

## Storyboard

## Inclusion and Museum Display: Strategies for Creating a Culturally Inclusive Visitor Experience

## Module 1. The Flexible Museum: The Importance of Cultural Inclusivity for Ontario's Museum Visitors

## Subtopic 1: Introduction and Course Overview

Slide No.	Topic	Text	On-Screen Graphic Elements	Multimedia	Interactivity	Navigation	Reviewer Comments
1	Welcome	Title slide and brief welcome message	Ontario Museum Association logo  Photography expressing inclusivity in context of museum display			button: Let's get started!	
2	Intro to the course: content, purpose, and LOs	Outline of course content; explanation of purpose; declaration of LOs				button: Next slide	
3	Structure and navigation instructions; expectations (evaluations and completion requirement)	Outline of course structure; navigation instructions (ability to move backward and forward, etc.); explanation of evaluations and their purpose; expectations of the learner for course completion	Illustrations and technical guidance on slide navigation			button: Up next: The Culturally Inclusive Museum	

## Subtopic 2: The Culturally Inclusive Museum

4	Intro to this subtopic section	Title slide and very brief intro to the content of this section				button: Next slide	
5	Intro to inclusivity in Ontario and Canada	Defining cultural inclusivity within Ontario (people and cultures in question)  Examples of various inclusivity initiatives, to provide context	Images relevant to or illustrative of individuals, groups, and initiatives (photos, graphic assets)		Links to websites for other initiatives or organizations discussed	button: Next slide	
6	(continuation of above, if needed)		(as above)			button: Next slide	
7	Why cultural inclusivity matters; short- and long-term impacts	Overview of the various reasons why cultural inclusivity matters now more than ever  Examples of short- and long-term impacts of inclusivity initiatives and actions	Illustrative images/photography	Video (or link to video?) with first-hand visitor experience testimony		button: Next slide	
8	Key considerations relevant to Ontario's museums	Outline of the inclusivity topics most relevant to this sector, and why they are important (statistics, etc.)	Chart/table/ infographic that expresses relevant statistics visually			button: Summary	
9	Summary of module content	Key takeaways from this module				button: Self-Assessment Activity	
10	Self-Assessment Activity	Question and brief explanation of its			Field for the learner to type their response (if	button: Up next: Module 2. Potential	

		<p>significance; prompt to learner to keep their response handy for use at the end of the course</p> <p>What do you think is the value of cultural inclusivity to Ontario's museums and their visitors? Take a moment to write down a few lines that sum up what you've done—or would like to do—to actively contribute toward the inclusive museum. Put your response to one side. You will need it again at the end of the course!</p>			this is possible to include in the software)	Barriers in Display Practice and Proposed Solutions	
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## Module 2. Potential Barriers in Display Practice and Proposed Solutions

### Subtopic 3: What are the Problems?

11	Intro this module and subtopic section	Title slide and very brief intro to the content of this section				button: Next slide	
12	Key issues, problems, and barriers in museum display	Outline of the key issues, problems, biases, and barriers presented by current museum display practices regarding cultural inclusivity	Images relevant to or illustrative display problems (photos, graphic assets)			button: Next slide	

13	(continuation of above, if needed)	Statistics regarding the impact of problematic displays	Infographics or charts that illustrate stats			button: Next slide	
14	Types of visitors and their needs and expectations	List of various types of visitors and their specific needs or expectations (with special attention to groups served by Ontario's museums)	Illustrative images or photography			button: Next slide	
15	Examples of problematic display practices	Specific examples (2 or 3), with a focus on Ontario museums	Images relevant to or illustrative display problems (photos, graphic assets)	Video (or link to video) with first-hand visitor experience of a specific, problematic display experience		button: Next slide	
16	(continuation of above, if needed)		(as above)			button: Next slide	
17	Key threads of current industry discussion	Key points from discussions currently taking place in the industry			Links to relevant websites/ useful resources regarding this ongoing discussion	button: Up next: What are the Solutions?	
<b>Subtopic 4: What are the Solutions?</b>							
18	Intro to this subtopic section	Title slide and very brief intro to the content of this subsection				button: Next slide	
19	Strategies proposed or already being adopted	Introduction to various strategies proposed and/or	Illustrative images or photography			button: Next slide	

