

DEAI Practices in Museums

The Study

The CCLI (Cultural Competence Learning Institute) National Landscape Study sought to map the current state of organizational-level diversity, equity, accessibility, and inclusion (DEAI) practices in U.S. museums.

Why We Did It

CCLI (Cultural Competence Learning Institute) sought to obtain a clearer picture of practices, gaps, and progress in advancing equity and inclusion. Our ultimate goal was to begin building shared expectations and metrics about what DEAI practice in museums can and should look like.

What We Learned

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

What are the ways in which museums practice DEAI?

There are currently no set DEAI industry standards for museums, so this study identified potential practices and organized them to create potential benchmarks. These indicators of successful DEAI practices can be categorized under the four dimensions of Public-Facing, Internal, Foundational, and Cross-Functional practices.

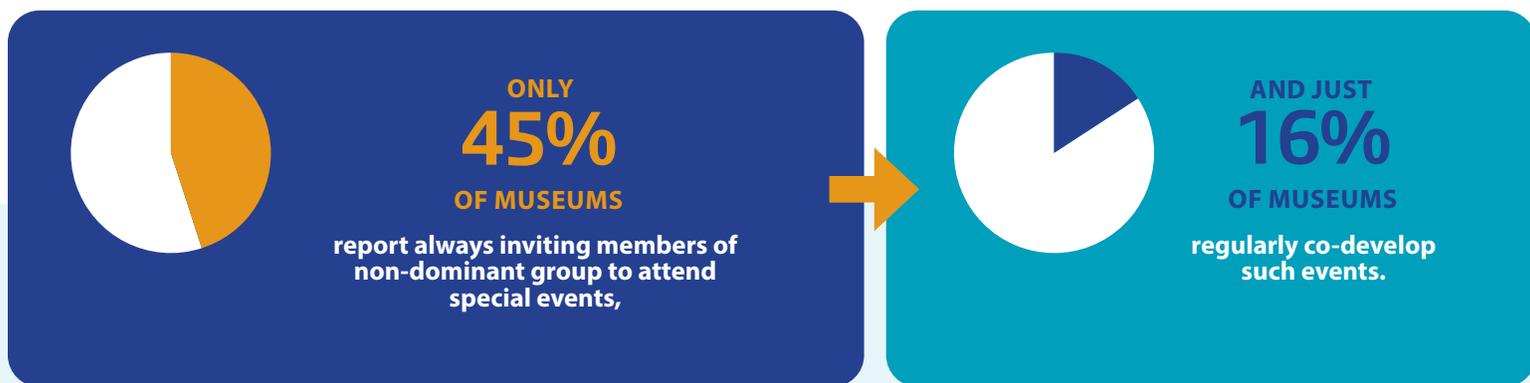


Community Engagement

Museums are not doing enough to share power with community members from non-dominant groups and give them agency and voice.

How well are museums serving and engaging marginalized groups within their communities?

The recent CCLI (Cultural Competence Learning Institute) report, *CCLI National Landscape Study: The State of DEAI Practices in Museums*, presents a pivotal benchmarking analysis using data collected from 580 U.S.-based museums of all sizes and disciplines.



ACTIONABLE INSIGHTS

Sharing power with marginalized communities is critical to achieving more responsive and inclusive experiences. Museums tend to engage communities in passive ways and only on a case-by-case basis, not as part of their regular work. Below are best practices for more equitable community engagement drawn from the landscape study. Use this information to benchmark your museum's work.

- ➔ **Work with *and* compensate cultural liaisons to build relationships and more authentically engage non-dominant groups in your community.** Just under half (45%) of respondents reported working with cultural liaisons, yet only 10% of those compensated liaisons for their work and expertise.
- ➔ **Involve individuals from marginalized communities as co-designers.** A small percentage of respondents that engage marginalized communities report always co-creating programs (19%), special events (16%), and exhibits (14%). An even smaller percentage invite community members to lead the design (with museum support) for programs (11%), special events (10%), and exhibits (6%).
- ➔ **Museum marketing and communications plans should include ongoing strategies to engage underrepresented groups.** While close to three-quarters (71%) of museums report having marketing plans to engage specific underrepresented groups, most (53%) of these efforts are undertaken as part of a special project or grant rather than integrated into a museum's core practices.



CCLI (Cultural Competence Learning Institute) guides museum staff as they catalyze diversity and inclusion efforts in their institutions. CCLI believes that leaders reside at every level of an organization and the program works with museums of all sizes and disciplines to center equity.