2023 DIVERSITY, EQUITY, ACCESSIBILITY, & INCLUSION REPORT
INTRODUCTION

Our 2022–2024 strategic plan includes three pillars: Unite as One Bakken; Sustain and Grow; and Fully Integrate Diversity, Equity, Accessibility, and Inclusion (DEAI). This second annual DEAI Report is a tool to celebrate change, learn from our mistakes, and identify opportunities related to the Fully Integrated DEAI pillar. We continue to be grateful to Museums and Race, their Report Card once again was used for the format and structure of this report. This report was the combined effort of many staff. As was the case last year, this report does not account for all DEAI efforts at The Bakken Museum. It is an attempt to share examples following categories in the Report Card as a guide. This report does not include the individual work each staff member has undertaken in their own journey and the changes they have made at an individual level to advance the museum’s DEAI efforts.

The 2023 Report to Today: Shifting Dynamics

At the time of the writing of this introduction in May 2024, there is more uncertainty at the museum than there was when the 2022 DEAI Report was produced. As a result of ongoing efforts to reach financial sustainability, the museum shifted from 100% coverage of medical insurance to an 80% museum, 20% staff split. While this is a standard practice across industries, after nearly five decades of 100% coverage by the museum, and a 3% raise (that did not reach director level staff and above), this change was, in effect, a pay cut. This change, understandably, affected morale and trust with the museum’s leadership.

In April of this year, our CEO announced her departure to help lead Minnesota’s Equal Rights Amendment work. This turnover, as most CEO transitions do, has created some uncertainty for staff. As of this writing, the museum’s board has brought in an interim CEO from outside the organization and is interviewing recruiting firms. The process to hire a new CEO is anticipated to take six to nine months.

Our 2024 engagement survey indicated for the first time a slip in staff seeing DEAI efforts as a core part of their work. To be clear, a strong majority of staff indicated that they value prioritizing DEAI, and none indicated that they do not value prioritizing this work. However, the number of neutral responses to this question increased. Other areas in the engagement survey took steps backwards also. Some of this shift might be attributed to the changes mentioned above. How can the museum claim to prioritize DEAI practices and at the same time make the changes it has to employee benefits? Some of this might also be attributed to societal shifts such as the banning of affirmative action, anti-DEAI efforts, refusals to offer protections for LGBTQ+ workers in states across the country, and organizations scaling back commitments to DEAI. Some of it may be attributed to the approaches the museum has taken to its DEAI efforts and not adapting as might have been needed. Regardless of the reasons, the museum’s DEAI Committee is currently engaged in discussions to determine what of the concerns raised in the engagement survey should be prioritized, and how to address them. Those efforts will certainly be discussed in the 2024 DEAI Report.

Until then, we remind ourselves that feedback is a gift and to take feedback seriously, but not personally. We remember feedback is never a failure, always a lesson, and to value progress over perfection. And, we remember that we’re human and to hold one another accountable, and at the same time extend grace and believe in the possibility for change.
GOVERNANCE

2023 DEAI Committee Grades


Average Grades:

2021: C 2022: C+ 2023: B-

Governance focuses on the activity of The Bakken Museum’s Board of Directors.

Questions We Ask Ourselves:

» What actions has the board taken to engage in DEAI learning?
» Does our board represent the communities we serve?
» How does the board evaluate its performance, culture, and engagement of board members?
» In what ways does the Museum’s strategy center on DEAI?
» What will the board prioritize in its journey to continuously foster an inclusive culture?

Focus Area: Added DEAI Conversations to Board Meetings

The Chair of the Personnel Committee, the President & CEO (both members of the DEAI Committee), and the Board Chair planned cascading DEAI conversations for each of the four quarterly board meetings in 2023. The discussions are similar to the staff discussion in that they utilize selected content, most commonly an article, and use reflective questions for discussion in small breakout groups and the full board. The content is curated from DEAI Committee resources or recommended by board members, and is aligned with specific board initiatives or topics. For example, the board read and discussed an article on the value of lived experiences when considering board recruitment efforts.

The 2023 Topics Were:

» Q1: The Danger of Silence, Clint Smith, YouTube video
» Q2: Four Principles of Purpose Driven Board Leadership, Standford Social Innovation Review, by Anne Wallestad
» Q3: The Value of Lived Experience, BoardSource. This content was planned for the last 25 minutes of the meeting, but Finance & Governance topics ran long so the board did not have the planned DEAI discussion in Q3. Board members and the President & CEO discussed what we could do differently at future meetings to ensure the DEAI conversation is prioritized and prevent this from happening again. We made the decision to move the DEAI discussions to the beginning of the agenda to ensure they are prioritized. That agenda structure continued into 2024.
» Q4: The Value of Lived Experience, BoardSource

These conversations have fueled continued momentum for centering DEAI in the board’s governance work, vision, and strategy.
Focus Area: Defined Recruitment Priorities Based on Board Assessment & Demographic Survey

In 2023 the board expanded its Governance Committee and took on board assessment as a key priority. To accomplish this, we developed a board assessment tool that included questions about board engagement, experience, connection to mission and skills & interest areas as well as a separate anonymous board demographic survey.