		adopted, within current museum practice, as solutions to the problems outlined in the subtopic above					
20	(continuation of above, if needed)		Illustrative images or photography			button: Next slide	
21	(continuation of above, if needed)		Illustrative images or photography			button: Next slide	
22	Comparison of efficacy/success of different strategies	<p>Consideration of the relative efficacy of these solutions (some more successful, some less so)</p> <p>Information on how their success has been measured, and what the results of these analyses tell us for future practice</p>	Infographics or charts that illustrate evaluation methods and any numerical results			button: Next slide	
23	(continuation of above, if needed)					button: Up next: Case Study	
<b>Subtopic 5: Case Study</b>							
24	Case study and analysis: a problematic display and the strategies employed to solve it	Brief analysis of one example of a problematic display and the strategies adopted to address/solve it	Illustrative images or photography			button: Next slide	

25	Outcome and impact, and what we can learn and apply to other situations	<p>The specific outcomes and impacts generated by the changes introduced</p> <p>What these results teach us/how they might be applied to other comparable situations</p>	Imagery or video content (→)	Video content or imagery (relevant to the case study in question) that illustrates the problem and solution's outcome		button: Summary	
26	Summary of module content	<p>Key takeaways from this module (short bullet point summary of key takeaways from Module 2, in preparation for Module 2 Quiz</p> <p>Prompt to the reader to prepare for the activity (suggestion to navigate back through slides if they wish to)</p>	Illustrative images or photography			button: Suggestion Box Response Activity	
27	Suggestion Box Response Activity	<p>Learners are asked to provide (either in writing, or via a multiple-choice quiz) at least two possible solutions to a specific visitor complaint regarding cultural inclusivity:</p> <p>"I visited your museum today because I was really excited to see</p>	Illustrative images or photography	Audio recording of the complaint (if possible?), to accompany the written text	Multiple-choice quiz or field in which to type response (TBD)	button: Up next: Module 3. Inclusive Language and its Place in Cultural and Historical Interpretation	

		exhibition X but was shocked to find that it included racially offensive dolls. I don't understand how this was allowed. What are you going to do about this?"					
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### Module 3. Inclusive Language and its Place in Cultural and Historical Interpretation

#### Subtopic 6: Words Matter! Inclusive Language in Museum Display

28	Intro to this module and subtopic section	Title slide and very brief intro to the content of this subsection				button: Next slide	
29	Overview of inclusive language guidelines and summary of types of content	Inclusive language guidelines adopted within Ontario museums (as relevant to various types of museum display content/ materials/formats, including print and digital iterations)	Images or photos that illustrate examples of types of content and the language therein			button: Next slide	
30	Key terms and examples of usage	Provide learners with a list of key terms and examples that demonstrate the appropriate and inappropriate usage of each (not a comprehensive list)	Chart with list of terms		Links to relevant websites (vocab, style guide, other linguistic resources) (*may require an additional slide)	button: Next slide	

		Also provide learners with links to additional resources and vocabularies (online glossaries, inclusivity style guide, etc.)					
31	Types of visitor audiences and their needs/expectations	<p>Identify examples of categories of audiences and individual visitors, with relevant needs and expectations for each</p> <p>Link these to specific language and terminology</p>	Illustrative images or photos that showcase the diversity of visitors			button: Up next: Strategies for Using Inclusive Language, with Examples	
<b>Subtopic 7: Strategies for Using Inclusive Language, with Examples</b>							
32	Specific strategies for incorporating inclusive language	Outline some of the key strategies currently in use, with a range of examples of different types of content and media	Illustrative images of different types of content and media			button: Next slide	
33	Unifying inclusive language with historical interpretation	Suggest strategies for incorporating inclusive language within historical interpretation content; advice on navigating potential conflicts (real or perceived) between inclusive language and historical content (with				button: Next slide	



