

# Prioritizing Equity: A DEAI Dialogue *Interactivity* Session

May 17, 2022



**CCLI**

Cultural Competence  
Learning Institute



# Talk with each other

Talk with a partner about a dimension of your identity that you have been particularly aware of recently.



# What is CCLI?

Success for museums in the 21<sup>st</sup> century will depend on embracing organizational change

Allowing organizations to meaningfully connect with new and diverse audiences

CCLI helps museum leaders catalyze diversity and inclusion efforts in their institutions



# What does CCLI include?

**We're all on a journey**



- In-person Workshop
- Strategic Initiative
- Comprehensive Staff Survey

**Made for museums, by museums**



- Peer Networking
- Coaching
- Support for CEO/Executive Level team members

**A richer experience for everyone**



- Monthly Virtual Meetings
- Learning Community
- Alumni Network



With the project, CCLI will develop a suite of resources to support museums of all disciplines as they undertake institution-wide efforts to incorporate DEAI practices into their operations.

This project is supported by a National Leadership Grant from the Institute of Museum and Library Services.

# **CCLI National Landscape Study: *The State of DEAI Practices in Museums***

<https://community.astc.org/ccli/home>



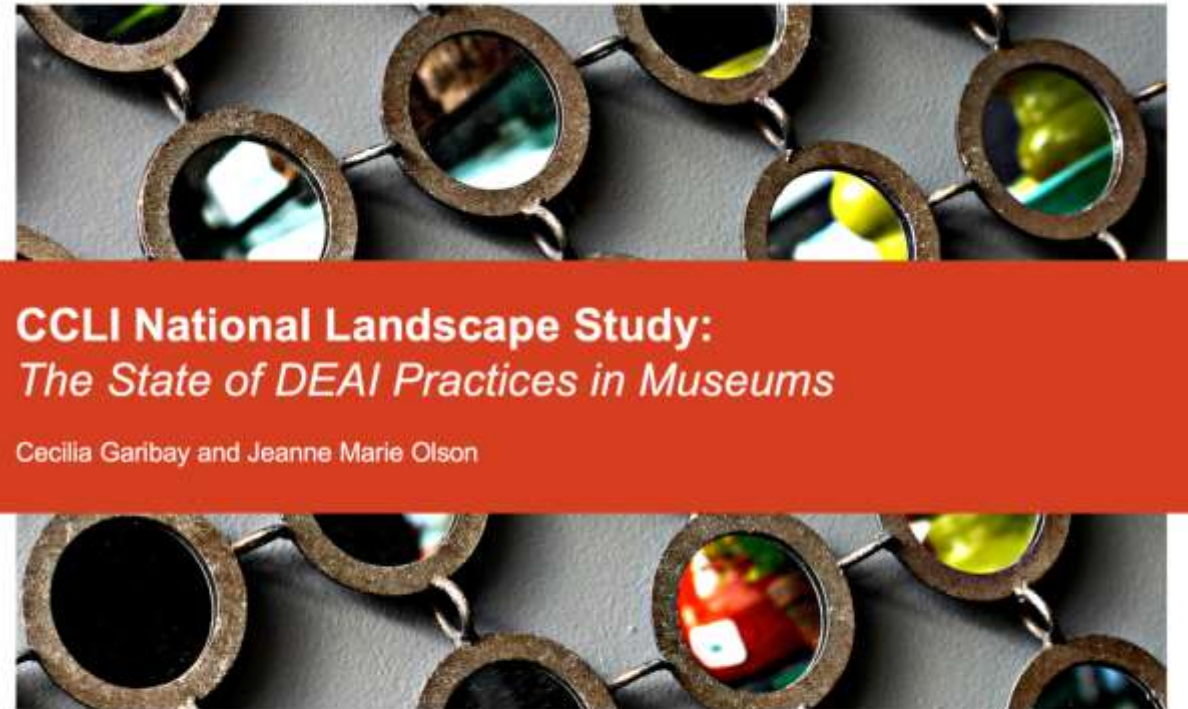
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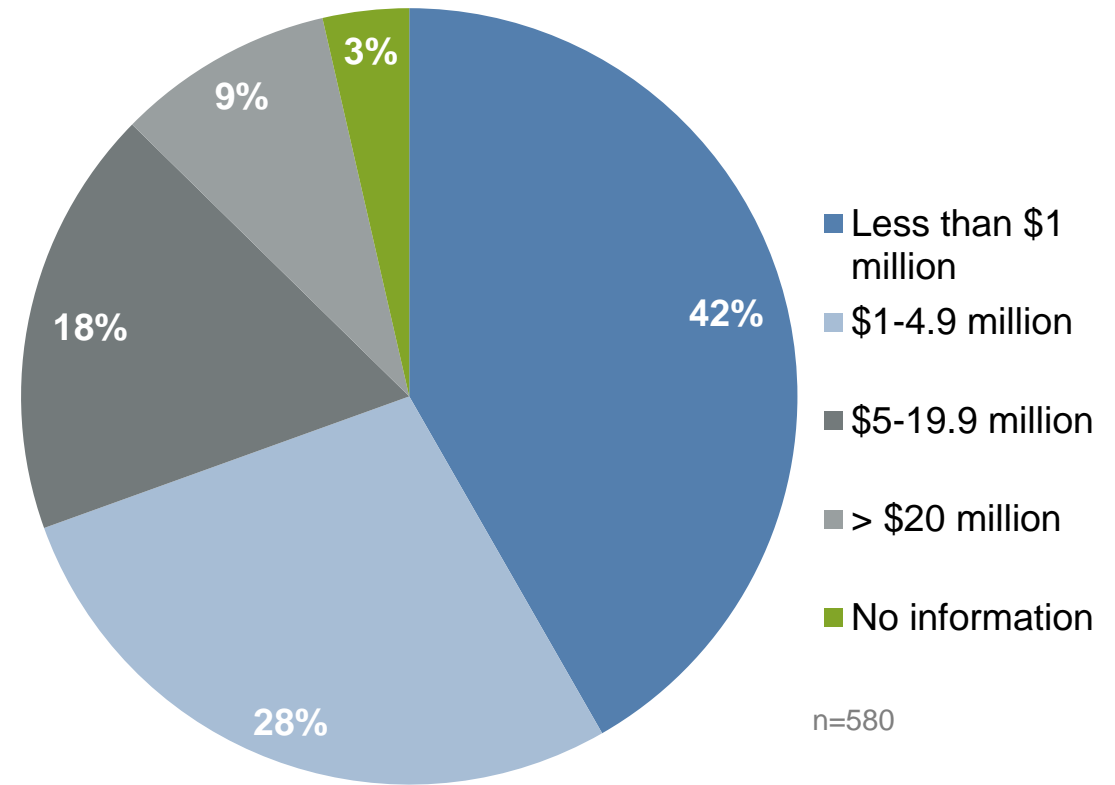
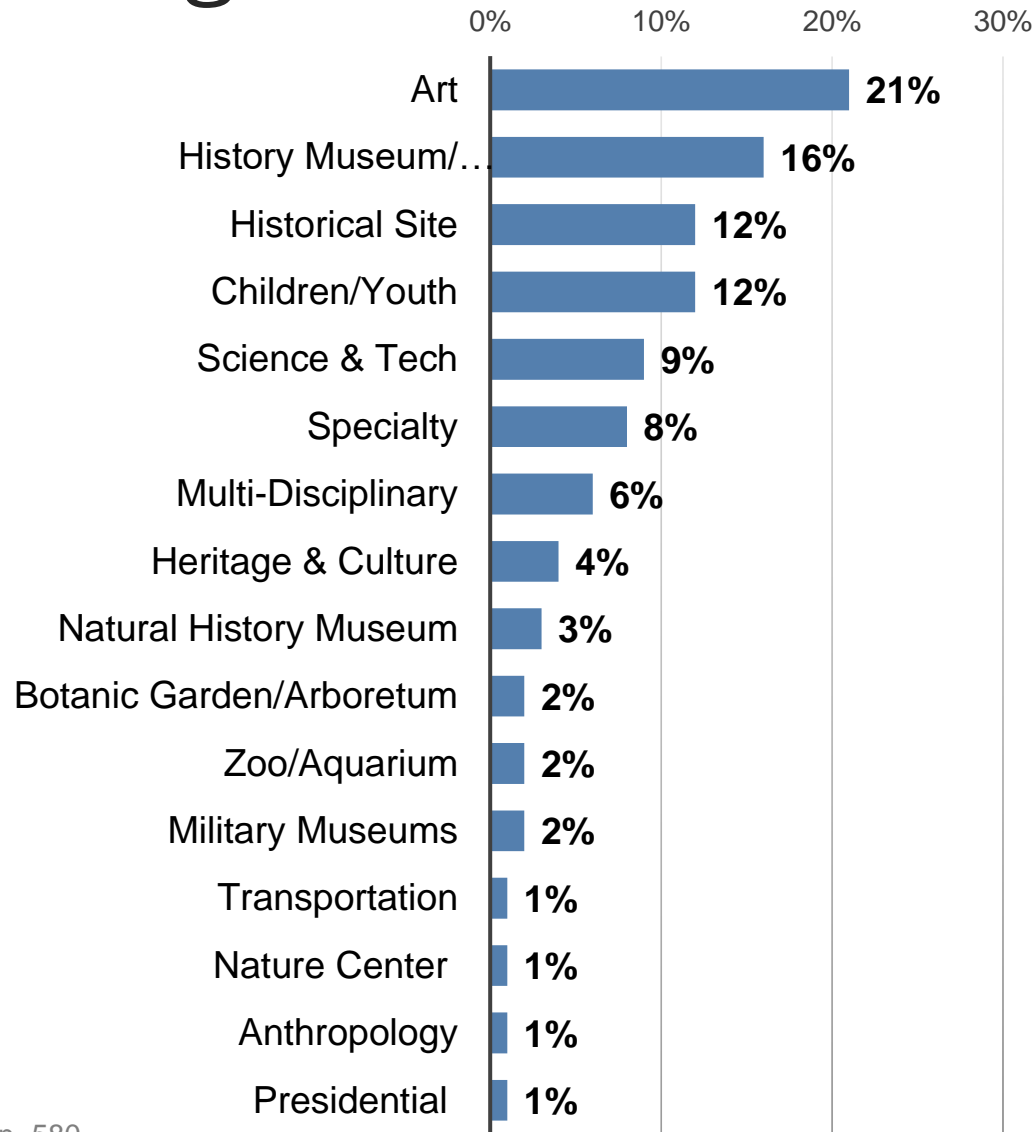
# Landscape Study Goals

