



Bilingual Initiative: Language Inclusivity at the Dallas Museum of Art

**Melissa Brito
Manager of Access Programs
and Resources**

Access Programs and Resources at the DMA



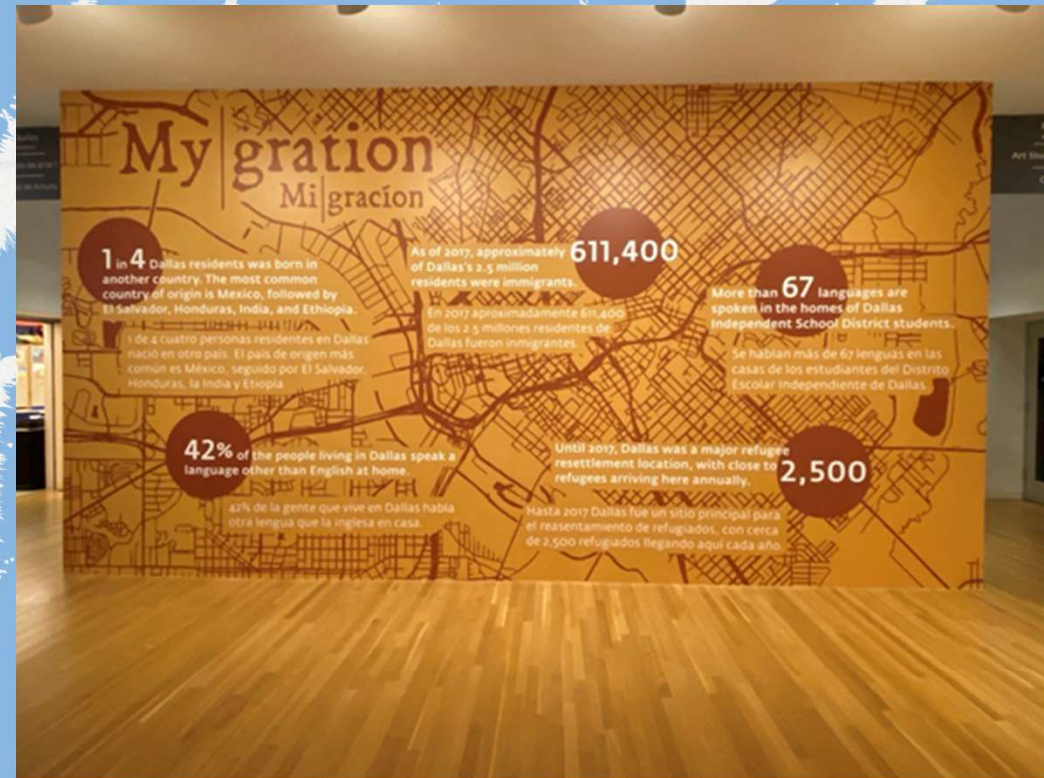
Setting up for Success

- Establish a diverse group include representatives from all levels of departments.
- Establish a platform for addressing grievances and leveraging them as opportunities for growth.
- Aspire for ambitious goals, yet recognize the limitations beyond the group's influence.
- Certain projects may require financial support to proceed.
- Securing buy-in from museum staff across various departments is crucial.
- Practice patience as changes unfold and initiatives progress.



Know Your City

- Find your city's population report.
- Gather your baseline data on the general visitor experience.
- Present these findings to the group.
- Create Advisory Groups
- Find gaps within your current data.





Creating Action Items

- Organize workshops aimed at generating necessary action items.
- Establish categories to differentiate their impact, to facilitate a rating system for prioritization.
- Prioritize action items based on their significance and potential impact.

