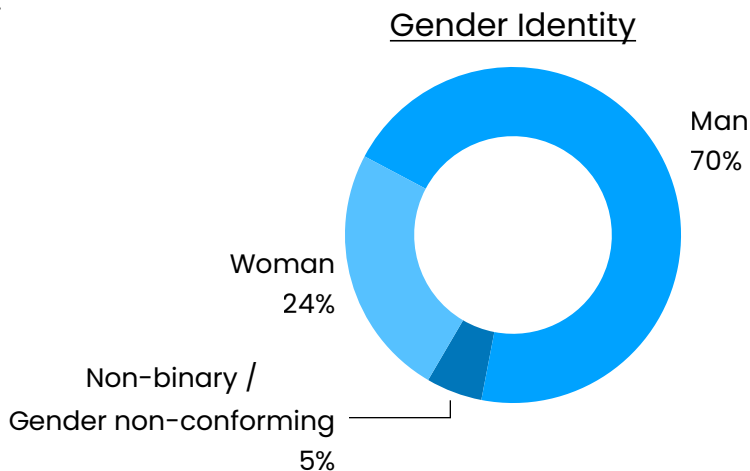
Race & Ethnicity

Based on reported data, 72% of 2022 drum corps staff describe themselves as White, 11% Hispanic or Latinx, 8% Black or African American, 7% Asian, 1% American Indian or Alaska Native, 1% Black or African American & Hispanic or Latinx.



Gender Identity

Amongst staff, 70% identified as a man, 24% as a woman, and 5% as non-binary / gender non-conforming.



These data show some change from 2021. Most notably, a 5% increase in non-binary / gender non-conforming members of the team.

Diversity & Inclusion Initiatives



Diversity & Inclusion Initiatives at Bluecoats

This report, and the data in it, is a vital step to analyzing our progress toward a more anti-racist, inclusive, and equitable organization. In addition to these data, we feel that an important part of this report is to publish a summary of our work toward this vision. In 2022, we worked on the following projects.

Bluecoats Fellowship

In 2022, we launched a new program for individuals who are a part of, or are committed to supporting, traditionally under-represented communities in marching arts design. Bluecoats Fellows are selected by demonstrating excellent skill and potential in their field. The goal of the Bluecoats Fellowship is to prepare these individuals for placement at marching arts programs and institutions around the world, paving a pathway towards a more diverse and inclusive world in the marching arts.

Each winter an annual cohort of approximately five Bluecoats Fellows will be selected to participate in a drum corps season at Bluecoats. Fellows will take part in an assistantship with the Bluecoats designer in their field, gaining the opportunity to grow their skills and receive advice & guidance on their work. These resident fellowships are modestly-paid contract positions that include travel and accommodations. The residency extends from March through the DCI World Championships in August each year.

Online Hiring & Open Applications

In late 2019 we launched bluecoats.com/jobs and made available open, standing applications for roles including operations, education, and design. Later in 2020, an open application was made available for Director At Large positions for the board of directors, the highest level of governance within the Bluecoats organization. Through our experiences in hiring, and from conversations hosted by the Diversity & Inclusion Advisory Council, we have learned how hiring within the drum corps community is often done from within the pre-existing networks of those already on educational and design teams. Oftentimes, these networks stem from the contacts that a senior leader, like a caption head or designer, has created over their career. These pre-existing networks are, by nature, exclusionary and they reduce the ability for those outside of such networks to gain access to work opportunities within the drum corps community.

By creating open and standing job postings, even when there are no immediate openings, we are introducing a gateway for individuals not already within such networks, to apply for roles at Bluecoats. We hope that this not only aids our efforts to diversify our team, but also brings new ideas to the table and continues to improve the world-class programming and operations Bluecoats takes such pride in.

Diversity & Inclusion Advisory Council

Kate McIlvain was elected to be the new chair of the Diversity & Inclusion Advisory Council at the Bluecoats Annual Meeting of the Corporation in January. Kate joined the Bluecoats board of directors in January 2022. Passionate about the performing and marching arts, Kate is excited to combine her more than 15 years of nonprofit management and marching arts experience in service of this amazing organization. In addition to her board role here at Bluecoats, Kate is the Greater Chicago Regional Area Director for Chapter One, a nonprofit literacy organization which believes that literacy is a basic human right and provides 1:1 literacy support to kindergarten, first, and second grade students. She is also the Color Guard Director at Marian Catholic High School in Chicago Heights, IL. Her affiliations include the Yoga Alliance, the American Guild of Musical Artists, and she is a certified nonprofit accounting professional. In addition to her work at Bluecoats, Chapter One, and Marian Catholic, Kate is an active performer/choreographer in the Chicago area, regularly appearing in dance concerts, musical theatre, and storytelling events.

