



*Putting it on Paper:  
The Power of an Equity  
Statement*

ASTC Conference 2019

Saturday, September 21

# Introductions: Our Context



Tim Hecox,  
Oregon Museum of  
Science and Industry

“OMSI wanted an equity statement that could serve as a tool in our decision making”



Cecile Shellman,  
Museum DEAI Consultant

“Leading with a DEAI mindset requires communicating clearly and at multiple levels. Your statement can be your calling card.”



Ann Hernandez,  
ASTC

“ASTC wanted to recognize our diverse science center community and stand with our members as they work to create inclusive spaces for the public.”



# Introductions: Our Context



Jenni Martin,  
Children's Discovery  
Museum of San Jose

“After many years of work focused on ensuring that our audience demographics match our community demographics, we wanted to create a written statement that represented that goal.”



Robby Callahan Schreiber,  
Science Museum of  
Minnesota

“SMM staff realized we needed a statement to support all staff to make more inclusive and equitable decisions, reinforcing this is everyone's work.”



## PUTTING IT ON PAPER: The power of an equity and inclusion statement

Brought to you by:

- Tim Hecox - *Oregon Museum of Science & Industry*
- Ann Hernandez - *Association of Science & Technology Centers*
- Cecile Shellman - *Cecile Shellman Consulting*
- Jenni Martin - *Children's Discovery Museum of San Jose*
- Robby Callahan Schreiber - *Science Museum of Minnesota*

## WHY

Why could \_\_\_\_\_  
< my org's name >  
benefit from a DEAI statement?

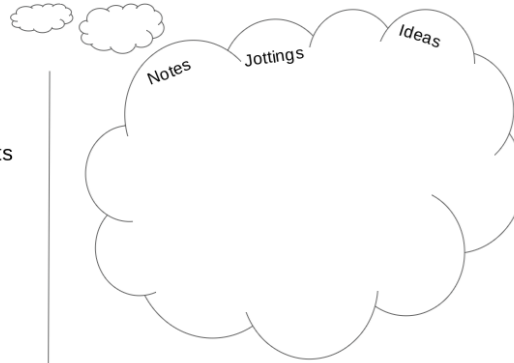
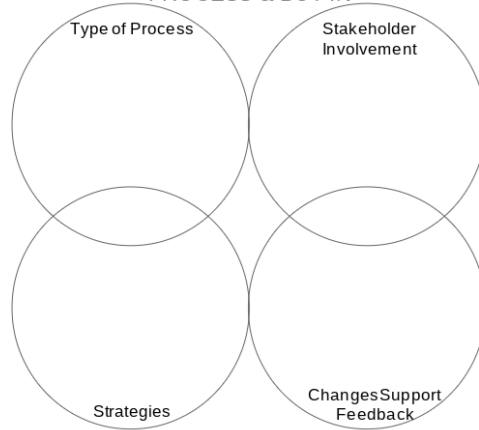
## HOW

### BACKGROUND / PREPARATION

These phrases from other statements resonated with me:

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### PROCESS & BUY-IN



## TAKE ACTION

How would you use your statement?