Rating System

A	B	C	D	E	F	G	H	I
Action Item	Family Friendly	Welcoming/Accessible	Increase Attendance	External Score	Psychological Safety	Responsible Department	Category	
More space around 3D works to view (agency); Family space (i.e. outdoor spaces flow indoors, more in gallery space for groups to interact, allowing for more open space and seating in galleries) (belonging); Design seating/place objects so people can look closely and walk around; Support a range of mobility needs: youth (strollers), grandparents (walkers/wheel chairs), light weight mobile seating in the galleries (family friendly)	1	1	2	4	1	Design & Interpretation	Accessibility/Mobility/Seating	
Seating (i.e. stool rack on every level, add benches, family friendly seating, and more social seating spaces) (belonging); Opportunities for rest throughout the museum (belonging); Create Re-charging stations (belonging)	1	2	2	5	5	Design & Interpretation	Accessibility/Mobility/Seating	
Stroller parking (family friendly)	1	2	2	5	5	Building/Facilities	Amenities	
Creating family friendly spaces and facilities throughout the building (belonging)	1	5	2	8	5	Multiple Departments	Amenities	
Better family friendly food options and price points (family friendly)	1	3	2	6	2	Sodexo/Accounting	Amenities	
Marketing Placement (neighborhoods, media outlets, and placement of information in the museum) (belonging)	2	1	1	4	5	MarComm	Bilingual Marketing Content	
Opportunities for community dialogue/input on exhibitions and programs (belonging); Consult community stakeholders regarding the display of works (i.e. Arts of the Americas Advisory Group).	1	1	1	3	2	Multiple Departments	Community Engagement	
Feature the Latinx community; and nuance within Latinx community (belonging)	5	1	1	7	2	Curatorial	Inclusivity/Representation	
Create insitutional culture that is family-friendly and supports work/life balance for all (not just those with children)					1	HR	Inclusivity/Representation	
Graphic on Facade-show families in the museum (family friendly); Family festival banner (family friendly)	1	1	1	3	5	MarComm	Inclusivity/Representation	
Text and images that welcomes/includes a broader range of people (agency)	5	1	1	7	5	MarComm	Inclusivity/Representation	
Large print labels (agency)	5	5	3	13	5	Design & Interpretation	Interpretative Content	
Add a family membership (also define parameters for definition of family); not all families look the same; recognize diversity within concept of family. (family friendly)	3	1	1	5	5	Membership	Membership Oppurtunities	
Safe spaces for inter-staff relations/addressing neg. visitor exchange (belonging); Support, Conflict resolution training (focus on power dynamics); Clear workplace expectations for Staff Interaction (HR, Hotline, etc.); Process for reporting; Review Board Ethics Statement	5	1	1	7	1	HR	Psychological Safety	
Self-definition as a museum; defining what we stand for (belonging) go beyond mission statement, are we making value driven decisions? All decisions should reflect core values, more transparent communication that is supported by core values.	5	1	5	11	2	Strategic Planning	Recognition/Reckoning	
Welcome visitors in multiple languages; Welcoming building/space	1	1	1	3	5	Design & Interpretation	Welcoming/Creating Access	
Create access points via kids and parents (i.e. entry point via class visit then extend to students' families) (family friendly)	2	3	1	6	5	Education/Programming	Welcoming/Creating Access	

5 Year Impact

“Culture does not change because we desire to change it. Culture changes when the organization is transformed – the culture reflects the realities of people working together everyday.” Frances Hesselbein

- Some initiatives have begun, and still in progress.
- Several projects were temporarily put on hold due to staff turnover. However, the arrival of new staff members has brought fresh ideas and perspectives into our initiatives.
- Numerous new processes have been integrated into our workflows.
- We've embarked on new projects that were beyond our imagination.





Thank you !





Using research and evaluation to integrate Spanish language in a museum setting

Presented by Dr. Eleanor Hill

Senior Evaluation Researcher

Denver Museum of Nature & Science

May 18th 2024

Boulder

Broomfield

Adams

Denver

Arapahoe

Jefferson

Douglas



The image features a large, stylized logo on the left side that reads "SPACESHIP" in a bold, black, sans-serif font, with "ASTRONAVE" below it in a lighter, grey, sans-serif font. The background is a circular, futuristic tunnel with teal and white curved walls, leading into the distance. On the right side, there are four stacked, rounded rectangular boxes in shades of blue and teal, each containing a key concept in white text. The overall aesthetic is clean, modern, and futuristic.

