

**Bushy Run Battlefield Heritage Society, Inc. (BRBHS)**  
Diversity, Equity, Inclusion, & Access (DEIA) Policy Goals and  
Implementation Strategies  
*(Updated Annually)*

**I. Community Outreach and Engagement**

*BRBHS will establish a framework for regular and ongoing engagement with surrounding communities, appreciating that while diversity means different things in different locations, inclusiveness, equity, and access must be the common goal for the BRBHS*

- a. Appropriate and relevant DEIA resource sharing on the BRBHS website including but not limited to books, articles, websites, blog posts, and other content for all ages *(ongoing)*
- b. Programming that emphasizes elements of DEIA and focuses on indigenous heritage and culture and other ethnic populations of historical and current relevance coinciding with the mission of BRBHS *(ongoing)*
  - i. Develop Native American Heritage Day/Weekend event coordinated and hosted in partnership with partnering indigenous tribes and/or representatives *(2021-ongoing)*
  - ii. Evaluate current events and programs *including but not limited to* the Haunted History Hayride, the Spring and Fall Teas, Nature Walks, History Speaks Series, and the History Day Camp to ensure DEIA policy statement is appropriately observed and applied in all BRBHS activities *(ongoing)*
- c. Continue to introduce new audiences to the site through the Charter Day celebration event or an alternative community day program or free, open house event *(ongoing)*
- d. Establish partnerships and relationships with local and minority owned businesses and organizations *(ongoing)*
- e. Work with representatives of diverse communities, specifically indigenous communities, to address barriers, develop engaging programs, and encourage visitation and volunteerism through a welcoming, inclusive, and fully accessible environment *(ongoing)*
- f. In partnership with the Pennsylvania Historical and Museum Commission (PHMC) and community representatives, work to review existing site barriers including visual, aural, and intellectual barriers and how to address them *(ongoing)*
- g. Partner and collaborate with other museums for accountability and to share ideas *(ongoing)*
- h. Continue to participate in and promote the Museums for All program *(ongoing)*
- i. Evaluate financial accessibility of BRBHS memberships, events, programs, and facilities *(ongoing)*
- j. Develop and/or participate in scholarship programs for annual school tours and partner with educational improvement organizations *(ongoing)*

- i. Use earned income tax credit (EITC) and other resources for funding a school tour scholarship program (2021-ongoing)
- ii. Develop programs that can be taken to the schools to be administered by teachers and BRBHS representatives (ongoing)

## **II. Museum & Collection**

*The Bushy Run Battlefield Museum collection will reflect the history of the Battle of Bushy Run and the culture and heritage of the diverse parties involved. In accordance with PHMC guidelines, curatorial practices and acquisitions will be informed by an inclusive perspective and supported by credible and expanded research.*

- a. In partnership with the PHMC and content experts, evaluate existing collection items to ensure an appropriate balance of cultural heritage items pertaining to all parties involved in the Battle of Bushy Run (2021-2022)
- b. Actively encourage and promote temporary exhibits with diverse and inclusive collections, content, and approach (ongoing)
  - i. Actively include all relevant and appropriate voices and insights when reviewing potential acquisitions, loans, and temporary exhibits (ongoing)
- c. Perform ADA compliance auditing to see what site accessibility improvements can be made for visitors with physical disabilities within and around the museum (ongoing)
- d. Establish sensory modifications throughout museum exhibits as needed (ongoing)
- e. Maintain and improve designated handicapped parking locations around the Museum and site (ongoing)

## **III. Historical Interpretation**

*BRBHS will ensure that all interpretive experiences reflect an accurate depiction of the history of the Battle of Bushy Run and its participants and respect all populations, including those indigenous to the region.*

- a. Evaluate content of guided tours and historical programming to ensure DEIA commitments and goals are upheld (ongoing)
- b. Create new learning and interpretive experiences to appeal to different types of learning styles and visitor preferences (ongoing)
  - i. Produce audio tours to increase interpretation across multiple platforms (2020-2021)
- c. Identify underserved audiences and opportunities to increase representation (ongoing)
- d. Consider new ways to enhance interpretation and maintain relevance of existing exhibits and collections for visitors of all backgrounds through specialized programming, updated labels, and broadened research (ongoing)
  - i. Partner with other museums to connect interpretation to current events (ongoing)
  - ii. Create various versions of guided and self-guided tours to ensure information can be shared in ways that are most preferable for visitors with children and visitors with disabilities (ongoing)