- Better understand the current state of DEAI practices in the field
- Describe practices that appear to drive or inhibit DEAI efforts
- Foster conversation within the field about what more can be done to advance DEAI efforts
- Identify what types of supports and resources may be needed





# Respondents: Organization Type & Budget



n=580

n=580





# Dimensions of DEAI

## Foundational

**Vision & Values:** DEAI is explicitly stated as value and organizational commitment

**Leadership:** Leadership demonstrates commitment to DEAI. They advocate for and lead DEAI and are held accountable for its progress.

**Governance:** The museum board supports, advocates for, and shares accountability for DEAI.

**Resources:** Adequate resources allocated to support DEAI

## Internal

**People & Operations (HR):** The organization actively builds, supports, and advocates for diversity of staff at all levels. Its policies, processes, and work culture are transparent, inclusive, and equitable.

**Vendor Diversity:** DEAI is considered in vendor selection with the goal of working with suppliers that reflect the community's composition across a range of diversity dimensions.

## Public-

**Community-Centered Engagement:** All aspects of the museum's work are anchored in, informed by, and created with its communities, particularly those underrepresented, through equitable collaboration and power-sharing.

**Services & Products:** Offerings integrate DEAI values and practices, reflecting and meeting the needs of diverse groups. This dimension includes exhibits, programs, events, collections, and physical space.

## X-Funct.

**Data Collection & Evaluation:** Data are collected and used to inform DEAI practices and action plans, assess performance, and ensure accountability.