SPACESHIP ASTRONAVE

Access

Inclusion and belonging

The whole museum
experience

Content creation as well
as translation



1

Bilingual positions

- Introduced in 2018
- Staff in bilingual positions are paid a differential

2

Exhibits & programming

- One fully bilingual permanent exhibit
- Bilingual temporary exhibits
- Spanish planetarium show
- Día del Niño
- Schools, fairs & festivals

3

Language Accessibility Committee

- Established in 2022
- Bilingual and non-bilingual staff
- Representation from across the Museum
- Focus on making the Museum accessible in Spanish

Translation needs assessment



Thirty-six staff members were interviewed to learn:

What translation services were needed across departments

Positive experiences in the translation process

Areas for improvement

1

Clear guidelines and processes

“I don't know that there's a clear process that's been given to us as far as what we need to have translated”

2

Generation of bilingual and bicultural content

“It's not just about creating something in English and then translation ... [it's] the process of imagining a program or an experience that will work for Spanish speakers, not just thinking about can we translate it.”

3

Complete guest experience

“Can we look at different processes or experiences from beginning to end and all the components that are needed to make a consistent experience for a guest who's more comfortable with Spanish.”

Community needs assessment



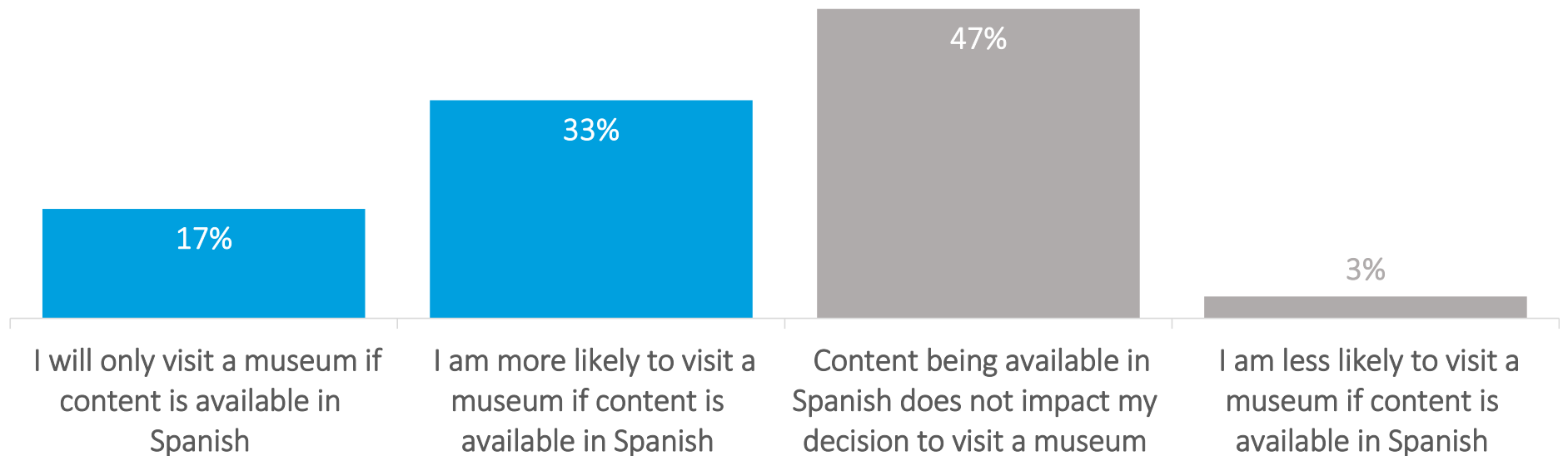
316 respondents from English speaking households & 302 respondents from Spanish speaking households to a survey focused on:

Do people want content in Spanish?

Why do people want content in Spanish?

