



Accessibility in the Arts: Actionable Steps To Make DEIA Part of Your Organizational Culture

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Before We get Started Let's Recognize:

- DEIA work is challenging, multifaceted and complex.
- This work takes time, outreach & iterative practice in order to be successful.



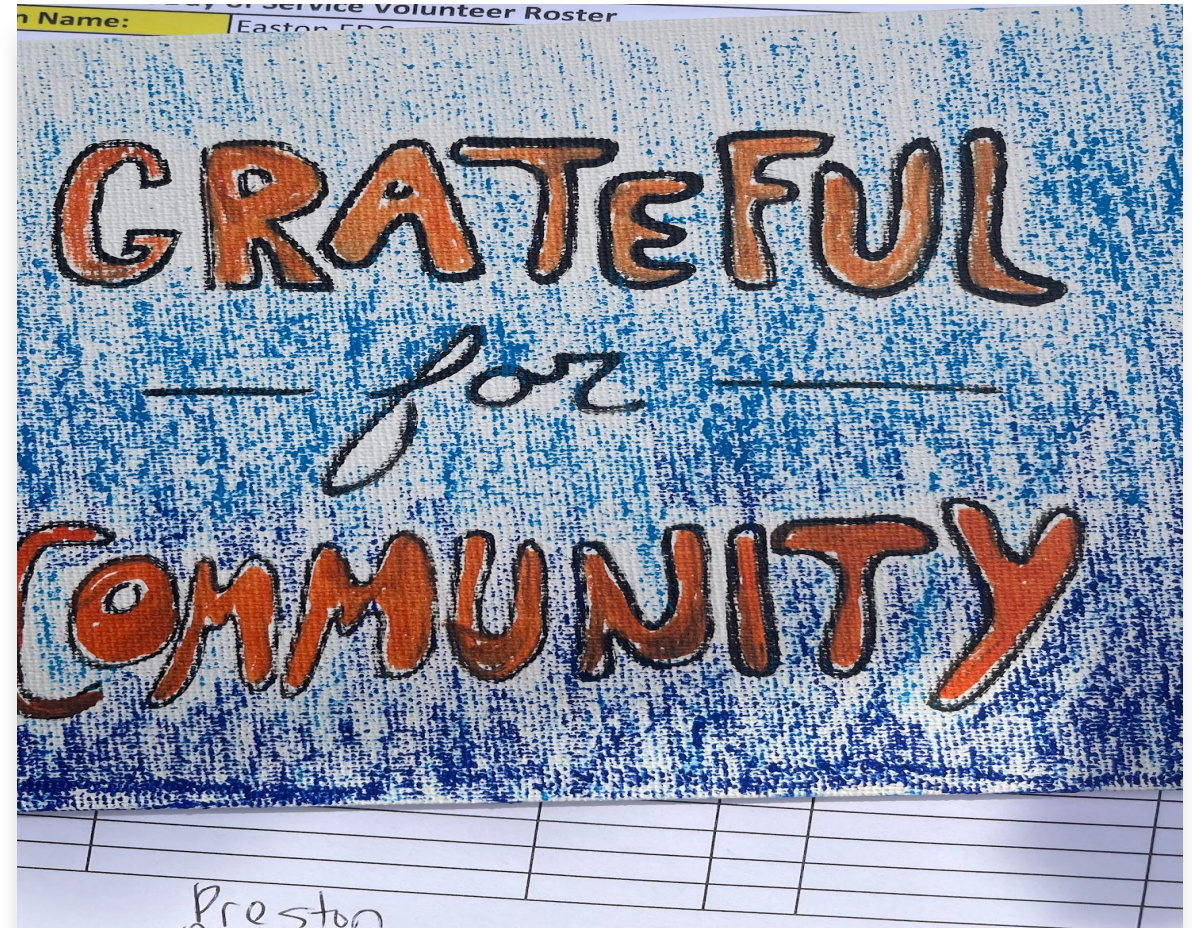


Step one: Self-assess

Where are you? What is your true goal?

- **Consider all challenges**
- **Listen:** *"Is your programming actually valued by the audience you are trying to serve?"*
- **Are your targets realistic:** Schedule, demographics, benchmarks
- **Grants:** fulfill your mission, not your bank account

Example: Check your own board/staff DEIA, check your policies & procedures, mobile friendly registration





Step two: Build Trust

Meet people where they are!

- **Get Out of Your Comfort Zone:** Physically leave your space; go to where your desired audience is
- **Plan for broad and individual outreach**
- **Follow-up:** create pathways to multiple touchpoints & continued participation
- **Work Toward Lasting Community Partnerships:** not just project specific
- **Keep your commitments**

Example: Major changes to Avalon Foundation Summer Camp scholarship strategy.





Step three: Establish Partnerships

Choose carefully!

The Best Partners:

- Have a common goal
- Have DIFFERENT strengths, resources or stakeholders
- Strong understanding of what their contributions to the partnership should be and what they will receive in return.

Example: Multicultural Festival to Vaccine Drive



Step four: DEIA Training

- Staff, board, and volunteers
- Get professional help

Creating a Welcoming Environment

Elements of Inclusive Culture

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Two Main Elements:

Attitude	Commitment
Hold all volunteers and members to the same high expectations regardless of whether they have a disability	Provide for reasonable accommodations to ensure: <ul style="list-style-type: none"> • Equal access • Full Participation

Creating a Welcoming Environment

Disability Etiquette

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Dos and Don'ts:

Do:

- Be Aware
- Be Direct

Don't:

- Be Fearful
- Make Assumptions



Example: Bringing a group from the Arc to art museums

Step five: Reassess Time for an honest debrief

- Did you meet / are you meeting:
 - Benchmarks
 - Schedules
 - Budget
- Was/is your programming valued by its audience?
- Did your partners participate in the ways you had planned?
- Note any lessons learned (especially unexpected ones).
- Identify process or procedure that kept you from your goals
- Listen to your stakeholders.
- Celebrate successes & progress with your partners and stakeholders.

Example: Outdoor Movie night planning process



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OUTDOOR MOVIE NIGHT

BRING A CHAIR AND BLANKET FOR FREE CINEMA UNDER THE STARS!

MAY 5TH - **THE GOONIES** @ MOTON PARK

JUNE 2 - **THE SANDLOT** @ IDLEWILD PARK

JULY 7 - **THE IRON GIANT** @ MOTON PARK

SEPTEMBER 1 - **SOUL** @ IDLEWILD PARK

SEPTEMBER 15 - **THE EMPEROR'S NEW GROOVE**
(IN SPANISH WITH ENGLISH SUBTITLES)
@ THOMPSON PARK

OCTOBER 6 - **THE NIGHTMARE BEFORE CHRISTMAS**
@ ACADEMY ART MUSEUM

FREE INCLUSIVE ART & FITNESS ACTIVITIES AT 6:30 PM!
MOVIE STARTS AT 8 PM!

FOR MORE INFO, VISIT DISCOVEREASTON.COM

Thank you to our 2023 Community Event Sponsors:





Repeat, Repeat, Repeat

Begin your next project/year/season with lessons learned

1. Self-assess
2. Build Trust
3. Pick Your Partners
4. Train or retrain your volunteers to be inclusive and welcoming
5. Reassess





Current projects;

- We are One: Community Supporting Community
- Avalon Foundation Children's Programming
- Multicultural Festival
- Plein Air Easton
- Strategic Planning & Budgeting
- Outdoor Concert series
- Outdoor Movie Series



Questions? Ideas? Experiences to Share?

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