Making the Case for Inclusion: Building Capacity for Cultural Competence
Friday, May 10, 10:45-12:00

Overall Framing
Introduction to CCLI & important terms and definitions—diversity, inclusion, cultural competence, Benefits of organizational change in supporting new ways of work around inclusion—Jenni Martin
Introduction to presenters and session format—Kathy Gustafson-Hilton

Jenni Martin, Director of Education & Strategic Initiatives, Children’s Discovery Museum of San Jose and, with more than 25 years in the museum field, she has launched major exhibition projects and cultural programming and co-founded the Cultural Competence Learning Institute and is now its Project Director.

Jennifer Farrington, started as an intern and moved up through the ranks at the Chicago Children’s Museum, during her 24 years there, she has served as the Director of Student & Educator Programs, VP of Education and COO and now has been the President & CEO for more than 11 years. Immediate Past Board Chair of ACM and part of CCLI Cohort #3

Catherine Horne, for the past 5 + years has been President & CEO of Discovery Place, Charlotte, NC, prior to that she spent more than 17 years as the President & CEO of EdVenture Children’s Museum in Columbia, SC. She has also served on the ACM board as Treasurer and is a member of CCLI Cohort #2

Treloar Tredennick Bower, since 2015 she has been the Manager of Program Development at Denver Museum of Nature and Science, they were a member of Cohort #4, during her more than 20 years in the museum field, she was the Curator of Partnerships at The Fort Collins Convention & Visitors Bureau and Public Programs Coordinator at Peggy Notebaert Nature Museum in Chicago.

Chip Lindsey, with more than 20 years in the field, Chip became the Director of Education at the Children’s Museum of Pittsburgh in 2016 (cohort #5), preceded by 5 years as the ED of Scienceworks Hands-on Museum in Ashland, Oregon, where he participated in cohort #2

Learning Outcomes: 1. Explore and understand the importance of organizational change to support inclusion and cultural competence work at their organizations
2. Practice framing new initiatives to make the mission and business case for reaching diverse audiences
3. Consider how one’s role in the institution shapes their perspective and strategies for investing in diversity-focused initiatives

Mock Presentations: Jennifer & Treloar then Catherine & Chip
The session will begin with two pairs of presenters (manager and CEO, but from different organizations) talking about potential new (fictitious) projects for their museum to undertake. The manager will pitch a new idea to the CEO who will respond in real time (having not known about the project in advance) with questions, concerns and identified challenges. The goal will be for participants in the session to see how CEOs (or board members) approach and consider new initiatives in terms of museum mission, budget, alignment and resources and to balance inclusion goals with operational/capacity needs.

“Unpacking” ...what did you notice? Group Discussion

Applying the Learning
Following the presentation, which will spark participants to think about making the business case for diversity/inclusion initiatives at their institutions, participants will be invited to use the handout template provided to brainstorm how they might present a new project at their institution. Participants will be encouraged to share their ideas with others at their tables for feedback and refinement. Our presenters and other former CCLI participants (CEOs and managers) will help to facilitate discussion and answer questions at the tables. Each facilitator will manage this time as needed, these are some time guidelines to show where the emphasis on content might be. First meet your neighbor at your table/what is important in your organization, then work on your own idea, then share with your neighbor, then a group discussion at your table led by facilitators: what was challenging on the template and thinking about pitching the initiative in their organization.