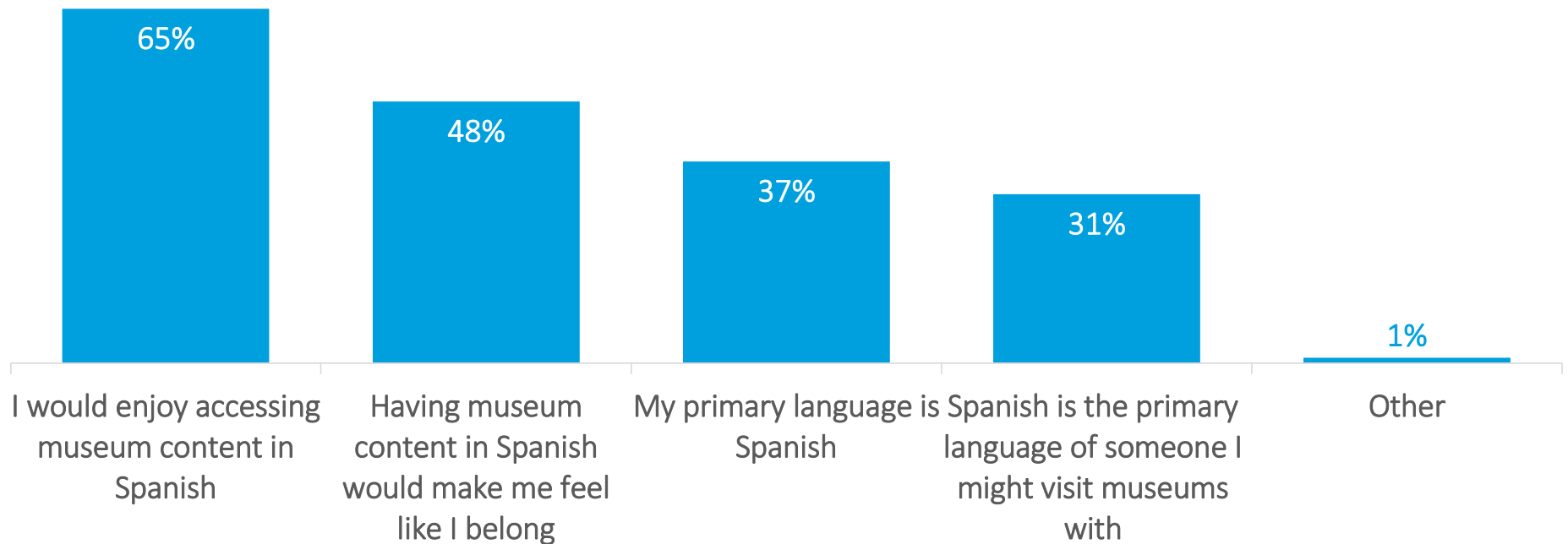
How would people like to access Spanish content?

Half of respondents from Spanish speaking households are **more likely or will only** visit a museum if content is available in Spanish.



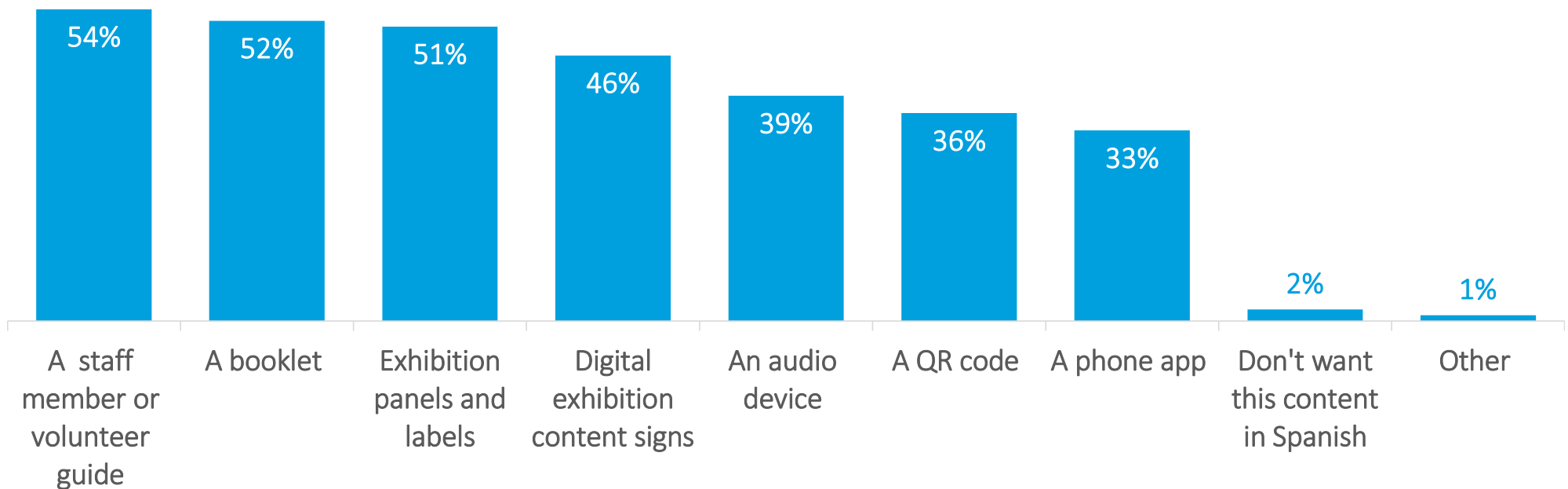
Whether or not you currently visit museums as part of your leisure time activities, which best describes you? (n = 302)

