



Museums for America

Sample Application MA-20-17-0317-17

Project Category: Community Anchors

Funding Level: \$5,000 – \$500,000

Nelson-Atkins Museum of Art

Amount awarded by IMLS: \$384,532

Amount of cost share: \$399,729

Attached are the following components excerpted from the original application.

- Abstract
- Narrative
- Schedule of Completion

Please note that the instructions for preparing applications for the FY2018 Museums for America grant program differ from those that guided the preparation of FY2017 applications. This year, the maximum that may be requested from IMLS is \$250,000. Be sure to use the instructions in the FY2018 Notice of Funding Opportunity for the grant program and project category to which you are applying.

The Nelson-Atkins Museum of Art (NAMA) requests funding over three years from the Institute of Museum and Library Services to develop, implement, and evaluate the *Deaf Culture Project*—high quality, accessible, and inclusive interpretive and educational programs for visitors who are Deaf. Working in collaboration with new and established community partners and the Deaf community, NAMA will create a suite of interrelated activities designed to build engagement and learning among visitors who are Deaf, empowering them to fully access, enjoy, and understand the museum’s collections and programs; to increase the perception of the museum as an accessible and inclusive community resource where everyone feels welcome and respected; and to build capacity among museum staff and volunteers to positively engage, serve, and communicate with visitors who are Deaf.

To achieve these results, NAMA will create a spectrum of experiences and modes of engagement that recognize and respond to the tremendous diversity of audiences who are Deaf. These include: American Sign Language (ASL) videos with captioning and audio for 50 objects in the museum collection delivered on iPad minis or downloadable on one’s own mobile device; 5 vlogs (video blogs) for the museum’s website, featuring the Coordinator, Deaf Culture Programs using ASL to introduce visitors to the museum and its collection; an orientation and professional development workshops for teachers at the Kansas School for the Deaf (KSD); interactive tours for KSD students and drop-in tours for adults led by Gallery Guides, Deaf Culture Programs; and an annual Deaf Cultural Day with activities and programs that increase awareness of and celebrate Deaf culture. This project also includes NAMA staff training and the production of 3-5 vlogs to ensure that future museum staff and volunteers have the skills, knowledge, and resources to effectively serve people who are Deaf. Finally, the museum will conduct front-end, formative, and summative evaluation to ensure the project responds to audience needs and achieves desired outcomes.

The project will benefit visitors who are Deaf; the broader Deaf community (family and friends, sign language interpreters, and organizations that serve people who are Deaf); KSD teachers and students; hearing visitors; NAMA staff and volunteers; the broader museum field.

Every aspect of this project will be co-created with community stakeholders and partner organizations: The Deaf Cultural Center, Olathe, KS; Kansas School for the Deaf, Olathe, KS; MidAmerica Alliance For Access, Kansas City, KS; and The Whole Person, Kansas City, MO. Cecilia Garibay, Ph.D., Principal of Garibay Group will work with NAMA throughout the project and conduct the summative evaluation. Garibay has extensive expertise engaging multilingual audiences and evaluating projects focused on inclusion. She specializes in culturally responsive/contextually relevant evaluation approaches. Antenna International, which has a long track record in producing accessible mobile tours including the award-winning ASL tour for Alcatraz, will produce the ASL mobile guide content.

The *Deaf Culture Project* responds to IMLS’s goal to “promote museums and libraries as strong community anchors that enhance civic engagement, cultural opportunities, and economic vitality.” This project rests on collaboration with community organizations and stakeholders who bring specialized knowledge and resources and enable the museum to better understand and respond to the needs of people who are Deaf. By improving access to the museum’s collections, programs, and interpretation the project supports a more open, inclusive, culturally engaged community. In co-creating programs and resources with community members, the project will foster a sense of ownership and belonging. The project will create a safe space for gathering, learning, and connecting for all people—those who are Deaf and those who are hearing. Investing in staff and volunteer training will ensure that the project has a deep and sustained impact on the Kansas City community.

