



GENESSEE COUNTRY VILLAGE & MUSEUM DIVERSITY, EQUITY, ACCESSIBILITY, & INCLUSION COMMITMENT

Genesee Country Village & Museum is actively committed to broadening our understanding of DEAI (Diversity, Equity, Accessibility, and Inclusion), and making it part of everything that we do. Guided by our mission, values, and inclusive culture of curiosity, we strive to dismantle inequity and address erasure through ongoing dynamic interpretation, communications, research, and outreach.

Genesee Country Village & Museum fosters an environment of equity, inclusion, and belonging, with the intent that all employees, volunteers, and guests feel safe, welcome, celebrated, and cherished throughout their museum experiences. We acknowledge both historical and present-day cultural inequities, and the continued harm perpetuated toward Black and Indigenous communities, people of the global majority, women – particularly women of color – LGBTQIA2S+ individuals, those with disabilities, and all people at the intersection, who experience marginalization and disenfranchisement through systemic bias and discrimination.

We recognize that GCV&M interprets a period of American history in which the experiences of heterosexual cis-gender white men were the dominant, recorded, and prioritized narratives. This emphasis has had a detrimental impact on the way we have collected and interpreted history, art, and the natural environment – creating a void of diverse voices, or relegating their experiences and perspectives to token stories or stereotypes, and thus subject to erasure. Historical lack of access, social injustice, and misrepresentation or absence of representation are lived experiences within the communities we serve, and to rectify this, we must amplify their voices and stories.

As our understanding of these systemic injustices progresses, we will better serve our mission – to enrich life today by connecting people with history, art, and nature – by thoughtfully and deliberately applying our values of Collaboration, Exploration, Inclusivity, Stewardship, Responsibility, and Relevance. Together with our board, staff, volunteers, partners, and stakeholders, we pledge a holistic approach to integrating diversity, equity, accessibility, and inclusion into sitewide practice. We invite the public we serve to help keep our institution accountable for equitable public programming, staffing, and business practices; and responsible for sharing a more complete, inclusive history as cultural stewards of public memory.

We welcome our public to learn with us as we celebrate the stories of our shared past; connect the rich diversity of the 19th century to the present; and collaborate with the communities we serve to create welcoming spaces for learning, work, exploration, and play.



OUR DEAI ACTION PLAN

In conjunction with Genesee Country Village & Museum's Strategic Plan, effective 2023 – 2026, we have adopted the following goals for our sitewide approach to diversity, equity, accessibility, and inclusion:

Research & Interpretation

Responsibly curate and expand the stories we tell to better reflect the rich diversity of the 19th century in New York State.

- Conduct new research focused on the experiences of Black and Native American peoples, women – particularly those of color – and other historically marginalized individuals, giving voice to their impact, struggles, collective resilience, and legacies through the present day.
- Broaden the narratives and cultural perspectives represented in Museum programming, collections, and exhibits, for the education and enjoyment of audiences of all ages.

Cultivate strong partnerships to build community trust.

- Seek both local and national collaborators from multicultural backgrounds, who offer diverse and valuable perspectives, and affinity with the history, art, or other experience being interpreted.

Communications & Outreach

Educate our audiences on the latest DEAI-related developments and provide consistent progress updates for institutional transparency and accountability.

- Using the above research & interpretation as a foundation for public outreach and ongoing communications with staff, volunteers, donors, members, and guests, we will leverage our website, social media presence, and all methods of messaging to communicate the importance of diversity, equity, accessibility, and inclusion within our organization.
- Foster accurate and educational dialogue and cultivate digital environments that are welcoming and inclusive spaces. GCV&M reserves the right to hide or delete any hateful, violent, racist, homophobic, derogatory, or otherwise abusive comments on our public platforms, and expect our digital audiences to respect our [social media policy](#).

Audience

Extend a universal welcome to audiences of all backgrounds.

- Adapt existing experiences to accommodate varied abilities, and design new programming to better support a broad range of interests and abilities.
- Remove barriers to participation whenever possible, especially for historically underrepresented groups. Work to ensure equity in [physical and financial access](#) to Museum experiences and resources.

OUR DEAI ACTION PLAN

Organizational Culture

Build and maintain a successful workforce who actively contribute to and value an inclusive, collaborative, supportive, and effective work environment, which prioritizes curiosity and belonging.

- Recruit and retain a more diverse team of staff, volunteers, board members, and leaders at all levels of the organization.
- Engage all members of the staff and board in regular and ongoing learning opportunities regarding anti-racism, unconscious bias, accessibility, equity, and other cultural competency trainings.
- Prioritize fundraising, donor relationships, and appropriate funding allocation to enable and encourage equitable staffing, training initiatives, community partnership, expansive research, and collecting, and diverse and accessible programming.
- Establish a cross-departmental DEAI steering committee with representatives from all organizational levels to strategize, advise, execute, and assess GCV&M's efforts, holding ourselves accountable both internally and externally.
- Conduct and apply staff feedback from twice-annual workplace climate surveys to measure our internal progress and effectiveness in maintaining the inclusive culture of curiosity and belonging to which we aspire.
- Integrate diversity, equity, accessibility, and inclusion into all staff performance goals and evaluations.

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