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Reflecting on the CCLI National Landscape Study: *The State of DEAI Practices in Museums* and What it Means for Visitor Studies

Part of VSA's Quarterly DEAI web chat series

Thank you for joining us! The web chat will begin shortly.

Overview

- Welcome and Introductions

- Polls: What positions are we coming from and what roles do we play in DEAI efforts?

- Dr. Cecilia Garibay: Highlights from the CCLI National DEAI Landscape Study (Garibay and Olson, 2020)

- Conversation with Professionals from the Field
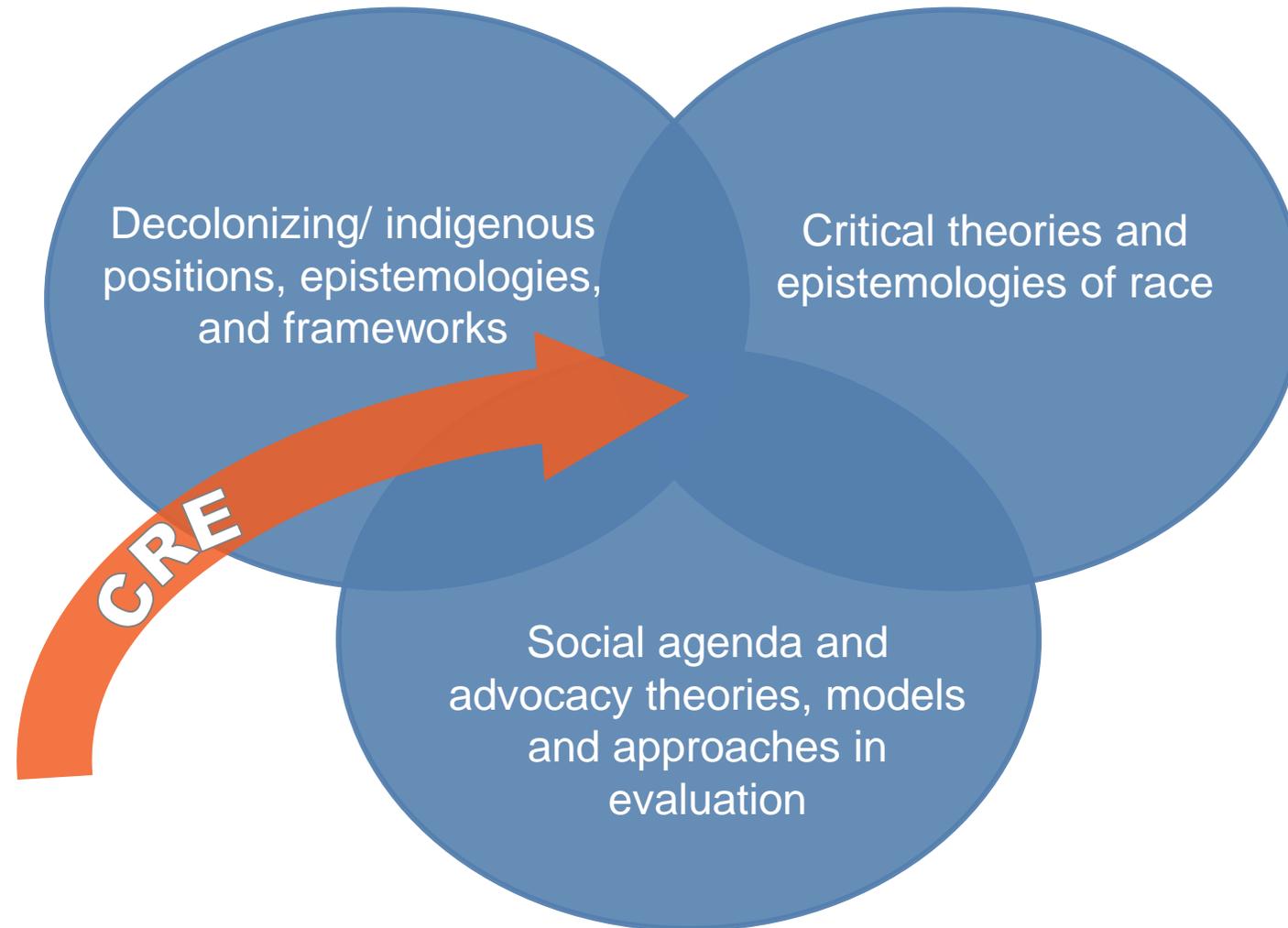
- Open Dialogue / Q & A

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My theoretical and epistemological lenses:
Culturally Responsive Research & Evaluation

Decolonizing/ indigenous positions, epistemologies, and frameworks

Critical theories and epistemologies of race

Social agenda and advocacy theories, models and approaches in evaluation

CRE

Hopson, 2009

garibaygroup

Some Definitions

Diversity: The ways in which human beings are similar and different, including but not limited to identities, social positions, lived experiences, values, and beliefs.