1/ PROJECT JUSTIFICATION

What do you propose to do? The Nelson-Atkins Museum of Art (NAMA) requests funding over three years from the Institute of Museum and Library Services to develop, implement, and evaluate the *Deaf Culture Project*—high quality, accessible, and inclusive interpretive and educational programs for visitors who are Deaf. Working in collaboration with new and established community partners and the Deaf community, NAMA will create a suite of interrelated activities designed to build engagement and learning among visitors who are Deaf, empowering them to fully access, enjoy, and understand the museum’s collections and programs; to increase the perception of the museum as an accessible and inclusive community resource where everyone feels welcome and respected; and to build capacity among museum staff and volunteers to positively engage, serve, and communicate with visitors who are Deaf.

To achieve these results, NAMA will create a spectrum of experiences and modes of engagement that recognize and respond to the tremendous diversity of audiences who are Deaf. These include: American Sign Language (ASL) videos with captioning and audio for 50 objects in the museum collection delivered on iPad minis or downloadable on one’s own mobile device; 5 vlogs (video blogs) for the museum’s website, featuring the Coordinator, Deaf Culture Programs using ASL to introduce visitors to the museum and its collection; an orientation and professional development workshops for teachers at the Kansas School for the Deaf (KSD); interactive tours for KSD students and drop-in tours for adults led by Gallery Guides, Deaf Culture Programs; and an annual Deaf Cultural Day with activities and programs that increase awareness of and celebrate Deaf culture. This project also includes NAMA staff training and the production of 3-5 vlogs to ensure that future museum staff and volunteers have the skills, knowledge, and resources to effectively serve people who are Deaf. Finally, the museum will conduct front-end, formative, and summative evaluation to ensure the project responds to audience needs and achieves desired outcomes.

What need, problem, or challenges will your project address, and how was it identified? The *Deaf Culture Project* is designed to address the need among people who are Deaf in the greater Kansas City area to fully access and experience The Nelson-Atkins Museum of Art’s collections, exhibitions, and programs. While NAMA has for many years met the standards established by the Americans with Disabilities Act and in recent years introduced accessible programming, many visitors who are Deaf still encounter barriers. These range from inadequate or hard-to-find information and content on the museum’s website and social media sites, to challenges in communicating with staff and volunteers, and to full participation in social and learning experiences in the galleries and education spaces. Since much of museum interpretation is oral or written text—considered a second or “foreign” language by native ASL speakers and therefore a less accessible route to information—visitors who are Deaf don’t have the same free-choice opportunities as hearing visitors to enjoy NAMA as “a place both for individual contemplation and social interaction, and one that provides life-transforming encounters with original works of art.” (NAMA Strategic Plan, 2013)

In January 2015, NAMA established an Advisory Committee for Accessibility to inform staff on how best to meet the needs of audiences with disabilities, create better access and remove barriers. The Committee is comprised of eight organizations that serve and represent individuals with disabilities across the Greater Kansas City area including the Deaf Cultural Center (DCC), MidAmerica Alliance For Access (MAFA), and The Whole Person (TWP). Staff from curatorial, design, education, and visitor services learned collaboratively as the group shared their experiences visiting the museum. They made recommendations to enhance access on the website, in the galleries and museum spaces, and through programs and interpretation.

Feedback from the Advisory Committee indicated that Deaf visitors are missing out on many of the benefits of cultural and social experiences at the museum. NAMA’s first step to addressing communication barriers has been to work closely with the DCC as a Deaf Friendly Business Partner. Through this program, the museum has been able to offer Deaf Awareness Training to staff and volunteers and quarterly ASL interpreted, docent-led tours. Staff who were unable to attend the training sessions have requested future educational opportunities and resources. And the ASL tours have been so well attended that our audience members have requested bi-monthly tours. Additionally,

while docent-led, ASL interpreted tours have been popular, partners have indicated a strong preference for a Gallery Guide who is Deaf and can communicate the nuances and subtleties of art historical content to visitors who are Deaf in their native language. Stakeholders have also communicated that ASL videos with captioning and audio (for visitors with some hearing loss) delivered on mobile devices would allow for greater choice and independent learning among visitors who are Deaf; they could access content on the collection on their own schedule, and tour along and interact with their companions more easily, rather than having to book an interpreter in advance.