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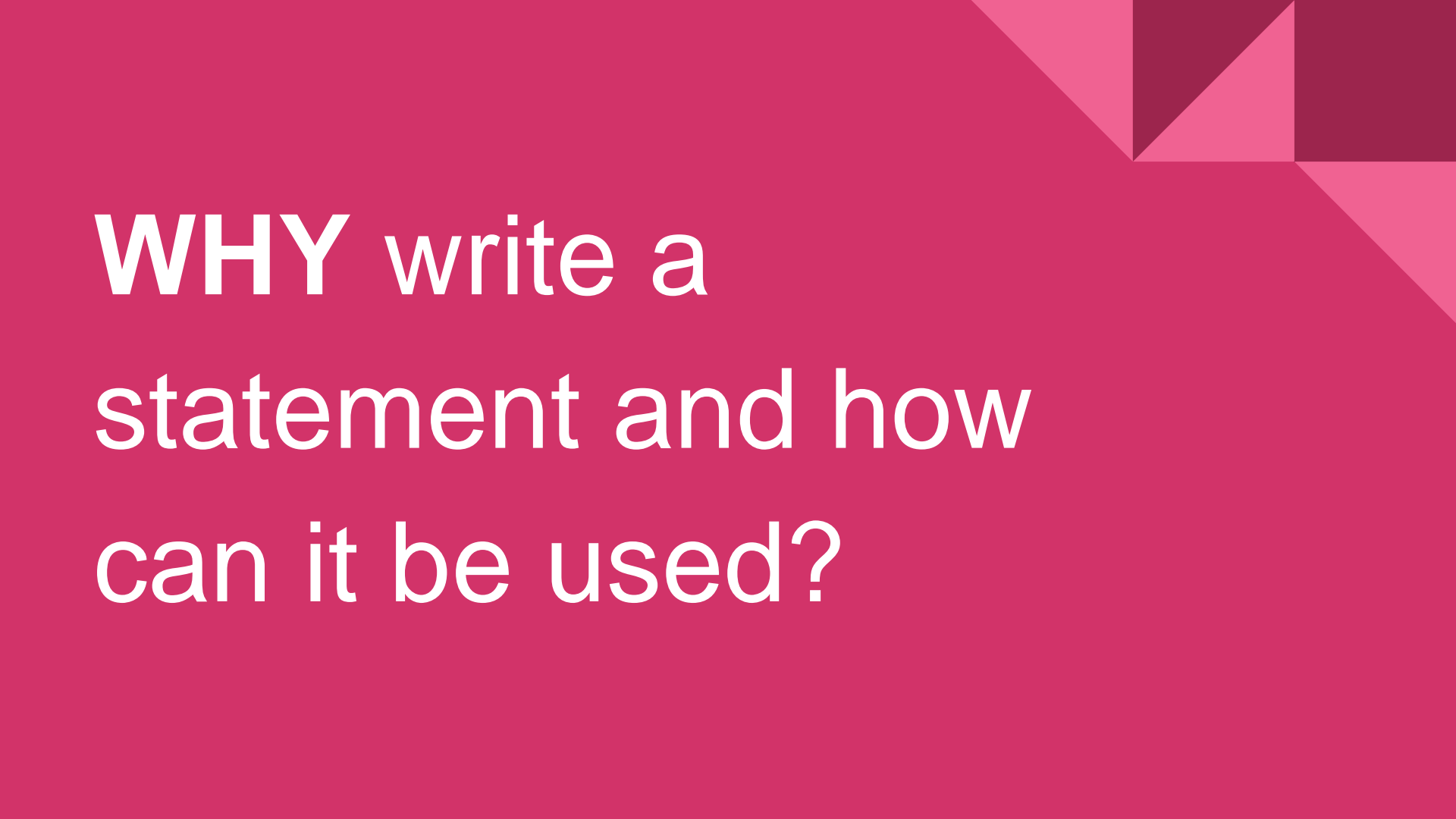
Where would you share the statement?

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Find the doc:

[bit.ly/2kWOLNo](https://bit.ly/2kWOLNo)





**WHY** write a  
statement and how  
can it be used?

Jot down your  
thoughts on the  
worksheet  
provided.

Where you are coming from and  
why do you think your organization  
could benefit from a DEAI  
statement?

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The background is a solid pink color. In the top right corner, there are several overlapping geometric shapes: a dark pink triangle pointing down and to the left, a medium pink triangle pointing down and to the right, and a dark pink square partially visible on the right edge.