# SOME KEY FINDINGS

- The large majority of responding institutions see DEAI as a priority and most want to respond to and engage their communities
- There is the gap between intentions and strategic, supportive action
- In general, there is less focus on the internal organizational dimensions of DEAI
- There are range of strategies which museum use to engage underrepresented groups, but these are not centered as part of ongoing operations
- Collecting and using data to inform DEAI efforts is not a common practice



Photo credit: Project Exploration (Garibay Group)

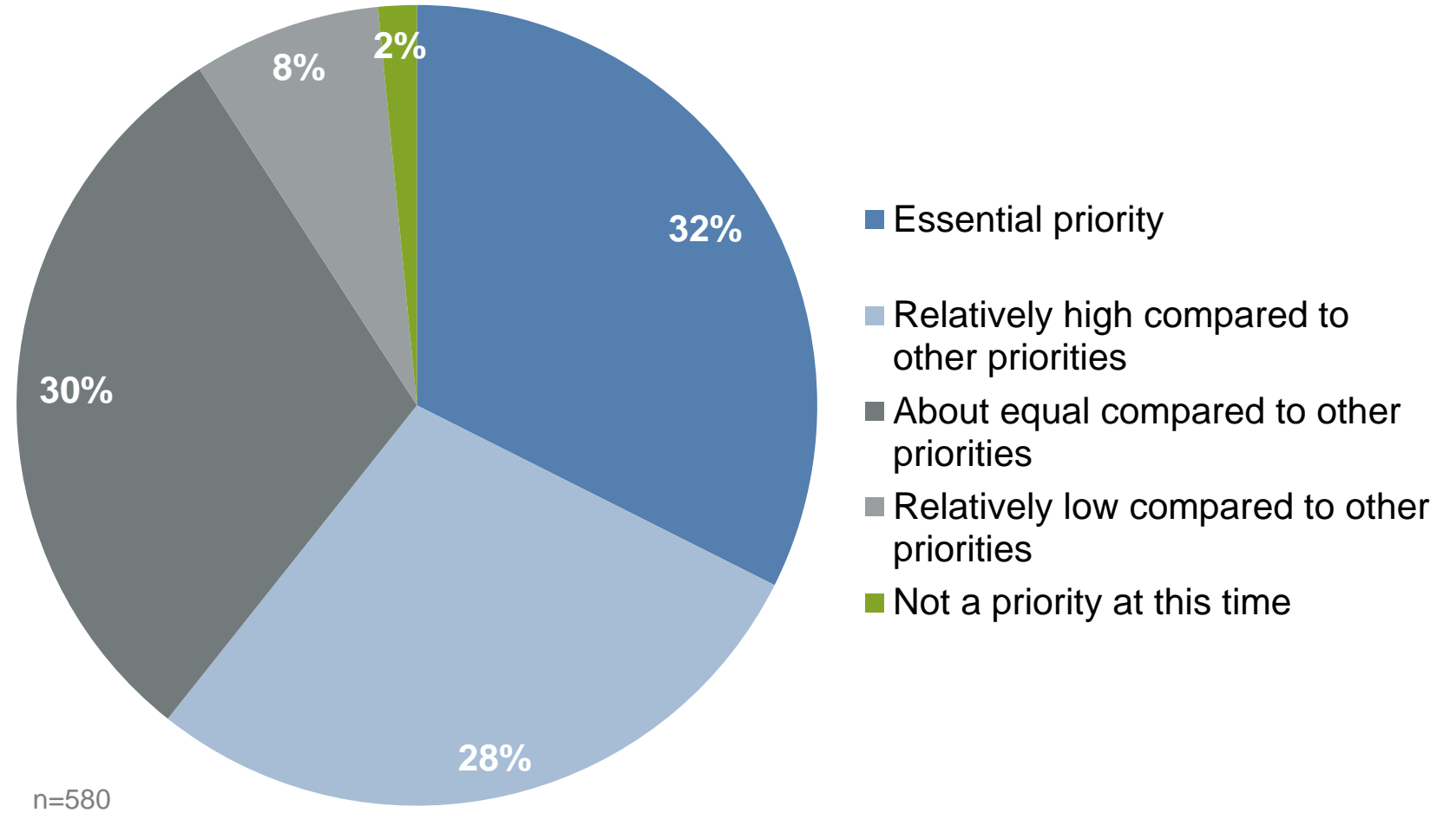


# KEY FINDINGS

## Foundational Dimensions

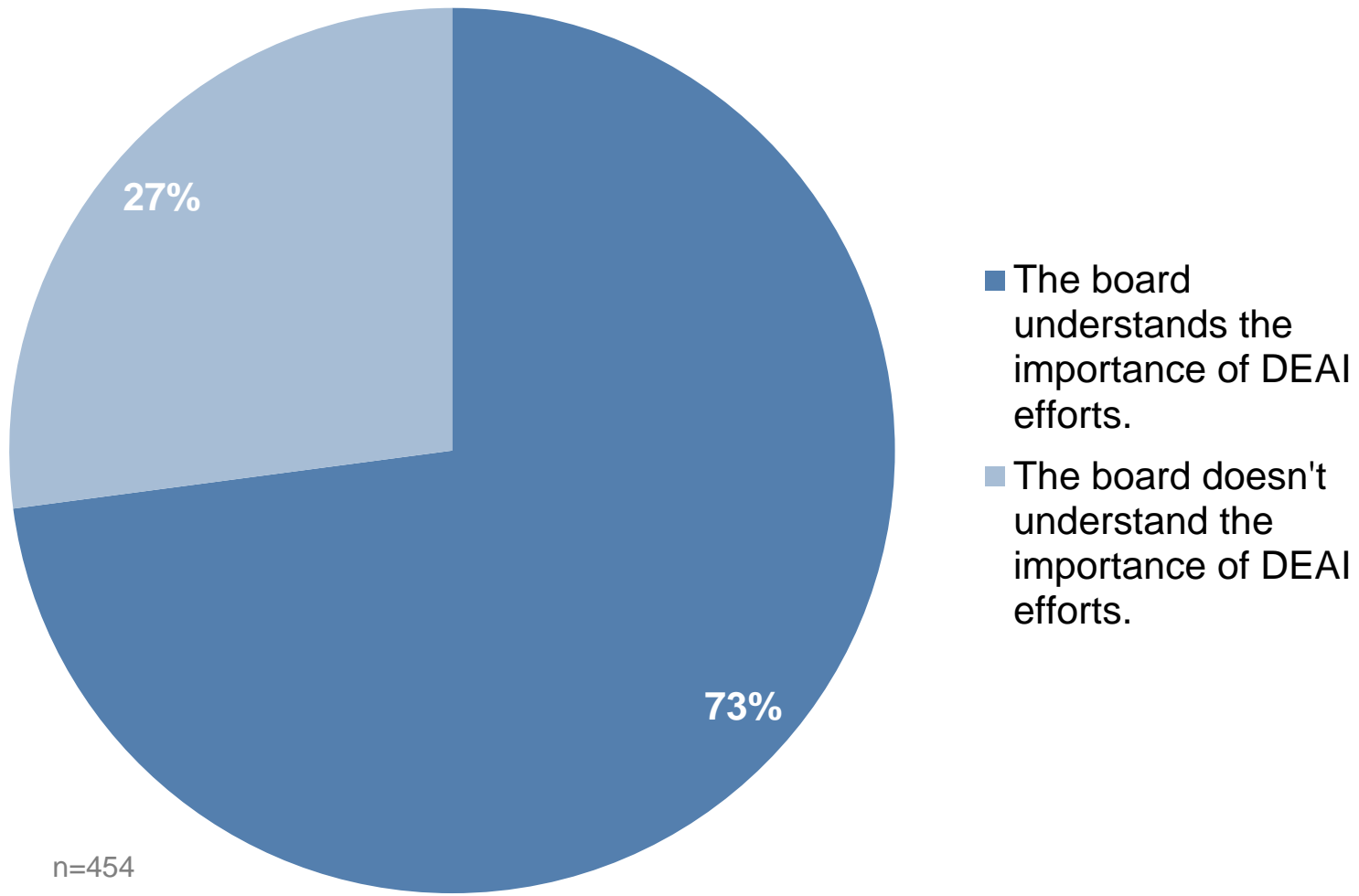


