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.
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?


**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.

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To learn more and read the full report, visit: [BIT.LY/CCLI-STUDY](BIT.LY/CCLI-STUDY)