The biggest reasons respondents from Spanish speaking households wanted museum content in Spanish are because they would **enjoy it** and it would make them **feel like they belong**.



Why would you like to access museum content in Spanish? (n = 149)

Respondents from Spanish speaking households were most likely to say they would like to access Spanish content for permanent and temporary exhibits through a Spanish speaking **staff member or volunteer guide**, a Spanish **booklet**, and **exhibit panels and labels** in Spanish.



Please indicate for each of these how you think they should be made available in Spanish. Permanent and temporary exhibits (Select all that apply) (n = 289).

1

Bilingual exhibit signage

- The goal
- Takes time & resources

2

Spanish guides

- A “secondary mechanism” while we work towards the goal
- Written, audio, QR codes, paper
- Could be applied to other languages

3

Noches en Español

- Test Spanish guides
- Test Spanish movie
- Test additional staff & volunteers on the floor
- Test staffing model



Contact:

Eleanor.hill@dmns.org

Resources:



A photograph of a museum gallery. On the left, a red wall is covered with colorful geometric patterns and small objects. In the center, a large, intricate wooden sculpture hangs from the ceiling. On the right, a woman with a black bag is looking at a display case filled with various items. The floor is dark, and there are white railings and informational plaques throughout the space.

A Layered Presence

Artist-Forward & Bilingual Interpretation

**Kerry Butcher, Interpretation Associate
The Nelson-Atkins Museum of Art**

**AAM Conference
May 2024**



Kansas City, Kansas

8% of residents

Spanish as a First Language in Kansas City

Kansas City, Missouri

3% of residents

22 local artists

**Colombia, Cuba, Dominican Republic,
Guatemala, Mexico, Peru, and Uruguay**

**Multigenerational
Variety of artistic backgrounds**



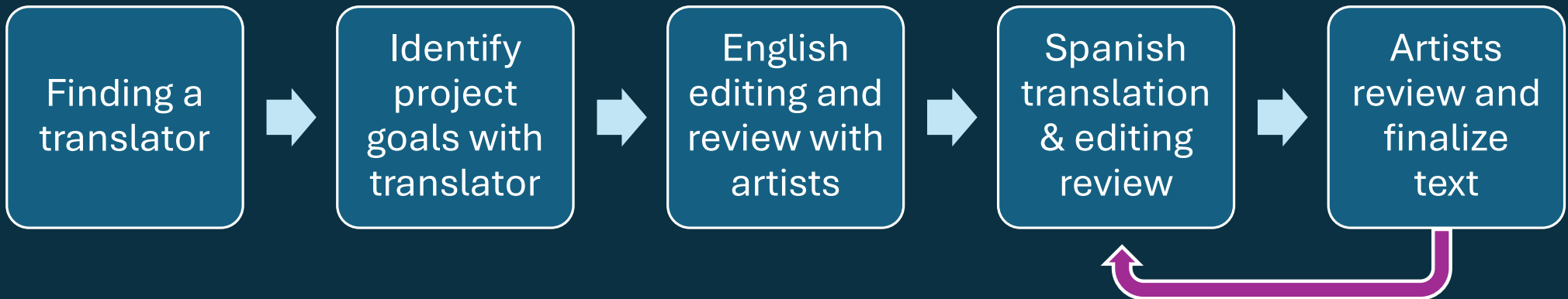
Mattie Rhodes Cultural Center in Kansas City, Kansas



Has the museum translated content into Spanish before?