# 90% report DEAI as a priority area for their organization



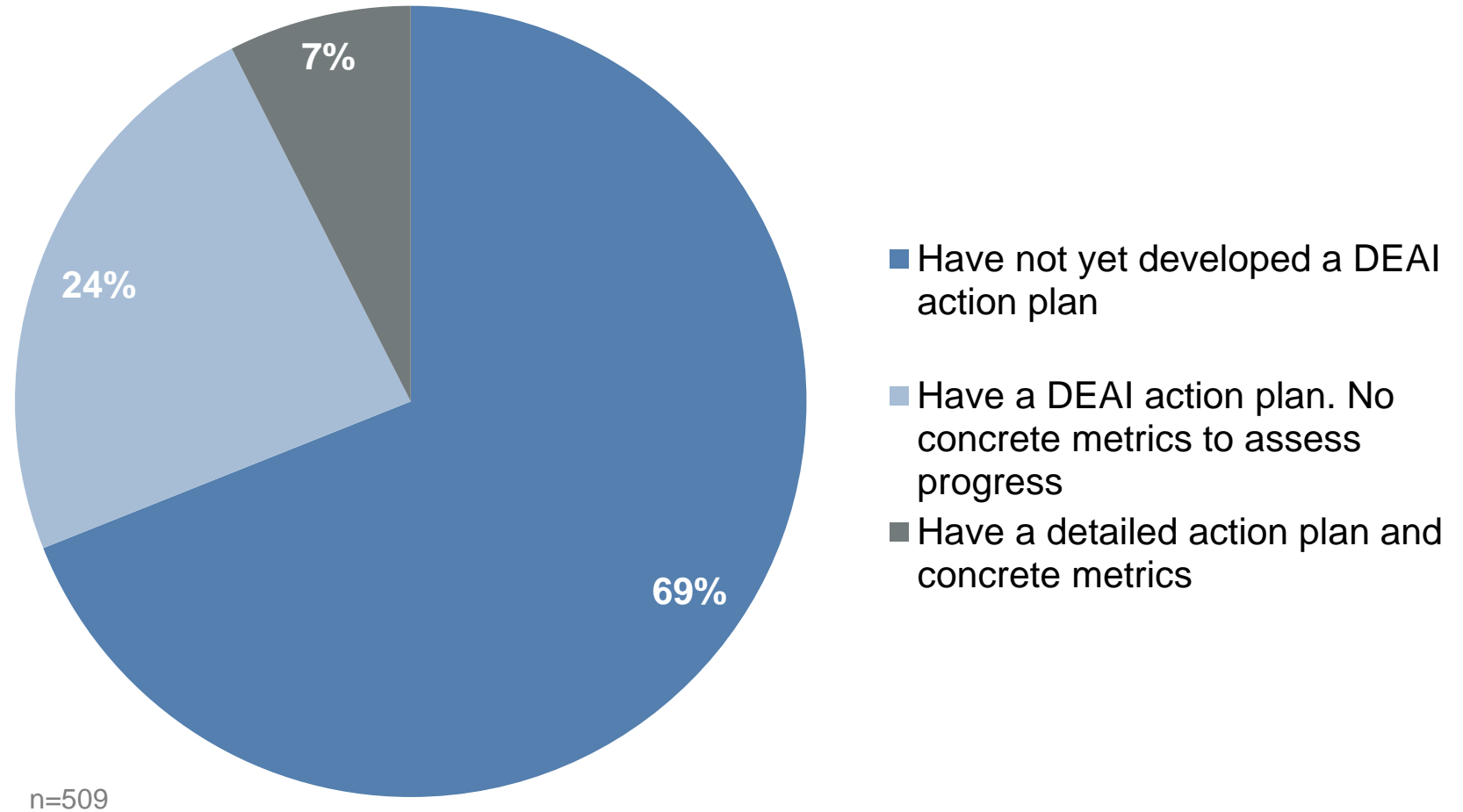


# 73% report that their Boards understand the importance of DEAI efforts to the organization





Despite 60% of respondents indicating DEAI is an essential or high priority, over half do not have a DEAI action plan





# There is no common position driving accountability for DEAI efforts

- 34% reported no individual or group held responsibility for DEAI efforts
- 30% reported cross-department taskforce/committee focused on DEAI
- 21% identified the CEO/Executive Director held responsibility
- 16% indicated someone in a senior leadership was responsible



Photo credit: One Sky Institute (Garibay Group)