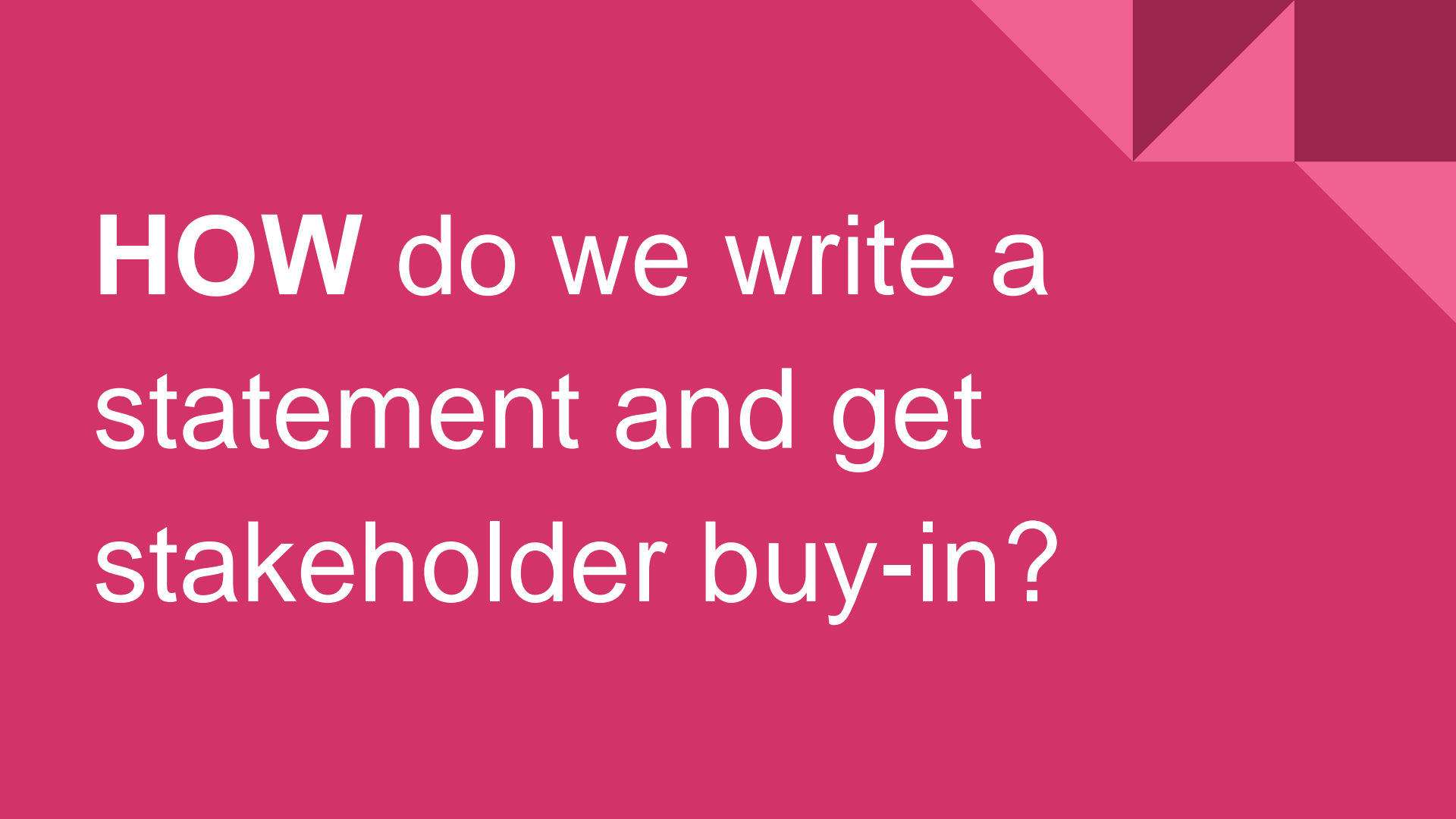
**HOW** do we  
prepare to write a  
statement?

Highlight phrases  
that resonate with  
you and with your  
organization.

How might you define your organization's issue using data and metrics and explain how your organization intends to focus on the issue/solve the challenge at hand through its DEAI work?

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**HOW** do we write a  
statement and get  
stakeholder buy-in?

Jot down your thoughts on the worksheet provided.

- What type of process might work best for your organization?
  - What specific strategies might inform your statement?
  - Who should be involved?
  - Who are your stakeholders?
  - What strategies might you implement to get their feedback, make changes, and gain their support?
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How do we TAKE  
ACTION with our  
statement?

Jot down your  
thoughts on the  
worksheet  
provided.

How could you use your statement?

Where would you make it available  
- for the public & for your staff?

