

Advocating for Equity - Stories and Resources from the Field

Presenters:

Tim Hecox, Oregon Museum of Science & Industry

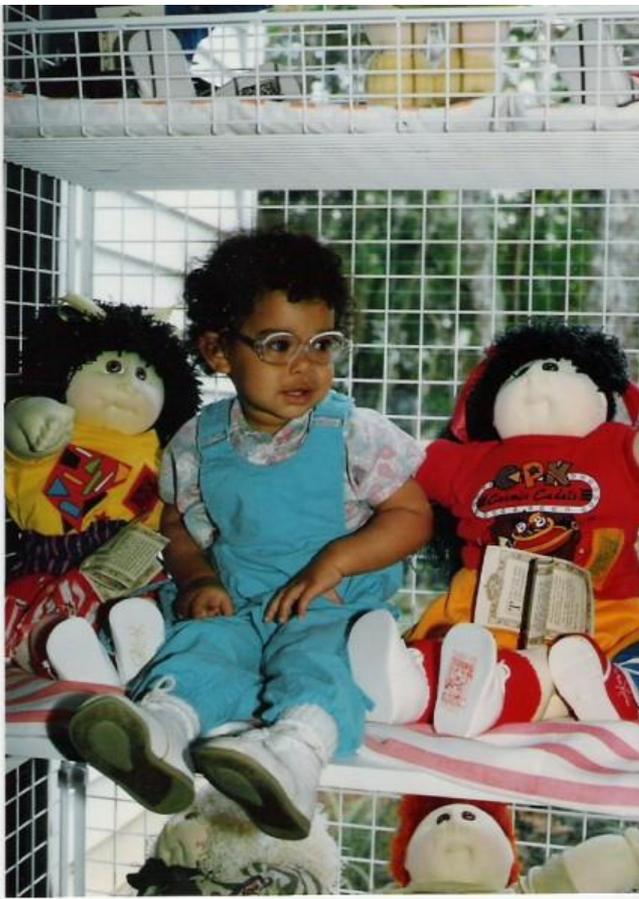
Mike Murawski, Portland Art Museum

Chieko Phillips, 4Culture

Blair Denniberg, Oregon Museum of Science & Industry

“If your museum is large or small, old or young, famous or not yet famous, the need for seeking and sustaining diversity in your museums...has never been greater. If we are to be relevant in this ever-changing world, to stay artistically and financially viable, all of our museums must boldly— indeed, bodaciously—commit to rethinking about what takes place in our museums, to whom our museums belong and who the colleagues are who have the privilege of telling important stories through the power of science, history, culture and art.”

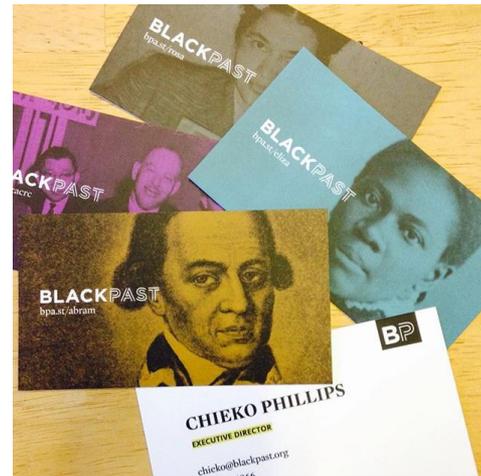
— Dr. Johnnetta Betsch Cole



Chieko



CULTURE
KING COUNTY LODGING TAX



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MASS ACTION

MUSEUM AS SITE FOR SOCIAL ACTION
est. 2016



What is the role and responsibility of the museum in responding to issues affecting our communities locally and globally?

How do the museum's **internal** practices need to change in order to align with, and better inform, their **public** practice?

How can the museum be used as a site for social action?

