

Accessibility Implementation Plan: Editor Draft

In Spring and Summer 2020, MSAC convened 20 editors to generate action steps towards accessibility that are guided by our Strategic Plan.

To add recommended actions to this implementation plan, please fill out the form below or email precious.blake@maryland.gov. MSAC is gathering public feedback until 11:59PM on October 23rd.

[MSAC Accessibility Feedback Google Form: https://bit.ly/MSACAccessibilityFeedback](https://bit.ly/MSACAccessibilityFeedback)

Goals and Strategy	Proposed Actions through Strategy
<p>Goal 1. Increase Participation: Broaden MSAC’s constituency, providing avenues designed to increase pathways to engagement.</p> <p>Strategy 1: Engage with community leaders, artists, and organizations from less represented areas or communities to better understand and respond to their needs</p>	<p><u>Goal 1 Strategy 1</u></p> <ul style="list-style-type: none"> ● Create digital listening sessions for community leaders and artists committed to accessibility to speak on local challenges, concerns, and offer recommendations for partnership. ● Engage and network with Personal Enrichment instructors in higher education/Continuing Education and Workforce Development to create new partnerships. ● Engage and network with medical institutions, physical/occupational/vision/educational therapists and art therapists to create new partnerships. ● Collaborate with Alice Wong of Disability Visibility. ● Use new connections to identify resources (financial, marketing, general partnership building etc.) for local artists and organizations within those communities.
<p>Goal 1. Increase Participation: Broaden MSAC’s constituency, providing avenues designed to increase pathways to engagement.</p> <p>Strategy 2: Strengthen efforts to reach new participants through existing grants programs.</p>	<p><u>Goal 1 Strategy 2</u></p> <ul style="list-style-type: none"> ● Leverage events sponsored by MSAC to provide accessibility information. ● Include a percentage requirement of local grants to include people with disabilities in programming and/or to make physical or digital programming accessible to all. ● Leverage relationships with local Arts Councils to expand MSAC messaging and communication strategy about accessibility. ● Strengthen grantee marketing by including positive outcomes of collaborations with people with disabilities in their final reports. ● Identify and collect final report data about MSAC’s reach to people with disabilities through existing grants programs. ● Strengthen capacity for Program Staff to assist people with disabilities or lack of internet access through the grant application process. ● Identify organizations interested in curating or offering residencies to artists with disabilities.

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	<ul style="list-style-type: none"> ● Fund arts education to incarcerated or reentry communities. ● Provide more training to artists and communities in grant writing skills. ● Write all grant materials (policies, procedures, guidelines, resources, etc.) in plain language. ● Create versions of grant materials (policies, procedures, guidelines, resources, etc.) in braille, audio, video with ASL, and Spanish. ● Include more photographs or diagrams in grant materials with descriptions. ● Connect and network with language interpreter organizations or state agencies to support language translations.
<p>Goal 1. Increase Participation: Broaden MSAC’s constituency, providing avenues designed to increase pathways to engagement.</p> <p>Strategy 3: Define desired outcomes of and better capitalize on Council and staff attendance at MSAC, partner, and grantee events.</p>	<p><u>Goal 1 Strategy 3</u></p> <ul style="list-style-type: none"> ● Highlight and market Maryland events (live and virtual) featuring people with disabilities for Council and staff attendance. ● Create an accessibility checklist for members and staff to use when attending MSAC funded events to better facilitate feedback and guidance to the organization host. ● Advise grantees to create profiles on the new MSAC website and upload events to the Arts Calendar. ● Include upcoming grantee events pulled from the Arts Calendar in MSAC newsletter.
<p>Goal 1. Increase Participation: Broaden MSAC’s constituency, providing avenues designed to increase pathways to engagement.</p> <p>Strategy 4: Serve as a convener to share resources and boost knowledge.</p>	<p><u>Goal 1 Strategy 4</u></p> <ul style="list-style-type: none"> ● Create a communication strategy around MSAC’s commitment to Accessibility and disseminate to collaborators, grantees, and the general public. ● Create a webinar series explaining the ADA and how to be inclusive (programming, staff, events) for people with disabilities. ● Dedicate staff to work with webpage developers to regularly and consistently review and update the accessibility of MSAC’s website. ● Create regular meet-ups/salons to connect organizations who want to increase their accessibility and experts/advisors/mentors who can give practical information and feedback. ● Allow for community members to submit informational, educational, and practical resources or opportunities around accessibility on MSAC’s website. ● Ensure accessibility is woven in as a theme for the Maryland Arts Summit. ● Ensure collaborating organizations and service providers have clear accessibility guidelines and frameworks. ● Include accessibility features and markers in the new MSAC Event calendar.

