Diversity, Inclusion, Equity & Accessibility

CASC MEMBERSHIP CONSULTATION

October 2020

The Canadian Association of Science Centre's (CASC) mission is to empower a national network of organizations who champion Science and Innovation by making science approachable, relevant, and accessible. We believe diverse participation and representation are essential and that our networks thrive when we create an inclusive culture where people feel respected and valued for who they are as an individual.

As a national membership association, we are committed to advancing diversity, inclusion, equity and accessibility (DIEA).

As part of our DIEA work, **CASC recently conducted a survey of our members** to better understand where they are in their own **personal DIEA learning journey**, if they've received **corporate DIEA training**, and how our members **perceive CASC in terms of being an inclusive organization.**

We also conducted a DIEA Member Consultation session on Oct. 29, 2020, where our goals were to listen, gather feedback, and generate ideas in terms of better understanding how CASC can support our members - those facing systemic barriers and those working to break those barriers.

We've summarized the results of these activities below. Thank you to all participants. **This information and feedback is critical as we work towards a Full DIEA Framework for learning, accountability and change.**

WHAT WE HEARD

> Member DIEA Consultation Survey

The survey was distributed on 3 occasions (October 14 - 26, 2020) to 458 contacts from across CASC membership. We received a total of 76 respondents (16% response rate & 89% completion rate).

ON ROLE & IDENTITY

Of the 76 survey respondents:

- Nearly 82% of survey respondents indicated that they influence the final decision making at their organization.
- 24% selected CEO/Executive Director/President as the role that best describes the majority of their work. 71% of CEO/Executive Director/President identified as *Woman* while 29% as *Man*. 100% were over the age of 35 with 57% between the ages of 44-54 years old.
- 53% of respondents work in departments that engage with the public on institutional offerings (37% Education/Public Programs, 9% Exhibits, 4% Community Outreach and 3% Visitor Services).
- 14% work in departments that engage employees and volunteers on institutional offerings (6% Operations/administration, 5% Human Resources and 3% Development).
- 51% have been involved in the Science Centre and Museum/STEM Field for over 10 years.

ON DIEA LEARNING JOURNEY

Of the 76 survey respondents:

- Nearly 68% of survey respondents identified as being *Active* (self-learning with a commitment to continual personal growth, and comfortable

admitting mistakes and failures) when it comes to breaking down systemic barriers of racism and oppression.

- However, close to 58% of survey respondents have not received training or received any guidance on how to address diversity and inclusion challenges and opportunities. Specifically, among final decision makers nearly 78% have not received training or received any guidance on how to address diversity and inclusion challenges and opportunities.
- Of the 42% of survey respondents who have received training, 57% influence the final decision maker.
- For larger organizations (> 50 staff, including volunteers), 44% of respondents have received training or have received guidance on how to address diversity and inclusion challenges and opportunities.
- Among the smaller organizations (less than 20 employees/volunteer) 33% have received training or have received guidance on how to address diversity and inclusion challenges and opportunities.
- On average, for both larger and small organizations, DIEA training received was 1-2 hours total duration.

ON CASC's DIEA WORK

Of the 76 survey respondents:

- 47% were likely or very likely to describe CASC to their colleagues and stakeholders as inclusive, while 40% were neither likely or unlikely to and almost 13% were unlikely.
- Among those who are neither likely or unlikely, 38% agreed CASC is committed to diversity and inclusion and 28% agreed CASC is making progress with diversity initiatives.

QUESTION
   ➢ Who did we NOT hear from in the survey, and why? and how can we learn from that?

> Member DIEA Consultation Session

On Oct. 29, 2020, CASC facilitated a DIEA Member Consultation ZOOM session. 39 employees from 22 CASC members institutions registered with representation from 12 large institutions, 8 small institutions and 2 affiliate supporters. Karine Morin, Director, Policy and Interagency Affairs of NSERC helped moderate our discussion and shared lessons learned from the NSERC Dimensions program.

Based on feedback from participants and survey results, CASC members seem to be at 3 stages of addressing Diversity, Inclusion, Equity and Accessibility within their institutions, both inward and outward facing.

1. Students
2. Practitioners
3. Educators

Although different in size, location and stages of addressing DIEA, there were common challenges among the ZOOM session participants across three broad themes.

1. Building Relationships & Authenticity
2. Policies & Institutional Culture Change
3. Setting Goals & Measuring Outcomes

Below, feedback and comments received during the session are grouped into these three themes:

1. BUILDING RELATIONSHIPS & AUTHENTICITY

- Take time to build authentic relationships within the communities we want to engage.
- Being authentic when you are a corporate entity is not always easy.
- Consistency is very important.
- Not just hosting temporary exhibits but actually include/embed within permanent exhibit development/revitalization.