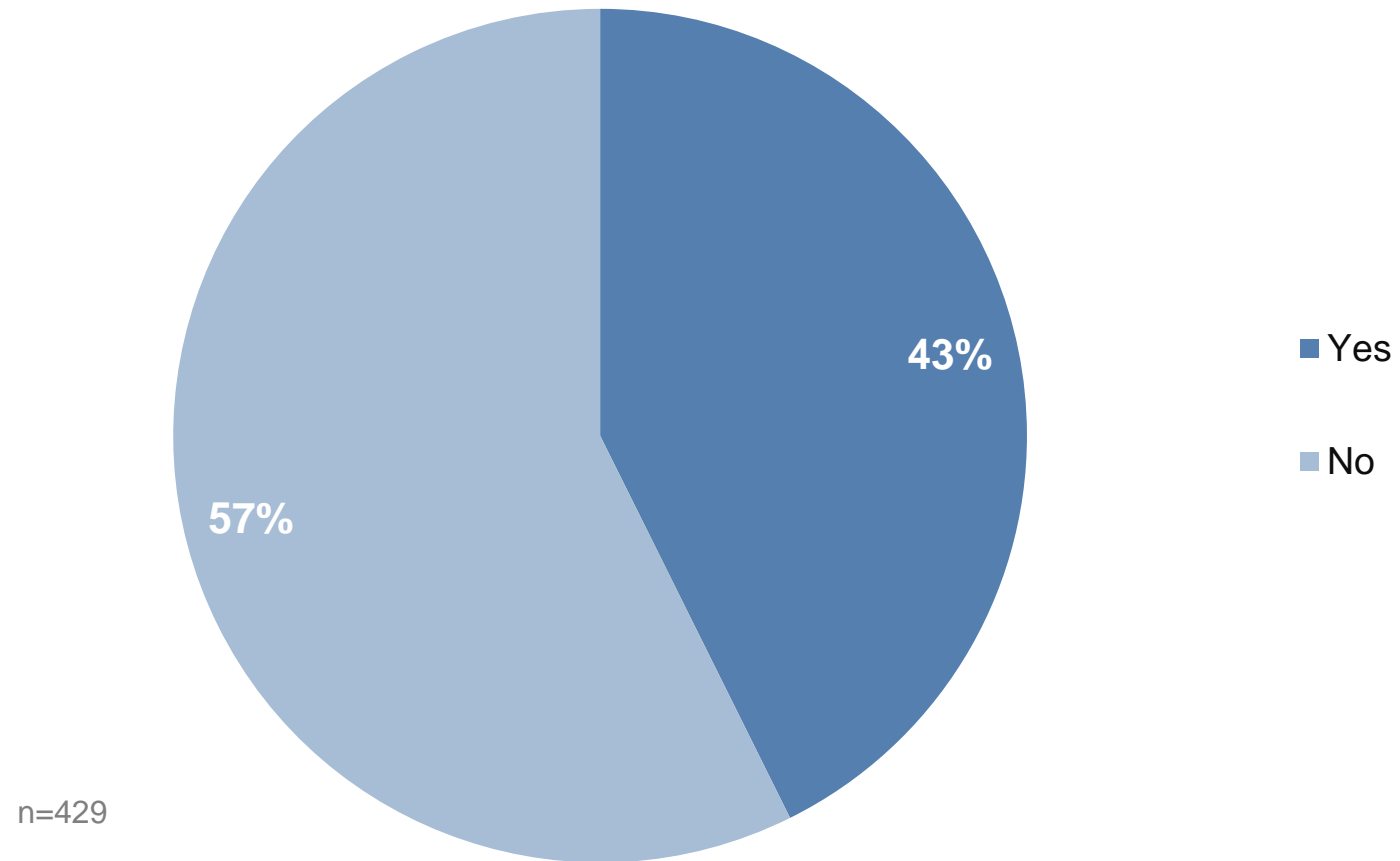
# KEY FINDINGS

## Internal Dimensions



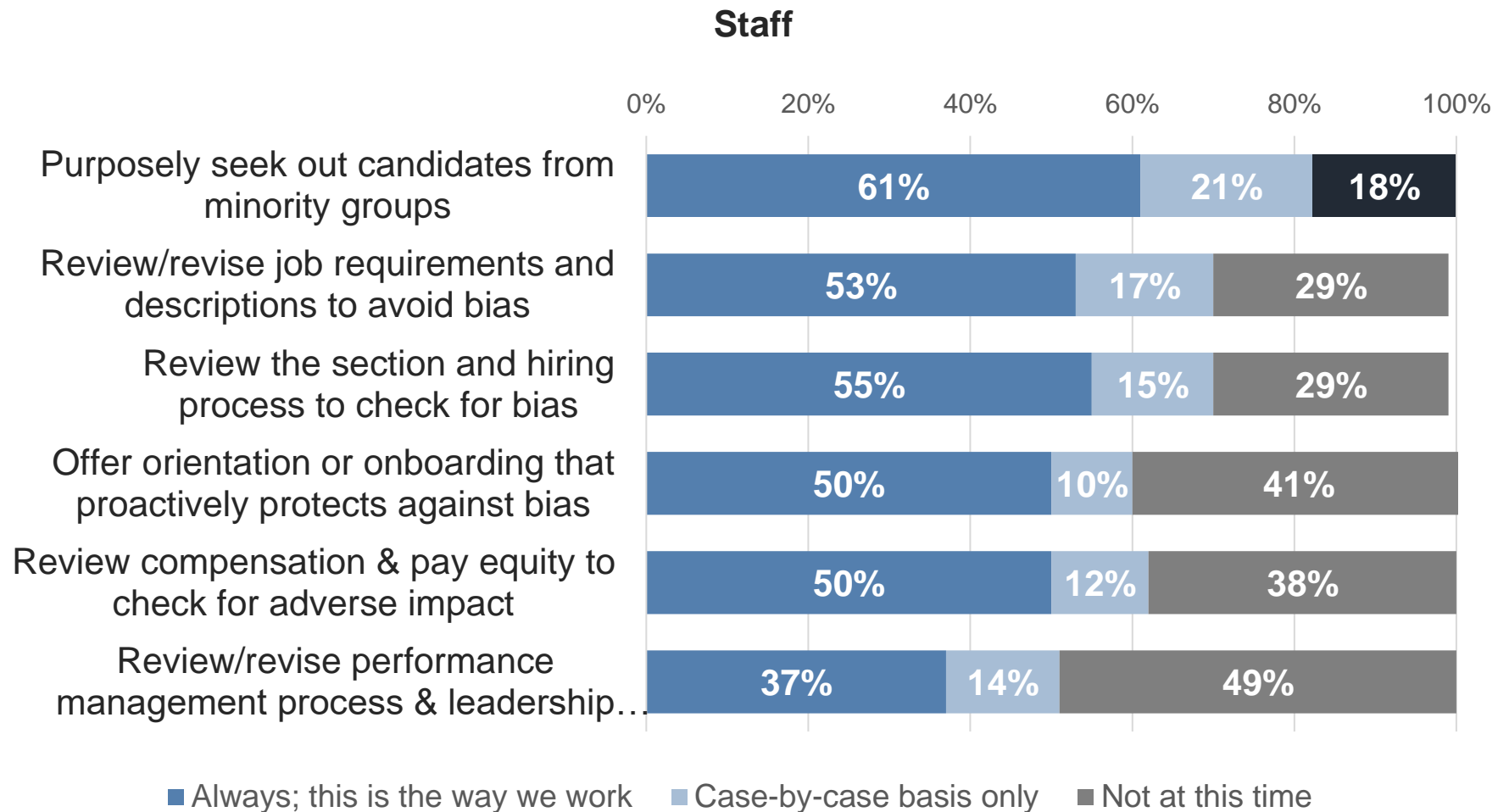


# Fewer than half of responding organizations collect internal feedback regarding internal aspects of DEAI





# More DEAI-related HR practices take place during hiring and recruitment than at later stages





# KEY FINDINGS

## Public-Facing Dimensions



# Collecting and using data from visitors and non-visitors