While I can speak Spanish, I'm not as skilled or comfortable in writing or reading it

I don't want my voice to be lost in the translation process





KIKI SERNA
Mexican American,
born 1993

*Ghosts, memories, and
imaginary homelands, 2023*

Video (3 minutes and 50 seconds)

Courtesy of the artist

"*Ghosts, memories, and imaginary homelands* is a melancholy introspection of specific moments of my immigrant story. There are ghosts in past moments—ghosts of ourselves left in our absence, our memories, our past homes—ghosts are born from decision, and in the immigrant experience, these ghosts become personified. This work uses these themes through the act of visual bricolaje (do-it-yourself) to present memories of homes, drawings, audio, and family photos as I attempt to find closure in my fragmented past."

"*Fantasmas, memorias y patrias imaginarias* es una introspección melancólica de momentos específicos en mi historia de inmigrante. Hay fantasmas en momentos pasados—fantasmas de uno mismo dejados en nuestra ausencia, nuestras memorias, nuestros hogares pasados—los fantasmas nacen de una decisión, y en la experiencia del inmigrante, estos fantasmas se personifican. Esta obra utiliza estos temas mediante un bricolaje para presentar memorias de hogares, dibujos, audio y fotos de familiares, mientras trato de pasar la página de mi pasado fragmentado."



Serna reflects on the complexities of her immigrant experience.



RODOLFO MARRÓN III
Chicanx, Mexican American,
born 1989

Hueco, 2023

Fresco painting on NFL Raiders cap, plaster and soil on Nike Cortez, ink on canvas, Cheetos Flamin' Hots packaging, hairnets, mirrors, mylar, silk and wax flowers, candles, and broken glass

Courtesy of the artist

"Un hueco. An arched doorway of my childhood home with mint-colored walls as my canvas.

Outside, a guerra, cholillos y grey. This side versus that side. 'Fallecieron.' Sometimes it was just a random tragedy, pero siempre someone's son...

Estos huecos, staining. Anointed with 'hot chips' residue. ¿Que ves? At 27th and Belleview, peering into something distant. A block that was once hot. Someone's mijo died down there.

Y yo aquí. Recalling where we call home, in search of flores to fill our pain."



Hear how Marrón's work recalls memories of his family home.

"Un hueco. Una entrada arqueada de mi hogar de infancia de paredes color menta como mi lienzo.

Afuera, una guerra, cholillos y gris. Este bando contra ese bando. 'Fallecieron.' A veces era sólo una tragedia al azar, pero siempre el hijo de alguien...

Estos huecos, manchando. Ungido con residuo de 'hot chips.' ¿Qué ves? En la 27th y Belleview, mirando algo lejano. Una cuadra que alguna vez estuvo caliente. El mijo de alguien murió ahí abajo.

Y yo aquí. Haciendo memoria de lo que llamamos casa, en búsqueda de flores para llenar nuestro dolor."