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The top right corner of the slide features a decorative arrangement of overlapping triangles in various shades of blue, ranging from dark navy to light sky blue.

# Questions, Comments, Conversation

THANK YOU!

# PUTTING IT ON PAPER: The power of an equity and inclusion statement

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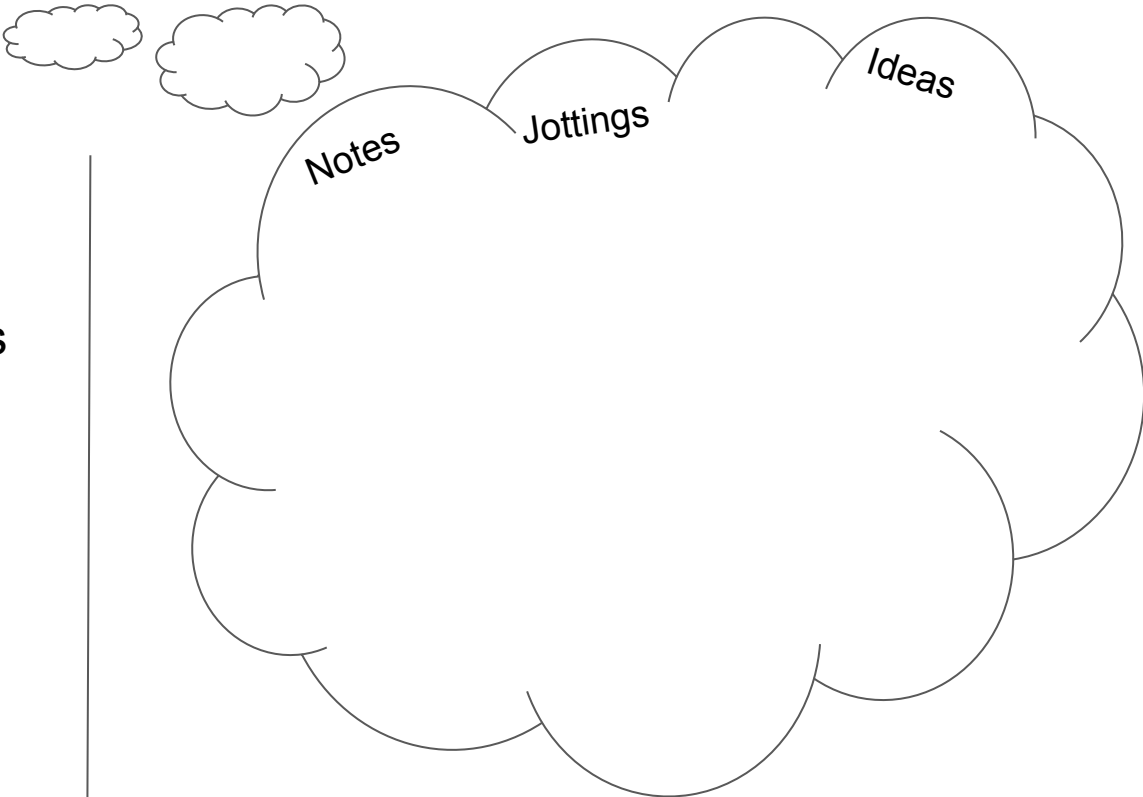
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# HOW

## BACKGROUND / PREPARATION

These phrases from other statements resonated with me:

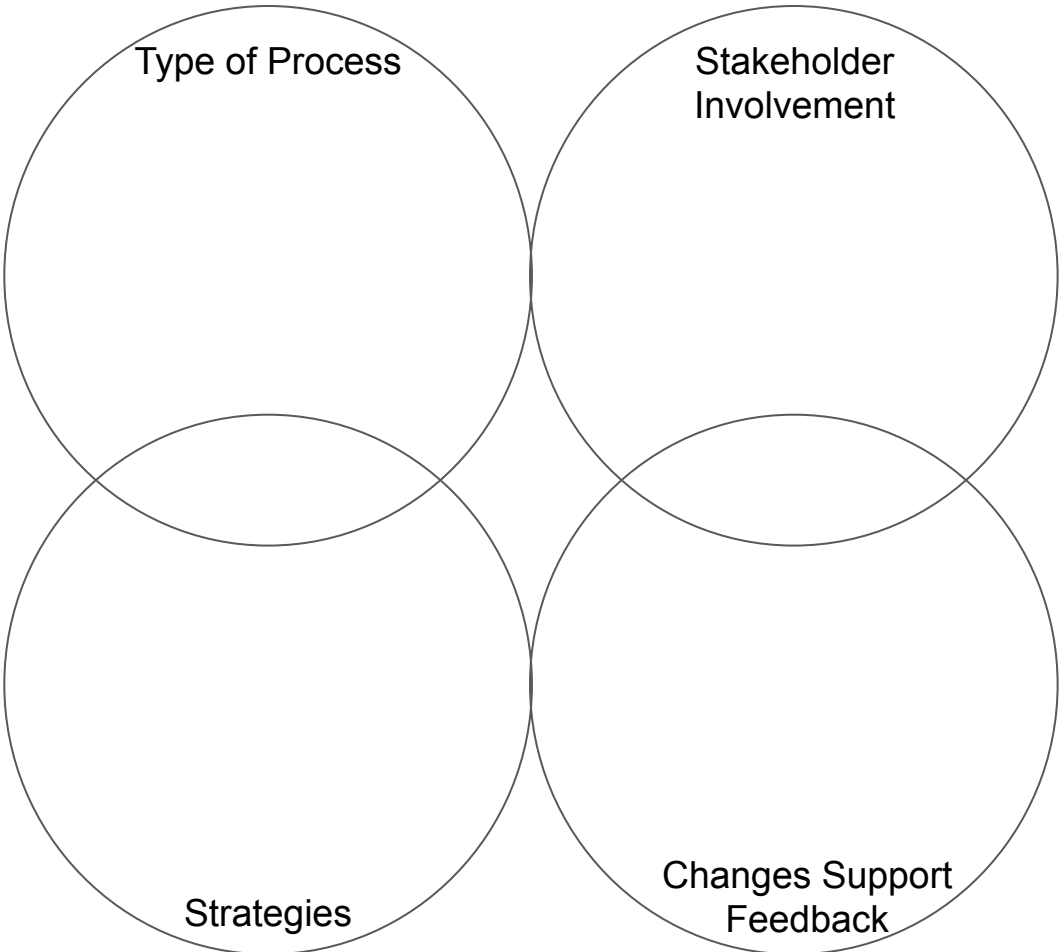
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# WHY

Why could \_\_\_\_\_  
< my org's name >  
benefit from a DEAI statement?

## PROCESS & BUY-IN



# TAKE ACTION

How would you use your statement?

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Where would you share the statement?

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## Welcoming Statement

Children's Discovery Museum of San Jose strives to be a community anchor that helps to build awareness and understanding among people of diverse ages, backgrounds, ethnicities, genders, sexual orientations, socioeconomic situations, religions, abilities and family configurations. We believe that our community wants the best for its children, and it is our goal to create opportunities for today's children to become tomorrow's visionaries.

### **In our role as a community anchor, we embrace the following ideals:**

- Everyone feels welcome, included and well-represented at our Museum.
- We are a positive reflection of our community.
- Culture is more than ethnicity; it is a set of values, beliefs, traditions and experiences. Each person's cultural heritage is different, and we can all find and embrace the similarities and differences between cultures.
- We value the experiences that our visitors, staff and volunteers bring to the table, and incorporate their insights in our programs, exhibits and operations.
- It is our responsibility to offer unique opportunities for lifelong learning that build global awareness, allowing people to explore and understand their cultural differences and similarities.
- Cultures themselves evolve and grow and we endeavor to do the same.