MASS ACTION

MUSEUM AS SITE FOR SOCIAL ACTION
est. 2016

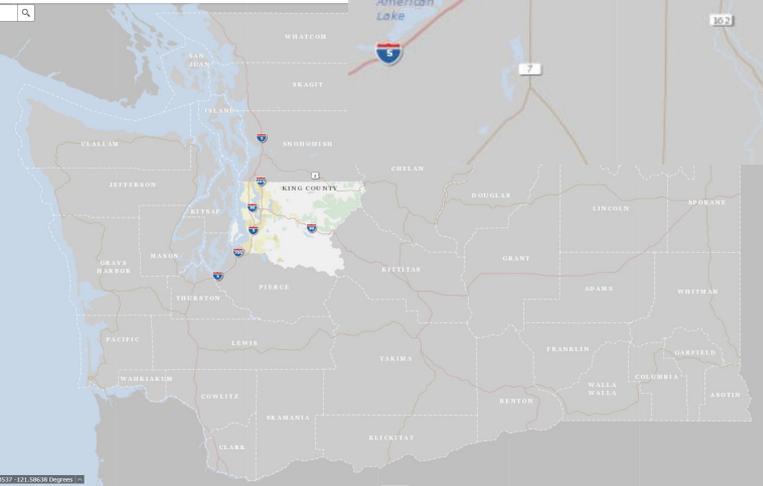
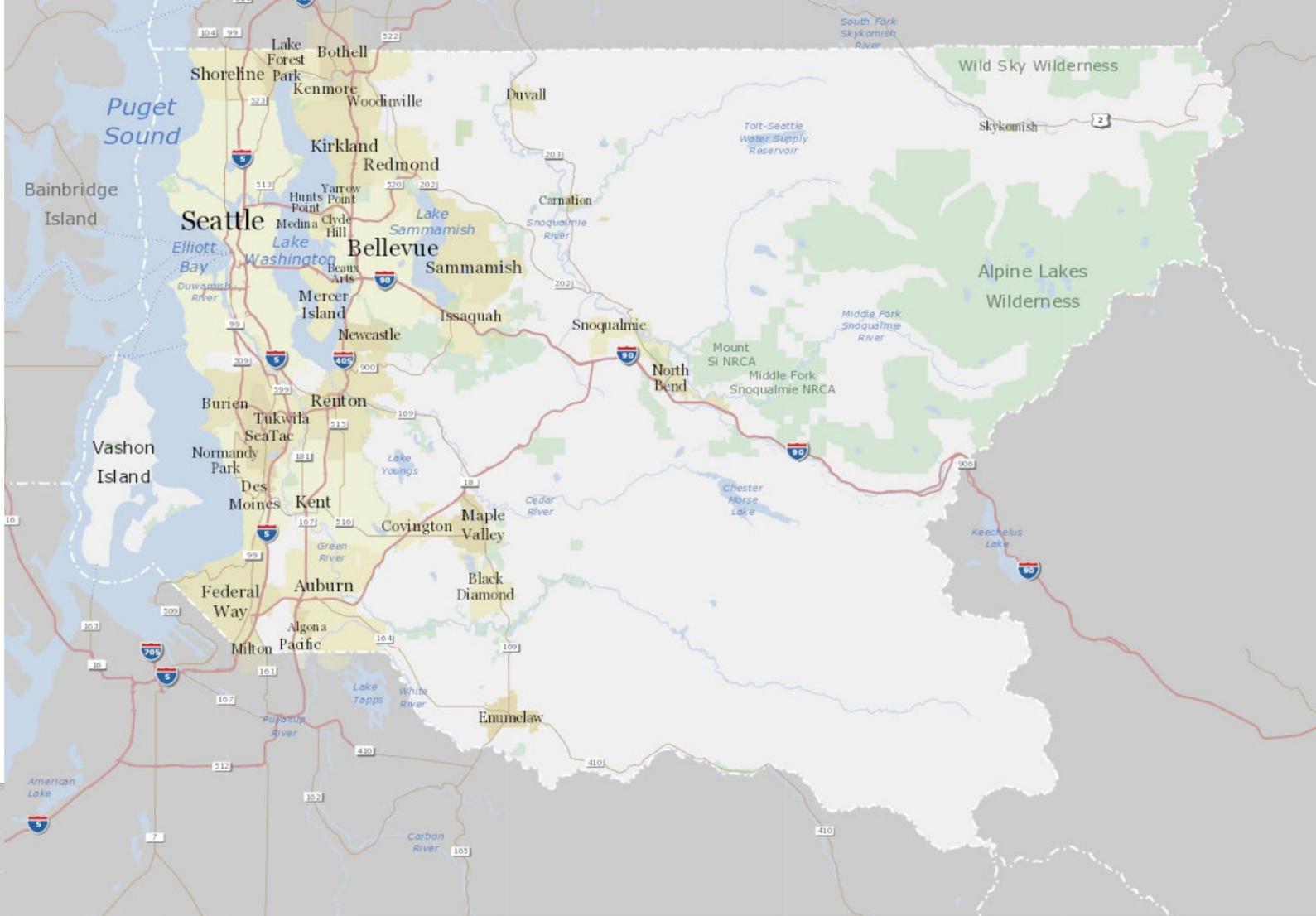