A sample of questions and results are included below:
**2023 Board Demographics**

### Gender
- Female: 63%
- Male: 37%
- Non-binary: 0%
- Prefer not to say: 0%
- Prefer to self-describe: 0%
- Transgender: 0%
- Unsure/questioning: 0%

### Race
- Asian: 10%
- Black/African American: 5%
- White: 85%
- Two or more: 0%
- Prefer not to say: 0%

### Sexual Orientation
- Straight/Heterosexual: 100%
- Gay or Lesbian: 0%
- Bisexual: 0%
- Queer: 0%
- Unsure/Questioning: 0%
- Prefer to self-describe: 0%
- Prefer not to say: 0%

### Age Range
- < 20: 0%
- 20-29: 0%
- 30-39: 5%
- 40-49: 26%
- 50-59: 32%
- 60-69: 32%
- 70-79: 5%
- Prefer not to say: 0%

### Identify as Having a Disability
- Yes: 5%
- No: 95%
- Unsure/Questioning: 0%
- Prefer Not to Say: 0%
When the board assessment was completed, the results were reviewed and discussed with the full Governance Committee. An action plan was formulated to prioritize:

1. Improving board orientation
2. Reinstating the board buddy system
3. Improving pathways for board leadership within the board including chairing committees and serving in officer roles
4. Clarifying board responsibilities as set forth by the Attorney General’s office
5. Continuing to invest in social time for board members to develop relationships with one another
6. Defining recruitment priorities and expanding the strategies to recruit board members

With the bylaws updated to incorporate term limits and the new board maximum set at 25 (more below on these topics), the Governance Committee set about to define recruitment priorities and recruit five new board members to join the board in 2024.

The board assessment mentioned above and the strategic plan helped to identify strengths in the board composition, as well as gaps in both skills, expertise, and lived experience (recognizing that the skills, expertise areas and lived experiences are intersectional).

The 2024 recruitment priorities recommended by the Governance Committee and endorsed by the board in the Q4 2023 board meeting were:

**Skills & Expertise:**

- Museums: curatorial, operations, executive
- School-based education or education partner: K-12, teacher/educator, administrator, Park Board
- STEM Policy: statewide perspective
- Philanthropy: foundations, philanthropic advisor
- Medical Alley or Med/Tech: start up, angel investor, coalition representative
- Marketing/PR/Media: PR professional, Marketing firm, member of the media

**Lived Experiences:**

- LGBTQ+ communities
- BIPOC communities
- Disability communities
- Age: 20s-40s
In order to establish a process to recruit, we developed a board application to be included on the museum’s website and shared across a variety of platforms. The board application was developed to help board prospects describe their skills, experiences and expertise areas, provide insight into their motivations for serving on the board, and their personal passions. Applicants could also indicate whether a board member, staff member, or volunteer had referred them.

As of the writing of this report, 11 individuals have submitted applications for the board spanning all facets of the recruitment priorities.

Find the full board application on Formstack: thebakkenmuseum.formstack.com/forms/bakken_museum_board_of_directors_application

Focus Area: Revised & Amended Bylaws to Incorporate Term Limits

In 2023, a subcommittee of the Governance Committee evaluated the museum’s current bylaws and reviewed best practices from resources including Propel for Nonprofits and BoardSource. The committee recommended the bylaws be updated to include a board maximum and term limits. The intention of these two changes was to support productive and intentional cycling of board members, alongside recruitment efforts including the broadened and expanded recruitment process and the recruitment priorities. In December 2023, the board approved these changes.

Looking Forward

The Bakken Museum Board will carry forward the annual board assessment practice again in 2024. With the implementation of term limits, the board will have another opportunity to reflect on the successes and lessons learned from the new board application and recruitment process.

The board has identified an opportunity to set goals related to racial diversity, gender identity and sexual orientation diversity, as well as diversity in skill sets, lived experience and interests, and align those with the Museum’s goals, strategic directions, and communities served via programming.

The board will continue to prioritize collaboratively identified and developed DEAI topics at all board meetings.
FUNDING

2023 DEAI Committee Grades

A, B, B, B, B, B, C+, C+, C, C-, C-, C-

Average Grades:

2021: C-  2022: C  2023: C+

Funding focuses on resources dedicated to DEAI-related efforts.

Questions We Ask Ourselves:

» Has funding been explicitly allocated for DEAI-related work?
» Is money that is allocated supported by short-term grants? Are there long-term funding and budget priorities in place?

Focus Area: Began Community Sponsorships with RECLAIM

The Bakken Museum sees itself as part of an ecosystem of nonprofits in Minnesota with intersecting missions. RECLAIM is a local organization that provides mental health resources for queer and trans youth, and a staff member at The Bakken Museum serves on their board of directors. The Bakken Museum decided to open sponsorship opportunities with these networked organizations by offering heavily discounted Community Sponsorships, which provide increased visibility and tickets to museum events. These sponsorships were also purchased by InspireMSP and Open Eye Theatre, both nonprofits that we also have relationships with.