- 53% of respondents collect visitor data regularly, but only about a quarter collect demographic data
- Only 35% report gathering any data from the larger community (non-visitors)

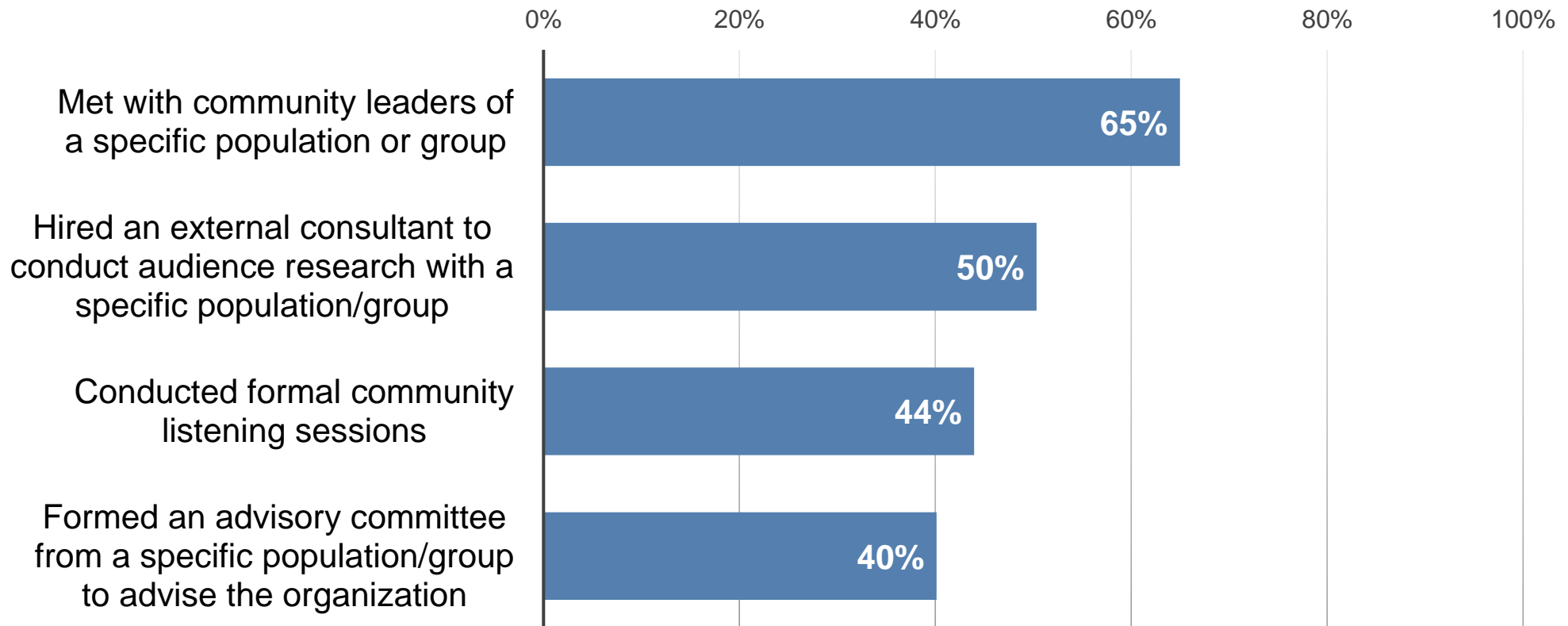


Photo credit: Perspectivas Crystal Brides (Garibay Group)



# Data collection strategies with non-visitors

What strategies have organizations used to gather data from non-visitor groups?  
(in the last three years)