AUDIO TRACK

An artist's perspective | Las nubes



00:54

01:52



MORE INFORMATION

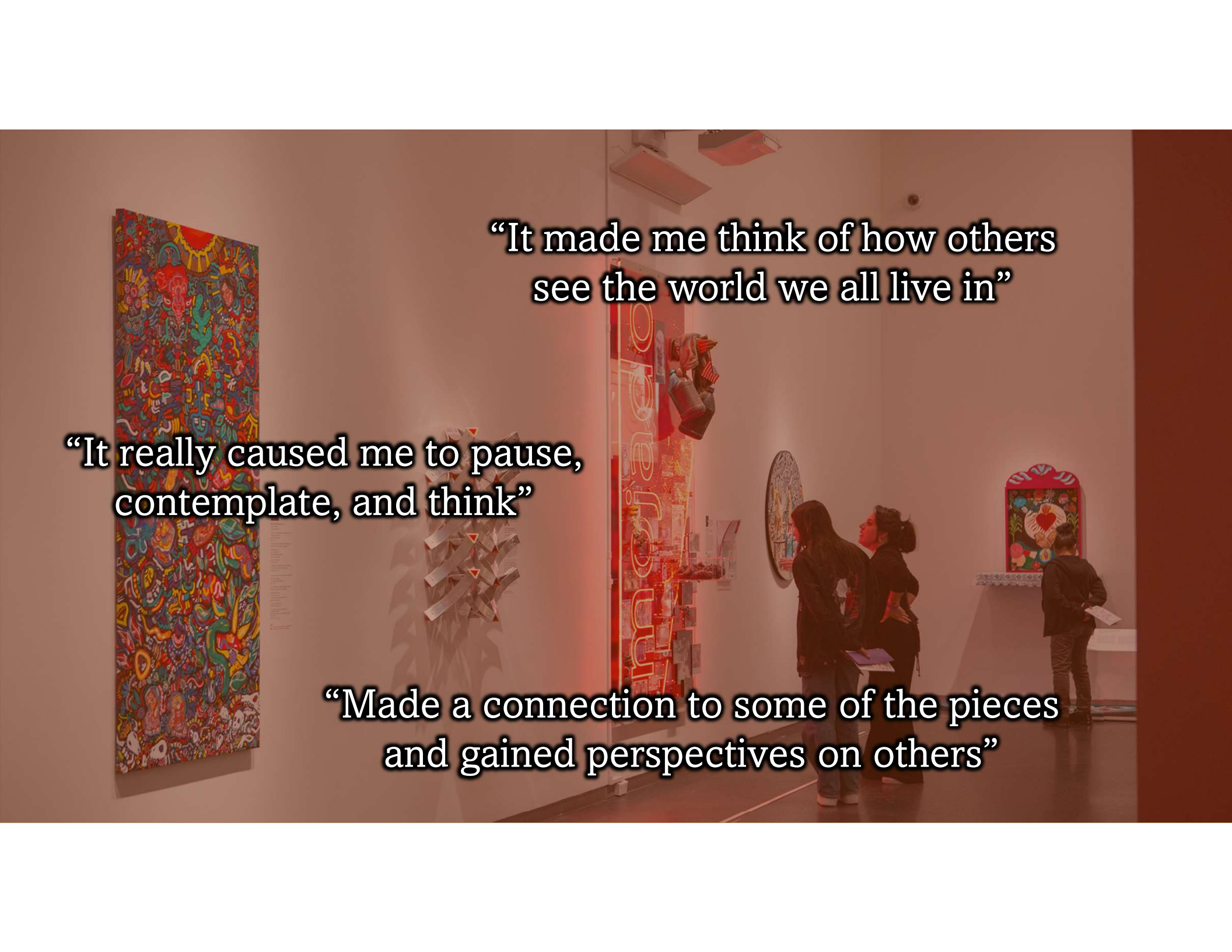


Deeper Engagement

Artist interviews
(Smartify)

Opening celebration
& closing reception

Programming opportunities



**“It made me think of how others
see the world we all live in”**

**“It really caused me to pause,
contemplate, and think”**

**“Made a connection to some of the pieces
and gained perspectives on others”**



- Move at the speed of trust
- Embrace unknowns
- No one size fits all approach
- Document your process



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 Rocky Mountain Region

Museo de las Americas

Presenters:

Julietta Dasilva, Community Engagement Manager
Sean Trujillo, Programs & Interpretation Manager



We are a community driven museum cultivating belonging and inclusion through the Spanish language.

