Intro: Call for Proposals

The American Institute of Architecture San Francisco's Equity by Design Committee requests the submission of proposals to provide research and analysis services for the 2016 Equity in Architecture Survey. Deliverables to include the administration and analysis of an approximately 80 question survey on the professional experiences, backgrounds, and aspirations of approximately 3,000 to 5,000 men and women practicing architecture across the United States. Parallel survey tracks are to be provided for the following:

- Individuals who are currently working in an architectural practice
- Individuals who have worked in an architectural practice in the past, but are currently employed in another profession
- Individuals who who have worked in an architectural practice in the past, and are currently not employed in any profession

As the largest and most comprehensive study launched nationally to date on this topic, this research project has the potential to impact architectural practice nationwide.

Qualifications:
- background in survey research and analysis,
- excellent statistical analysis skills, (with a degree or major being beneficial)
- an interest in issues impacting the careers and advancement of professional women,
- familiarity with architectural practice,
- experience collaborating with teams to produce narratives which depict the findings to a broader audience

In addition, the successful research team or individual will demonstrate the ability to work in collaboration with the AIASF Equity by Design Research Committee to present survey findings in a final report that can be understood by the broader AEC community.

Project Description

Building upon the successful 2014 Equity in Architecture Survey, the 2016 Equity in Architecture Survey aims to create a comprehensive national dataset detailing female and male graduates of architecture school's current positions and career experiences.

This phase of the Equity in Architecture Research Project will provide data on the ways in which men's and women's careers in architecture differ, and offer insight into ways in which individual practitioners, employers, and the industry as a whole can make changes on a policy and culture level that promote satisfying careers in architecture for women and men alike, improve employee retention, and ultimately, improve companies' bottom lines.

The survey will be designed to include approximately 80 questions, take 15-20 minutes to complete, and will be administered within a one month period via Survey Monkey. The survey results will be processed by the academic research team per the schedule outlined in this

document within the general timeframe between March 2016 – July 2016, with preliminary results available in June 2016.

Key research goals/objectives for the 2016 Equity in Architecture Survey include:
- Compare the current positions and career experiences of female and male architecture school graduates nationwide, including both current architectural professionals and those who no longer practice architecture.
- Identify career pinch points associated with these experiences, highlighting ways in which women experience these career pinch points differently from their male counterparts.
- Highlight individual attitudes and behaviors, as well as employer-provided benefits and practices, that contribute to success in navigating these pinch points. Conversely, identify behaviors and practices that correlate with negative outcomes.
- Follow up with respondents of the 2014 Equity in Architecture Survey to track career progression between 2014-2016. Compare men's and women's career progress over this two-year period.

Survey Population

Survey participants will be identified in a number of ways. First, a mailing list compiled from the 2014 survey will be used to follow up with past survey takers. The survey will also be promoted using: partner organizations' mailing lists, the AIA newsletter, Equity by Design's website, and social media. The research committee is actively investigating ways to reach the broadest audience without undermining data integrity, and welcomes suggestions.

This dataset will focus primarily upon those currently practicing architecture, but will include questions for those who have either:
- Individuals who have worked in an architectural practice in the past, but are currently employed in another profession
  - Work in allied AEC fields or teaching architecture
  - Work in unrelated fields
- Individuals who who have worked in an architectural practice in the past, and are currently not employed in any profession
  - Caring full-time for a child or close relative
  - Unemployed, but looking for work
  - Unemployed, other

Research Team

The research team for the 2016 Equity in Architecture Survey will consist of the following individuals:
- Research Partner (Research Leader and Team)
  - The Research Partner will be responsible for advising Equity by Design during the design of the project, and will then be responsible for administering the survey, and providing analysis of the results.. The research team will be expected to be able to thematically connect the design and analysis of the Equity in

Architecture Survey with current literature on issues impacting the retention and advancement of professional women in the workplace. As such, the candidate should conversant on this body of research. The Research Partner will also be responsible for analyzing data on issues specific to architecture. Basic familiarity with architectural licensing requirements, accrediting bodies, professional organizations, common firm structures and employment positions, and roles and responsibilities commonly associated with various positions will be preferred. The Research Partner team should consist of a Research Leader, and additional research associates as deemed necessary.

- Equity by Design Research Committee
  - The Equity by Design Research Committee will be the primary liaison between the Research Partner and Equity by Design. The Research Committee will be a small group of volunteers, with several members serving throughout the design, execution, and analysis of the survey, and others joining the committee for shorter periods to complete discrete tasks.
- Equity Alliance
  - The Equity Alliance is a national coalition of organizations focused on promoting gender equity in architectural practice. As the Equity in Architecture Survey will be a large, national study, the Equity by Design Research Committee will be working with representatives of organizations within the Equity Alliance to ensure that the survey reflects national research interests.
- Partner Sponsors
  - The Equity in Architecture research project is funded in large part by donations from sponsor organizations within the AEC industry. These sponsors represent a broad cross-section of the industry, with generous donations coming from small and large architecture firms, as well as construction and engineering companies. Partner sponsors are invited to share their research interests with the research committee, and are offered data presentations at the completion of each phase of the research project.

