

Creating Accessible Museum Events and Other Access Considerations



ART POSSIBLE OHIO
MAKING CREATIVITY ACCESSIBLE

Presentation Content

01 Who we are

02 We believe

03 Events/Overview of Access Considerations

04 Everyday Opportunities

Who we are

Art Possible Ohio is the statewide service organization on the arts and disability. We work with artists of all ages who have disabilities to make arts and cultural experiences more accessible and inclusive. Together we make art possible.



Megan Fitze, Executive Director



ART POSSIBLE OHIO
MAKING CREATIVITY ACCESSIBLE

We believe:

- People are disabled by design
- Social vs. Medical Model
- Understanding intersectionality is key
- Access is an aesthetic, not an afterthought

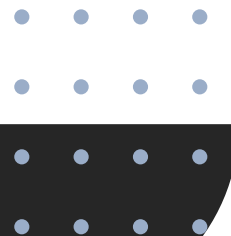


THE ADA

What it does:

Legal Obligations

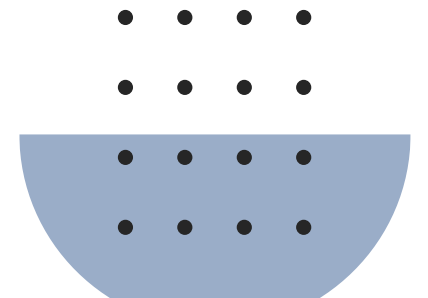
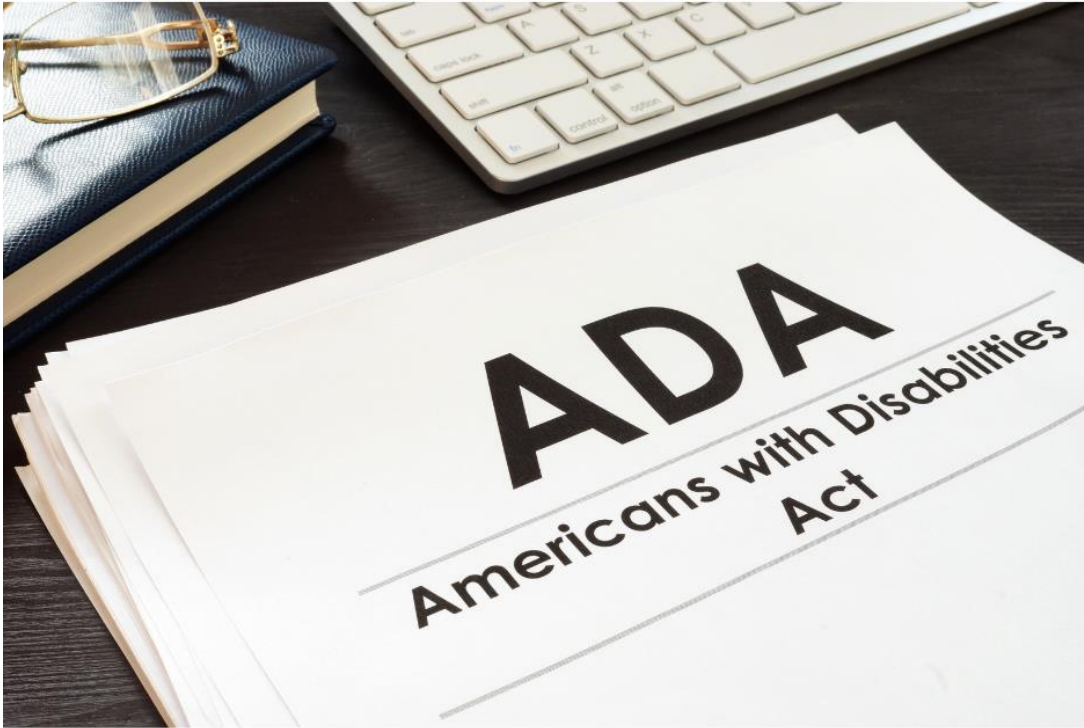
- Building requirements
- Spatial requirements
- Accessible parking
- Accessible Websites
- Defined disability
- Requiring employers to make “reasonable accommodation”



ADA Cont...