Equity: Fair access to resources that advances social justice by allowing for full participation in society and self-determination in meeting fundamental needs. This requires addressing structural and historical barriers and systems of oppression.

Accessibility: Ensuring equitable access to everyone along the continuum of human ability and experience.

Inclusion: Culture that creates an environment of involvement, respect, and connection in which the richness of diverse ideas, backgrounds, and perspectives are valued.

Landscape Study Goals

- Better understand the current state of DEAI practices in the field

- Describe practices that appear to drive or inhibit DEAI efforts

- Foster conversation in the field about what more can be done to advance DEAI efforts

- Identify what types of supports and resources may be needed

CCLI National Landscape Study:
The State of DEAI Practices in Museums

Cecilia Garibay and Jeanne Marie Olson

CCLI Cultural Competence Learning Institute

Dimensions of DEAI

Foundational

1. **Vision & Values:** DEAI is explicitly stated as value and organizational commitment.
2. **Leadership**: Leadership demonstrates commitment to DEAI. They advocate for and lead DEAI and are held accountable for its progress.
3. **Governance**: The museum board supports, advocates for, and shares accountability for DEAI.
4. **Resources**: Adequate resources allocated to support DEAI.

Internal

5. **People & Operations (HR):** The organization actively builds, supports, and advocates for diversity of staff at all levels. Its policies, processes, and work culture are transparent, inclusive, and equitable.
6. **Vendor Diversity:** DEAI is considered in vendor selection with the goal of working with suppliers that reflect the community's composition across a range of diversity dimensions.

Public-Facing

7. **Community-Centered Engagement:** All aspects of the museum's work are anchored in, informed by, and created with its communities, particularly those underrepresented, through equitable collaboration and power-sharing.
8. **Services & Products:** Offerings integrate DEAI values and practices, reflecting and meeting the needs of diverse groups. This dimension includes exhibits, programs, events, collections, and physical space.

X-Funct.

9. **Data Collection & Evaluation:** Data are collected and used to inform DEAI practices and action plans, assess performance, and ensure accountability.

