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|  | **Emerging***“No, but we want to do better.”* | **Basic***“Mostly, we meet the legal requirements & reach out to some communities.”* | **Good***“Yes, we’re listening for ways to better engage new communities.”* | **Better***“Yes, we’re aiming for inclusivity & collaborate with & for our communities.”* |
| **Outreach**The organization strives to diversify its audience through inclusive communications, partnership, & membership strategies that are supported by visitor research.**Guiding Questions:***Does the organization research its current & intended audiences?**Does the organization foster relationships with community members or organizations to increase its outreach & serve its mission?**Does the organization’s membership reflect its intended DEIA goals?**Are the organization’s communications strategies accessible?* | * 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 & 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 & building diverse audiences.
* We understand the importance of providing the public with different opportunities for physical & intellectual access.
 | * 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 Guidelines (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 & experience.
* Promotional materials include information to help visitors request accommodations in advance.
* **Some** promotional materials are provided in languages other than English.
 | * We consult visitors & community members **at least annually** about improvements to programs, exhibits, buildings, & grounds.
* We have an active Accessibility Advisory Group for our organization.
* Feedback from community advisors is analyzed & 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 & 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 & 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.
 | * Advisory groups of visitors & 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 & 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, & collections.
* Community partners & members of advisory groups **are compensated** for their time & expertise.
* Our membership recruitment efforts target historically marginalized communities & businesses.
* Our members’ events or programs are accessible & relevant to all levels of membership.
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| **Access to Buildings & Grounds** The organization’s buildings & landscape are physically accessible to all visitors, staff, & volunteers.**Visitor Questions:***Can I get in the building & experience the landscape?**Does the museum/site have facilities to meet my basic needs?**Are there good programmatic accommodations for areas I can’t access?* | * We understand a museum is a place of public accommodation & must meet ADA requirements for entrances, parking, & public spaces.
* All pathways are regularly maintained & kept clear of debris.
* Entrances & exits are clearly marked with rules & regulations & hours of access.
* Building(s) **do not** have a designated accessible public entrance.
* We are aware that transportation can be a barrier to access.
* We provide some access to seating, restrooms, & other basic comforts for visitors.
 | * Visitor & staff parking areas meet ADA Standards.
* There is a pathway to the site’s **main** building that meets ADA standards.
* There is **one** accessible entrance to the site’s **main** building.
* The accessible entrance is clearly marked with the International Symbol of Accessibility.
* Signage directs visitors to the accessible entrance from parking & inaccessible entrances.
* Interior doors meet ADA standards.
* Ticketing/admissions desks meet ADA standards.
* The facility has **one** public restroom for each gender (or unisex) that meets ADA standards.
* We offer low-cost memberships or discounted admission tickets to specific audiences.
* Public storage areas meet ADA standards.
 | * **All** building entrances meet ADA standards.
* **All** exterior & interior pathways meet ADA standards.
* Permanent or semi-permanent seating is provided at multiple locations in **all** exterior spaces.
* We offer free admission **for caretakers or companions** to visitors with disabilities.
* We offer **discounts for fee-based** programming, exhibitions, or presentations.
* Staff who regularly engage with visitors use methods to communicate with those who are nonverbal.
* Service animal relief areas are present & clearly marked.
 | * Free parking is available to all visitors & staff.
* Improvements to buildings & grounds are designed to promote ease of use, universal design, & a welcoming environment for all visitors.
* All entrances, visitor comforts, & seating are designed based on principles of universal design.
* We maintain a fragrance-free environment in public & staff areas where possible.
* Free admission is available for students and/or people eligible for public assistance programs, **without the need to show identification**.
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| **Core Visitor Experience**The organization provides public access to its collections, buildings, & landscapes while ensuring their preservation.The organization strives to make core visitor experiences & mission-related content accessible to people across the spectrum of human abilities & in the most equitable ways possible.**Visitor Questions:***Can I participate in the core visitor experience safely?**Will the quality of my experience be similar to other visitors?* | * We are aware that as a place of public accommodation, core visitor experiences must be accessible.