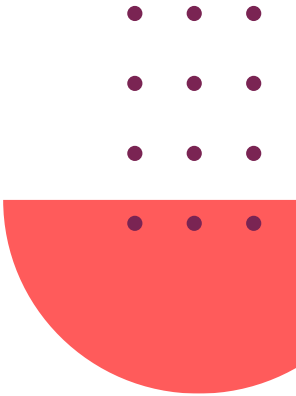
What it doesn't do

- It doesn't eliminate bias and prejudice in our culture
- It doesn't give us perfect answers or dedicated funds
- Doesn't necessarily make disability culture and history visible
- Doesn't take into account intersectional discrimination



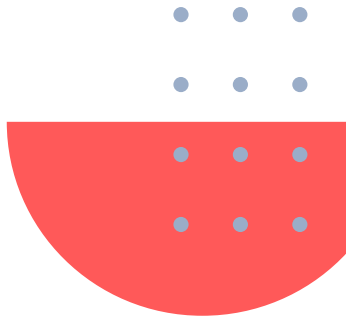


Events:

- Marketing/Inviting
 - Venue Checklist
 - During the Events
 - Follow-Up
 - Sensory-Friendly
- 



Pause:

1. Based on your experiences what is one access element you've seen implemented well?
 2. What is one accessibility concern/question you have and why?
- 



Don't create accessible events, make all
events accessible.

Marketing/Invitation:

- Marketing design be accessible
- Your copy and images need to be inviting and accommodating



Marketing

- Accessible Marketing Includes:
 - Sans Serif Fonts
 - Bold contrasts or black and white
 - Type face at least 14
 - Bulleted or spaced text
 - Downloadable images
 - Include image descriptions and/or alt text
 - Accommodations you are providing using text or icons

 ART
POSSIBLE
OHIO
MAKING CREATIVITY ACCESSIBLE

DAY OF ARTS FOR ALL

AT SPRINGFIELD MUSEUM OF ART

26
MARCH
11AM -2PM

- JOIN US FOR
 - AEO ARTIST MEET & GREET
 - LIGHT REFRESHMENTS
 - ART MAKING!
 - 1:00 PM- ACCESSIBLE EXPRESSIONS OHIO AWARDS CEREMONY

OhioArts COUNCIL   | SPRINGFIELD MUSEUM OF ART  ACCESSIBLE EXPRESSIONS OHIO A Smithsonian Affiliate

Inviting

- Creating inviting spaces/programs include
 - Marketing that includes statements on inclusion
 - Images of people with disabilities at events/space
 - Request for accommodations
 - Accommodations checklist
 - Sharing accommodations provided (listed or icons)
 - Screen-ready friendly invite process

I will need the following accommodations in order to participate:

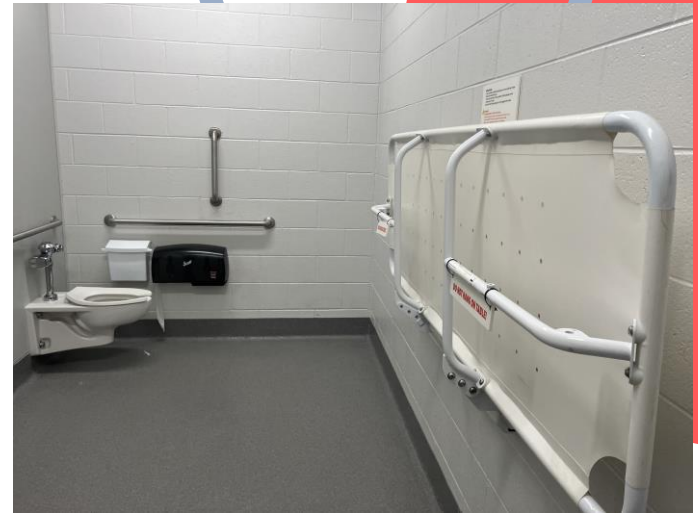
- Assistive listening device
- Captioning
- Reserved front row seat
- Large print
- Advance copy of slides to be projected
- Wheelchair access
- Wheelchair access to working tables throughout room
- Scent-free room
- Lactation room
- Gender neutral bathroom
- Diet Restrictions. List: _____
- Other: _____