Respondents: Organization Type & Budget
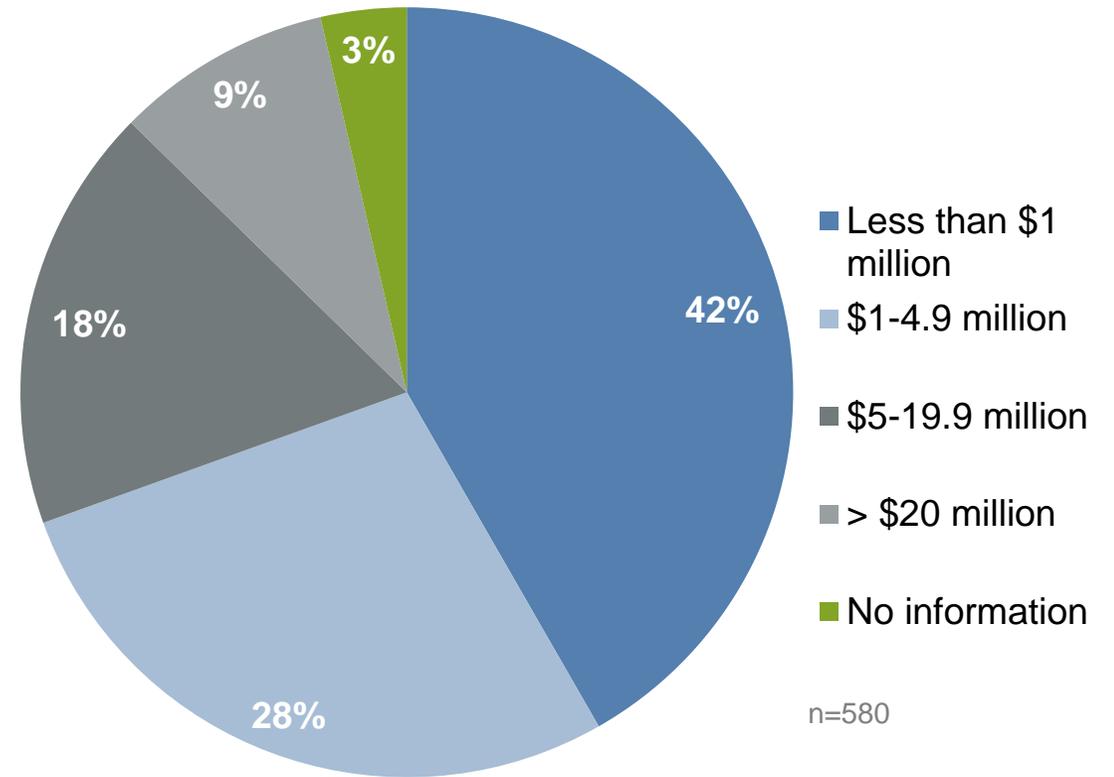