

What's the big

BECOMING A MORE INCLUSIVE MUSEUM

Key takeaways from a panel discussion at the 2022 AAM Annual Meeting & MuseumExpo moderated by Eve Moros-Ortega, Director, Lord Cultural Resources; with Monica Sylvain, Associate Consultant and Thought Leader, Lord Cultural Resources

The COVID-19 pandemic has shone a bright light on inequities in our society that affect Black and Brown communities economically, socially, and physically. Coupled with the racial justice movement precipitated by the deaths of George Floyd, Breonna Taylor and many more, people and organizations are working to understand better how their current and future actions can make our world more equitable for all.



Key Takeaways

Why is IDEA so important?

- Respect for everyone is a basic, moral imperative
- National demographics throughout the world are shifting
- Watershed events of 2020 have accelerated existing trends, including a growing need for IDEA
- IDEA connects to increased relevance and financial sustainability
- It is related to other institutional trends, such as the essential role museums serve as community centres

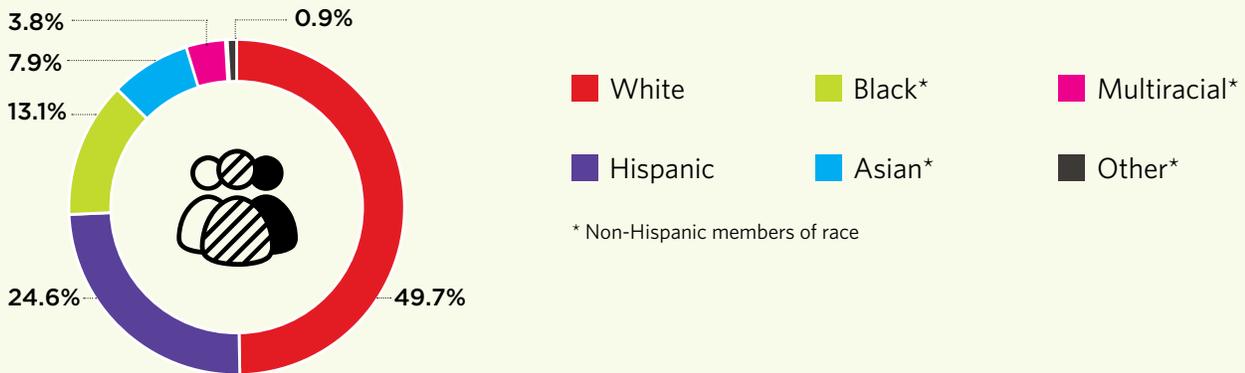
Trends in IDEA



Key Challenges

- Difficult conversations
- Accountability and transparency
- IDEA as an ongoing commitment
- Building trust
- Ongoing power balances in wider society i.e., wealth gap for Board development
- Not “checking boxes”
- Educating across generations and cultural experience
- Integrating IDEA throughout institutional DNA