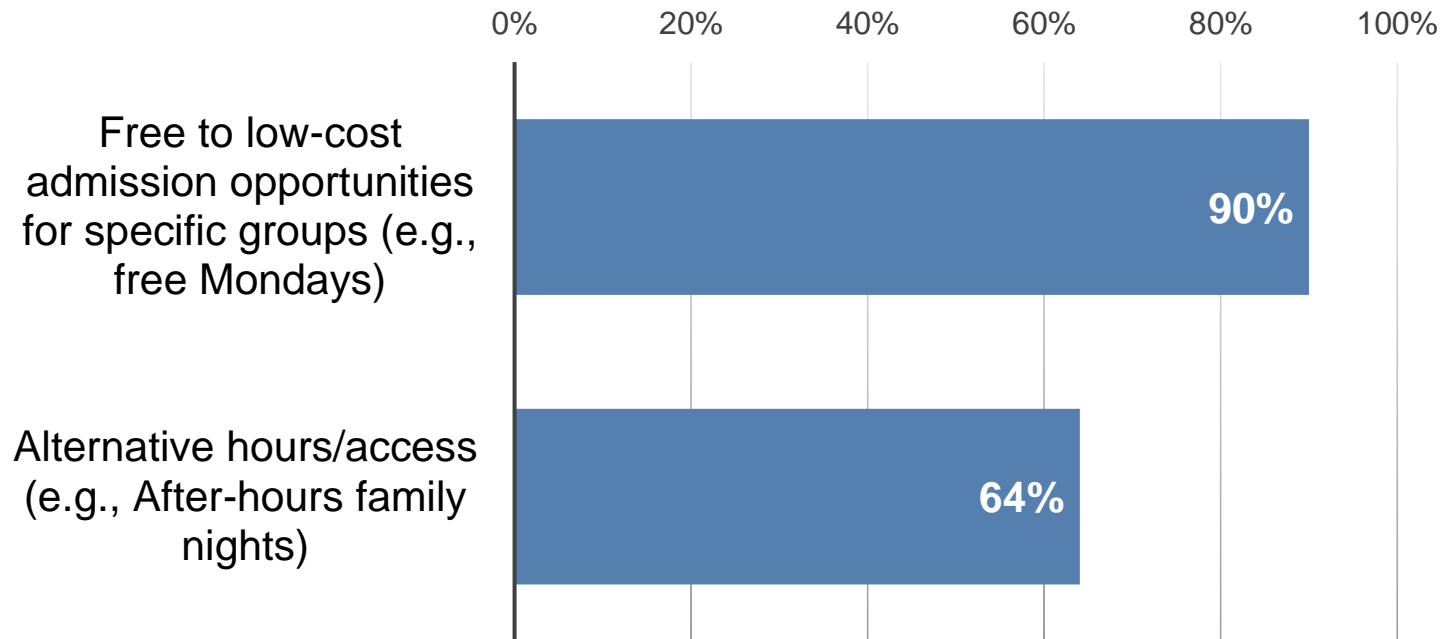


n=157



The most widespread strategy used to address inclusion in museum visitation is offering free to low-cost admission.

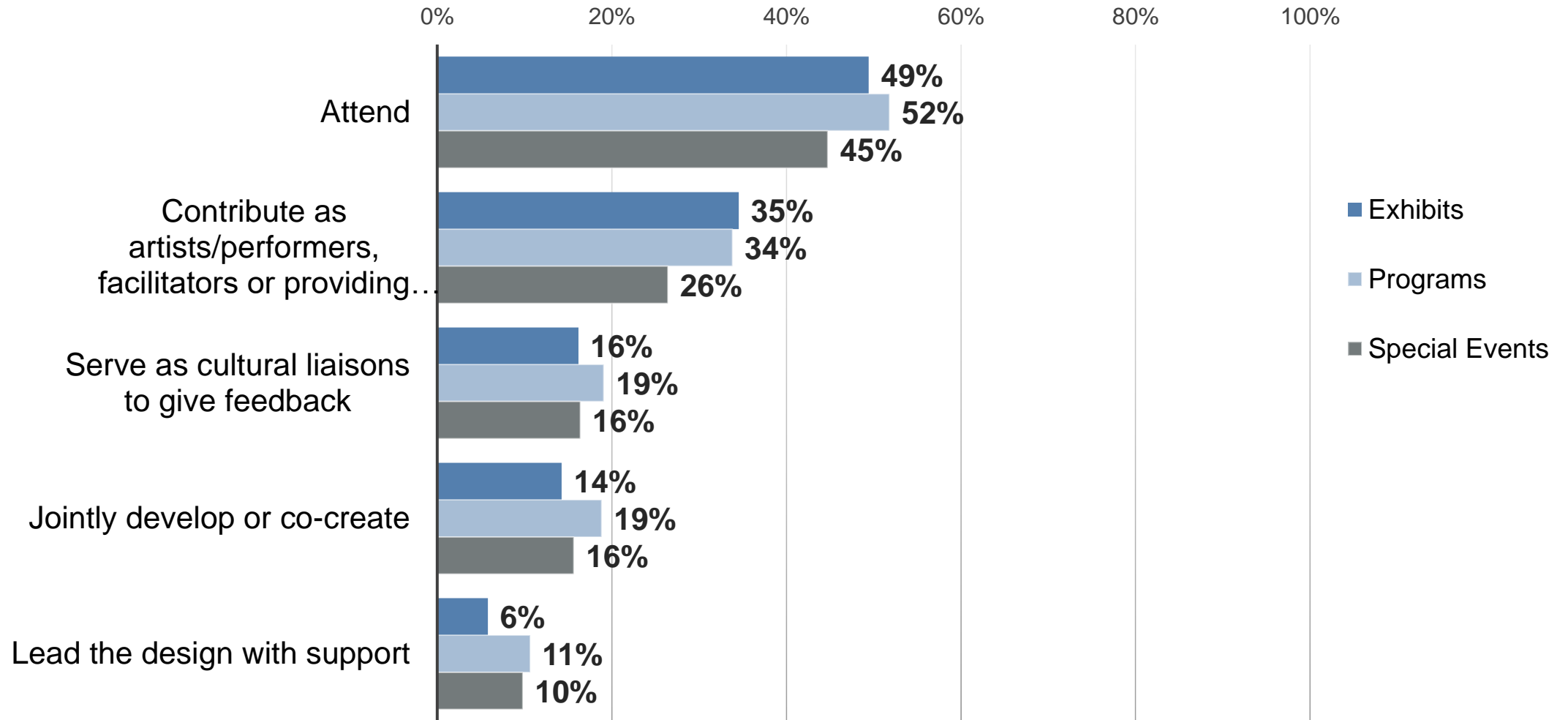
**DEAI strategies used for basic access to the museum**



