



CONNER PRAIRIE'S DIVERSITY, EQUITY, ACCESSIBILITY AND INCLUSION (DEAI) PROMISE

OUR VISION - WHAT DO WE ASPIRE TO BE?

- Conner Prairie will expand the boundaries of our historical and natural resources by exploring, celebrating and improving the human experience.

OUR MISSION - WHY DO WE EXIST?

- Conner Prairie is a unique historic place that inspires curiosity and fosters learning by providing engaging and individualized experiences for everyone.

WELCOME STATEMENT

- Conner Prairie is a place where the doors are always open to a diversity of voices and limitless experiences.

DEAI COMMITMENT STATEMENT

The board, executives, staff and volunteers of Conner Prairie firmly believe that its **mission is expansive – that the past we share encompasses all communities and cultures, and that the individualized experiences we provide are for all people.** We believe this **mission compels us to create and maintain a culture that values everyone** by actively challenging and responding to bias, harassment, and discrimination. Therefore, we will embrace, model, and lead ongoing diversity and inclusion efforts that respect and welcome all regardless of age, citizenship, ethnicity, gender identity, marital status, nationality, physical, mental and learning ability, race, religion, sexual orientation, and socioeconomic status.

***This DEAI action plan has been adapted from "For the Benefit of All: The CMA's Diversity, Equity and Inclusion Plan", The Cleveland Museum of Art, 2018.**

<http://www.clevelandart.org/sites/default/files/documents/other/Diversity%2C%20Equity%20and%20Inclusion%20Plan.pdf>

DEAI ACTION PLAN – WE PLEDGE TO...

HISTORY

- **Present exhibits and programs that connect our past to current events** and issues that impact people's lives in order to broaden the museum's reach and relevance. *(Ongoing)*
- **Evaluate and audit Conner Prairie's exhibits and programs** to advance the representation of historically marginalized people. *(Ongoing)*
- **Use face-to-face interaction, digital, social media, and print publication** platforms to present diverse perspectives on history. *(Ongoing)*

PLACE

- **Integrate universal design principles** throughout the museum to make each visitor feel welcome. *(Ongoing)*
- **Conduct a comprehensive DEAI audit and establish a timeline** for new initiatives that better accommodate all audiences and that reflect best practices in the field. *(Ongoing)*
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AUDIENCE

- **Cultivate partnerships with civic, cultural, and educational institutions to welcome all audiences** and develop programs that address issues of equality and inclusion. *(Ongoing)*
- **Develop marketing and communication strategies** to effectively reach first-time and occasional visitors in order to build sustained relationships.
- **Monitor audience satisfaction data** to identify and address recurrent DEAI-related issues. *(Ongoing)*
- To excite new and existing audiences, **offer a broad range of programs** that serve as an introduction to what the museum offers. *(Ongoing)*
- **Solicit and apply feedback from diverse audiences** to identify areas of interest and to develop dynamic programming. *(Ongoing)*
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RESOURCES

- **Develop and distribute a set of DEAI measures** that track the museum's progress against key metrics, and integrate data into dashboard reports.
- **Seek contracts with diverse vendors** across a broad range of services.
- **Build DEAI training** into departmental budgets and schedules. *(Ongoing)*
- **Seek funding partners to support outreach programs that connect with neighborhoods across the region** and that invite them to Conner Prairie.
- **Research, pilot, and implement new approaches to guest engagement** in Conner Prairie's experience areas, considering the roles of security, guest services, and volunteers. *(Ongoing)*

ORGANIZATIONAL CULTURE

- **Establish a multifunctional, cross-departmental DEAI group** to strategize, monitor, and advise Conner Prairie's efforts, holding ourselves accountable to one another, our supporters, and all audiences. (*Ongoing*)
- **Research and develop staff training programs** to deepen and extend understanding of diversity, equity, and inclusion. Survey staff to evaluate effectiveness. (*Ongoing*)
- **Recruit, develop, and retain high-performing, talented employees with diverse backgrounds and perspectives** to ensure Conner Prairie's position as a global leader among museums.
- **Research and pilot new applicant pipelines and recruitment tactics** locally, regionally, and nationally to increase the number of diverse applicants. (*Ongoing*)
- **Track and review demographics of recruitment pipelines** (e.g., how many applied, who applied, who received offers, who accepted) via comprehensive data collection to increase accountability among managers.
- **Establish talent management programs to accomplish DEAI goals**, such as succession planning, coaching, and mentoring to maximize performance and career potential. (*On-going*)
- **Make staff aware of the channels through which they can voice concerns** and ask questions regarding aspects of diversity, equity, and inclusion.
- **Communicate the importance of equity and inclusion in staff orientations and trainings** by connecting participation in the trainings to annual performance reviews. (*Ongoing*)
- **Develop and implement fellowship and internship programs** to drive improved workforce representation. (*Ongoing*)