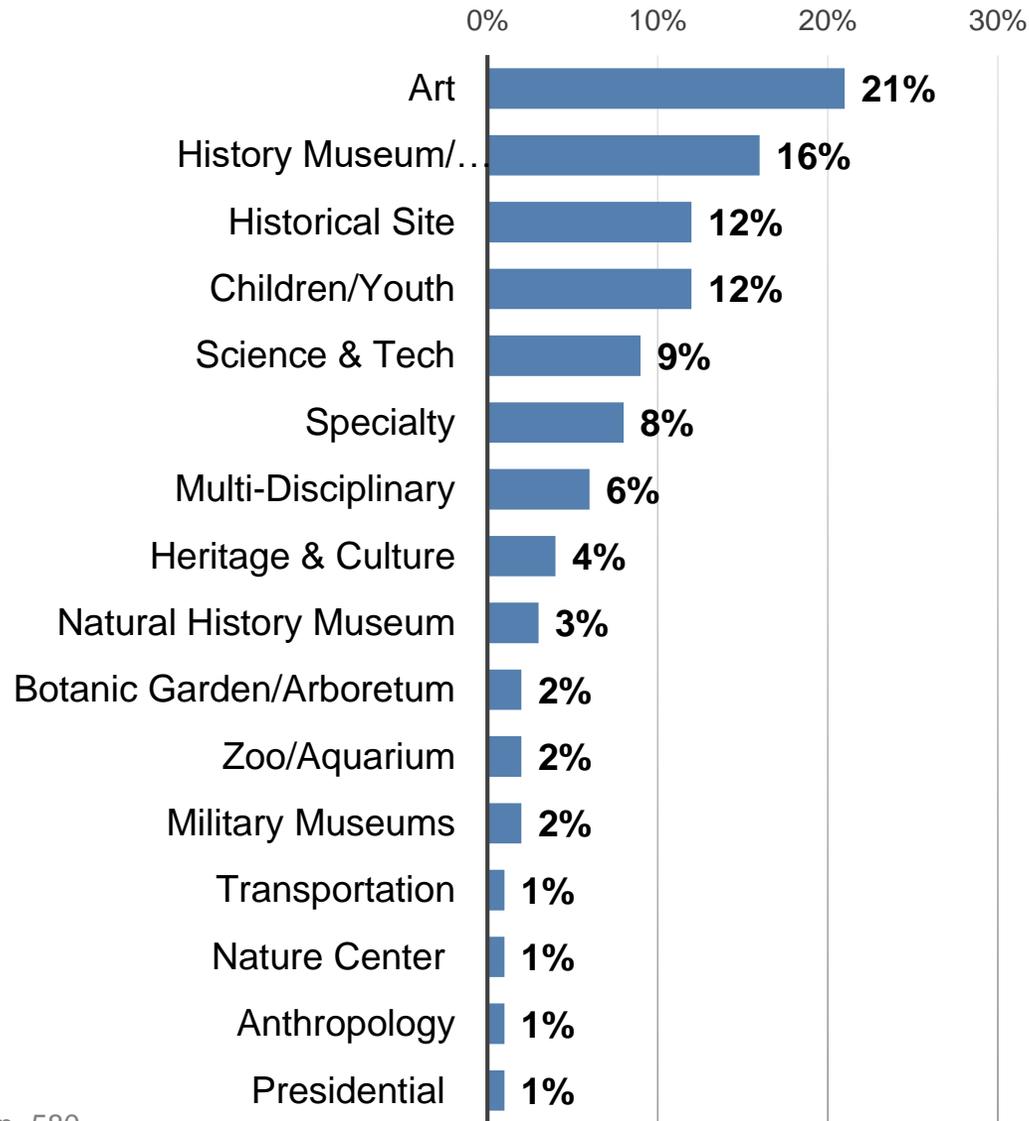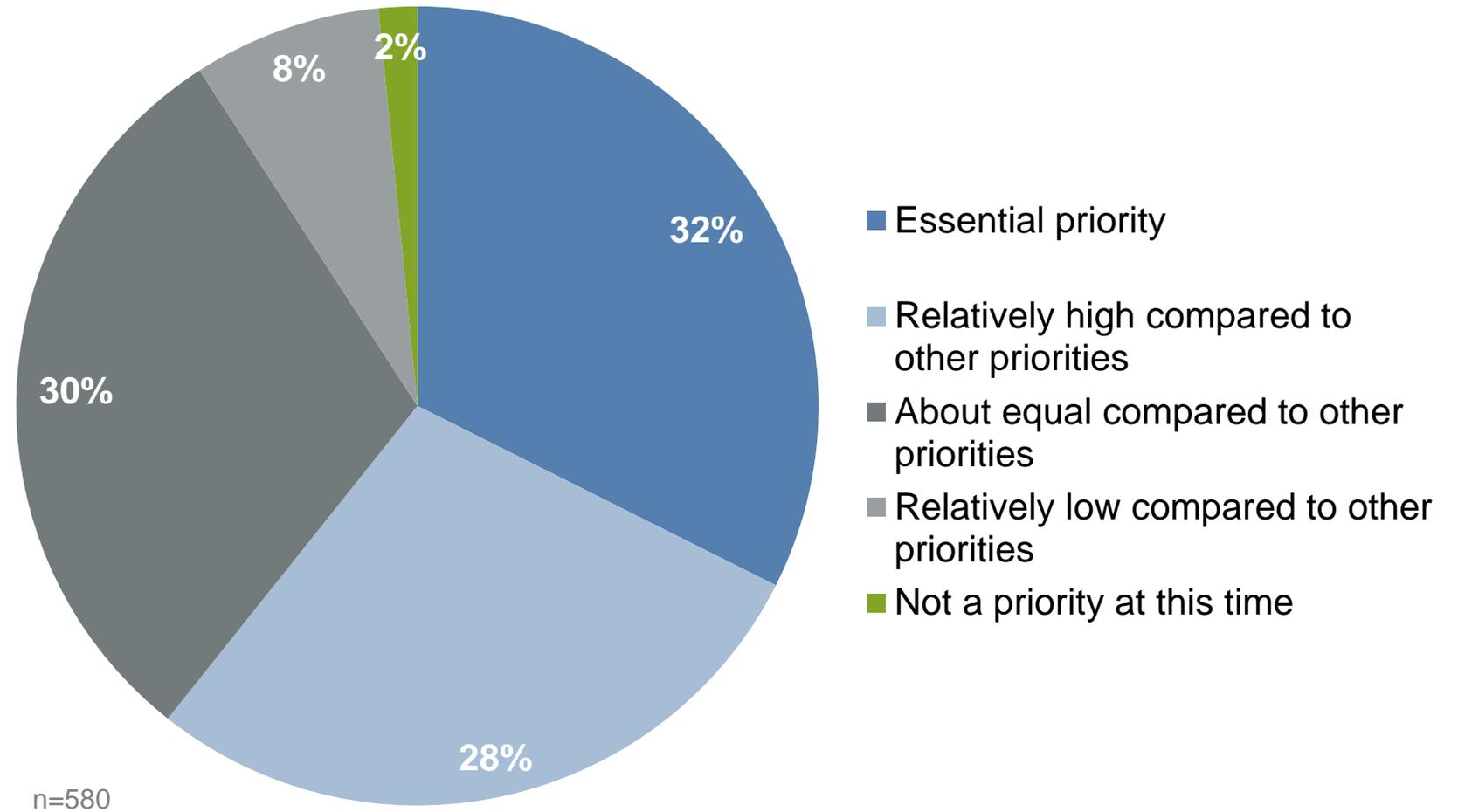

