

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.



Data Collection & Evaluation

Without collecting data and using it to inform practice, museums' progress on equity and inclusion is hindered.

How well are museums doing at collecting and evaluating data to guide DEAI efforts?

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

By assessing the state of the field, the CCLI National Landscape Study helps museum professionals better gauge successes and areas for growth in their own institutions' DEAI efforts. The report offers data collection and evaluation best practices in order to measure progress and effectiveness.

- ➔ **Museums should routinely collect visitor data, including demographic data.** Only about half (53%) regularly collect visitor data and even fewer (roughly a quarter) collect demographic data. Museums must also use this information to understand how experiences vary for different groups.
- ➔ **Museums should gather data from local groups that do not visit the museum.** Only 35% gather any data of this kind.
- ➔ **Use a formal and anonymous process to collect feedback from staff, volunteers, and Board members about the museum's DEAI efforts.** Fewer than half (43%) collect internal feedback at all and, of those that do, only 18% collect feedback from staff via formal, anonymous surveys.

Using demographic dimensions to assess visitor experience can reveal persistent inequities that might otherwise be missed.

Community listening sessions or surveys can be an effective way to surface concerns or opportunities.



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.