

# Outreach

The organization strives to diversify its audience through inclusive communications, partnership, and membership strategies that are supported by visitor research.

**Guiding Questions:** *Does the organization research its current and intended audiences? Does the organization foster relationships with community members or organizations to increase its outreach and serve its mission? Does the organization’s membership reflect its intended DEIA goals? Are the organization’s communications strategies accessible?*

## Emerging

*“No, but we want to do better.”*

- We acknowledge that development activities should include outreach to diverse communities.
- We recognize the need to be inclusive in our communications strategies.
- We have a general awareness of audience and community needs
- We occasionally work on short-term projects with community groups.
- We have identified populations with whom we would like to work.
- We acknowledge that membership can be a valuable tool for engaging and building diverse audiences.
- We understand the importance of providing the public with different opportunities for physical and intellectual access.

## Basic

*“Mostly, we meet the legal requirements and reach out to some communities.”*

- We occasionally seek feedback from visitors.
- Our development activities include outreach to diverse communities to seek input on fundraising goals.
- We use current visitor data to identify new or underserved audiences.
- We reach out to community advisors or organizations for consistent partnerships.
- Our web presence meets current Web Content Accessibility Guide lines (WCAG) “AA” standards.
- The membership fee schedule covers a wide range of cost levels.
- Images of people in promotional materials reflect a diverse array of humanity, across culture, ability and experience.
- Promotional materials include information to help visitors request accommodations in advance.
- Some promotional materials are provided in languages other than English.

**Good**

*“Yes, we’re listening for ways to better engage new communities.”*

- We consult visitors and community members at least annually about improvements to programs, exhibits, buildings, and grounds.
- We have an active Accessibility Advisory Group for our organization.
- Feedback from community advisors is analyzed and implemented at least annually.
- Our web presence undergoes testing with accessibility tools annually or when new features are added.
- Copy in our marketing materials is evaluated for bias and uses people-first language.
- Images from actual visitors or that depict current staff are used in promotional materials to reflect a diverse array of humanity, across culture, ability and experience.
- We use feedback to offer membership benefits for diverse audiences.
- Staff review public access to collections for researchers at least once a year to regularly improve access.

**Better**

*“Yes, we’re aiming for inclusivity and collaborate with and for our communities.”*

- Advisory groups of visitors and community members act as cocreators at all stages of process in all aspects of organizational operations.
- We use inclusive language in all communications
- Our web presence meets current Web Content Accessibility Guidelines (WCAG) “AAA” standards.
- Our web and digital content undergoes usability testing by people with disabilities annually or when new features are added.
- We use our audience research to improve our communications, programming, exhibitions, and collections.
- Community partners and members of advisory groups are compensated for their time and expertise.
- Our membership recruitment efforts target historically marginalized communities and businesses.
- Our members’ events or programs are accessible and relevant to all levels of membership.