



**Evaluation in Diversity, Equity,
Accessibility, and Inclusion Work:**
Lessons Learned from Museum Professionals
Watch & Talk Host Guidelines



**American
Alliance of
Museums**

Watch & Talk: An Event Format

Watch & Talks provide a unique opportunity for museum professionals to engage with video content in a real-time group setting. As a host, you and invited colleagues from your local community receive complimentary access to AAM's pre-recorded video content for this topic as well as an agenda with discussion prompts. In the past, Watch & Talks have been hosted as a complement to AAM's professional development webinars. The shift to using pre-recorded video content provides more flexibility for Watch & Talk hosts in terms of scheduling and the agenda. Watch & Talks are also a great opportunity for colleagues of all levels of tenure to hone their facilitation skills.

In most cases, a Watch & Talk will consist of:

- Video content with brief breaks for reflection
- Facilitated discussion and/or break-out activities
- Pre/post-event networking (optional)

Content Description

Evaluation in Diversity, Equity, Accessibility, and Inclusion Work: Lessons Learned from Museum Professionals

The video content for this Watch & Talk was collected to explore the role of evaluation in diversity, equity, accessibility, and inclusion (DEAI) work. First, Dr. Tonya Matthews from AAM and Dr. Cecelia Garibay from Garibay Group give an overview of DEAI, including how to start this work, and use evaluation to move it forward. Second, Alice Anderson from the Minneapolis Institute of Art and Rachel Wolff from the Walker Art Center discuss how DEAI started at their museums, how evaluation has been used in these efforts, and how working together has helped them in their DEAI work. Finally, Marjorie Bequette, Joanne Jones-Rizzi, and Juliette Francis from the Science Museum of Minnesota (SMM) discuss how they worked to integrate DEAI practices at SMM, have benefitted by working cross-departmentally, and how data were used for decision making.

Learning objectives:

1. Learn how other museums are integrating DEAI practices through evaluation.
2. Gain insight about how evaluation can be used to move DEAI work forward.
3. Explore opportunities for working collaboratively to achieve DEAI outcomes.

Please reference the Agenda and Discussion Guide below, for links to the video content as well as suggested discussion prompts.

Agenda and Discussion Guide

This agenda is designed for a program that lasts about one and a half hours. Please feel free to add additional time for networking or discussion, or to scale the program back should you have time restraints.

The questions listed below under “discussion prompts” are just suggestions. Pick and choose which questions you ask the audience and/or ask other relevant questions as you lead the discussion.

To view the videos with subtitles/closed captions, click on the “cc” icon in the bottom right hand corner of the YouTube video.

Watch & Talk: An Event Format

Event start	Sign-in (pass around the AAM sign-in sheet or have a registration check-in sheet)
5 min	<p>Call to order:</p> <ul style="list-style-type: none"> • Overview of the agenda • Brief attendee introductions (name, institution, and what interests them about this topic)
12 min	<p>Video 1</p> <p>What is DEAI, and how can evaluation be used to promote this work?</p> <ul style="list-style-type: none"> • Dr. Tonya Matthews, Interim Director of Inclusion, American Alliance of Museums • Dr. Cecelia Garibay, Principal, Garibay Group <p>https://www.youtube.com/watch?v=GjuM9VBjdDo&feature=youtu.be</p>
10 min	<p>Video 1</p> <p>discussion prompts:</p> <p>Please consider these suggestions: pick a few that make sense for your audience.</p> <ul style="list-style-type: none"> • How do you define diversity, equity, access, and inclusion (DEAI)? • How does your museum think about DEAI? Is it a “business imperative,” as Dr. Garibay said? • Where do you see DEAI work happening at your museum? What does this work look like? (Think about organizational work and community outreach.) • Dr Matthews said, “we can only move what you measure.” How does this show up in your work or museums? • What data do you have or might you collect to move your museum’s DEAI work forward? What simple 3-5 DEAI questions do you think might be possible for you to begin to ask? • In what ways do you involve your community in your work and in your efforts to improve?

<p>10 min</p>	<p>Video 2</p> <p>Beginning DEAI work, integrating evaluation, and learning from colleagues: The Minneapolis Institute of Art and Walker Art Center case</p> <ul style="list-style-type: none"> • Alice Anderson, Manager of Audience Research and Impact, Minneapolis Institute of Art • Rachel Wolff, Marketing Specialist – Research, Analytics, and Planning, Walker Art Center <p>https://www.youtube.com/watch?v=jD5Ute0DnKo&feature=youtu.be</p>
<p>10 min</p>	<p>Video 2</p> <p>discussion prompts:</p> <p>Pick a few that make sense for your audience.</p> <ul style="list-style-type: none"> • What baseline information does your museum have about your visitors and your community? • How has your museum used research about your visitors and your community to inform the organization's priorities? • How do you integrate DEAI work at your organization? What partnerships do you have within the organization to advance evaluation or DEAI work? • What tactics does your museum use to learn and develop evaluation capacities together with other organizations? Who do you connect with and how?
<p>10 min</p>	<p>Video 3</p> <p>Using data and evaluation to build a DEAI culture at your museum: The Science Museum of Minnesota case</p> <ul style="list-style-type: none"> • Marjorie Bequette, Director of Evaluation and Research in Learning, Science Museum of Minnesota • Joanne Jones-Rizzi, Vice President of STEM Equity and Education, Science Museum of Minnesota • Juliette Francis, Vice President of Human Resources, Science Museum of Minnesota <p>https://www.youtube.com/watch?v=8M2gEIPwSSo&feature=youtu.be</p>

<p>10 min</p>	<p>Video 3</p> <p>discussion prompts: Pick a few that make sense for your audience.</p> <ul style="list-style-type: none"> • In what ways does your organization collect data about its staff? How have you defined goals before collecting this information? • If you have done internal evaluation work, like a staff survey, how has that impacted your organization’s understanding of its goals and priorities? How has that affected the way you think about your broader community? • What actions does your museum take to help staff “see themselves in the work”? • What actions does your museum take to help the community see themselves in the museum? In other words, how do the museum’s choices reflect the community it serves? • In what ways does your museum aspire to progress in the next 5 years? How do you plan to use data collection to inform your goals and evaluation to measure your success?
<p>20 min</p>	<p>General reflections: discussion prompts for all three videos</p> <p>Pick a few that make sense for your audience.</p> <ul style="list-style-type: none"> • After watching all three of these videos, what do you feel like you could take back to your work? • Did any of the information surprise you? What was unexpected? • What questions are you left with? • What new ideas were sparked today during the discussion? • If you are a veteran in this space, what information, that wasn’t covered today, might you share with a museum who is just beginning to think about evaluation and their own DEAI work?
<p>5 min</p>	<p>Closing & Evaluation</p> <p>Optional closing activity: go around the room and share one thing learned today that each person will implement/bring back to their home museum and one person that they will reach out to collaborate with or learn from to do this work.</p> <p>Surveys: please distribute and collect the short surveys from each participant and return to AAM.</p>
<p>Event close</p>	<p>Optional: additional time for networking with colleagues and peers</p>