Focus Area: Marketing Spend

We intentionally focus our marketing dollars and promotional sponsorship efforts to be spent within the community and through outlets that are women, BIPOC, and LGBTQ+ owned. Forty percent of our advertising funds are spent with BIPOC, LGBTQ+, and/or women-owned outlets, including:

» Sahan Journal
» Lavender Magazine
» Twin Cities Mom Collective
» Minnesota Spokesman-Recorder
» Kids Out and About
» The Circle

Additionally, we actively market museum access programs including Museums for All, Tickets for Kids, Blue Star Museums, and education program scholarships.

Focus Area: IMLS Grant Update

In the 2022 report we mentioned that we submitted a grant to the Institute of Museum and Library Services (IMLS) in 2022 that would have supported the production of two videos in 2024 that address recommendations from our LGBTQ+ Task Force. One video would have been about bias in the hiring process, and the second would have been about LGBTQ+ discrimination in the workplace, generally. We were not successful in the application, though it received good reviews and made it to panels. We have opted not to reapply for this funding, and instead have taken a different approach with the bias in the hiring process content (see Transparency category for more information) and are looking to incorporate more LGBTQ+ content into our overall DEAI curriculum for 2024.
Focus Area: Sign Language Interpreter for Brilliant

The standard messaging that accompanies our events falls somewhere along the lines of “let us know if you have any accessibility needs.” We had heard feedback that advertising events without providing access information does not fit the needs of communities we are trying to reach. We decided to hire a sign language interpreter for our annual fundraiser event in advance of anyone asking for it. We were then able to market the event and include that an ASL interpreter would be present. It is unclear if there were any people in attendance who relied on the interpreter, but we still counted this strategy as a good step and one we would like to repeat in the future.

Focus Area: Committed to Intersectional Diversity of Vendors for Brilliant

As listed in our 2022-24 strategic plan, we had aimed to “review all existing vendor arrangements to consider BIPOC, LGBTQ+, and women-owned businesses by Q3 of FY22.” While that timeline shifted to 2024, we knew that we could make some small changes when approaching the contacted services for our annual fundraising event. This meant that as we gathered quotes for food, bar service, photo booth, and music, we prioritized diverse vendors, as well as costs. This was implemented with success, with the caveat that it was a small team and a relatively small project compared to many of the major contacts the museum already has in place.

Looking Forward

An important acknowledgment that should be made is that in 2023 The Bakken Museum moved from covering 100% of health insurance costs to covering 80% with the other 20% paid by employees. This change took effect in January 2024. As a result of feedback received from staff about this change, the museum will form a staff Benefits Committee in 2024. As of this writing, the Committee has not yet been formed, but a decision making framework and timeline has been created.

The Bakken Museum received funding through iPAGE (NSF Award 2011859) to provide each staff person with a copy of the book The Future is Disabled by Leah Lakshmi Piepzna-Samarasinha. In the fall of 2024, the museum will begin a group read of the book with accompanying discussions.
REPRESENTATION

2023 DEAI Committee Grades


Average Grades:

2021: C  2022: C+  2023: C+

Representation involves both the museum’s activities and the staff and stakeholders.

Questions We Ask Ourselves:

» Do we engage and support staff bringing their whole selves to work? How do we get their feedback on their experience? What do we do with the information?
» Do our staff, leadership, and boards reflect community demographics and include community members?
» Are our spaces, programs, activities, etc., diverse in makeup and inclusive in content? Do they represent the communities we serve and seek to serve?

Focus Area: Staff Demographics

We began formally collecting staff and leadership demographic data in 2021. In 2023, we adjusted the demographic categories for gender and sexual orientation based on staff suggestions. Data from January 2023 and January 2024 are listed below.

Comparison: Local Demographics

Twin Cities Metro

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>White</td>
<td>76.60%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>9.50%</td>
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<tr>
<td>American Indian and Alaska Native</td>
<td>0.60%</td>
</tr>
<tr>
<td>Asian and Other Pacific Islander</td>
<td>7.40%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>2.30%</td>
</tr>
<tr>
<td>Two or More Other Races</td>
<td>3.50%</td>
</tr>
<tr>
<td>Hispanic or Latin Origin</td>
<td>6.30%</td>
</tr>
</tbody>
</table>

Minnesota

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
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<td>83.30%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>6.20%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>1.10%</td>
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<tr>
<td>Asian and Other Pacific Islander</td>
<td>4.80%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>1.80%</td>
</tr>
<tr>
<td>Two or More Other Races</td>
<td>2.90%</td>
</tr>
<tr>
<td>Hispanic or Latin Origin</td>
<td>5.30%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2014-2018 American Community Survey
### 2023 Staff Demographics