Anti-Racism Policy & Ban On Hate Groups

A principle philosophy of anti-racism leadership is that action, in the form of policy, can elicit change and modify structures where systemic racism has made an impact. Through the fruitful collaboration of the Diversity & Inclusion Advisory Council, the executive team, and the Policy Task Force of the Board of Directors, in 2021 we announced the adoption of a new Anti-Racism Policy. Among other things, this policy bans affiliation with or solidarity of hate groups, as defined by the Southern Poverty Law Center's Hate Map™. Furthermore, it prohibits the display of hate symbols, including the Confederate Battle Flag, as listed in the Hate On Display™ database compiled by the Anti Defamation League.

This policy enshrines many of the initiatives outlined in this report, and others, as active steps towards advancing anti-racism within the entire Bluecoats Community. You can read more about the policy and its directives [here](#).

Bluecoats School of the Arts

In September 2020, Bluecoats launched a brand new program: Bluecoats School of the Arts. This online school - built by Bluecoats - brings all of this organization's educational programming online through live educational events, on-demand coursework, and even private lessons.

While School of the Arts is not fundamentally an initiative aimed at diversity, equity, and inclusion - it does represent a new future for

Bluecoats programming that is inherently more accessible and catered to a broader variety of students and skills. From the start, our vision for School of the Arts was a program that removed barriers to entry for Bluecoats educational programming. Furthermore, we set out to build a program that was more than a “patch” for a cancelled season. Instead, School of the Arts is a new fixture in our suite of learning programs. It can grow as far as our imagination will let it, and it can provide programming to more skill sets than we have ever had the capacity to teach with in-person and marching-band-focused programming.

More than 2,800 students have signed up for an account at bluecoats.school, and hundreds of students attended our live learning events like Symposium I, Symposium II, and a series of one-day Institutes catered to specific instruments. Through School of the Arts technology we were able to bring Grammy award winning artists like Jacob Collier, Sauti Sol, and Jens Lindemann to students around the globe. Furthermore, we’ve worked to get the details right, like ensuring that live and on-demand content is captioned, and the website uses ADA accessibility tools for easier access by those who need it.

Ultimately, we look forward to seeing the growth of School of the Arts and reaching more students than ever before.

Learning Access

One huge benefit of building an online learning platform like School of the Arts is our ability to make this programming accessible to those in our community. After the launch of School of

the Arts we reached out to Canton City Schools and a local partner agency called En-Rich-Ment to dream up a new partnership and grant program we’re calling Learning Access.

Learning Access brings all live and on-demand School of the Arts programs and local Bluecoats Audition Experience Events to the band, orchestra, and dance students of Canton City Schools and En-Rich-Ment at absolutely no cost to the students or the district and agency. We’ve worked directly with administrators and teachers to outline the program. Students use codes distributed to them by their teachers to gain access to the programming. We also have a tech support email hotline that teachers can use to submit questions or concerns.

Endowed Scholarship Funds & Frank Pasquerella Memorial Scholarship Fund

We have identified that financial aid restructuring will be an important element of our Diversity, Equity & Inclusion Action Plan (see below) because scholarships directed at gateways to Bluecoats Programming (and the drum corps community) increase the opportunities for students outside of our typical participation funnel to join our programming. Bluecoats’ challenge with regard to offering scholarships is shared among many similar organizations in the marching arts community. Typically we rely each year on our ability to fundraise the cash necessary to immediately pay out such scholarships.

This model of funding financial aid is unsustainable because it requires annual

operational bandwidth and quickly generates donor fatigue. We have identified the need to shift our financial model at least partially toward endowed funds. Such scholarship funds invest principle into the Bluecoats Endowment and can disburse annually.