Celebrating Art & Culture

Museo was founded to represent all the *Americas*

* Mission & Vision

- Serve the community



* Core pillar:

Incorporation of Spanish language



Our Social & Cultural Responsibility



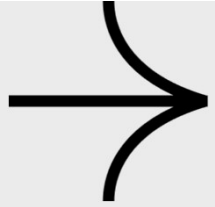
**Embracing
Diversity**

**Building
Bridges**

**Fostering
Community**



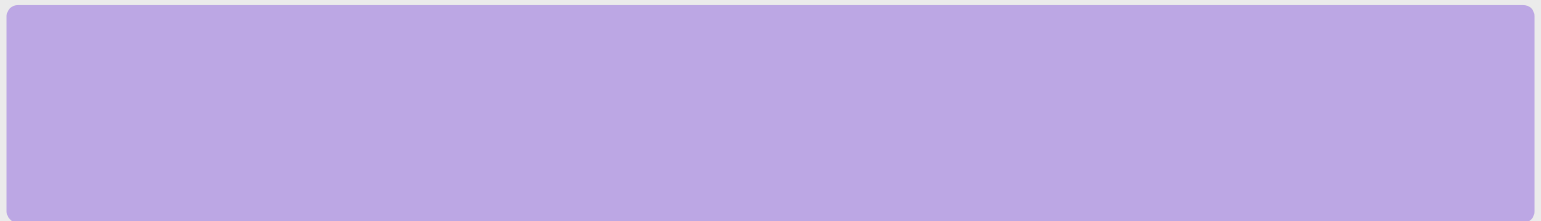
What We Will Talk About



Adults + Spanish Conversation Club



Youth + Summer Camp



Did you know...



- * As of 2020, Hispanics and Latinos of any race made up 21% of Colorado's population

11% of Hispanics and Latinos in Colorado speak spanish



- * Member Feedback Survey

need: a space to practice spanish *con comunidad*



Spanish Conversation Club



A welcoming space to practice Spanish, celebrate culture, and connect with community.



* Building Community

We meet bi-monthly and our meet-ups constantly reach maximum capacity

* Program set up:

- Monthly theme
- Ice Breaker Question - Spanish Level discussed here!
- Break out into small groups for a structured activity that helps different language skills



More Colorado Statistics



The majority of Colorado's Hispanic and Latino population is under 18 (~35%)

Nearly 40,000 migrants, mostly from Venezuela, have arrived in Denver over the past year

We make special programs to help these kids and their families feel welcome as neighbors





Some statistics:



90% of our students go to dual-language immersion schools

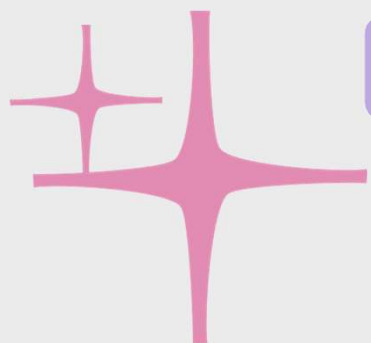
7 out of 8 of our Creative Workshop Meastras (Educators) are bilingual

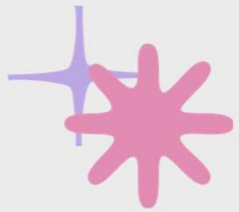


Half of our booked workshops are Bilingual

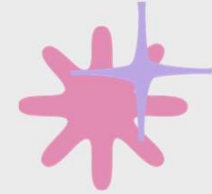
70% of our students are Bilingual/Spanish-Speaking

3 of 4 of our Summer Camp Meastras (Educators) are teaching bilingual classes





Youth Education Programs



Cultural Workshops & Tours

Hands-on, Immersive Learning Experiences

4,000 students served annually
(K-12)

Lxs Jovenes Leadership Lab

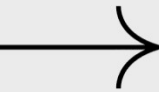
Empowering Youth Through Art and Technology

3 - 15 student cohorts annually
(11-15 yr)

Summer Arts & Culture Camp

Multidisciplinary Integrated Arts Experience

up to 65 students every summer
(4-11 yr)





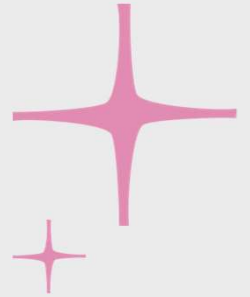
15 years of Summer Camp



- multidisciplinary programming (visual art, theater, dance, music) since 2009
- every year we focus programming on a particular country in latin america



Thank you for listening! Reach out for any questions.



WEBSITE

museo.org

SOCIAL MEDIA

[@museodenver](https://www.instagram.com/museodenver)