#### Gender
- Female: 57%
- Male: 33%
- Non-binary: 10%
- Prefer not to say: 0%
- Prefer to self-describe: 0%
- Transgender: 0%
- Unsure/questioning: 0%

#### Race
- Asian: 3%
- Black/African American: 3%
- White: 89%
- Multiple: 6%
- Prefer not to say: 0%

#### Sexual Orientation
- Straight/Heterosexual: 60%
- Gay or Lesbian: 7%
- Bisexual: 0%
- Queer: 17%
- Unsure/Questioning: 7%
- Prefer to self-describe: 0%
- Prefer not to say: 10%

#### Age Range
- < 20: 0%
- 20-29: 23%
- 30-39: 27%
- 40-49: 37%
- 50-59: 7%
- 60-69: 0%
- 70-79: 3%
- Prefer not to say: 3%

#### Identify as Having a Disability
- Yes: 20%
- No: 73%
- Unsure/questioning: 7%
- Prefer Not to Say: 0%

### 2024 Staff Demographics

#### Gender
- Woman: 44%
- Man: 41%
- Non-binary: 13%
- Prefer not to say: 3%
- Prefer to self-describe: 0%
- Gender fluid: 0%
- Gender queer: 0%
- Unsure/questioning: 0%

#### Race
- Asian: 3%
- Black/African American: 3%
- White: 84%
- Multiple: 8%
- Prefer not to say: 3%

#### Sexual Orientation
- Straight/Heterosexual: 64%
- Gay or Lesbian: 6%
- Bisexual: 9%
- Queer: 15%
- Unsure/Questioning: 0%
- Prefer to self-describe: 0%
- Prefer not to say: 3%
- Pansexual: 3%

#### Age Range
- < 20: 0%
- 20-29: 23%
- 30-39: 27%
- 40-49: 37%
- 50-59: 0%
- 60-69: 3%
- 70-79: 3%
- Prefer not to say: 3%

#### Identify as Having a Disability
- Yes: 25%
- No: 66%
- Unsure/questioning: 6%
- Prefer Not to Say: 3%
Focus Area: Visitor Demographics Collection

While The Bakken Museum has been working to collect visitor demographic data for several years, our method had centered on voluntary participation in our exit survey. This method offered a low-resource, easy way to collect data, but also introduced some sampling bias as some demographic groups have been shown to be more likely to opt in to fill out a survey. Using grant funds from Minnesota’s Arts and Cultural Heritage Fund, Bakken Museum staff collaborated with a contractor to design both a sampling model and an instrument that could be administered on pre-selected days at visitor check-in, thereby gaining a larger sample and eliminating more bias. This new model allowed The Bakken Museum to create a clearer picture of the true demographic breakdown of our general admission audience for the first time.

This project was financed in part with funds provided by the State of Minnesota from the Arts and Cultural Heritage Fund through the Minnesota Historical Society.

Focus Area: Total Audience Demographics

This is the first time we have collected this full slate of data so we do not have data for all demographics gathered in 2023 to compare to 2022. Data we do have that can be compared is included below. A more comprehensive comparison will be provided in the 2024 report.

### 2022 Audience Demographics

**Race**
- Asian: 5%
- Black/African American: 7%
- White: 24%
- Multiple: 2%
- American Indian: 2%
- Hispanic/Latinx: 6%
- Other: 0.2%
- Unknown: 54%

**Age**
- 0-3 years old: 3%
- 4-17 years old: 58%
- 18-61 years old: 28%
- 62+ years old: 5%
- Unknown: 6%

### 2023 Audience Demographics

**Race**
- Asian: 7%
- Black/African American: 8%
- White: 53%
- Multiple: 4%
- American Indian/Alaskan Native: 3%
- Hispanic/Latinx: 8%
- Native Hawaiian/Pacific Islander: 0.06%
- Unknown: 18%
- Another Group Not Listed: 1%

**Age**
- 0-3 years old: 4%
- 4-17 years old: 61%
- 18-64 years old: 24%
- 65+ years old: 5%
- Unknown: 6%
Focus Area: LGBTQ+ Task Force Update

In 2022, Bakken Museum staff convened a task force to review museum policies and procedures focused on LGBTQ+ inclusion and representation. A group of seven staff made recommendations regarding internal and external procedures, policies, and culture. These recommendations were presented to the museum’s board, Leadership Team, and all staff. As was reported in the 2022 DEAI Report, all recommendations that could be implemented immediately were made. This included adding gender transition guidelines to the Employee Handbook, an audit of health insurance plans to ensure gender inclusion, reviewing our anti-discrimination policy, and many others. Several recommendations were ongoing in nature, such as continuing to ensure that LGBTQ+ identities are represented in our all-staff discussion topics, continuing to track staff and board demographics, and continuing to involve LGBTQ+ staff in decisions that impact them. Of the 33 recommendations, only two have yet to be addressed: We have not implemented a specific training on gender identity and sexual orientation for hiring managers, and we have not yet created philanthropic giving guidelines to standardize The Bakken Museum’s space donations/discounts, in-kind gifts, and other community contributions to prioritize LGBTQ+ and other marginalized groups.