At the end of 2020, Bluecoats worked closely with the family of the late Frank Pasquerella to establish an endowed scholarship fund in his honor. Frank was a Bluecoats alumnus and was notably the original Autumn Leaves trumpet soloist. The song would go on to become the Bluecoats corps song, and the solo spot a coveted honor for Bluecoats trumpet players. Frank was a hugely popular band director in his career and left an impact on hundreds of students. Since its launch, The Frank Pasquerella Memorial Scholarship Fund has raised more than \$25,000, which included a very generous leadership gift from Maria Pasquerella, Frank's wife. In January the fund was officially launched within the Bluecoats Endowment and the funds are designated to support students attending Bluecoats educational programming such as THE BLUE WAY Summer Educational Experience, Bluecoats School of the Arts, and other events.

Program Partnership With En-Rich-Ment

In 2015, Bluecoats began partnering with the local agency En-Rich-Ment, which provides free after school and weekend performing arts and home economics programs for underserved youth in the greater Canton community. En-Rich-Ment provides many wonderful programs including dance, theater, brass and strings, and a much-lauded drumline program. As our

partnership has developed over the years, Bluecoats has donated staffing and curriculum resources, access to our exclusive instrument partners, and performance opportunities like time slots at Innovations In Brass and Bluecoats Party in the Plaza.

Each year En-Rich-Ment provides its programs for free to hundreds of deserving students, and Bluecoats is proud of our partnership. That said, we know that we can do more for under-resourced students here in our local community, and En-Rich-Ment is a trusted partner. Our executive team is working closely with theirs to envision new ways that the Bluecoats organization can be a valuable supporter of En-Rich-Ment's mission. Ultimately, the executive team and the Diversity & Inclusion Advisory Council are working on ways that Bluecoats can serve its mission "here at home" and expand our impact to both our local youth and under-resourced communities in our area.

Conclusion

Our goal is to publish a report like this annually. Reports and updates like this do not simply demonstrate our progress, or lack of progress, however. They join together with other DE&I initiatives, conversations, and programs to remind us of our collective responsibility to speak about our progress and our shared vision of a more diverse, equitable, and inclusive Bluecoats Community.

This report has been an opportunity to outline recent initiatives that we're proud of, opportunities that we hope to make investments in, and areas where we know we must improve. While our demographic survey infrastructure will continue to be improved upon, we're happy with the steps we've taken so far to gather and publish these data. The demographic data in this report certainly shows a community that has room for progress.

Amongst corps participants, students identifying as Black or African American are not represented at a percentage concomitant with U.S. population statistics. Likewise, staff identifying as Black or African American are underrepresented. In both corps participants and staff, women are significantly underrepresented. Lastly, self-reported socioeconomic data indicates that students from lower-income households are underrepresented in comparison to population statistics.

We know from casual observation that people of color are significantly underrepresented in leadership positions within the organization, including Board of Directors, caption heads, design team, and executive leadership. We also know that women, non-binary, and gender non-conforming individuals are also underrepresented in many of these areas.

These data indicate that we have much work to do in ensuring our programs, as well as employment and leadership opportunities, are made available to all. To do so, we must continue our work with the Diversity & Inclusion Advisory Council to implement such strategies as open recruiting for employment and board of directors positions, actively recruiting, mentoring, and promoting people of color and women to leadership positions within the organization, and working to ease entry into the corps itself through scholarships and outreach efforts among non-traditional drum corps communities.

We can make progress in every corner of the Bluecoats Community, and increase participation and support of many underrepresented or underserved communities including people of color, women, transgender and non-binary individuals, and other members of the LGBTQ+ community. We can

increase representation and support within our educational team, our employees, our design team, executive leadership, and board of directors. We can lower barriers to entry for the drum corps program, and bolster or even create non-corps programs that diversify our focus and ensure that the world-renowned performing arts education resources of the Bluecoats organization reach more populations of students than ever before. We can improve our policy and procedures for ensuring participant safety, anti-discrimination, and anti-racism.

As we continue to create and maintain initiatives to build a more inclusive and equitable culture at Bluecoats, we look forward to seeing if and how the data in this annual report changes. We know that this is not a one-year project and we are committed to continually doing the work to seeing the kind of change we'd like to see in our organization.

Ultimately, to accomplish our goals of a more diverse, inclusive, and equitable culture at Bluecoats, we'll need to engage every member of the Bluecoats Community and build an organization where, at every level, from the boardroom to the fan, we are committed to leading the way.



BLUECOATS

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*To report racism, discrimination or other Prohibited Practices,
visit bluecoats.com/whistleblower or email ethics@bluecoats.com.*