* We understand the importance of offering an inclusive & equitable experience for visitors.
 | * **All** object display cases, exhibit text, & other exhibit components comply with current ADA design guidelines.
* Programmatic alternatives are available that effectively communicate an experience of inaccessible spaces & artifacts to visitors.
* Accessible alternatives or programmatic accommodations for tours or public programs are available **with advance notice**.
* Our emergency plan addresses the evacuation of **all** staff, volunteers, & visitors.
* Accessibility aids are regularly cleaned & maintained.
 | * We offer the core visitor experience in multiple ways to engage with collections objects & meet differing visitor needs.
* Accommodations needed to experience exhibits or programs are **readily available** to all visitors.
* **Large-print or audio versions** of all exhibit text are available.
* We use input from visitors & visitor contact staff when designing visitor experiences.
* We **consult** people with relevant life experience in the development of programmatic accessibility tools.
 | * **All** programs, interpretive elements, & exhibits use principles of universal design.
* Emergency procedures are evaluated **annually** to assess their inclusivity.
* Physical & programmatic accommodations are set up so that repairs or upgrades can be completed **with minimal impact** on visitors.
* Programmatic access is evaluated **at least annually** & is **included in planning** for new exhibit, programs, or building/landscape changes.
* **Braille versions** of all exhibit text are available.
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| **Special Events & Programs** The organization’s programs & events are accessible to people across the spectrum of human abilities & in the most equitable ways possible.**Visitor Questions:***Can I effectively participate in special events & programs?* | * We are aware that special events & programs should include programmatic accessibility.
* Staff recognize that they can serve a wider audience with special events & programs than in-person programs.
* Programmatic accommodations are implemented in **recorded versions** of special events & programs.
* Staff are looking to increase their knowledge of accessibility in virtual programming.
 | * Staff develop programs with their audience’s varied needs, interests, & comfort levels in mind.
* Accommodations are available **upon request** for live special events & programs.
* Staff regularly observe special events & programs of other organizations to better understand practices in the field.
* **All** special events & programs have measurable goals & outcomes.
* Presenters **share information** about how to access any accommodations at the beginning of the program.
 | * Staff **consult** with multiple communities in the program planning process.
* People who are part of the communities being discussed in the program are **represented and/or included** in the program.
* Special events & programs offer **multiple options** for engagement.
* **All** special events & programs are evaluated for effectiveness the first time the program happens.
* We **revise** special events & programs based on evaluation.
 | * Special events & programs are **collaboratively created** with community members who have relevant experience in all stages of development.
* **Multiple accommodations** are **readily available** as part of special events & programs.
* Programs include **options for engagement** before, after, and/or during the program.
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| **Interpretive Process & Methodology****Staff Questions:** *Has interpretation been designed with the needs of a diverse audience in mind?**Are interpretive outcomes presented in formats that allow for effective communication with all visitors?* | * The interpretive guidelines focus on the needs of the visitor.
* We are aware that we should share multiple perspectives in exhibitions & programs.
 | * The interpretive guidelines are available to **all** staff in a written format.
* We review & update interpretive guidelines **every 3-5 years**.
* Staff are informed about all available visitor options & willing to direct visitors to experiences that meet their needs.
 | * The interpretive plan is available in **multiple formats**.
* Staff conduct **formative evaluation** before developing exhibits & programs.
* Feedback from partners or advisory groups is **implemented** when developing new educational content.
 | * The interpretive plan is **developed collaboratively** with members of multiple communities.
* Staff collaborate with **multiple communities** on the development of new interpretation.
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| **Core Documents & Policies** Organizational policies & core documents encourage an inclusive environment for staff, volunteers, & visitors.**Staff Questions:***Do the organization’s policies support my ability to do my work?**Do the organization’s policies address & support people from marginalized communities?* | * Our mission & vision statements are **publicly available**.
* We comply with state & federal laws related to nondiscrimination.
* We have **written** antidiscrimination, antiharassment, ethics, whistleblower, & conflict of interest policies.
* All written policies are actively **enforced**.
* We are working toward creating a DEIA policy.
* We have considered core values, but they may not be written.
* We are aware that collections are shaped by conscious & unconscious biases.