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	<ul style="list-style-type: none"> ● Create grantee specific events and professional development around accessibility. ● Create a glossary of shared terms and vocabulary about accessibility. ● Create an accessibility checklist focused on large events/gatherings that the Maryland Arts Summit organizers can use to ensure access.
<p>Goal 2. Provide Intentional Support: Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents.</p> <p>Objectives</p> <p>Strategy 1: Incorporate grantee feedback to broaden and diversify the opportunities and outcomes of MSAC funding programs.</p>	<p><u>Goal 2 Strategy 1</u></p> <ul style="list-style-type: none"> ● Include grantee feedback about MSAC practices and procedures as a question in final reports. ● Highlight grantees providing true accessibility as models of success. ● Strengthen efforts to include grantees as editors in future grant revisions. ● Collect information grantee’s staff leadership and roles in annual reports. ● Work with Maryland Citizen for the Arts to create a Maryland Artist Pay Calculator considering current artist rates and ideal livable wages for artists.
<p>Goal 2. Provide Intentional Support: Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents.</p> <p>Objectives</p> <p>Strategy 2: Expand practical, educational and hands-on training offerings inclusive of workshops, webinars, or online classes in a variety of relevant topics.</p>	<p><u>Goal 2 Strategy 2</u></p> <ul style="list-style-type: none"> ● Leverage partnerships with Arts Education in Maryland Schools and Maryland State Department of Education to create a listserv of individuals providing a variety of training. ● Ensure training personnel reflect the diversity and needs of potential grantees. ● Provide accessibility training for all professional development leaders. ● Create regular webinars led by community leaders, grantees, and teaching artists that address identified challenges in grant applications and final reports. ● Establish a Maryland wide conference focused on accessibility. ● Ensure all professional development is accessible after the event has concluded (recordings, handouts, powerpoints, etc.)
<p>Goal 2. Provide Intentional Support: Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents.</p> <p>Objectives</p> <p>Strategy 3: Provide ongoing and rigorous assessment of the grant-making process and program efficacy.</p>	<p><u>Goal 2 Strategy 3</u></p> <ul style="list-style-type: none"> ● Increase pathways to collect and apply grantee feedback about MSAC’s internal and external accessibility practices. ● Conduct a survey of applicants to identify their needs. Develop an action plan based on identified needs. ● Engage an outside expert to audit MSAC’s grant-making processes around accessibility. Share results of audit with Council members and stakeholders with an open window for feedback. ● Convene a group of accessibility editors who will regularly advise on language expectations of grant requirements, website, supporting materials, etc.

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<p>Goal 3. Build Capacity: Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission.</p> <p>Strategy 1: Reinforce MSAC’s commitment to staff as arts leaders in the state and nation.</p>	<p><u>Goal 3 Strategy 1</u></p> <ul style="list-style-type: none"> ● Require and incentivize professional development in issues related to accessibility, equity, inclusion, and diversity for all staff. ● Create pathways for MSAC staff to share transparent and open feedback about MSAC practices. ● Create programs for MSAC staff to partner with community members to create artistic output in a chosen art form. ● Based on the feedback of community leaders, cultivate existing and establish new partnerships with local and state funders committed to accessibility to address identified needs and action steps. ● Require teamwide reading of resources and disability-related literature.
<p>Goal 3. Build Capacity: Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission.</p> <p>Strategy 2: Understand and adopt governance best practices.</p>	<p><u>Goal 3 Strategy 2</u></p> <ul style="list-style-type: none"> ● Include people with disabilities on MSAC’s council, staff, and as consultants. ● Review and evaluate hiring and onboarding practices of new staff and council members to increase participation of people with disabilities. ● In the next council appointment round, suggest people with experience in accessibility and openly identify as disabled.
<p>Goal 3. Build Capacity: Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission.</p> <p>Strategy 3: Better manage expectations for how State funds are used both internally (understanding of operational finances for staff and Council) and externally by communicating annual funding goals (programmatic funds and the portion of budget toward funding grants).</p>	<p><u>Goal 3 Strategy 3</u></p> <ul style="list-style-type: none"> ● Write all digital and print communication and marketing materials in plain language. ● Provide versions of in digital and physical communication and marketing materials in braille, audio, video with ASL, and Spanish. ● Create photographs and/or graphic diagrams explaining how budgets are divided up internally and externally. Include descriptions of photos. ● Provide additional and ongoing funding for communities without access. ● Collaborate with MCA to create a webinar explaining the state appropriation and budget process.
<p>Goal 3. Build Capacity: Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission.</p> <p>Strategy 4: Develop and implement an equity, diversity and inclusion plan and training.</p>	<p><u>Goal 3 Strategy 4</u></p> <ul style="list-style-type: none"> ● Include research and recommendations from partners for determining an inclusion plan and training. Include people with disabilities in the planning. ● Require and incentivize professional development in issues related to accessibility, ADA, and Section 508 for all staff. ● Establish accessibility Best Practices for all communications.