Venue Checklist

- Visibility** – Consider those with impaired sight
- Acoustics** – Consider those with hearing disabilities
- Mobility** – Consider those who may be in a wheelchair or have other mobility disabilities
- Parking** – Is your event off-site? Is their accessible parking?
- Bathrooms**- Inside and out (accessible porta-potties exist!)
- Technology** – Consider those who may need to use adaptive devices
- Zoom/Streaming** -- Zoom provides accessibility options
- Service Animals** – Consider access and space for service dogs

- <https://accessibility.cornell.edu/event-planning/accessible-meeting-and-event-checklist/>



During the Event

- Have someone assigned to accessibility needs, but make sure everyone knows how to process any accommodation requests
- Check spaces frequently to avoid cluttering, make sure signage isn't obstructed or has been moved
- Consider a break or sensory room
- Have sensory toys/fidget toys available for those who need them
- For large presentations, make sure everyone is mic'ed. Used handheld mics for Q+A
- Make presentations available in paper form
- For printed materials, have large text versions
- Take note of access issues to consider for future events



Image: <https://www.wbdg.org/design-objectives/accessible/history-accessible-facility-design>

Sensory Friendly Events

Can you offer this event more than once with sensory friendly options?

Can you allow support staff to attend events free?

Can you offer a sensory or quiet room available during the event?

- Touch
 - Move objects further apart, including seating, artifacts, tables, etc.
 - Provide sensory toys for folks to hold during event
- Smell
 - Ban perfumes/colognes, remove event-related activities such as fires, cooking demonstrations with foods and strong smells from event
- Sound
 - Turn off background music, remove any startling sounds such as bells, horns, or even gunshots.
 - Offer sound-cancelling headphones



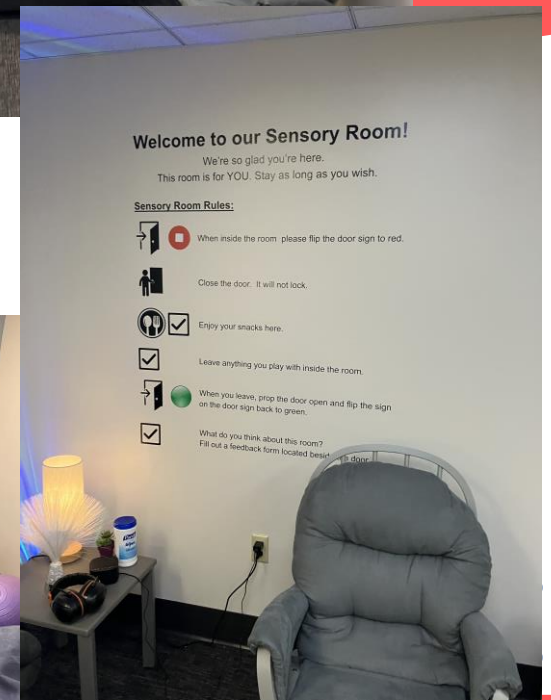
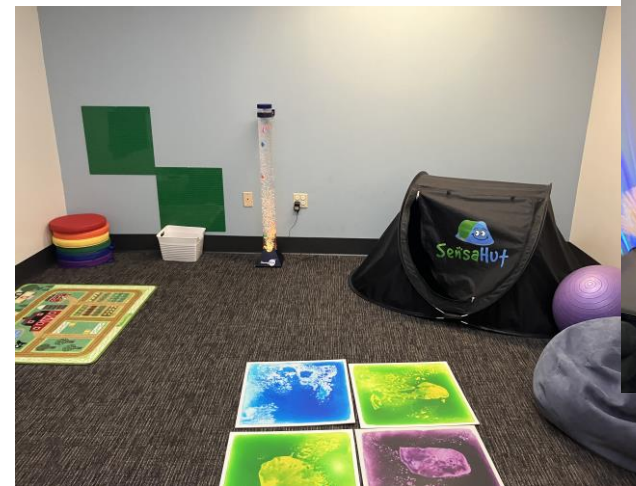
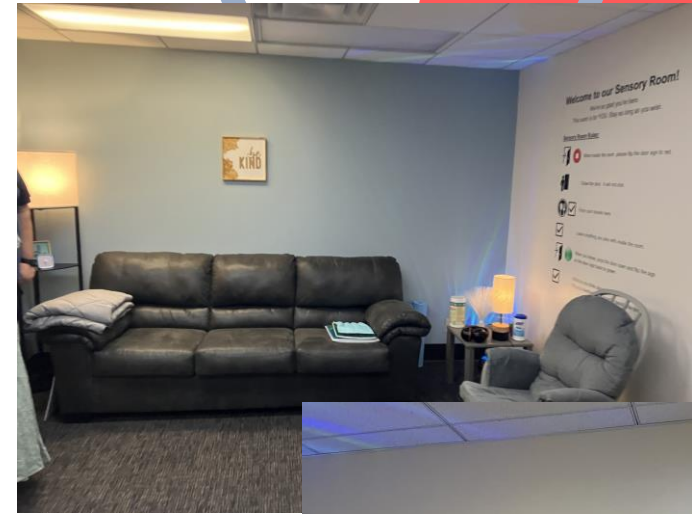
Image by Elisa
from Pixaby