Racial profile of U.S. population, 2045

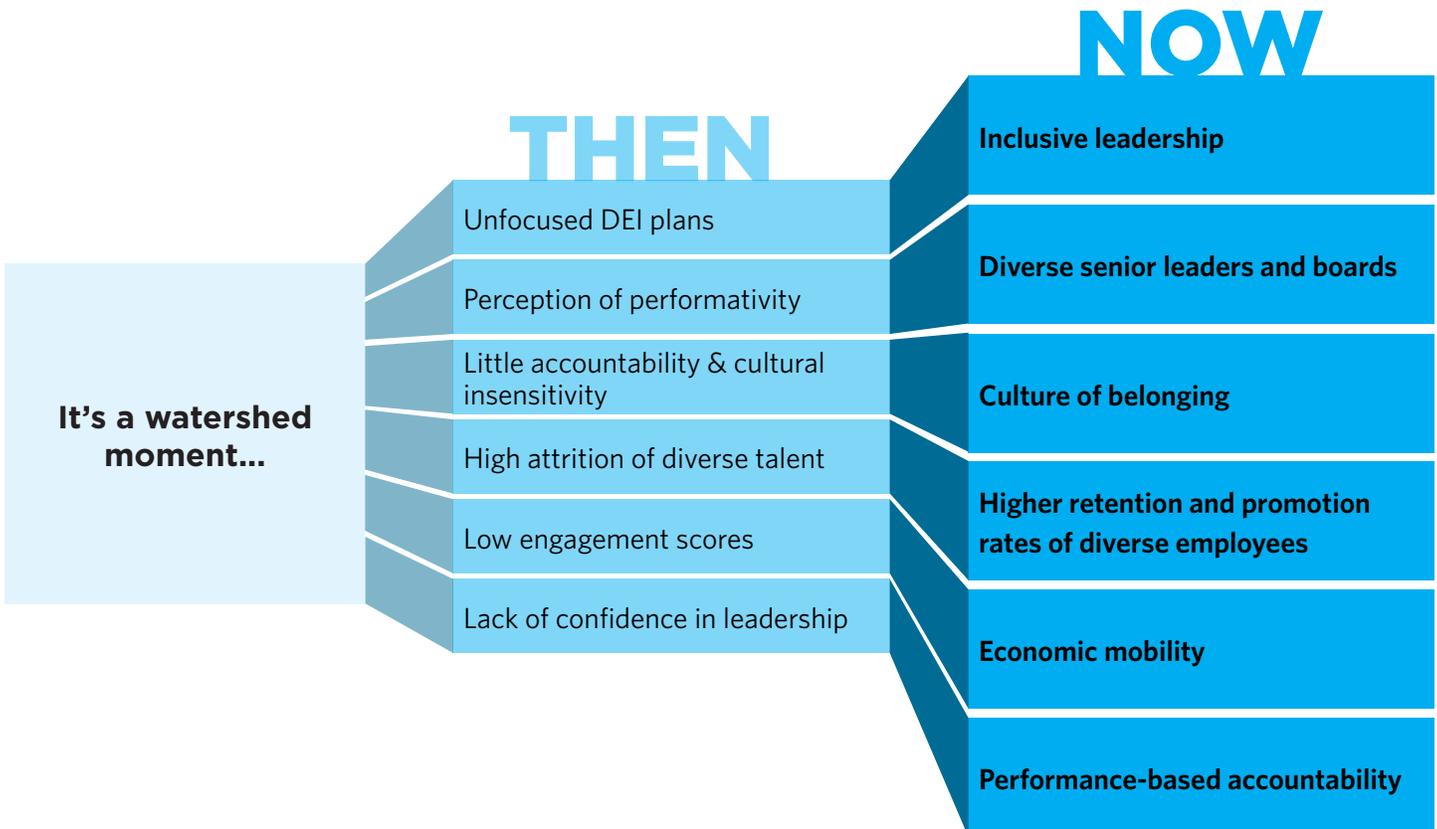


Top 3 pieces of advice

1 Move with authentic intentionality & transparency

2 Embrace IDEA work as an Adaptive Challenge

3 Stay the course



Three institutions that are doing the work



MYSTIC SEAPORT MUSEUM

Senior Curator of Maritime Social Histories **Akeia de Barros Gomes** spoke of how IDEA must not only become part of an organization's DNA, but that gene editing is a great metaphor for the work that needs to be done.



THE HISTORIC NEW ORLEANS COLLECTION

Daniel Hammer, President and CEO showed multiple examples of objects revealing hidden stories, including "Portrait of a Free Woman of Color" which had erroneously painted over parts of the portrait's fine clothing/jewelry, thereby erasing the elevated socioeconomic status of the subject. Subsequent conservators discovered the error (presumably due to bias) which is now corrected though remains part of the interpretation on view with the painting.



NEW YORK BOTANICAL GARDEN

Raquel Nazario, VP for Human Resources & CDO, talked about her background as an immigrant and Black Latina woman who grew up and lives in the Bronx. In order for the mission of cultural institutions to remain vibrant and relevant they must assess and incorporate solutions to deficiencies in inclusion, equity and access; in their profile, programming and content development, they must include the stories and diverse voices of the historically underrepresented.

Our IDEA Services can help you:

- Diversify Board and staff
- Educate across generations and cultural experience
- Prioritize IDEA as an ongoing commitment
- Integrate IDEA throughout your institutional DNA
- Increase offerings for diverse audiences

- Develop performance based accountability
- Increase your relevance to community
- Expand your organization's storytelling
- Build a culture of belonging & trust

Let's partner to make your institution more inclusive!
Visit www.lord.ca to learn more about our services.