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<p>Goal 4. Leverage Connections: Further enhance current relationships and involve additional collaborators, and constituents who will benefit from and advance the work of MSAC.</p> <p>Strategy 1: Establish sustainable financial collaborations with organizations whose work complements the goals of existing MSAC programs.</p>	<p><u>Goal 4 Strategy 1</u></p> <ul style="list-style-type: none"> ● Strengthen collaboration with county organizations and Regional foundations to determine alignment of goals and outcomes around accessibility. ● Strengthen collaboration with Maryland Developmental Disabilities Council for advisory or cross funding purposes. ● Strengthen collaboration with Mid Atlantic Arts Foundation for advisory purposes on accessibility policies and programming. ● Research national or international organizations who can serve as model exemplars of MSAC’s goals.
<p>Goal 4. Leverage Connections: Further enhance current relationships and involve additional collaborators, and constituents who will benefit from and advance the work of MSAC.</p> <p>Strategy 2: Solidify the alignment between MSAC and all other offices within the Department of Commerce to further demonstrate the value of the arts sector.</p>	<p><u>Goal 4 Strategy 2</u></p> <ul style="list-style-type: none"> ● Work with Maryland Department of Tourism to determine economic impact of virtual and in person events where MSAC grantees are featured. ● Collaborate with Business and Industry Sector Development to coordinate with local small businesses to provide resources for artists to use assistive technology in their art (or allow galleries to make art more accessible to the public). ● Demonstrate impact of collaboration with the Business and Industry Sector Development in our annual reports. ● Work with the Department of Economic Development to connect the economic as well as the cultural wellbeing that is possible in artistic projects.
<p>Goal 4. Leverage Connections: Further enhance current relationships and involve additional collaborators, and constituents who will benefit from and advance the work of MSAC.</p> <p>Strategy 3: Provide additional exposure to the work of County Arts Councils and Arts & Entertainment Districts while promoting the regions and destinations across the State.</p>	<p><u>Goal 4 Strategy 3</u></p> <ul style="list-style-type: none"> ● Create a catalog of all Arts & Entertainment Districts that includes a list of accessible venues, programs, organizations, etc. ● Direct consumers to buy local by highlighting local artists, businesses, and organizations in art and entertainment districts. ● Highlight County Arts Councils and their artists on MSAC’s Artist Registry. ● Create an asset map of county resources.

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<p>Goal 4. Leverage Connections: Further enhance current relationships and involve additional collaborators, and constituents who will benefit from and advance the work of MSAC.</p> <p>Strategy 4: Name and utilize Maryland Citizens for the Arts, Maryland State Department of Education Fine Arts Office, and Arts Education in Maryland Schools Alliance as Planning Collaborators, and nurture and bolster joint efforts with other collaborators with statewide interests</p>	<p><u>Goal 4 Strategy 4</u></p> <ul style="list-style-type: none"> ● Collaborate with MSDE and AEMS to provide professional development on accessible instructional practices such as differentiated instruction, cultural competency, Universal Design for Learning, anti-racism, and highlighting artists with disabilities in classroom instruction, etc.
<p>Goal 4. Leverage Connections: Further enhance current relationships and involve additional collaborators, and constituents who will benefit from and advance the work of MSAC.</p> <p>Strategy 5: Collaborate with community organizations and service providers to connect youth with elders in artistic activities to bolster lifelong learning and help ensure the longevity of MSAC’s impact as the population ages.</p>	<p><u>Goal 4 Strategy 5</u></p> <ul style="list-style-type: none"> ● Connect with the Office of Aging to identify access needs of elders. ● Strengthen efforts to identify and fund organizations committed to intergenerational art making and art education, such as assisted living communities. ● Connect with Human Services to coordinate art opportunities for youth and elders. ● Research Folk/Traditional Art’s intergenerational art making practices/Apprentice Program as a model of excellence.
<p>Goal 4. Leverage Connections: Further enhance current relationships and involve additional collaborators, and constituents who will benefit from and advance the work of MSAC.</p> <p>Strategy 6: Work with other governmental entities to advance MSAC’s work and collaborate with organizations to build connections with artists and communities not yet identified.</p>	<p><u>Goal 4 Strategy 6</u></p> <ul style="list-style-type: none"> ● Work with governmental facilities to arrange work made by disabled artists to be displayed in governmental offices/buildings. ● Engage Parks and Recreation departments and Planning departments to identify collaboration opportunities. ● Strengthen collaborations with state funded community colleges to support student artists with disabilities. ● Build connections with the Department of Human Services and Developmental Disability Council to increase participation of people with disabilities in their workforce programs.