Project Timeline and Scope of Work

The Research Partner's primary role will be to perform data analysis following the completion of the online survey period. Following the Preliminary Data Analysis period, the Research Leader will submit a Preliminary Research Report highlighting key findings based upon the Research Team's goals and identifying topics for further study.

Following the completion of this initial report, the Equity by Design Research Committee will work with the Research Leader to identify additional topics for study during the Final Data Analysis phase of the project. This phase will yield additional, or more nuanced, findings that Equity by Design will use with the Preliminary Research Report to create a series of infographics and compile a final report for release to the public.

The following project deliverables should be provided by the Research Partner at the project milestones indicated below:

- Survey Design (October 2015 - January 2016)
  - Attend Survey Design Kick-Off (conference call)
  - Review of Draft Survey
  - Final Review of Survey once entered into Survey Monkey
- Conduct Survey (February-March 2016)
  - Provide weekly updates on number of survey completions (4 total)
- Preliminary Data Analysis (March-May 2016)
  - Attend Analysis Kick-Off to set goals for data analysis (conference call)
  - Tables and bar charts showing survey responses by gender for each survey question (approximately 80 questions total)
  - Cleaned dataset in excel or csv format
  - Report on Key Findings including detailed analysis addressing key research goals as listed above, and agreed upon during survey design phase. The report should also include discussions of demographics and research methodology.
- Final Data Analysis (June-August 2016)
  - Follow up analysis on additional topics identified in conjunction with the Equity by Design Research Committee. Proposals should include discussion of how to best collaborate with the Equity by Design Research Team during this phase of research to yield analysis that aligns with project research goals, as well as additional research topics related to topics to be addressed at the November symposium
  - Updated report including additional findings
- Infographics and data packaging (September-October 2016)
  - Review infographics for accuracy
  - Provide feedback on data presentations for Equity by Design Symposium
- Present key findings @ Equity by Design Symposium (November 2016)
  - No deliverables. The research partner will be invited to attend the Equity by Design Symposium, which will focus on sharing results from the research project, and providing a number of interactive workshops to help attendees apply knowledge acquired from the survey.
- Issue Report (Early 2017)
  - Review final report, which will be written by Equity by Design Research Committee based upon Research Partner's reports, for accuracy. The final report will be published, and will credit all members of the research team as co-authors.

Confidentiality and Ethics

The raw survey data will include confidential information that the respondents have chosen to share, and that some of the respondents (those who indicate a willingness to be contacted for follow-up questions or an interview) will be explicitly identified. The Research Leader will commit to protecting the respondents' privacy, and also agree that we will make no effort whatsoever to deduce the identity of any respondents from the information that they provide about themselves. In addition, the Research Leader will also commit to protecting the privacy of each firm with participating respondents. The firms' identities will only be used for purposes of

sorting the data. The final report (and any interim reports) will not include statements about specific firms. In addition, all survey results will be kept confidential until the Research Committee releases the results.

Project Budget & Funding Requirements
Funding for this project will be supplied by Equity by Design's research endowment and ongoing fundraising efforts. The total budget for the 2016 Equity in Architecture Survey is $35,000, including all research fees, graphic design fees, software licensing fees, publication costs, and overhead.

Submission Requirements
Please submit the following items electronically by no later than 5pm, December 21. Please address all submissions to Annelise Pitts, Chair of the Equity by Design Research Committee, annelise.pitts@gmail.com :

- Executive summary, including a discussion of team experience with similar projects
- CVs for all individuals who will be working on the project, including individual experience with relevant projects, their role on the project, professional accreditations, and educational and employment background
- Proposed schedule of fees, including hourly rates and a projected breakdown of hours by phase listed above in the Project Timeline and Scope of Work
- Proposed project delivery method, including schedule, methods of analysis, and a description of project deliverables included in the scope of work. Please discuss any suggested revisions to the project timeline, scope of services, or project deliverables
- 3 References

Resources/Existing Data
The following resources provide additional information of the work of Equity by Design:

- Equity by Design and AIA San Francisco, "Knowledge, Discussion, Action: 2014 Equity in Architecture Survey Report and Key Outcomes," http://issuu.com/rsheng2/docs/equityinarch2014_finalreport
- Equity by Design, http://eqxdesign.com/