More information:

<https://www.museumaction.org/>

Download Toolkit:

<https://www.museumaction.org/resources/>





SEARCHING FOR YOUR EQUITABLE OASIS

A Small Museum
Guide

KEY TAKEAWAYS

- The work must start at home
- The three As: Awareness, Assessment, Application
- Equity work is everyone's job, regardless of position - It can look many different ways.
- Process is action: small steps lead to big change
- You are not alone - there are many resources and people willing to take the journey with you



SURVEY QUESTION 12

What are the 3 most important issues facing your institution?

(Participants asked to select top three)



Equity and inclusion as a pressing institutional issue is surprisingly low.

4
CULTURE

KING COUNTY HERITAGE REPORT

UNDERSTANDING THE FIELD

8 Key Findings

FINDING 1 DIVERSITY, EQUITY, AND INCLUSION

Issues of diversity, equity, and inclusion are not considered top priorities for the local field, but are increasingly important to the larger heritage community.

FINDING 4 ECONOMIC IMPACT

The economic impact of King County's heritage field is currently unknown. There is opportunity to better assess, track, and communicate the economic impact of King County's heritage field.

FINDING 7 VOLUNTEER SUPPORT

Volunteers support nearly every organization in King County's heritage field. Their continued recruitment, retention, training, and appropriate tracking is vital to the success of the field.

FINDING 2 VISIBILITY

King County's heritage field needs assistance improving its visibility to wider audiences. There is opportunity for 4Culture to provide more support specifically to marketing and/or PR efforts for individual heritage organizations and the field as a whole.

FINDING 5 EMPLOYMENT PIPELINE

The employment pipeline of staff and interns to King County heritage field is not functioning in a way that ensures longevity for its organizations.

FINDING 8 COLLECTIONS STAFF

In the heritage field, there exists a need for: 1) trained collections staff/volunteers; and 2) capacity for existing staff/volunteers to undertake collections related duties.

FINDING 3 FINANCIAL STABILITY

Financial stability is perceived by heritage organizations as their most pressing challenge.

FINDING 6 AUDIENCE EVALUATION

Passive forms of audience evaluation are the most common form of audience research. Organizations use it to track exhibit and program attendance as well as membership. Most do not evaluate demographic information about their visitors.

Project Goals

- Gather information about the current operations, potential **opportunities**, and pressing **needs** of heritage organizations throughout King County.
- Provide individuals, institutions, and umbrella organizations actionable information **for current activities and future planning**.
- Equip **4Culture Heritage staff with** a “synopsis” of the state of heritage, to aid in the shaping of ongoing, and future, grant and technical assistance programs.

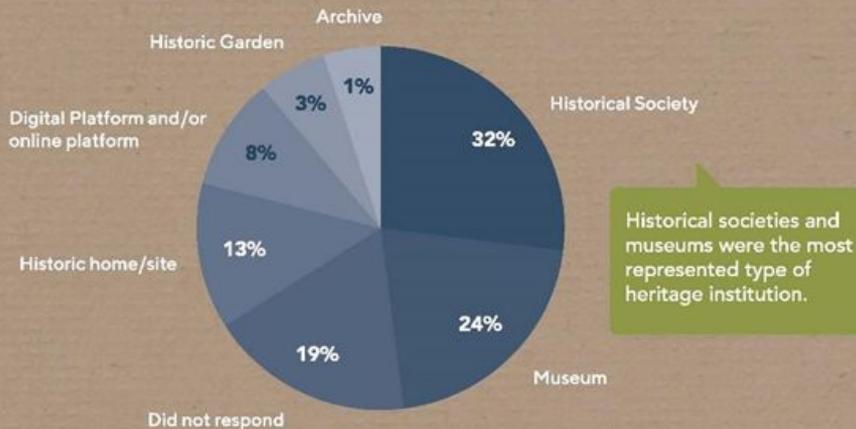
Who did we hear from?

Organizations in every council district, the most from 4,8,2. Lower response rates from 6, 7, 9.