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<p>Goal 4. Leverage Connections: Further enhance current relationships and involve additional collaborators, and constituents who will benefit from and advance the work of MSAC.</p> <p>Strategy 7: Connect artists and organizations with other private and public sector funders and other funders across the State (and where appropriate, beyond).</p>	<p><u>Goal 4 Strategy 7</u></p> <ul style="list-style-type: none"> ● Highlight national and private funders as additional opportunities for funding when providing feedback and guidance to Maryland artists on their applications. ● Create a list of Maryland organizations seeking volunteers or board members to increase participation of people with disabilities in organizational administration. ● Collaborate with Maryland Philanthropy Network to create a volunteer/Board Member networking event to increase participation of people with disabilities in organizational administration. ● Collaborate with school-parent-teacher organizations in order to increase access and grant program awareness for people with disabilities.
<p>Goal 5. Bolster Maryland Arts: Showcase the high caliber, diverse and relevant work of Maryland’s artists and arts organizations; their contributions to community vitality and MSAC’s role as a catalyst.</p> <p>Strategy 1: Promote Maryland as a destination for arts and culture activities.</p>	<p><u>Goal 5 Strategy 1</u></p> <ul style="list-style-type: none"> ● Create and widely share videos featuring Maryland artists with disabilities. ● Strengthen pathways for grantees and/or public to have videos or images to featured on MSAC’s social media. ● Create art events/programs focused on accessibility and/or highlighting artists with disabilities. ● Create a statewide arts criticism/curation program. ● On the Artist registry, include options for artists to highlight their training and experience around accessibility.
<p>Goal 5. Bolster Maryland Arts: Showcase the high caliber, diverse and relevant work of Maryland’s artists and arts organizations; their contributions to community vitality and MSAC’s role as a catalyst.</p> <p>Strategy 2: Further highlight the artist registry and promote artists through MSAC materials and activities.</p>	<p><u>Goal 5 Strategy 2</u></p> <ul style="list-style-type: none"> ● Heighten marketing efforts to showcase grantee success around accessibility and/or disability justice. ● Research local, state, and national artist registry models to support continuous improvement and updates. ● Ensure accommodations and accessibility policies are widely shared with artists interested in the registry or currently on it.

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<p>Goal 5. Bolster Maryland Arts: Showcase the high caliber, diverse and relevant work of Maryland’s artists and arts organizations; their contributions to community vitality and MSAC’s role as a catalyst.</p> <p>Strategy 3: Grow awareness of MSAC on a micro level, encouraging staff, Council, and constituents to be ambassadors of MSAC, highlighting our work.</p>	<p><u>Goal 5 Strategy 3</u></p> <ul style="list-style-type: none"> ● Seek out grantees who provide diverse examples of MSAC’s varied work. ● Highlight the communities of the artists represented in MSAC’s work to allow staff, council, and constituents to see their communities represented at the state level.
<p>Goal 5. Bolster Maryland Arts: Showcase the high caliber, diverse and relevant work of Maryland’s artists and arts organizations; their contributions to community vitality and MSAC’s role as a catalyst.</p> <p>Strategy 4: Establish reciprocal marketing agreements with MSAC collaborators and grantees, highlighting statewide sector activities through MSAC marketing efforts.</p>	<p><u>Goal 5 Strategy 4</u></p> <ul style="list-style-type: none"> ● Include accessibility requirements/best practices in reciprocal marketing agreements for MSAC collaborators and grantees.
<p>Goal 5. Bolster Maryland Arts: Showcase the high caliber, diverse and relevant work of Maryland’s artists and arts organizations; their contributions to community vitality and MSAC’s role as a catalyst.</p> <p>Strategy 5: Harness the potential uses of digital and social media and distribute marketing materials in both electronic and traditional forms that reach people located in all areas of the State.</p>	<p><u>Goal 5 Strategy 5</u></p> <ul style="list-style-type: none"> ● Create an accessibility review process/checklist for all online communications and digital materials to include alt text/image descriptions, screen reader accessibility, and visual accessibility guides. ● Provide alt text/image descriptions on all digital materials. ● Encourage staff/council members to engage with social media posts in order to increase the scope of their reach. ● Create and/or cross promote a webinar about how to integrate alt text/image descriptions across social media platforms. ● Stream performances/events on Facebook or Instagram Live.