* Personnel & ethics policies apply to governing authority, staff, & volunteers.
 | * Our mission & vision statements are reviewed & updated **every 3–5 years**.
* The mission & vision statements identify the organization’s intended audiences.
* We have **written** core values that are distributed to staff each year.
* Our DEIA policy includes goals.
* All policies are **available to all staff** upon hiring & when revised.
* We have **anonymous** reporting mechanisms in place.
* Whistleblower reports & potential ethics or conflict of interest violations are investigated promptly.
* Our policies are available in a **variety of formats**, including digitally.
* We have a **written** service animal policy.
 | * Our policies are written in **plain language**.
* Staff & community members are involved in the creation of the organization’s policies.
* Our DEIA policy is **publicly available**.
* Our service animal policy is **publicly available**.
* Policies are reviewed **every 3–5 years**.
* Our ethics, whistleblower, & conflict of interest policies are shared with staff **each year**.
* Our mission & vision statements **are shared in accessible formats**.
* Our mission reflects the needs of the organization’s community & **identified potential** audiences.
* Policies for paid staff & volunteers are **enforced equitably**.
 | * **All** policies are reviewed **annually**.
* Whistleblower reports & potential ethics or conflict of interest violations are handled by an **independent, external investigator**.
* Members of the audiences referenced in the mission & vision statements are **consulted during any review and/or revision** of these statements.
* Our mission & vision statements are **reviewed for bias** every 3**–**5 years.
* Our collections policy is publicly available.
* Our mission appeals to & reflects the needs of **multiple audiences**.
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| **Staff Support/HR** The organization fosters a culture of inclusivity, equity, & collaboration in the organization.**HR Questions:***Do the job descriptions clearly state the essential functions of each position?**Do we include measurable DEIA tasks & outcomes in job descriptions?***Staff Questions:***Do I have effective support from my organization to be successful in doing my work & promoting inclusion?**Am I being compensated equitably for my work?* | * We are aware of leadership’s role in creating an inclusive culture for staff & volunteers.
* We are aware of the importance of effective & culturally sensitive **training for staff**.
* We are aware of the benefits of inclusive hiring practices & the importance of **hiring from a diverse pool** of applicants.
* We promote equal employment opportunity.
* Employees receive performance standards **each year** & know what is expected of them in their job performance.
* All members of the organization are held to the **same standards** of conduct.
 | * Recruitment efforts for staff & volunteers **aim to** reach diverse communities.
* We evaluate hiring processes & recruitment **every 3–5 years** to ensure access for diverse candidates.
* Hiring managers understand that a job’s posted essential functions can be performed with or without reasonable accommodation.
* Eligible employees can receive reasonable accommodations.
* Staff receive **onboarding** training that includes cultural/disability etiquette & unconscious bias awareness.
* Leadership reviews paid staff compensation **every 3–5 years** to ensure pay equity for similar positions **across the organization**.
* Anonymous staff satisfaction surveys are conducted **every 3–5 years** & results are available to all staff.
 | * Free, accessible parking is provided as a benefit.
* Staff receive **annual** training that includes cultural/disability etiquette & unconscious bias awareness.
* Visitor contact staff receive **training** to help process accommodation requests & operate assistive technology.
* Leadership & Human Resources encourage employees to ask for **reasonable accommodations** for both temporary & permanent conditions.
* Employees receive **midyear feedback & end-of-year reviews** with comments on how their work supports DEIA initiatives.
* Leadership reviews all paid staff compensation **every 3–5 years** to ensure pay equity **when compared with similar organizations** regionally & nationally.
* Anonymous staff satisfaction surveys are conducted **each year** & results are available to all staff.
 | * We recognize DEIA work as a process & continually revise our plans & policies to support this work.
* Our leadership & staff reflect the demographics of our local community.
* Staff are **encouraged** to communicate with visitors in languages other than English.
* Staff & volunteers are provided with training & tools to communicate with visitors who are nonverbal.
* We work with **multiple communities** of active & inactive visitors to collaborate **at least annually** to continue creating a more welcoming environment.
* Staff **compensation is equitable** with other similar organizations regionally & nationally.
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