SURVEY QUESTION 1

Which one of the following best describes your institution?

SELF-SELECTED HERITAGE TYPE



SURVEY QUESTION 2

Which of the following best describes the content focus of your institution?

(Participants asked to select top three)

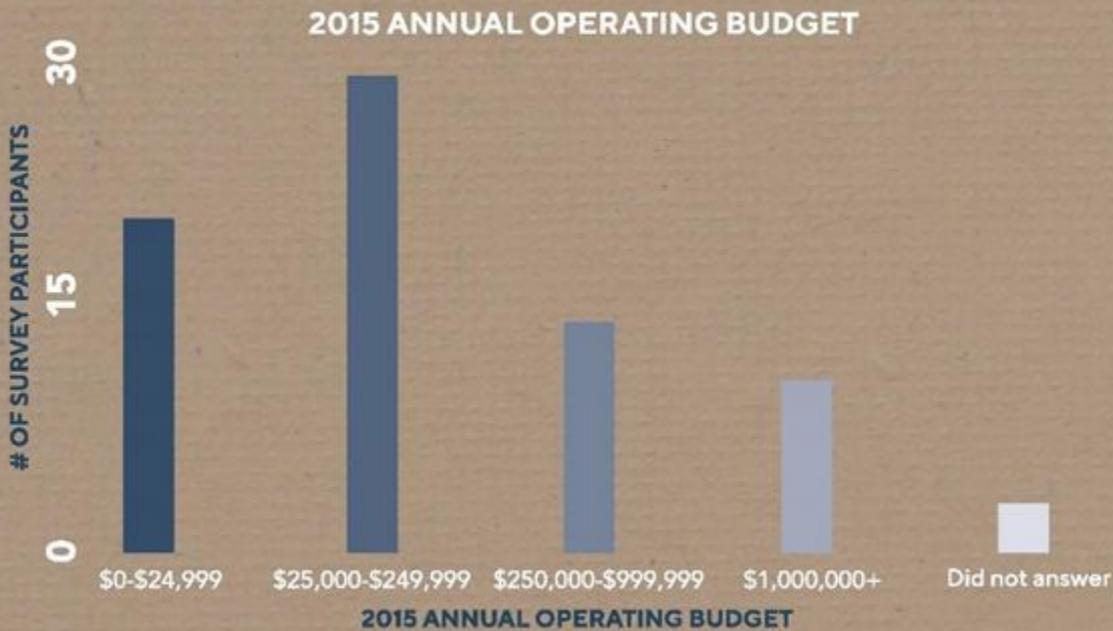
HERITAGE CONTENT	# OF SURVEY PARTICIPANTS
REGIONAL HISTORY	54
CULTURALLY-SPECIFIC	18
ART	14
NATIONAL HISTORY	12
MARITIME HISTORY	10
RAILROAD HISTORY	10
NATURAL HISTORY	10
GENEALOGY	7
INDIGENOUS CULTURES	6
UMBRELLA	4
MUSIC	3
TECHNOLOGY	3
ANTHROPOLOGY	1
AVIATION	1

n=72

Modest organizational budgets

SURVEY QUESTION 6

2015 Annual Operating Budget









Refugees Are Welcome Here

Everybody moves. We often choose to make our life in the heart of our family, friends. Sometimes we don't want to move. Moving to a different place can be difficult. It can mean leaving behind things that are important to you. It can mean leaving behind the city you grew up in.

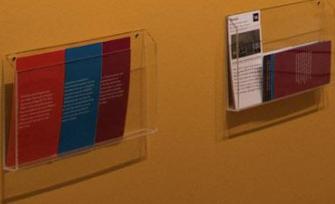
On this map are photographs of Portland spaces where the people from local refugee communities. These photographs represent spaces where they feel welcome and part of the city. Do you know where they have welcomed or discovered from the city and spaces where people can come together to create community?

DO
Look at the spaces in the photographs and read the headlines.

REFLECT
Where do you feel welcome in Portland?
Where do you feel isolated or unwelcome in Portland?
Where do you feel community in Portland?

Portland Meet Portland

This is a map of the city of Portland, Oregon. The map includes major streets, highways, and parks. The map is divided into 15 numbered squares. The squares are numbered 1 through 15. The squares are colored red and blue. The squares are numbered 1 through 15. The squares are colored red and blue. The squares are numbered 1 through 15. The squares are colored red and blue.