In 2015, in partnership with the DCC, KSD, and MAFA, NAMA piloted its first Deaf Cultural Day (DCD), an event that highlights and builds greater awareness of Deaf culture, language, and the human rights of people who are Deaf. DCD includes demonstrations by artists who are Deaf, talks and presentations on Deaf culture, and performances such as ASL Poetry. The 2016 event welcomed over 450 visitors. The DCC has encouraged NAMA to broaden Deaf Cultural Day to deepen our impact and reach more people, both hearing and Deaf.

Deaf Cultural Day was the first time many students and teachers from Kansas School for the Deaf had visited the museum. In fact, while NAMA serves over 73,000 students through tours and workshops each year, KSD students have never taken a field trip to the Nelson-Atkins. In a recent discussion, KSD educators expressed a lack of awareness of NAMA school programs yet articulated a keen desire for students to experience world cultures and history. In order to feel comfortable bringing students to the museum, KSD teachers and administrators requested an orientation to the museum's school programs and professional development for teachers on strategies for engaging students with the museum's collection and connecting it to the Kansas State curriculum. Moreover, there is a strong preference for tours to be facilitated by Gallery Guides who are Deaf and can understand the complexity of Deaf communication, experiences, and culture.

Who or what will benefit from your project? The project will benefit visitors who are Deaf; the broader Deaf community (family and friends, sign language interpreters, and organizations that serve people who are Deaf); KSD teachers and students; hearing visitors; NAMA staff and volunteers; the broader museum field.

Visitors who are Deaf. There are an estimated 15,175 people who are Deaf in the Kansas City metropolitan area, which straddles the border between the Missouri and Kansas. Another 140,705 residents in this region are hard of hearing. People who are Deaf are tremendously diverse. Some were born Deaf, others were deafened before beginning to speak or later in life. They may be profoundly or partially Deaf or somewhere in between. They may communicate using ASL, writing or texting, lip-reading, speaking, or not uncommonly, a combination of many of these methods. Like hearing visitors, they enter the museum with diverse backgrounds, identities, and linguistic and communication needs. They come on their own, with families or with friends (some hearing, others not) to experience all that the museum has to offer—exhibitions, collections, programs, interpretation, the restaurant and shop.

Many who are Deaf do not identify as an individual with a disability but rather as a member of a linguistic minority with a unique culture. (Deaf culture has been explicitly recognized in the United Nations Convention on the Rights of Persons with Disabilities, and sign language is recognized as a distinct language, rather than as a work-around to oralism.) Deaf culture is celebrated for its rich history of art, poetry, storytelling, and drama; beautiful visual language; and distinct social norms.

The broader Deaf community—family and friends, sign language interpreters, and organizations that serve people who are Deaf. Thirty-three organizations in the Kansas City area serve people who are Deaf and 10 organizations provide interpreting services. The museum will deepen its relationships with the Deaf Cultural Center, Kansas School for the Deaf, the MidAmerica Alliance For Access, and The Whole Person and cultivate new relationships with the broader network of organizations that serve people who are Deaf.

Kansas School for the Deaf teachers and students. The project will benefit the 28 educators and the 130 students who attend The Kansas School for the Deaf in Olathe, Kansas. The school serves children ages 3 to 21, and

instruction is bilingual with classes taught in English and ASL. Professional development experiences will provide teachers with the skills, knowledge, and resources to utilize the museum's collection in their teaching and students will have expanded cultural opportunities.

Hearing visitors. 569,000 people visited the museum last year with approximately 44% attending three or more times. Deaf Cultural Day—one of six cultural celebrations that take place annually at the museum—will provide all visitors with the opportunity to learn about and experience the history, art, traditions, and stories of people who are Deaf. Tours led by Gallery Guides and varied accessible resources will convey that the Nelson-Atkins is a place for all, demonstrating the museum's commitment to accessibility and inclusivity.

NAMA staff and volunteers and the broader museum field. Through training and dialogue with the Deaf community, the 252 staff and 525 volunteers at the Nelson-Atkins will expand their understanding of Deaf culture and the needs of Deaf visitors, and gain the skills, knowledge, and resources to better serve, engage, and communicate with visitors who are Deaf. By sharing project strategies, activities, and results at national conferences, NAMA's project will benefit other institutions seeking to better serve visitors who are Deaf.