n=580

n=580

KEY CONCLUSIONS

- Museums have not taken strategic, consistent action at an organizational level that is foundational enough to support and achieve enduring equity and inclusion.

- Collecting internal feedback on DEAI related aspects is not a prevalent practice.

- The lack of attention to collecting and using data to measure progress and drive accountability represents a major barrier in advancing equity and inclusion in museums.
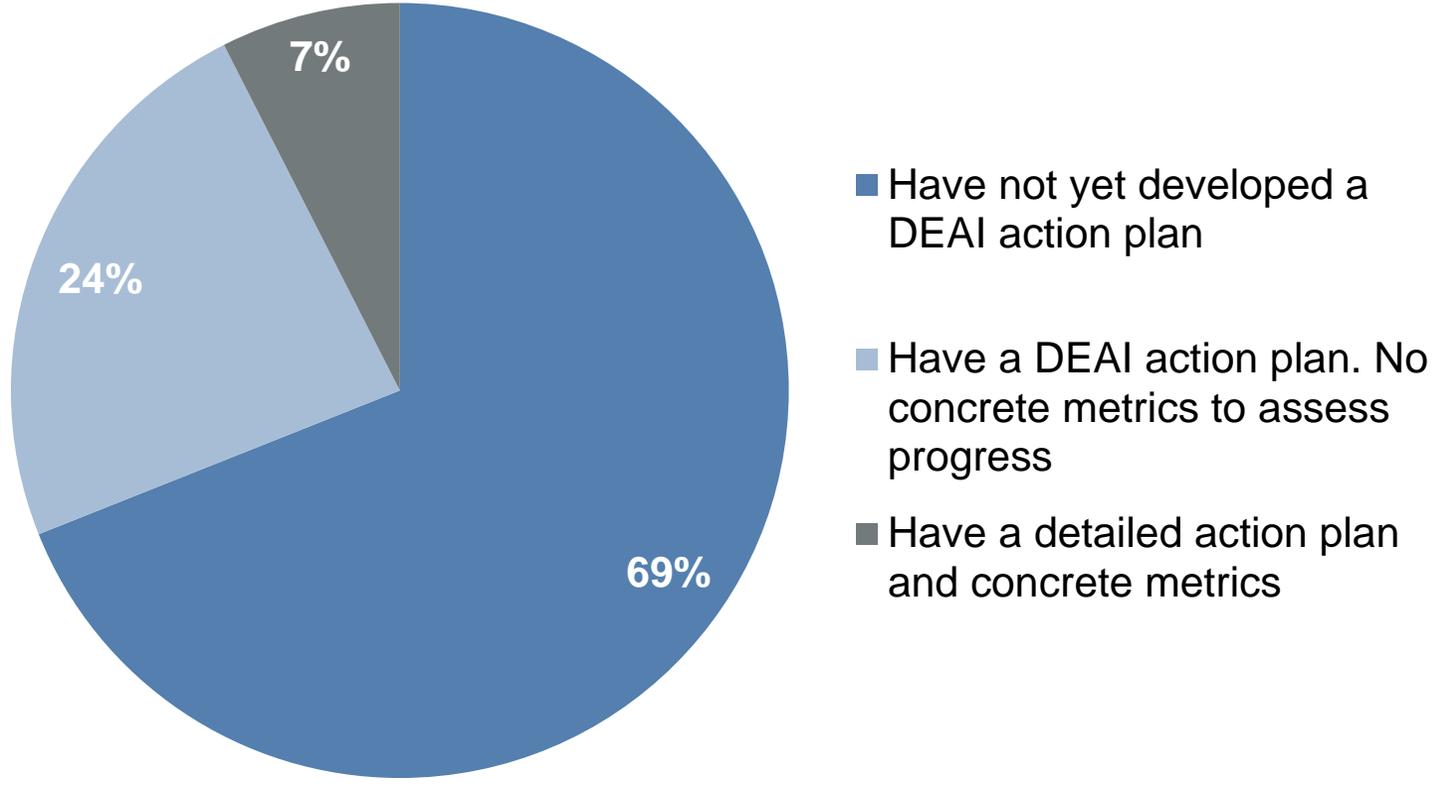
SELECT FINDINGS

DEAI Plans & Metrics

- 32% — Essential priority
- 28% — Relatively high compared to other priorities
- 30% — About equal compared to other priorities
- 8% — Relatively low compared to other priorities
- 2% — Not a priority at this time

n=580

Despite declared levels of priority, over half do not have a DEAI action plan

- 7%
- 24%
- 69%

■ Have not yet developed a DEAI action plan

■ Have a DEAI action plan. No concrete metrics to assess progress

■ Have a detailed action plan and concrete metrics

n=509

Collecting Visitor Demographics

- Just over half (53%) of respondents report collecting visitor demographic data on at least annually.