Focus Area: Education Curriculum Refinement

Starting in January 2023, The Bakken Museum’s team of educators expanded some curriculum and program reinterpretation to help ensure that offerings are more representative of Minnesota’s youth. Most of our programs were originally designed with examples and stories of innovation rooted in Western traditions, primarily featuring innovators from Europe, presenting a singular narrative about innovation. Through this curriculum and program reinterpretation, Bakken Museum educators have refined these examples in some programs to incorporate a broader range of historic and contemporary examples by intentionally drawing from diverse ethnicities, geographies, and subject matter.

Focus Area: Oral Histories

In 2022, The Bakken Museum was awarded a grant from the Minnesota Arts and Cultural Heritage Fund, administered through the Minnesota Historical Society, to enhance our collection of oral histories, renowned for capturing key moments in Minnesota’s medical innovation history. This initiative, Voices of Medical Alley Oral History Project, was crafted to shed light on the experiences of individuals working in Medical Alley past and present. The project aims to highlight stories that have been less frequently told, thereby striving to create a more comprehensive and inclusive portrayal of the industry, with a particular emphasis on race, gender, and socioeconomic status.

As a result of this project, 16 new oral histories were incorporated into The Bakken Museum’s collections in 2023, contributing to a more nuanced and intersectional understanding of the companies, networks, and individuals within Medical Alley. Taken together, these powerful interviews point towards a broadening of our understanding of innovation within “Medical Alley.” The recordings, available in both video and audio formats, are transcribed and accessible to the public via our website, enabling researchers and curious individuals alike to engage with the archive from anywhere in the world.

This project was financed in part with funds provided by the State of Minnesota from the Arts and Cultural Heritage Fund through the Minnesota Historical Society.
Focus Area: 2023 Gender and Race Representation Audit

Our 2022 equity report included information from a Gender and Race Representation Audit we completed in 2022. This audit was built using the IF/THEN framework which we modified to include race. In 2023 our Director of Marketing and Communications, who led this effort, left the museum. As a result of the transition and a resulting decrease in capacity in our marketing department, the audit was not completed in 2023. At the time of the writing of this report data was being gathered for a 2024 Gender and Race Representation Audit that will be included in next year’s DEAI Report.

Looking Forward

We are gathering data now for the 2024 Gender and Race Representation Audit, which will be included in next year’s DEAI Report. Recognizing reduced capacity in the marketing department, the responsibility for this audit to be completed annually has moved to the Executive Vice President.

We paused visitor demographic data collection in early 2024 due to internal confusion but resumed in April. For the 2024 report, we will have 2023 and 2024 visitor demographic data to compare to one another.

In 2023 we discussed the name and intended audience for our popular Women in Science event. The event had a description that included references to non-binary, gender non-conforming, and genderqueer individuals. As a result of this conversation, the team learned that the title and the description did not align. The description for the 2024 event was adjusted to be specific to all individuals who identify as a woman and a commitment was made to have a broader conversation about the intended audience for the event. Is it individuals who identify as women, or is it all gender identities that are underrepresented in STEM fields? Based on the audience conversation, we will explore what is an appropriate title for the event.

Education and other program staff will continue to refine the examples used to include a broader range of identities.
RESPONSIVENESS

2023 DEAI Committee Grades

B+, B+, B, B-, B-, B-, B-, C, C, C, C-

Average Grades:

2021: C  2022: C  2023: B-

Responsiveness refers to our engagement in conversation or action around DEAI.

Questions We Ask Ourselves:

» How often do we engage in conversation or action around DEAI?
» Is this engagement sustained or reactive?
» Are our DEAI efforts reflected in the programs and exhibits we create and in the museum’s procedures, policies, and culture?

Focus Area: All Staff Discussions in 2023

Beginning in January 2020, we started a practice of watching or reading DEAI-related content as a whole staff and then having small group discussions about the content in our All Staff meetings. In 2023 these conversation topics included:

» Decolonizing Museums (TED Talk from Hannah Mason-Macklin)
» Myth of Meritocracy (video produced by Glad You Asked)
» Equity, Exclusion, & Everyday Science Learning (zine created by Sophie Wang based on the book of the same name by Emily Dawson. Zines were provided to all staff members thanks to an Adaptive Action Inquiry grant though the iPAGE program)
» Growth Mindsets and their connection to DEAI (two videos: What is a Growth Mindset and Growth Mindsets & DEAI)
» Land Acknowledgments (Land acknowledgments are often an empty gesture, some Indigenous people say and So you began your event with an Indigenous land acknowledgment. Now what?)
» The Ladder of Inference
» Jim Crow of the North: Redlining and Racism in Minnesota

We do not have All Staff meetings in July and August. During the summer, a brief article or video is shared every week that staff are encouraged to watch and then to discuss informally. Managers are encouraged to discuss the content with their direct reports in their weekly one-on-one meetings. The content for the summer of 2023 was:

» June 5 - 11: The Origins of Eugenics in America
» June 12 - 18: The movement that inspired the Holocaust & In the name of eugenics, Minnesota sterilized more than 2,000 people
» June 19 - 25: A True Story of a Racist Doctor
» June 26 - July 2: Person-first and Identity-first Language Choices
» July 3 - 9: Off
» July 10 - 16: Examples of Ability Privilege
» July 17 - 23: What is Neurodiversity
» July 24 - 30: Microaggressions & Examples of Verbal & Nonverbal Microaggressions
» July 31 - August 6: Everyday Racism as a Somali Teacher
» August 7 - 13: *Fat Isn’t a Bad Word – It’s Just the Way I Describe My Body & The Importance of Furniture for Plus-Sized People*
» August 14 - 20: *Tips for Allies of Transgender people*
» August 21 - 27: *Empathy is Not Endorsement*

**Focus Area: Police Procedure**

In 2023 The Bakken Museum rewrote its policy on calling the police in case of emergency. The new procedure requires a Bakken Museum staff member (from our Facilities or Operations teams) to accompany police officers and observe interactions when they are called to the museum. Acknowledging that not all staff may be comfortable in this role, staff will work together at the time to determine who will accompany the police officer.

**Focus Area: Translation of Garden Panels into Dakota and Spanish**

In 2023 The Bakken Museum received a grant from Minnesota’s Arts and Cultural Heritage Fund to reproduce several graphic panels that provided a Dakota interpretation of the native plants on the museum grounds. The exhibit was over a decade old and had weathered considerably. The panels were originally produced with the involvement of Dakota community members. Grant funds allowed for a review of the content by another Dakota community member to ensure the content was current. For example, when the panels were produced, the nearby lake had a different name. The lake’s name has since been restored to its original Dakota name, Bde Maka Ska. The grant also allows for the addition of Spanish and Dakota translated text, and the option to hear the Dakota spoken. Work on this grant began in 2023, and is expected to be complete in 2024. A subsequent grant will be requested to produce and install the panels.

This project was financed in part with funds provided by the State of Minnesota from the Arts and Cultural Heritage Fund through the Minnesota Historical Society.

**Focus Area: Bringing Full Self to Work**

In the Employee Engagement Survey, one of the questions we ask staff is, “I can have genuine conversations with my coworkers without having to hide relevant parts of myself.” We are including that data here again this year. We share this data with the staff and discuss in All Staff meetings.

![Employee Engagement Survey Results](chart)

**Looking Forward**

The Bakken Museum will seek funding for the production and installation of the Dakota Native Garden panels described above, with the goal of installing them in the fall of 2024 or spring of 2025. As discussed in the introduction, there are internal questions and challenges related to our current DEAI practices that were identified in the annual engagement survey. As of the writing of this report, the DEAI Committee is working through prioritizing questions that were raised, and identifying actions that can be taken to adjust, communicate, or clarify where needed.
RESOURCES

2023 DEAI Committee Grades

A, A, A, B+, B+, B, B, B, B, B-, C-

Average grades:

2021: C+ 2022: B- 2023: B

This category necessitates consistent support for staff and community members to access resources needed for professional and personal growth and a workflow in place to address rapid responses.

Questions We Ask Ourselves:

» Who has access to decision-making and influences decisions on deploying resources?
» Do we engage those with the most experience in identifying and addressing problems, challenges, and opportunities?

Focus Area: Professional Development Funds

In 2023 The Bakken Museum implemented a dedicated fund for employee professional development, allocating a per employee amount for employees to use throughout the year for professional development in a variety of ways. Departments were also allocated funds to use for departmental professional development. Additional funds were allocated for the Leadership Team of the museum to access leadership coaching as a transitional investment in leadership skill-building and support with the onboarding of the new President & CEO in the fall of 2022. Examples of professional development uses in 2023 include:

» Learning from Place: Bdote
» Emergent Strategy book reading
» MN Council of Nonprofit Finance Conference
» Margins and Muster: Intersectionality, Power, and Radical Solidarity
» Hierarchies All Around: Addressing Class, Socioeconomic Status, and Rank
» Basics of Archives
» Energy 101
» Taking Up Space: The Roots and Implications of Sizeism
» TEDx Minneapolis
» Beginning Grant Writing
» Heal the Hustle: Normalizing Culture of Collective Care as Wealth-Building

Focus Area: iPAGE Participation

Bakken Museum staff were able to continue participating in the iPAGE leadership program in 2023 by sending two more staff through the year-long program. iPAGE brings together staff from informal science institutions to support one another to become agents for change within their organizations and communities. 2023 provided the opportunity for Alissa Light, then President and CEO, and Justin Spencer, Director of Education, to join the iPAGE community. This opportunity resulted in over 70 hours of in-depth professional development. Diving into content using the lens of leadership in complex systems, intersections of oppression, and belief systems in education and STEM provides an effective framework for uncovering and exploring bias at work in museums.
Focus Area: Blog Posts for Museums & Race and Center for Future of Museums

In 2023 following the release of the 2022 DEAI Report, Bakken Museum staff authored two blog posts about the DEAI Report, one for the Museums & Race Blog and one for the American Alliance of Museums Blog. The intention of these posts was to share the report, and the practice of producing the report, with the broader museum community. In addition, The Bakken Museum was invited to be a panelist on a session organized by Museums & Race to share how we used the Report Card to help us create the DEAI Report at the 2023 Association of Science & Technology Centers Annual Conference.