How will your project advance your institution's strategic plan? The *Deaf Culture Project* advances two specific strategies outlined in the museum's 2013 Strategic Plan. "Engaging Constituents" calls for NAMA to "...strengthen [its] relationship with [its] communities by promoting deeper dialogue with the museum." Specific goals that support this strategy include reducing emotional and physical barriers for audiences, and strengthening relationships through partnerships and increased involvement with the Kansas City community. The proposed project establishes clear processes for listening to and working with community partners. At the core of the project is a commitment to removing obstacles preventing visitors who are Deaf from engaging with the museum's collection, programs, and resources.

"Connecting Through Experiences" states: "... the Nelson-Atkins will provide a constant stream of fresh perspectives and authentic, powerful moments of connection accessible to visitors of all backgrounds, and in so doing, become more central to people's lives." Specific goals in the Plan that support this strategy include engaging and supporting audiences on their own terms considering their art knowledge, motivation and comfort level of participation..." The proposed project supports this strategy by offering visitors who are Deaf access to knowledge and experiences that respond to their needs and interests.

In 2015-16, the Education Division built on the Strategic Plan by engaging in an Impact Planning Process led by Anne Manning, Director, Education and Interpretation. The process culminated in the development of an Impact Statement: *All people will find personal meaning in works of art, respect and appreciate world cultures, and discover new-found connections with Kansas City.* The proposed project aligns with the Impact Statement.

How will your project address the goals of the Museums for American program? The *Deaf Culture Project* responds to IMLS's goal to "promote museums and libraries as strong community anchors that enhance civic engagement, cultural opportunities, and economic vitality." This project rests on collaboration with community organizations and stakeholders who bring specialized knowledge and resources and enable the museum to better understand and respond to the needs of people who are Deaf. By improving access to the museum's collections, programs, and interpretation the project supports a more open, inclusive, culturally engaged community. In co-creating programs and resources with community members, the project will foster a sense of ownership and belonging. The project will create a safe space for gathering, learning, and connecting for all people—those who are Deaf and those who are hearing. Investing in staff and volunteer training will ensure that the project has a deep and sustained impact on the Kansas City community.

2/ PROJECT WORK PLAN

What specific activities, including evaluation and performance measures will you carry out?

Stakeholder Conversations and Planning. Every aspect of this project will be co-created with community stakeholders and partner organizations. Upon notification of the grant, NAMA will convene current and potential project partners to discuss opportunities, challenges, risks, and benefits. Some of these conversations will take the form of focus groups with specific audiences, such as KSD educators and administrators, to inform planning and development.

Staffing and Training. The museum will work with the DCC, TWP, and MAFA to identify qualified candidates for a Coordinator, Deaf Culture Programs position. After the person is hired the museum will again reach out to partners to recruit and hire four on-call Gallery Guides. People who are Deaf, interested in art and museums, and fluent in ASL will be encouraged to apply for these positions. After the Gallery Guides have been hired, they will receive customized training in leading tours for visitors who are Deaf as well as hearing visitors. The Education Division currently employs four part-time educators and 40+ on-call educators with diverse backgrounds and expertise. The Gallery Guides will join this cohort for ongoing training, participate in docent and museum guide sessions, and receive individualized training from museum education staff.

ASL/Captioned Mobile Guide. The museum will work with Antenna International to produce 150 minutes of ASL video content with captioning and audio for 50 objects in NAMA's collection. Visitors will be able to access the content on their own mobile devices through Detour (a GPS mobile tour app) or check out a free pre-loaded iPad mini at the Visitor Services Desk. (The museum is currently working with Antenna and Detour to develop audio content for the reinstallation of NAMA's European galleries reopening in March 2017.) The Detour app uses location-based technology to send visitor alerts when they are near objects with content; no need to enter a stop number. Additionally, objects with content will have an ASL icon and prompt on the label. The app also allows for Group Sync, so visitors can view art and signed content on their individual devices simultaneously, allowing for greater social interaction.