- A quarter who do report gathering visitor data do not collect visitor demographic data.

- Among those that collect demographic data, a third or more do not use the information to analyze how visitors' experiences vary by specific demographic dimensions.

Gathering Data From the Broader Community

- Only a little more than a third (35%) of responding organizations report gathering any data from the larger community.
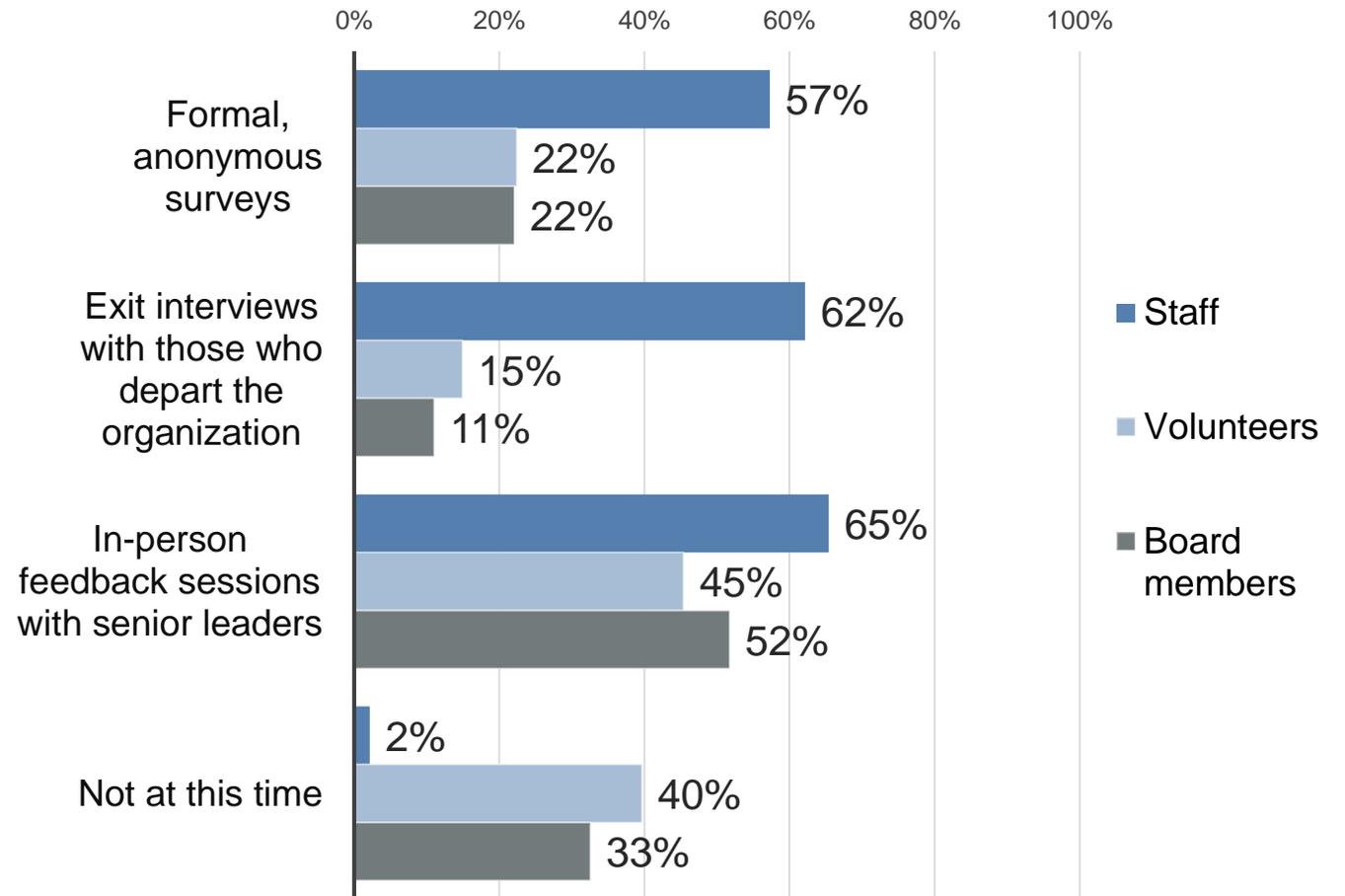
35%