## OMSI VALUES & Signal Behaviors

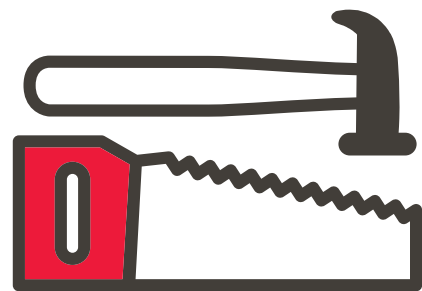
Values are powerful drivers of how we think, make decisions, and behave. They define the culture of our organization. The following are OMSI's Values and the signal behaviors that indicate that we live those values every day.

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### **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.





# STATEMENT ON EQUITY AND INCLUSION

Science, Technology, Engineering and Math (STEM) are valuable for communities to thrive and live in a global society. Equity, inclusion, and access to STEM are critical to the ongoing work of the museum.

**THE SCIENCE MUSEUM OF MINNESOTA** is actively working to undo systems of injustice and inequity. We will create an inclusive, equity-based institution that empowers people to change the world through STEM. Aspects of political, cultural, and economic systems maintain injustice and inequity through the control of power and resources. Most museums and scientific practices, including our own, have supported these systems. As a result, access to and engagement with STEM learning and practices has been limited for some.

The museum commits to using STEM as a tool to advocate for justice and equity. We will:

**INSPIRE LEARNING** by including, collaborating, and lifting up the voices of people who have been overlooked or excluded

**INFORM POLICY** by illuminating unfairness, inequality, and power imbalances

**IMPROVE LIVES** with productive dialogue on topics related to equity, inclusion, and public access to STEM

By prioritizing equity and inclusion, we re-imagine the scientific enterprise and continue to seek opportunities that support and encourage full participation in the vital work of connecting STEM and society through our areas of impact—our exhibitions, public programs, teaching, research, collections, operations, management, Board of Trustees, policies, and practices.



## ASTC Policy Statement on Diversity, Accessibility, Inclusion, and Equity

The Association of Science-Technology Centers (ASTC) values and celebrates the rich diversity that makes up the teams and organizations we serve and the broader communities we engage around the world. At the root of science, technology, and innovation are fundamental values that ASTC embraces: a commitment to seek out and engage a diversity of ideas, perspectives, backgrounds, disciplines, knowledge systems, and approaches; and an evolving practice of accepting, valuing, and celebrating contributions, discoveries, and novel solutions regardless of their source. We commit to bring these values to bear across our work, and we seek teammates, board and committee members, and partners who hold diversity, accessibility, inclusion, and equity as foundational and essential values. If all people are welcomed, respected, and included in our work, if everyone has access to opportunity to pursue their aspirations, and if all people can participate fully and actively in creating and building the future, our association, our members, and our global society will be more equitable, prosperous, just, and resilient.

### **Carnegie Museums of Pittsburgh (Welcoming Statement for their Employment Page)**

Through commitment and action, Carnegie Museums strives to maintain a welcoming and inclusive culture. One that respects and values differences, embraces diversity, and creates an environment where all staff and visitors feel like they belong. Together, we work hard to champion inclusion, build diverse and talented teams, and continue the efforts of our mission. We celebrate and support the unique backgrounds, perspectives, and experiences of our staff.

### **Cleveland Museum of Art (Executive Summary from their Diversity and Inclusion Plan):**

More than a century ago, the Cleveland Museum of Art was established “for the benefit of all the people forever.” As a comprehensive art museum, dedicated to the art of every culture, place, and period, diversity is a core value. Yet, despite the fact that the CMA welcomes more than 600,000 visitors annually and offers free admission, it has yet to touch the lives of many Clevelanders. Persons of color constitute more than 66% of Cleveland’s population (and about 30% of that of Cuyahoga County), but just 24% of our attendance. This discrepancy must be addressed, as must the lack of diversity in our profession, especially as it pertains to executive and curatorial positions.

If we are to be a global leader among museums—if we are to succeed in making our collection broadly relevant, in expanding our audience, and in serving the ever more diverse population of our county and our country as a whole—it is essential that we seek and offer new perspectives on our multifaceted collection, reaching out to and engaging visitors who may not know or feel that they are welcome.

The CMA’s Diversity, Equity, and Inclusion Plan dovetails with its 2017 strategic plan, Making Art Matter. Together, they provide a road map for better connecting with all audiences and for building trust through partnership. We are committed to making the changes that will be required to move us closer to equity in our staffing, business practices, and public engagement efforts.

