DEAI In Nonprofits
Through the Lens of Museums and Public Gardens

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OVERVIEW / INTRODUCTION

- A global pandemic + racial injustice = recipe for change
- Museums and public gardens are centers of the community and as such, should be leading the way in DEAI efforts
- Museums and gardens can provide examples for how nonprofits can start DEAI work
OBJECTIVES AND VALUES

RESEARCH QUESTIONS
How are DEAI practices being implemented in nonprofits, through the lens of museums and public gardens?

- What is the impact of leadership on implementation of DEI practices?
- What barriers prevent DEAI implementation in museums and gardens?

OBJECTIVES
1. Identify what DEAI means in practices for nonprofits, using museums and public gardens as examples
2. Explain leadership qualities needed to instill DEAI in an organization
3. Share best practices for doing DEAI work in a nonprofit organization
4. Acknowledge and identify barriers to DEAI work
METHODS AND APPROACHES

Literature Review

Peer reviewed articles, scholarly journal articles, trade publications, and organizational reports

Expert Interviews

Nine interviews were conducted with leadership of museums or public gardens across the United States.

30-60 minutes, semi-structured

DEAI in Practice

Identify best practices, acknowledge barriers, and provide a model for successful DEAI implementation and for starting DEAI work
Diversity is priority: Focus on ethnic and racial diversity. All other terms in DEAI rely on each other for systemic change. Intent versus reality.

Workplace Culture: Change happens at an organizational level. You have to know it to change it. Inclusion can be created in pockets.

Authentic Change: One and done’s like programming, do not stick. Intentions are diverse → economic, social justice, employee satisfaction.
Interview Analysis

Barriers or Excuses
- Fear, leadership and board members, donors, buy in from the top, understanding of definitions, assumptions, biases, constant learning

Leadership Qualities
- Humility, Courage, Strategy, Empathy, Vulnerability, Conviction
- Courage, Humility, Empathy, vulnerability, positive intention, commitment to learning

DEAI in Practice
- Board and Staff Recruitment, Committees and Task forces, community-centered, find your champions, evaluation, diversifying voices in communication and programming
Personal Work

- Learning terminology
- Understanding current events and their impact on DEAI
- Acknowledging personal biases
- Willingness to change
- Develop or strengthen empathy

BARRIERS

- Lack of buy in from the top
- No strategy or strategic connection
- Fear - loss of donors, failing, mission drift
- Lack of true understanding

Organizational Work

- Create shared understanding of organizational definitions
- Shift and change culture
- Trainings and Education
- Awareness of community
- First who, then what
IMPLICATIONS

DEAI work is grounded on a strong foundation of organizational and personal work.

The pillars of strategy, community, and culture, provide the support for DEAI to be successful.

The overarching mission, values, policies and action plans in place provide structure.
RECOMMENDATIONS

1. **Policy** - Create organizational policies that hold everyone accountable to practicing DEAI in every facet of the organization

2. **Strategy** - It is the CEO/ED’s responsibility to make strategic connections to DEAI work to increase buy in on the board level and create longevity with DEAI

3. **Culture** - An inclusive and adaptive workplace culture breeds DEAI work

4. **Adapt** - DEAI is ongoing and ever changing. Organizations should know there is no end goal in this work and must be adaptable as the world changes around us.
REFERENCES


DEAI IN NONPROFITS: THROUGH THE LENS OF MUSEUMS AND GARDENS
Brittany Jones, MNA - Master of Nonprofit Administration - Capstone Project
Master of Nonprofit Administration Capstone

Summary
Nonprofits within the field of museums, gardens, zoos, and cultural institutions at large play a vital role in communities. These institutions must keep a pulse on the communities that surround them. In 2020, statements calling for racial justice emerged, along with promises for institutional changes. The promised changes were centered around diversity, equity, accessibility, and inclusion (DEAI).

Purpose
The purpose of my research is to determine how cultural institutions, such as museums and public gardens, are implementing DEAI in operations and identifying what the barriers are they may face. As the world continues to become more diverse, nonprofits must shift their practices to remain diverse, equitable, accessible, and inclusive.

Research
1. How are DEAI practices being implemented in museums and gardens?
2. What barriers exist that prevent museums and gardens from implementing DEAI practices?

Methods
- Literature Review: Peer reviewed articles, scholarly journal articles, trade publications, and reports
- Expert Interviews: Nine interviews with leaders of museums and gardens.

Data and Analysis
- Diversity is priority
- Workplace Culture:
  - Authentic Change
    - Focus on ethnic and racial diversity. All other terms in DEAI rely on each other for systemic change, intent versus reality.
    - Change happens at an organizational level. You have to know it to change it. Inclusion can be created in pockets.
    - One and done, like programming, do not stick.
    - Intentions are diverse — economic, social justice, employee satisfaction.
- Barriers or Excuses
  - Leadership Qualities
    - Fear, leadership, and board members, donors, buy in from the top, understanding of definitions, assumptions, biases, constant learning.
  - DEAI in Practice
    - Humility, Courage, Strategy, Empathy, Vulnerability, Conviction, Courage, Humility, Empathy, vulnerability, positive intention, commitment to learning.

Results
The foundation of DEAI work is organizational and personal work.

The pillars of strategy, community, and culture, provide the support for DEAI to be successful.

Recommendations
1. Policy - Create organizational policies that hold everyone accountable to practicing DEAI in every facet of the organization.
2. Strategy - It is the CEO/ED’s responsibility to make strategic connections to DEAI work to increase buy-in on the board level and create longevity with DEAI.
3. Culture - An inclusive workplace culture breeds DEAI work.
4. Adapt - DEAI is ongoing and ever changing. Organizations should know there is no end goal in this work and must be adaptable as the world changes around us.

References