		reference to specific examples)					
34	Case Study	One useful case study that provides a concrete example and demonstrates best practices	Relevant illustrative imagery			button: Next slide	
35	Summary of module content	Brief bullet point summary of key takeaways from this module, in preparation for Vocabulary Activity				button: Vocabulary Activity	
36	Vocabulary Activity	Learners are asked to demonstrate their knowledge of, and ability to make appropriate use of, inclusive language, in two specific contexts of usage that relate to the Ontario museum sector's guidelines; either a "drag-and-drop" activity or a "mix-and-match" activity			Drag-and-drop activity, or mix-and-match activity (depending upon what the platform allows)	button: Up next: Module 4. Taking Action: Collaboration and Communication	

## Module 4. Taking Action: Collaboration and Communication

### Subtopic 8: Collaboration vs. Conflict

37	Intro to this module and subtopic section	Title slide and very brief intro to the				button: Next slide	
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		content of this subsection					
38	Key principles and best practices for workplace inclusivity	<p>Outline principles and best practices for learners to adopt that encourage and promote inclusivity on a broader workplace scale and cultivate a supportive workplace inclusivity initiative</p> <p>Cite specific examples</p>	Illustrative images or photography, relevant to the examples cited			button: Next slide	
39	Strategies and tools for conflict resolution	Give examples of potential conflicts or disagreements regarding the introduction of new practices, and offer some strategic solutions		Short video (or link to external video) offering guidance on conflict resolution		button: Up next: Communicating Inclusivity to Your Audiences	
<b>Subtopic 9: Communicating Inclusivity to Your Audiences</b>							
40	Intro to this subtopic section	Title slide and very brief intro to the content of this subsection				button: Next slide	
41	Tips on when, how, and what to communicate to your audiences	<p>Identify individual audiences and stakeholders who require communication</p> <p>Outline appropriate timing and means of</p>	Illustrative images or photography			button: Next slide	

		communication for each group  Specific examples of what to say					
42	Active steps to take, going forward	Outline active and sustainable steps to take: e.g., soliciting public and SME input and feedback, coordinating with other institutions, collaborating with colleagues, etc.	Illustrative images or photography			button: Next slide	
43	Strategies for anticipating and addressing queries and complaints	Provide examples of queries and complaints and how they have been productively repounded to/ addressed	Table outlining queries/complaints and their respective responses/solutions			button: Summary	
44	Summary of module content	Brief bullet-point summary of module content, in preparation for Short Quiz				button: Short Quiz	
45	Short Quiz	Multiple-choice quiz with 4 questions that ask learners to demonstrate their understanding of this section's content (questions address specific communication steps to take, variable contexts and			Multiple-choice quiz	button: Course Summary	

		audiences, and strategies for conflict resolution)					
46	Course summary/ key takeaways from the course	<p>Bullet-point summary of key points that learners should remember from the course as a whole</p> <p>Prompt learners to keep these in mind in connection with final Self-Reflection Activity</p>				button: Self-Reflection Activity	
47	Final Course Evaluation: Self-Reflection Activity	<p>Learners are prompted to return to the question from the initial Self-Assessment Activity and asked to reflect on how the course may have influence or changed their response:</p> <p>Take another look at your response to the Self-Assessment question you were asked at the start of the course. Have your ideas changed? What do you think is the value of cultural inclusivity to Ontario's museums and their visitors? What steps will you</p>			Field for learners to type their response	button: Conclusion and resources	

		<p>take to contribute to this inclusivity?</p> <p>Share your responses with your colleagues and use them as a starting point for learning, conversation, and action.</p>					
48	Concluding slide with supportive message and list of resources for future reference	<p>Message of encouragement and prompt to keep learning:</p> <p>Congratulations on completing the course! You've taken the first important step toward making meaningful change for your visitors. Here are some resources to help you and your visitors thrive on your journey toward creating a culturally inclusive museum!</p>	<p>Illustrative images or photography</p> <p>Ontario Museum Association logo</p>		Links to additional resources		