To ensure fully-accessible content, NAMA will co-create the mobile guide with the target audience. Representatives from the Deaf community will participate in concept development, advise on objects and tone, vet signers, and test the final product in the galleries. Just as multiple narrators enliven an audio tour, diverse signers will be cast for the ASL tour. "Character signers" with differing qualities and ways of expressing themselves will be used to convey different voices and perspectives and to reflect the diversity among the Deaf community. Each stop will include multiple signers to create a more dynamic tour, similar to how multiple voices can create a richer audio tour experience. While each stop will be derived from content on the museum's current audio mobile guide, the ASL videos will not be a direct translation but adapted to account for linguistic differences and preferences and to embody the stops' key messages. For visitors who communicate primarily in a text-based manner or those who like to move back and forth between ASL and text, the guide will provide open captioning. Likewise, visitors without complete hearing loss, may opt to use the audio along with ASL and/or captioning. Simple direction and pauses will encourage visitors to look up and allow for open-ended exploring and conversation with companions.

ASL/Captioned Vlogs. The museum will create five 2-3 minute ASL vlogs featuring the Gallery Guides or Coordinator, Deaf Culture Programs, signing about the museum and its collection. The vlogs will be produced by a multimedia company and available on the museum's web and social media sites and linked to the DCC's website. The vlogs will allow the community to stay up-to-date on the *Deaf Culture Project* and to access interpretive content on the collection, interviews with artists and curators, and behind-the-scenes videos.

KSD Teacher Orientation and Professional Development. Based on input from KSD administrators and educators, the Manager, Community and Access Programs; Coordinator, Deaf Culture Programs; and Head, School and Educator Services will provide an orientation to NAMA for KSD teachers and administrators, introducing them to the museum's collection, student and teacher programs and resources, and the benefits of school tours, workshops, and classes. Following orientation, educators will attend a 2-hour Professional Development workshop where they will experience interactive gallery and studio sessions, brainstorm curricular connections, and receive resources and tools for preparing their students for tours and integrating works from the NAMA collection into the classroom.

Student and Adult Tours. The Coordinator, Deaf Culture Programs will schedule KSD visits and arrange for free bus transportation. The Gallery Guides will lead the tours for students from KSD, using interpreters as needed. Tours will employ inquiry-based techniques to encourage close looking, collaborative analysis, and evidence-based interpretations. The Gallery Guides will also lead bi-monthly ASL drop-in tours of the permanent collection for adults as well tours during special programs and for scheduled group visits. These tours will be promoted through community partners and on the museum's website.

Deaf Cultural Day. The museum will build on its success with Deaf Cultural Day (DCD), now in its second year, by expanding the event's activities, partnering with additional organizations, and promoting the event to a broader audience through new channels. An array of activities at partner organizations will take place throughout September, and DCD will be an anchor event within a community-wide celebration of Deaf culture that includes the internationally celebrated Deaf Awareness Week the last week of the month. The Nelson-Atkins is one of only a few museums to participate in this global celebration.

Beginning in 2018, Deaf Cultural Day will expand to include activities such as interpreter story hours in the Spencer Art Reference Library, a Wikithon on Deaf artists, programs focused on the linguistic arts of sign language, collaborations between Deaf and hearing artists, art activities, performances and ASL poetry readings, demonstrations, and a national keynote speaker or performer. Specific programming will be determined with community partners.

NAMA hosts 5 other culture days that see nearly 30,000 participants each year, indicating the visibility of, and trust in the museum's presentation of diverse cultures. Expanding DCD will elevate the exposure for Deaf culture in similar ways. NAMA will shift marketing strategies to promote DCD as an inclusive, community-wide cultural event. NAMA will create marketing messages that communicate that DCD is for everyone and that the museum is a place where the community can gather to learn about and celebrate global cultures.

Staff Training and Vlog Production. In 2017, the Deaf Cultural Center will train NAMA staff and volunteers on working with visitors who are Deaf. In 2018 the Coordinator, Deaf Culture Programs and the Gallery Guides will work with a multimedia company to create 3-5 staff and volunteer training vlogs.