- Representation and inclusion (and diversity and equity) aren't temporary or bursts of activity.
- Consult the community, to know the issues without imagining them ourselves to avoid bias. It takes a lot of time and energy, but it's essential.
- We're doing projects with First Nations at the moment and it's a long process… because we meet different cultures with points of view that are often different from ourselves.
- Sadly, we often lack the time to actually build those relationships.

QUESTION
- ➢ Who is involved in the creation of programming - have you involved the different communities that could be represented?

WHAT ARE OTHERS SAYING/DOING?
- ✓ Include other perspectives in the assessment, especially if you're concerned about blindspots (but note that your perspective is also valid!)
- ✓ Part of being authentic in this case is being consistent (e.g., not just showing up for historically excluded groups when it's in the news or when there's a motive for making an announcement).
- ✓ We need to get comfortable being uncomfortable.
- ✓ This work is not easy, we're going to get it wrong, we learn, we grow, and we do better.
- ✓ BIPOC is not one community, we should say members of BIPOC communities. I learned this last week and reinforces how important language can be in this work.
- ✓ Building relationships - over time! Plenty of time!
- ✓ We can learn alongside the museum community right now.

2. POLICIES & INSTITUTIONAL CULTURE CHANGE

- Internship programs and opportunities to engage traditionally underrepresented communities in different ways are important, especially when thinking of strategies to use in building a diverse workforce (specifically at more senior levels) but unless we work on the policies and internal structures.
- There is a need to provide/create policies to support DIEA internally, and at the same time provide a DIEA experience for our visitors.
- Trying to understand how to infuse DIEA into our culture, rather than have the efforts feel like something being tackled by a small committee.
- How to move beyond 'isolated' DIEA committee to change the culture in organization.
- One barrier I have noticed is the fear of getting it wrong. The desire to get if 'right' the first time.
- How to do it well is not easy.
- That's been a big challenge to move forward with this work. But we need to get comfortable being uncomfortable.
- Fear to commit to DIEA engagement and putting resources into this sort of work.
- When it comes to DIEA and possibly making a misstep, the risk tolerance drops quickly.
- Fear our moves for DI&E will look like a marketing campaign.

QUESTIONS

- ➢ How are other institutions approaching the role, responsibility, and authority of advisory councils. What models have worked for you/your institution?
- ➢ Where in the organization should policy development begin? Have you seen any commonalities in steps that would indicate the most effective place to start to move forward?

➢ There is a need to provide/create policies to support DIEA internally, and at the same time provide a DIEA experience for our visitors. So, internal and external needs and can they progress simultaneously?

➢ How open is the culture at your workplace at embracing failure?

WHAT ARE OTHERS SAYING/DOING?

✓ If you don't have the buy in (internal) and support from staff and the resources/structures internally then you will have more challenges with the visitor experience, following that, maintaining and growing in our practice we need to find ways to grow from that simultaneously.

✓ Developing new mandatory training for all staff and volunteers.

✓ Mandatory versus optional staff initiatives for ongoing learning/training opportunities, getting buy-in from all levels for engaging with initiatives.

✓ Conducted a Diversity and Belonging survey within our workforce.

3. SETTING GOALS & MEASURING OUTCOME

QUESTIONS

➢ How to move from policy to action and setting measurable goals?

➢ Can studies on different types of audiences help?

WHAT ARE OTHERS SAYING/DOING?

✓ One tool that we're hoping to use to help with evaluation, goal-setting, and progression (which have so far been a challenge for our task force) is called the Empathetic Museum Maturity Model. It's a plain-language rubric which provides some concrete framing of where an org is at. It could be used as a starting point to create one's own framework or as a complete tool on its own.

HOW CASC CAN SUPPORT

We wrapped up the CASC Member DIEA Consultation session by asking how CASC can support our members. This is what we heard:

- ○ For an organization that is just starting the journey of incorporating policies relating to DI&E, do you have any specific resources that you could share for this?
- ○ Suggest other organizations that sound like they are making progress?
- ○ Does anyone have any terms of reference they would be willing to share with the group?
- ○ Sharing what other institutions are doing, how they reacted to situations encountered, etc, would help.
- ○ Monthly or bimonthly calls would be great to keep the learning and momentum going.
- ○ The more resources and supplementary information we can share with our volunteers and staff, the better. If CASC can continue to share resources, additional training courses, etc. it would be appreciated.

SHARED RESOURCES

Numerous Zoom session participants shared helpful resources with each other, including:

[Canadian Centre for Diversity & Inclusion: Toolkits](#)

[Diversity and Inclusion Councils](#)

[The Empathetic Museum: Maturity Model](#)

[Diversity and Belonging survey](#)