Small informational card on the right wall.



DEMIAN DINÉYAZHI'

Small text block providing information about the artist or the exhibit, including a bio and a list of works.







PORTLAND ART MUSEUM



Everyday Encounters with Science

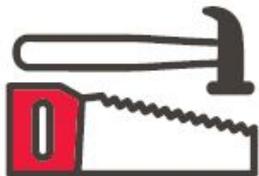
OMSI VALUES & Signal Behaviors

Values are powerful drivers of how we think, make decisions, and behave. They define the culture of our organization. The following are OMSI's Values and the signal behaviors that indicate that we live those values every day.



CORE VALUES *Practiced nearly all the time by nearly all our people*

- ♦ **LEARNING** teaching; asking questions; sharing; experimenting
 - ♦ **CREATIVITY** making (new) mistakes; sharing ideas; innovating; pushing the envelope
 - ♦ **INTEGRITY** publishing visitor comments; accepting and acting on feedback; taking pride in our work; presenting accurate science; supporting honest communication; taking responsibility for our actions
 - ♦ **SUSTAINABILITY** promoting fiscal responsibility; making triple bottom line decisions (\$/environment/people); identifying and meeting community needs; measuring and reporting impacts and results for all activities
-



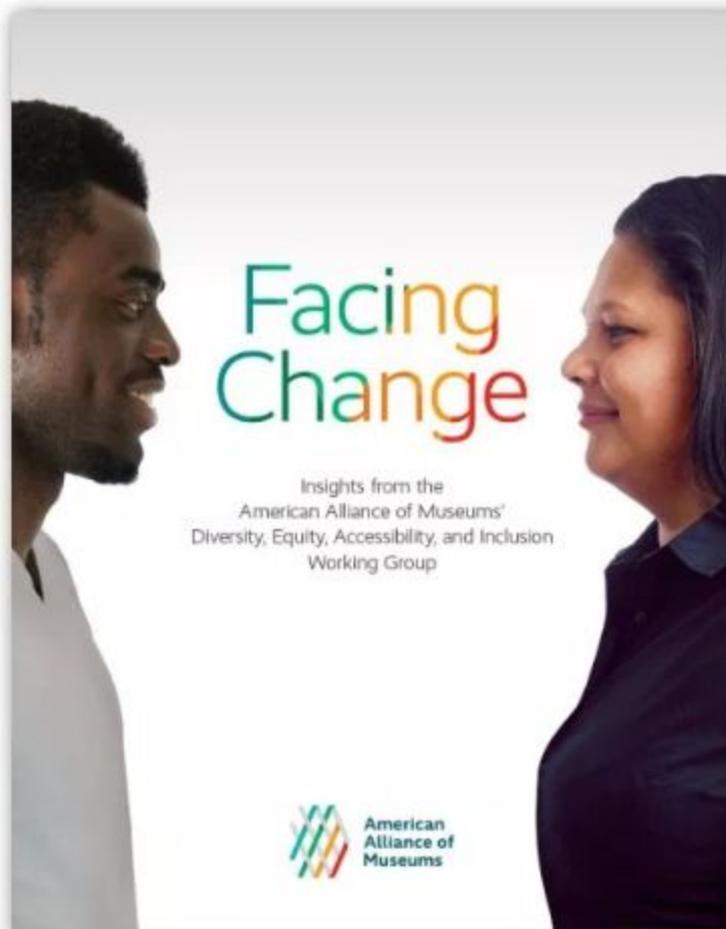
STRATEGIC VALUES *In practice, but we want to make them more core*

- ♦ **OUR PEOPLE** providing a flexible and fun workplace; listening and communicating openly; compensating fairly; allowing people to grow in and outside of their jobs; providing the tools to do the job; setting measurable goals and holding ourselves accountable to results
- ♦ **COLLABORATION** creating high performing work teams; supporting onstage staff during busy times; exchanging value with partners; caring about each other
- ♦ **ACCESSIBILITY AND EQUITY** listening to audiences we are trying to reach; offering a welcoming guest experience; proactively increasing diversity of staff/diversity of guests; serving underserved audiences through sustainable programs; proactively working to eliminate barriers

OMSI EQUITY STATEMENT

OMSI respects, values and celebrates the unique attributes, characteristics and perspectives that make each person who they are. We believe that we will be successful in accomplishing our mission and vision when we seek out and respond to diversity of participation, thought and action. We will work to dismantle barriers to equity and access to the experiences OMSI provides and to create welcoming environments and conditions where all people can reach their full potential.