Evaluation. Garibay Group, led by Cecilia Garibay, will work with NAMA to integrate and implement evaluation throughout the project. During the front-end and formative phases, Garibay Group will work with the internal museum team to provide guidance on the evaluation, particularly on cultural responsiveness. Garibay Group will then lead summative evaluation—including instrument development, analysis and reporting. Using a mixed-methods approach, summative evaluation will focus on assessing outcomes. IMLS performance goals and performance measure statements will be integrated into the evaluation and measured through surveys, observations, and interviews. In keeping with a culturally responsive evaluation approach, the team of data collectors and evaluators will include staff who are fluent in ASL and part of Deaf community. (See Attachment 14, Evaluation Plan).

Dissemination of Results. Increased awareness and understanding of engaging Deaf visitors with museums is a critical component of this project. Museum staff and community partners will share the results of this project to promote field-wide learning on working with audiences who are Deaf. The project team will submit proposals to national museum and education conferences like the American Alliance of Museums (AAM), Visitor Services Association (VSA), and National Association of the Deaf (NAD). The final evaluation report will be made available to museum and professionals who serve Deaf communities on the NAMA website.

What are the risks to the project and are they accounted for in the work plan? The positions described in this grant require a very specialized skill set—primarily, fluency in ASL—that may be difficult to find in the region. To

address this challenge, the museum will work with its partners to identify candidates, post the position listing on a variety of job sites, and look beyond the region if necessary to find the right candidates.

Who will plan, implement, and manage your project? The project team is comprised of staff, community partners, and contractors who bring together expertise in accessibility, education and interpretation, multimedia content production, evaluation, and project management. **Anne Manning**, Director, Education and Interpretation, will oversee the project's vision, strategy, timeline, budget, and reporting. **Adam Johnson**, Assistant Director, Education and Public Programs, will supervise program implementation, facilitate project meetings, and manage work flow across departments. **Christine Boutros**, Manager, Community and Access Programs, will cultivate and manage community partnerships; hire and supervise the Deaf Educators, Interpreters, and Coordinator, Deaf Culture Programs; and oversee the development of project activities (Deaf Culture Day, ASL mobile guide, ASL Tours). The **Coordinator, Deaf Culture Programs** (see position description) will oversee Gallery Guides, Deaf Culture Program training; schedule tours; manage logistics for partner meetings and project activities; and assist with data collection. Four on-call **Gallery Guides** (see position description) will facilitate school and adult tours. **Melissa Mair**, Interpretive Planner, will manage the development of the ASL videos for the mobile guide. **Doug Allen**, Chief Information Officer, will oversee the technical aspects of the ASL mobile guide. **Rosie Riordan**, Head, School and Educator Services, will work with the KSD to develop ASL school tours and provide professional development workshops to KSD educators. The Coordinator, Riordan, **David Figiel**, Manager, Education Volunteers, will train Deaf Educators in tour strategies and content. **Toni Wood**, Director, Marketing and Communication will oversee the development of marketing material and internal signage to promote programs. **Laura Brown**, Evaluator, will guide all components of the evaluation, conduct front-end and formative evaluation and oversee the work of the contract evaluator.

Cecilia Garibay, Ph.D., Principal of Garibay Group will work with NAMA throughout the project and conduct the summative evaluation. Garibay has extensive expertise engaging multilingual audiences and evaluating projects focused on inclusion. She specializes in culturally responsive/contextually relevant evaluation approaches. **Antenna International**, which has a long track record in producing accessible mobile tours including the award-winning ASL tour for Alcatraz, will produce the ASL mobile guide content.

When and in what sequence will your activities occur? In Year 1, the museum will conduct front-end evaluation. We will hire and train the Coordinator and Gallery Guides, contract with Antenna for the ASL stops, conduct a formative evaluation of the first 10 stops, facilitate an orientation for KSD educators, and conduct staff training. We will hold Deaf Cultural Day in September 2018. In Year 2 we will launch all 50 ASL mobile guide stops, increase the number of in-person ASL tours, offer KSD educator workshops, create vlogs, and hold Deaf Cultural Day in September 2019. We will also begin summative evaluation at the end of year 2. In Year 3 we will continue and refine programs, hold Deaf Cultural Day in September 2020, and finish the summative evaluation. (See the Schedule of Completion.)