65%

Yes

No
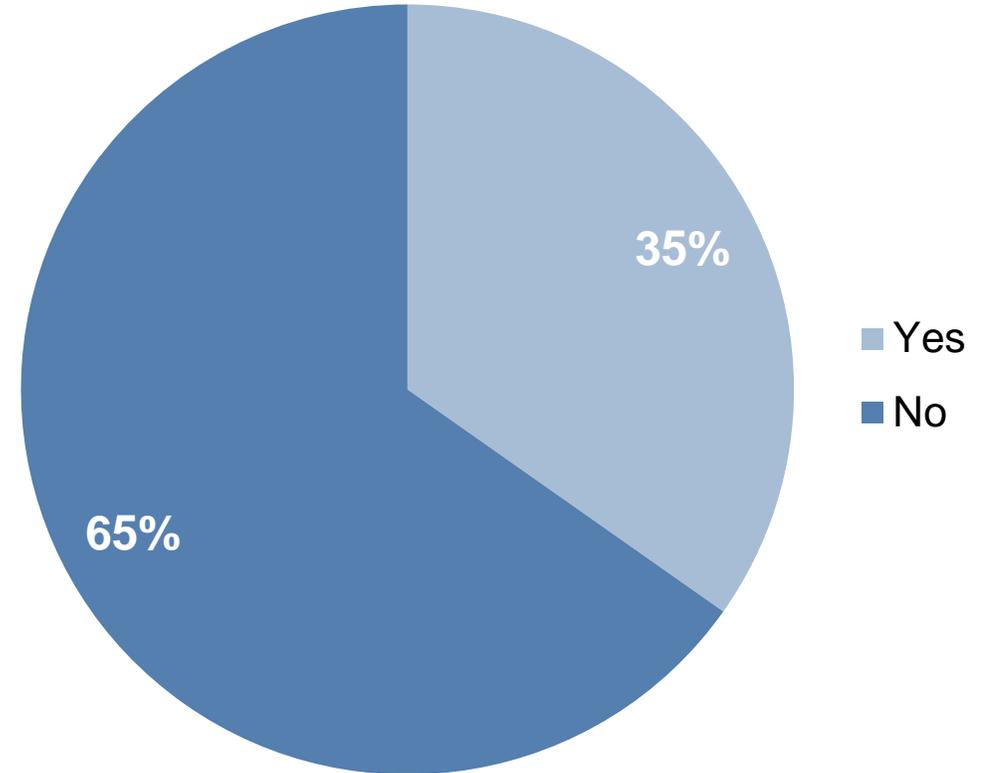
n=460

Internal Stakeholders

- Fewer than half of responding organizations (43%) collect internal feedback from internal stakeholders regarding internal aspects of DEAI.

- Those that do are more likely to gather feedback from staff compared to volunteers or board.

n=185

Data-related Challenges Identified

- Creating a measurable DEAI action plan (71%)

- Collecting data for public-facing DEAI-related initiatives (61%)

- Gathering internal-facing data (51%)

Reflecting on the Visitor Studies Field

- What role can VSA play in addressing some of the DEAI gaps described in the study?

- What has worked? What are the most critical tools or next steps we need to take?

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Upcoming VSA events

Lessons Learned About In-person Data Collection
During the Pandemic
Thursday, February 25, 1:00 pm Eastern

Registration is available on our website
(www.visitorstudies.org)

If you have ideas or suggestions for future PD events, particularly on topics related to Diversity, Equity and Inclusion, please let us know at visitorstudies@visitorstudies.org.

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Thank you for joining us today!

Stay connected to our community by becoming a VSA member or renewing your membership!

https://www.visitorstudies.org/become-a-member

If you wish to do so, you may donate on our website to support VSA in continuing to offer its virtual online learning and networking opportunities

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