Facing Change: Insights from AAM's DEAI Working Group



Download the [AAM DEAI Working Group Full Report 2018](#) now!

Shared Vocabulary and a set of Basic Principles

This document presents a shared vocabulary and a set of basic principles to guide museum professionals toward incorporating DEAI into the heart of our work. It is meant to be a starting place, not an endpoint. Findings are presented as food for thought to jump-start the long-term processes that effective DEAI work requires.

Diversity is all the ways that people are different and the same at the individual and group levels. Even when people appear the same, they are different. Organizational diversity requires examining and questioning the makeup of a group to ensure that multiple perspectives are represented.

WHY THIS DEFINITION?

Our definition of diversity moves toward opportunities for groups to continually question whether they have adequate representation to make equitable programmatic, hiring, governance, financial, and other decisions. Any individual will have multiple identities and experiences. What it means to be diverse, in practice, will vary depending on the organization.

Equity is the fair and just treatment of all members of a community. Equity requires commitment to strategic priorities, resources, respect, and civility, as well as ongoing action and assessment of progress toward achieving specified goals.⁴

WHY THIS DEFINITION?

Equity is the goal of our work. It requires deliberate attention to more than matters of recruitment, hiring, compensation, promotion, and retention. Equity includes governance, representation, and other indicators of power. It is, collectively, a step toward recognizing past exclusion and achieving genuine inclusion.

Equity is not the natural state of things. We must deliberately apply time, resources, and consideration to achieve this goal. In addition, our museums must develop relationships of trust and understanding.

Five Insights and a Call to Action

The working group's learnings can be summed up into five insights about the key components of effective museum DEAI work.

1. **Every museum professional must do personal work to face their unconscious bias**
2. **Debate on definitions must not hinder progress**
3. **Inclusion is central to the effectiveness and sustainability of museums**
4. **Systemic change is vital to long-term, genuine progress**
5. **Empowered, inclusive leadership is essential at all levels of an organization**

CALL TO ACTION

You can discuss the questions listed above in your staff and board retreats or in team meetings. If you don't do so already, you can **collect demographic information** about your board, staff, and visitors to benchmark inclusion in your museum and measure change over time.

CALL TO ACTION

Museum boards and leadership can **prioritize inclusion in the strategic planning process** or through a separate inclusion plan. Museum professionals across functions can share **next practices and best-known actions** related to DEAI with colleagues.



American
Alliance of
Museums

Shout outs to:

Annette Gavigan, California
Academy of Sciences

Renae Youngs, Minnesota
State Arts Board

Christopher Leitch,
Independent Museum
Professional

Barbara Cohen- Stratyner,
Independent Museum
Professional

Michael Lesperance, The
Design Minds

Michael Berlucchi, Chrysler
Museum of Art

W. James Burns, Arizona
Historical Society



awareness | equity | inclusion

What are the Welcoming Guidelines?

- A tangible tool that members of the museum community could consult
- Inspired by a 2013 AAM session recognizing the need for consensus on LGBTQ awareness and issues in museums
- It encourages museum practices to match legal, societal recognition of LGBTQ communities
- Help museums improve service to visitors, support staff and volunteers, and increase stakeholder buy in



awareness | equity | inclusion



About Welcoming Guidelines

Within the AAM's Characteristics of Excellence, 38 standards are grouped into 7 categories:

- Public Trust and Accountability
- Mission and Planning
- Leadership and Organizational Structure
- Collections Stewardship
- Education and Interpretation
- Financial Stability
- Facilities and Risk Management

Functional areas to align AAM's Standards to better reflect the broad need for LGBTQ friendly policies and procedures:

- Curatorial
- Public Engagement
- Guest Experience
- Visitor Research and Evaluation
- Human Resources
- Communication/ Development



awareness | equity | inclusion



Summary

- Is your museum a welcoming place?
- What about your own practice?
- Beyond LGBTQ Inclusion
 - How the Welcoming Guidelines can be adapted to focus on other underrepresented communities
- What's next?



awareness | equity | inclusion



“Diversity work does not simply generate knowledge about institutions... it generates knowledge of institutions in the process of attempting to transform them.”

— Sara Ahmed, feminist scholar and anti-harassment advocate

Thank you for all that you do!