What financial, personnel, and other resources will you need to carry out the activities? The project will require \$384,532 to support personnel, evaluation, mobile guide production, vlog production, travel to national conferences and supplies and materials. NAMA will hire a full-time Coordinator, Deaf Culture Programs, to assist in all aspects of the project and four on-call Gallery Guides to facilitate tours and programs. The museum's cost share of \$399,729 will include staff salaries from the museum's general operating budget, and the subscription costs to Detour and Antenna.

How will you track progress toward achieving your intended results? The project director will oversee the timeline and budget and provide updates to the NAMA senior leadership group as needed. The core project team will meet monthly to plan, monitor, and assess progress toward established goals. Quarterly meetings with a larger group of stakeholders will include evaluation consultants and community partners. The team will remain flexible and responsive to evaluation findings, refining tactics and strategies as necessary.

How and with whom will you share your project's results? Project results will be shared with community partners through ongoing communication and regular meetings. Project leaders will submit proposals for sessions at the annual AAM, VSA, and NAD conferences. Results will be shared with NAMA staff and volunteers at monthly All Staff Meetings; with the Board of Trustees at one of their quarterly meetings, the Director's Report, and Annual Report; and with the Kansas City community through ongoing social media posts and a press release at the conclusion of the project.

3/ Project Results:

Performance Measure Statements. The *Deaf Culture Project* Performance Measurement Statements are: 1.) NAMA is better prepared to provide a program or service that addresses community needs, and 2.) The Nelson-Atkins Museum of Art offers programs, services, or resources that address community needs. The evaluation team will administer a retrospective pretest/posttest survey to museum staff and volunteers to measure the first statement, and a second retrospective pretest/posttest survey to current and intended community partners to measure the second statement.

Intended Results. The *Deaf Culture Project* will address the documented need for visitors who are Deaf to fully access and experience the Nelson-Atkins Museum of Art's collections and programs. The project is designed to build engagement and learning among visitors who are Deaf, empowering them to fully access, enjoy, and understand the museum's collections and programs; to increase the perception of the museum as an accessible and inclusive community resource where everyone feels welcome and respected; and to build capacity among museum staff and volunteers to positively engage, serve, and communicate with visitors who are Deaf.

How will the knowledge, skills, behaviors, and/or attitudes of the intended audience changes as a result of the project? A mixed-methods summative evaluation will be the primary method of measuring changes in audiences' knowledge, skills, behaviors, or attitudes. While additional outcomes will emerge during the front-end research phase, specific, measureable outcomes include: 1.) Community partners report the Nelson-Atkins responds to the needs and interests of the Deaf community; 2.) Visitors who are Deaf report they can easily access the museum's collections and programs; 3.) Visitors who are Deaf report an awareness of accessible programs and resources at the museum; 4.) Visitors who are Deaf report having positive experiences with the NAMA collections and programs; 5.) KSD Educators who participate in professional development experiences are able to describe the benefits of students' museum visits; 6.) KSD students who participate in a field trip will recognize the museum as a place to learn about and enjoy works of art from different time periods and cultures; 7.) Museum visitors (hearing and Deaf) report the Nelson-Atkins is a welcoming, accessible, and inclusive place; 8.) Museum staff and volunteers will feel prepared to provide programs and services that addresses the needs of visitors who are Deaf.

What tangible products will result from your project? The project will produce: 1.) Fifty 2-3 minute ASL videos with captioning and audio delivered on iPad mini and available for free check-out at the Visitor Services Desk or downloadable on one's personal mobile device; 2.) Five ASL vlogs for the museum's website and social media; 3.) One teacher resource packet for KSD Educators; 4.) Two training documents for adult and school tours; 5.) Staff training resources including a 3-5 vlogs and printed documents with information and guidelines on working with Deaf visitors; and 5.) A summative evaluation report documenting project outcomes.

How will you sustain the benefits of your project? By investing in relationships with community organizations and leaders in the Deaf community, and by building staff capacity through training, NAMA will be positioned to sustain the benefits of the *Deaf Culture Project*. The museum's Board of Trustees and leadership team has a solid commitment to diversity, accessibility, and inclusivity and will continue to focus its efforts on engaging underserved audiences. The project's summative evaluation report will be critical in communicating the impact of these programs to funders and will position the museum for renewed or new foundation support.