Museums anchor the communities they serve. Historically seen as keepers of cultural memory, sources of credible information, and mentors for lifelong learning, they wield significant influence and bear commensurate responsibility. The following plan defines the strategies and tactics that will be required if the CMA is to accomplish the purpose for which it was founded:

#### **TO BECOME A GLOBAL LEADER AMONG MUSEUMS.**

In order to achieve this goal, we have established these institutional success strategies:

**Champion Equity.** Institutional policies and practices will help to eliminate barriers to participation for historically underrepresented groups.

**Advance Cultural Competence.** We will ensure that every aspect of our recruitment, hiring, training, advancement, and retention practices are equitable, as measured by our leadership and staff that reflect the diversity we value and the inclusivity to which we aspire.

**Extend a Universal Welcome.** By forging new pathways to engagement both within and outside the museum, we will increase the participation of historically underserved communities by fostering a diverse staff that is fully invested in inclusive practices through programming, collections, and exhibitions.

### **Theatre Communications Group (TCG)**

One of the Theatre Communications Group (TCG) long-standing core values is diversity. The diversity of the theatre community—combined with its interdependence—makes it strong, healthy and robust. TCG is committed to supporting the plurality of aesthetic, perspective, race, class, gender, age, mission, as well as organizational size and structure. TCG’s strategic plan includes a multi-year, six-point Equity, Diversity & Inclusion Initiative (EDII) to transform the national theatre field into a more equitable, inclusive and diverse community. While these efforts have been focused on racial and cultural diversity, TCG takes an intersectional approach to identity and equity that infuses all of our programming.

### **New England Foundation for the Arts (NEFA)**

New England Foundation for the Arts (NEFA) values an equitable, diverse, and inclusive world, which we interpret as all people having fair access to the tools and resources they need to realize creative and community endeavors. We acknowledge structural inequities that have excluded individuals and communities from opportunity based on race, gender, disability, sexual orientation, class, age, and geography, and strive to counter those inequities in our work.

### **Chamber Music America**

The Chamber Music America (CMA) Board of Directors has made diversity, inclusion, and equity a primary focus of CMA’s work. We are committed to examining all aspects of the organization’s systems, programs, services, and communication mechanisms to fully understand and represent all chamber music traditions and the people who create, perform, and present those traditions. While we have a commitment to improve in the areas of diversity, inclusion, and equity, we realize that Chamber Music America was born from the Western European classical tradition, which evolved within a society that practiced many forms of racism and exclusion, some of which continue today to impact our members and our communities.

We further recognize that the people and music of ALAANA communities must represent a greater portion of the organization in order for CMA to be a relevant part of a broad cross-section of contemporary society. It is our view that, at this particular time and because of this history, race continues to be a uniquely privileging or penalizing category for many communities. We will, therefore, conduct our diversity, inclusion, and equity work focusing on ALAANA people, and approach other issues of diversity—including LGBTQ, gender, or abilities—through a racial lens. This means that we will prioritize the involvement of these communities that are also part of the ALAANA community in order to focus directly on race, which we believe to be the clearest and most urgent issue affecting our field. CMA believes that there is a fundamental difference between inviting ALAANA communities into a Western European-based structure and revising the structure itself to include ALAANA musicians, presenters, composers, and others in the field to fully benefit as active participants in the organization.

We are committed to the latter, and know that we have a great deal of work to do in order to become a fully inclusive and equitable organization. CMA will undertake this work by seeing diversity, inclusion, and equity as a related set of approaches that build on one another and lead to the fair sharing of the benefits and services that our organization offers.

Our hope is that this work will allow Chamber Music America to fulfill its vision for the future, where people of all races, religions, genders, and abilities are able to fully participate in the performance, presentation, and enjoyment of the many styles of small ensemble music. Our Statement of Commitment will guide the work of CMA as the national organization for the field, serving as a model for chamber music practitioners throughout the country and allowing us to participate in the increasingly national conversation on diversity, inclusion, and equity issues.