- e. Produce activity booklets to enhance adolescent education and understanding of museum collection and site history (2021)
  - i. Produce specialized activity booklets and other educational materials and programs for visitors with disabilities and/or sensory sensitivities (2021 and ongoing)
  - ii. Create activities to meet the various needs of students in elementary, middle, and high school (2021 and ongoing)
- f. Evaluate interpretation and content of the annual Battle of Bushy Run anniversary event and other relevant historical programming to ensure DEIA commitment and goals are upheld (ongoing)

#### **IV. Marketing & Communication**

*BRBHS will ensure that its materials and messaging are sensitized and inclusive in tone, content, and approach. BRBHS's commitment to diversity, equity, inclusion, and access will be included in the overarching messaging.*

- a. Communicate and share the DEIA policy and other DEIA Committee information with volunteers, members, and supporters of Bushy Run Battlefield (2020)
- b. Keep volunteers, members, and supporters of Bushy Run Battlefield informed about all site-specific goals (ongoing)
- c. Utilize all available tools, especially social media, to share knowledge and resources with other sites as well as the general public (ongoing)
- d. Determine strategies to measure both existing and future visitation and volunteer demographics (ongoing)
- e. In partnership with PHMC, evaluate marketing materials to identify any biases and/or unwelcoming or non-inclusive content (ongoing)
  - i. Produce signage and informational brochures in other languages to ensure visitors of all backgrounds can and will receive pertinent information related to Bushy Run Battlefield in a language they are most comfortable with (ongoing)
  - ii. Explore options for signage for vision impaired guests; Produce museum labels and signage in brail for vision impaired visitors (2020-2021 and ongoing)
- f. Make the option of subtitles in our movie theater available for visitors who have difficulty hearing (2020)

#### **V. Site Administration**

*BRBHS supports the inclusion of diverse applicants for both the Museum Facilitator and BRBHS board positions and will ensure that all administrative personnel receive ongoing DEIA related training.*

- a. Evaluate the site's existing Mission and Vision statements to ensure they align with and express the goals set forth in the DEIA policy (2020-2021)
- b. Work on reaching and recruiting diverse applicants for the role of Museum Facilitator and BRBHS board positions (ongoing)

- i. Evaluate job description(s) to ensure a broad pool of eligible candidates *(ongoing)*
- c. Formally establish DEIA committee, including indigenous and other relevant voices, to continuously work on meeting and upholding the goals and commitments outlined in DEIA policy *(ongoing)*
  - i. In partnership with PHMC, the DEIA Committee will coordinate and oversee training experiences and stay informed on updates, training opportunities, and other relevant resources *(ongoing)*
  - ii. Network with local partners who serve unreached populations to develop training around areas that we do not have experience with *(ongoing)*
- d. Reevaluate site's policies and published content to ensure effective integration of DEIA policy and implementation strategies *(2020 and ongoing)*
- e. Require BRBHS board members to participate in specific training on museum management focused on developing and implementing DEIA principles and strategies including participating in webinars, reading articles, etc. *(ongoing)*
- f. Provide in-person DEIA training opportunities for all administrative personnel *(begin 2020/21 and ongoing)*
- g. Continuously review site safety plans and procedures with volunteers and first responders *(ongoing)*

## **VI. Volunteers**

*BRBHS supports the expansion of a more diverse volunteer base and will ensure that all volunteers receive ongoing DEIA related training.*

- a. Develop and implement strategies to reach and recruit a broad range of volunteers including those of varying ages, ability levels, and ethnicities *(ongoing)*
  - i. Reach out to local schools and community organizations to recruit broader range of volunteers *(2021 and ongoing)*
- b. Include the BRBHS's DEIA policy with volunteer training materials to ensure all volunteers begin their work with DEIA goals and strategies *(ongoing)*
- c. Provide in-person DEIA training opportunities for all volunteers *(begin 2020/21 and ongoing)*
  - i. Offer programming and/or courses in American Sign Language (ASL) and other topics for all ages *(ongoing)*