n=431

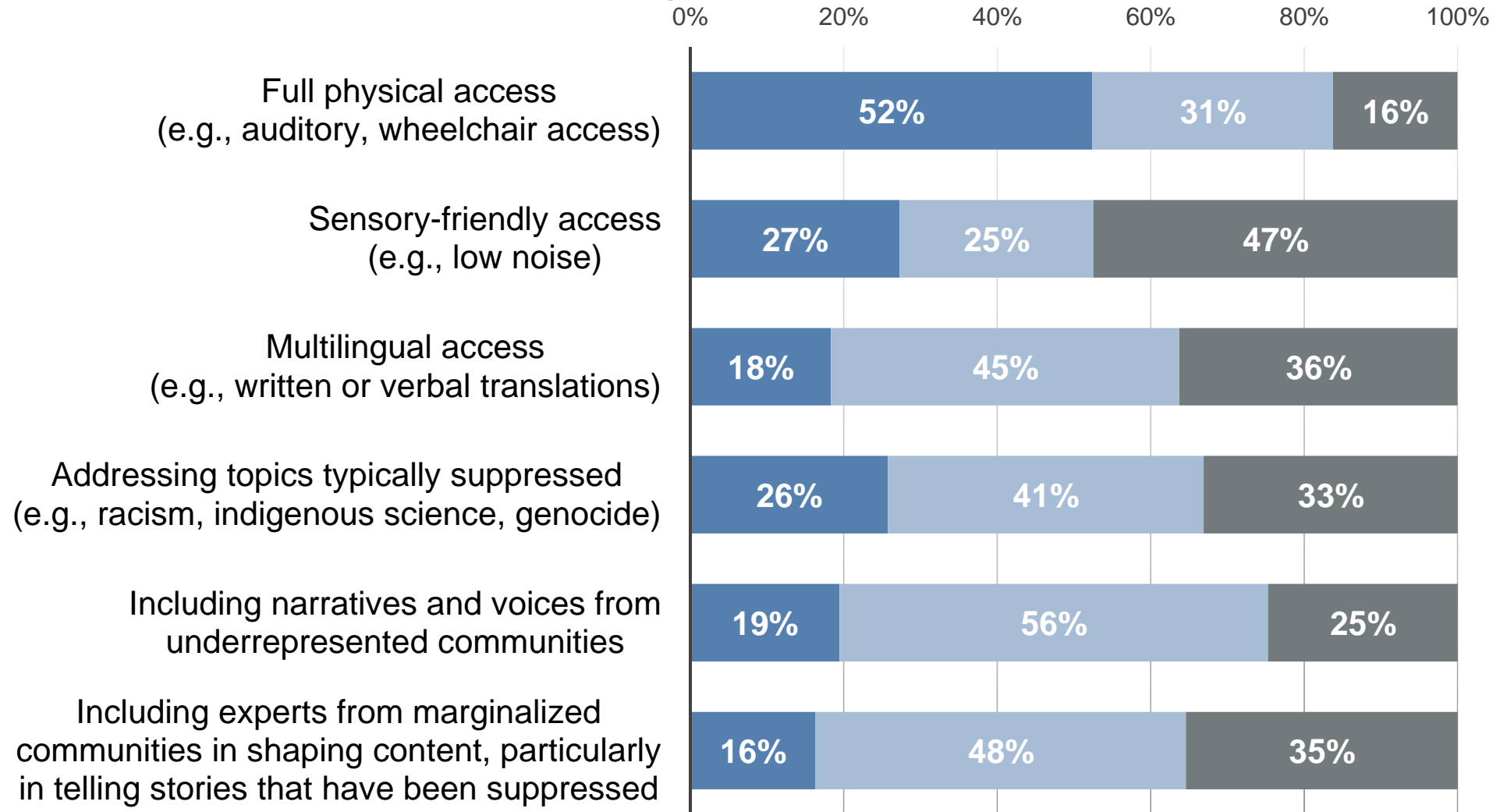


## Ways in which museums engage communities most frequently for exhibits, programs, or special events— "Always: this is how we work" responses





## DEAI strategies: Exhibits



- Always; this is how we work
- Case-by-case basis only (e.g., special exhibit or grant)
- Not at this time

n=437





# KEY FINDINGS

## Challenges



# Some Challenges

- 71% report creating a measurable DEAI action plan
- More than half say collecting data for public-facing (61%) and internal-facing (51%) DEAI initiatives proved to be a challenge.
- 62% report that increasing the cultural competence of staff/volunteers is a challenge.
- 62% of leaders report increasing their own cultural competence as a challenge/area of growth.



Photo credit: Garibay Group



# A Federal Approach to Equity

IMLS' Equity Action Plan

Christopher Reich,



# About IMLS

**IMLS Mission:** advance, support, and empower America's museums, libraries, and related organizations through grantmaking, research, and policy development.

*Advance:* address  
es critical needs in  
the museum field

*Support:* invests in  
museums'  
strategic goals  
and objectives

*Empower:* invests  
in museums'  
capacity to meet  
their missions

- National Leadership Grants for Museums

- Inspire! Grants for Small Museums & Museums for America

- African American Heritage & Culture for Museums, Museums Empowered, and Native American/Native Hawaiian Grants
- CAP, MAP partnerships



# IMLS Approach to Equity

- Response to Executive Order 13985 of January 2021
- Mandated assessments of four areas:
  - Barriers to enrollment in and access to services
  - Barriers to becoming vendors/contractors to the federal government
  - Need for new policies, regulations, or guidance to advance equity actions
  - Levels of resources available and allocated for advancing equity actions

# IMLS' Equity Action Plan – Five Action Areas

## Data Collection for Equity-based Grantmaking

- Strategies to focus on reaching small/rural communities; majority BIPOC communities; and communities in poverty.

## Field Engagement & Technical Assistance

- Targeted evaluation on specific ways to build capacity of potential grantees in target communities to be successful grantees.

## Diversifying the Museum and Library Professions

- IMLS will design and implement a field-facing internship program to address inequities and lack of representation.

## Equity & Civil Rights Resource Center

- Establishment of resource center to ensure ALL grantees understand and implement their Civil Rights obligations.

## Contracting and Procurement

- Revamping the agency's contracting process and practices to maximize opportunities for small and minority-owned businesses.

# What does this mean for the field?



MORE TARGETED  
CRITERIA AND  
MEASURES FOR EQUITY  
IN FUTURE  
SOLICITATIONS.



NEW GRANT  
PROGRAM(S) FOCUSED  
ON WORKFORCE  
DEVELOPMENT



ADJUSTMENTS BASED  
ON FEEDBACK AND  
OUTCOMES



# Interactive Brainstorm

What are the ***biggest challenges*** for your museum and the museum field right now in terms of ensuring that organizations are equitable for visitors and for staff? (pink)

What are the ***greatest opportunities***? (blue)

What ***resources*** might be most helpful for the field as we engage with these opportunities and challenges? (green)





# Cast Your Vote

Before you leave, please.....

- Draw a star next to the resource idea that you feel would best serve the museum field right now.
- Fill out your evaluation.



# Invite More Voices

Scan this QR code or copy the link  
to **invite your museum colleagues to participate**



<https://forms.gle/bmjkuZ8rhoL7owGF9>