Offer a sensory room/Quiet Space

Sensory Room/Quiet Space elements

- Sound machines with multiple settings
- Different modes of sitting, soft chair, beanbag, hard surface,
- Eye covering like a sleep mask
- Soft lighting, a lamp or covered fluorescents, dimmer lights
- Cooling/heating mechanisms if outside (fan/heater)
- Water and snacks
- Fidget toys
- Timer
- Hand sanitizer + wipes

[Check out the Massillon Museum 3-D Tour!](#)

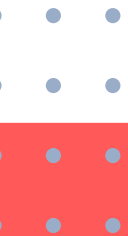






Pause:

What is one take-away from accessible event-planning that you hope to implement? Why?





Other Access Considerations

- 
- Collections
 - Community
Connections
 - Human Resources/
Development
 - Marketing
 - Facilities

Collections



To Justin Davit. Without your drive, your 'believing' and your leadership this day would not have been possible. With respect & friendship
Cip Bunk



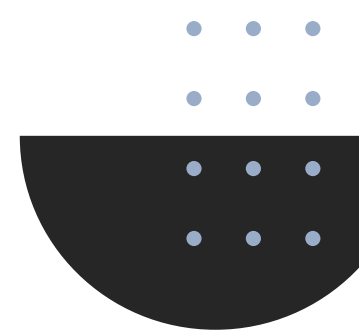
Exhibits and Spaces

- Wheelchair accessible
- Artifacts should be centered at '58 inches from the floor
 - Consider heights of pedestals/vitrines as well
- Appropriate spacing between objects allows for accessible movement
- Labels should be high contrast, 14pt, bulleted
- Bathrooms, elevators, accessible entrances, exits, should be clearly marked
- Videos/media should have captions and/or transcripts available





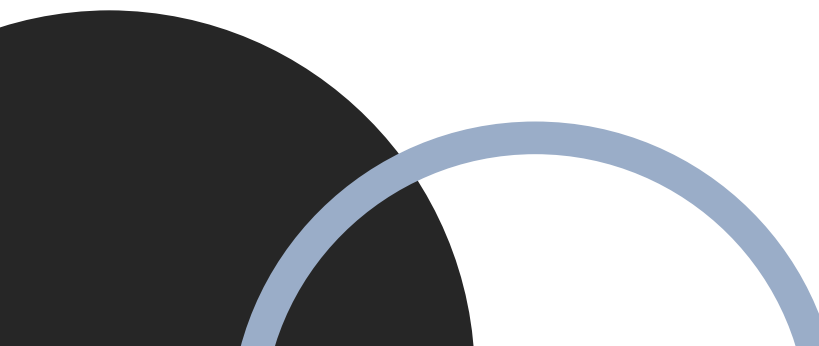
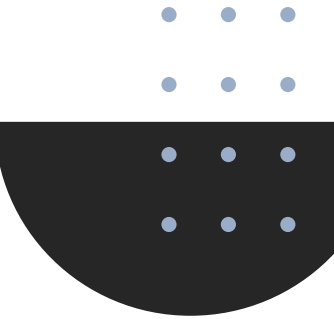
Language + Labels