Focus Area: Free Period Products

Since March of 2023, The Bakken Museum has offered complimentary organic tampons and pads in two of the all-gender restrooms and the multi-stall women’s restroom. Previously, there was a coin-operated machine in the multi-stall women’s restroom. Period products are an essential item and should be included along with other washroom essentials such as toilet paper and hand soap free of charge. We order all the products from Aunt Flow, based in Columbus, OH. Their mission is to fight period poverty and stigma.

Looking Forward

The museum is forming a Benefits Committee, comprised of staff members, to help advise the HR Team regarding benefits. The intention with this committee in 2024 is to bring more staff into the process of selecting of insurance provider, and to have their input inform the selection process. This will help to increase the number of staff who have an understanding of the benefits selection options, process, and challenges.

In 2024 The Bakken Museum is inviting the iPAGE team to come to the museum to share information about iPAGE generally, data on impact, and some content. The iPAGE team will help later in the year with training for managers. Finally, in September, The Bakken Museum will travel to iPAGE’s Science House for a staff retreat focused on trust building.
TRANSPARENCY

2023 DEAI Committee Grades

Average Grades:

- A, A, B+, B+, B, B, B-, B-, B-, B-, C+

2021: C+           2022: B-             2023: B

Transparency refers to having codified decision-making processes and channels for feedback from staff and community partners where appropriate. Staff and community members feel well-informed about the organization’s decisions that directly and indirectly impact them and the pathways leading to those decisions.

Questions We Ask Ourselves:

» How do we communicate issues directly related to equity in the workplace?
» To whom do we talk, and what actions are we willing to take beyond talk?
» How are we making decisions and who is involved?
» What avenues are provided for staff to provide input before a decision that will impact them, and what routes are provided for staff to provide feedback after deciding how it’s going?

Focus Area: Updating Job Descriptions & Hiring Process

In 2023 we made several changes to our overall hiring process. This work builds on changes made in 2022 and incorporates feedback from hiring managers as well as recommendations from the LGBTQ+ Task Force.

» Our anti-discrimination policy, 2022 DEAI Report, and information sheets on our benefits were added to the job posting page on our website.
» Added implicit bias content to our hiring process that must be reviewed each time a hiring manager posts a position.
» Created consistency across groups for how we communicate with candidates at each step of the process.
» Added advice to send interview questions in advance and to encourage candidates to come to interviews dressed in whatever they will be most comfortable in.
» Updated and formalized onboarding process.

Focus Area: Hiring Demographics Data

We began collecting voluntary demographic data for applicants to job postings in mid-2022. The intention of collecting this data was so that we could better understand the demographics of who is applying and to see if any of the changes we are making to our hiring process was having an impact on the demographics of who was applying - specifically we are hoping for more racially diverse candidates. While the data was collected in 2023, we did not conduct analysis.
Focus Area: DEAI Committee

» In 2023, the DEAI Committee completed its third year with nine staff and four board members
» The full committee (staff and board) met in February, April, June, August, October, and December. The staff-only subcommittee (staff members of the DEAI Committee) met in January, March, May, July, September, and November.
» Throughout the year, the committee continued to review and approve the DEAI resources for staff-led discussions, as well as supporting the development of our second equity report.

Focus Area: Land Acknowledgment Process

In fall 2022, using resources from the Native Governance Center (NGC), the museum examined if we should begin the process of creating a land acknowledgment. Following the advice from NGC, we started with some self-learning. This learning period spanned four months, and culminated in an all staff discussion where we discussed in small groups the following questions: Do you think a land acknowledgment is something the museum should work on generating? Why or why not? Are there other ways to call attention to Indigenous displacement other than a land acknowledgment? What other actions can The Bakken Museum take to support local Indigenous communities? What would constitute a meaningful action?

As in all conversations there were a variety of perspectives. Based on this conversation and a follow up conversation with the DEAI Committee, we decided to not pursue the creation of a land acknowledgment at this time. This does not mean we are never going to; this is the decision for this moment in time. What did rise to the top as a meaningful action we could make while we continue to learn and form relationships was to make admission to the museum free for Native American visitors. This took effect on March 1, 2024.

We chose Native American rather than Indigenous as Indigenous can refer to Native people of any region. For example, the Sámi people are the indigenous people of the northern part of the Scandinavian Peninsula. Native American refers specifically to the Indigenous people of North America. This initiative is intended for the Native communities directly connected to the land we occupy, so we chose Native American rather than Indigenous.

