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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. |
| **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**. |
| **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. |
| **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. |
| **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. |
| **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**. |
| **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. |