- Person first language
 - Say, “Person with a disability,” not disabled person
 - Say, “She uses/used a wheelchair,” not a wheelchair-user
 - Call out disability history evolution
 - Don’t deny in-humane treatment of individuals
 - Talk about how language has evolved
 - Dumb/mute/crippled/invalid
 - <https://www.nyc.gov/assets/mopd/downloads/pdf/Disability-Inclusive-Terminology-Guide-Dec-2021.pdf>
 - Provide alternate labels/guides
 - Downloadable guides
 - Large-print guides
 - Audio guides
 - Braille guides
- 



Community Connections

People with disabilities make up 25% of the world population

- Partner with disability organizations/community groups
 - Highlight disability history
 - Use disability imagery in your marketing
 - Create an accessibility statement for your site/organizations
- 
- 

Talk to people with actual disabilities





Hiring Practices/Volunteers

Recruitment

The GDP could get a boost up to \$25 billion if just 1 percent more of persons with disabilities joined the U.S. labor force.

- Getting to Equal: The Disability Inclusion Advantage,
2018, Accenture





Development: Don't discount folks with disabilities

“The total disposable incomes (post-tax) for working-age individuals with disabilities is nearly \$500 billion.”

- Hidden Market Spending Power of People with Disabilities, 2018, American Institutes for Research



Marketing

- Icons
- #CamelBack
- Alternative Text
- Image description
- Closed Captioning




- Transcripts
- Visual Description
- Disability
Representation/Imagery



Marketing

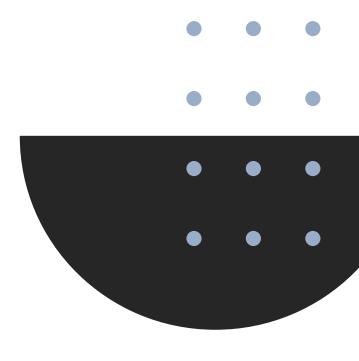
- Use Sans Serif Fonts
- Use bold contrasts (black & white is best!)
- Accessibility icons
- Use visual directives/cues
- Market to the audience you seek
- Partnerships



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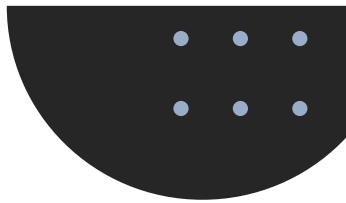
Marketing: Icons





Marketing: Social Media

- CamelBack
- Capitalize each word in your hashtag
- #ItIsMuchEasierToReadThis, #thanitistoreadthis



#OurWorkIsNotDone
#ThanksToTheADA, #ADA30, #ArtsForAll,
#OhioArtsStrong,
How do you #MakeArtPossible?

Marketing: Social Media

Alt Text and Image Description

- Try to keep descriptions under 200 words
- Include numbers or text in image
- Try not to duplicate information that may be in the caption or somewhere else near the image





Image Description:

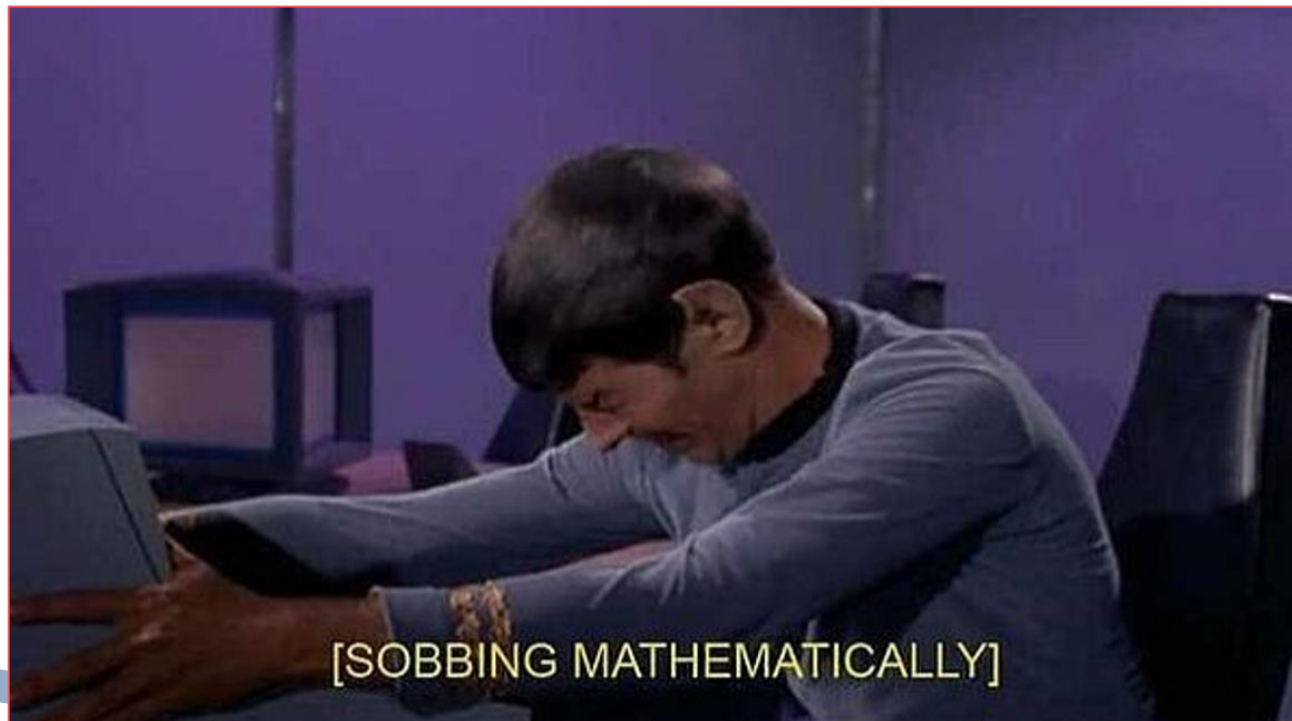
Wooden bowl with small pedestal at the base. The bowl has three distinct stripes, dark at the bottom, light in the middle, and dark at the top.



Image Description:

Rectangular image. On the left 3 quarters of the image, is a wooden walking path leading into wooded area. In the far distance two people walk side-by side away from the wood. Closer, a person peers at a informational sign. In the right quarter of the image, white text on a blue background reads, "We have history together. Underneath the Ohio History Connection logo.

Marketing: Captions/Transcripts



Marketing: Access-Centered

Accessibility

Massillon Museum Accessibility Statement

Massillon Museum welcomes you to participate in a diverse experience where art and history are for everyone.

Museum Accessibility Features

- Accessible parking on First Street
- Automatic front doors
- Braille labels and exhibit guides
- We are welcoming of Service Animals as defined by the ADA
- For guests with young children, changing tables are located in the main restrooms on the lower level
- Women are welcome to nurse throughout the Museum. For those who would like privacy, our Sensory Room is open to all.
- Men's, women's, and unisex accessible restrooms are located on the lower level
- Our elevator services all floors open to the public
- Wheelchairs are able to be borrowed at the front desk, located on the first floor

Facilities:



Facilities:



<https://wheelchairtravel.org/historic-buildings-accessibility-lesson-from-ancient-greece-ramps/>

<https://www.wbdg.org/design-objectives/historic-preservation/provide-accessibility-historic-buildings>



Pause:

What is one change you can
implement today?

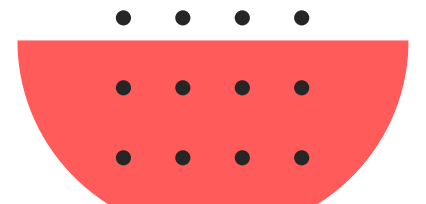
What is one change you dream
about?



Access Centered Approach

Consider these questions:

- Which communities are served, and which aren't? Why?
- Who gets to participate and who doesn't? Why?
- Who has access to resources and support and who doesn't? Why?
- Which voices get heard and which don't? Why?





Accessibility is Everyday

One actionable, everyday change that you can do to increase accessibility and inclusivity in your work.

"Old myths allege that people with disabilities are a burden on society, and stem from unfounded fears of those who are different. Contrary to those myths, we now know that difference drives innovation. Different lived experiences, from the blind love-letter writer to the deaf scientist, generate the new ideas that lead to discoveries. Companies seeking a competitive advantage should hire people who will bring unique perspectives to the table."



Haben Girma from People with Disabilities Drive Innovation

Contact us:

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