Looking Forward

We will examine the applicant demographic data collected to date to understand where we are now with our applicant pools in terms of racial diversity.

We will continue to incorporate learning about Native American history and exploring other Indigenous-specific content as we look to continue our internal learning and explore the how we can work to decolonize the museum. This includes growing our understanding of where decolonization and DEAI intersect, and also where the goals and methods of each are distinctly different.
ACCOUNTABILITY

2023 DEAI Committee Grades


Average Grades:

2021: C  
2022: B-  
2023: B

The Bakken Museum is working towards an action plan with metrics and an ongoing effort to implement, evaluate, and recalibrate DEAI efforts.

Questions We Ask Ourselves:

» In what ways are we measuring the impact of our DEAI efforts?
» Are there action plans or reporting?
» How does the museum respond to data that is gathered?
» Are DEAI efforts or programs recalibrated based on what is learned?

Focus Area: DEAI Report

This DEAI Report is in and of itself a way that we are measuring our impact and tracking our progress. Organizational change models indicate that some record of work accomplished towards a larger goal is necessary to avoid cynicism and efforts stalling out. One goal of this report is to show not only externally, but internally, progress that is being made. This is hard to see internally as individual learning is difficult to measure, and organizational changes can feel incremental. A reflection we have is that we may be doing a better job of communication about this report externally rather than internally, which is something we will work on in the year ahead.

Focus Area: Feedback from the 2022 DEAI Report

Last year’s DEAI Report received the Groundbreakers Award from the Association of Midwest Museums. The Groundbreakers Award recognizes, “museums or cultural organizations who have pushed past boundaries, broken conventions, addressed uncomfortable truths about their institution’s histories and connection to oppressive systems and structures, and/or creatively engaged collaborative partners to affect change in the pursuit of a better, more equitable, inclusive, and sustainable future.” From AAM:

The Bakken Museum’s Equity Report is a tool they are using to hold themselves accountable [...]. Derived from the Museums & Race Report Card, the museum’s Equity Report describes what they have accomplished, what they are still working on, and what work is yet to come. Acknowledging that diversity, equity, accessibility and inclusion work begins at the individual level and that gradual changes in orientations towards difference at an individual and organizational level can be difficult to see, the Equity Report allows The Bakken to call attention to, and critically reflect on, the work they have done. It is also a place to acknowledge where they feel they may fall short and an opportunity to model how they “show up” after they have made a mistake or not met a commitment. This accountability is critical as the museum strives for long-term outcomes and impact.

The report also was featured on the Museums and Race and American Alliance of Museums websites in blog posts.
Focus Area: Museum Assessment Program – Collections Stewardship Assessment

As had been suggested in the Collections Stewardship Assessment Report, we reevaluated the existing Collections Management Policy and divided it into two parts: the Collections Management Policy (CMP, which outlines the strategic guiding principles and which has been approved by the board in early 2024), and the Collections Plan and Procedures (CPP, which includes the procedures for deaccessioning). The newly articulated and approved strategic outlook as well as a planned deaccession pilot project will bring us closer to our Museum Assessment Program goal of diversifying our collections so that they are more representative of our community.

Focus Area: Vendor Matrix

A vendor matrix has been on our organizational “to do” list for some time, and while some progress has been made, it is not yet complete. The vendor matrix is intended to help us understand better who our current vendors are and to help increase financial support of women, LGBTQ+, and/or BIPOC-owned organizations. A draft matrix and policy has been reviewed by the DEAI Committee, and changes have been made as a result of that feedback, however the matrix is currently stalled. The intention is to complete the matrix and have it begin a pilot phase in mid to late 2024.

Focus Area: Incorporated ADA Report into Larger Facilities Planning

Over the past year, the museum’s Facility Committee (of the board) has been helping staff prioritize facility projects with available funds. Previously the ADA recommendations from the assessment completed in 2022 were separate from this review. In 2023, the two were merged so that the ADA needs could be elevated in priority.

Looking Forward

In 2025 we plan to begin submitting grants to address some of the larger projects identified in the ADA assessment conducted in 2022. We have worked our way through the smaller items we could achieve without additional support, and will now begin the process of working through the remaining larger projects. We are choosing to work through the projects this way, rather than one large grant request, as we do not have the internal capacity to work through the entire list in the time frame required from the granting agency.

In 2024 we began work on an Experiential Plan that addresses improving the experience of the museum. This plan is the first step in a much needed project to update exhibitions in areas of the museum that have not seen change in some time. Survey work was conducted with staff at the beginning of the project to gauge understanding of this work, and that survey work will be repeated at the end of the process to see if there was improvement. In addition over 30 community members were invited to participate in a listening session, and their experiences were gathered to inform the Experiential Plan. Community members who participated were surveyed about their experience, and we have received strong positive responses up to this point in the project.