

# Create an Action Plan to Build and Grow Inclusive Audiences

October 2017



the  
Henry  
Ford

*Take it forward.®*

# DEFINE YOUR TERMS



# DIVERSITY

All the ways in which people differ



# INCLUSION

- Create welcoming environments
- Embrace differences
- Encourage participation



# EQUITY

- Fair treatment
- Access
- Eliminate barriers



# **Diversity Is An Empirical Fact.**

**TODAY: The majority of school age children in public schools is composed of minorities.**

2020: More than half of the nation's children are expected to be part of a minority race or ethnic group.

2040: Majority of the population in US will be composed of minorities.

# Inclusion is an Intentional Choice.



# DETERMINE GOALS





**Panel Discussion**  
**Value(s) Statement**  
**Special Programs**  
**Daily Activities**  
**Internal Staff Conversations**  
**Advisory Committee**  
**Cross Functional Team**  
**Visitor Experience Evaluation**  
**Provide Access**  
**Board Resolution**



# The Henry Ford Community Outreach Program

# IDENTIFY TARGET AUDIENCE

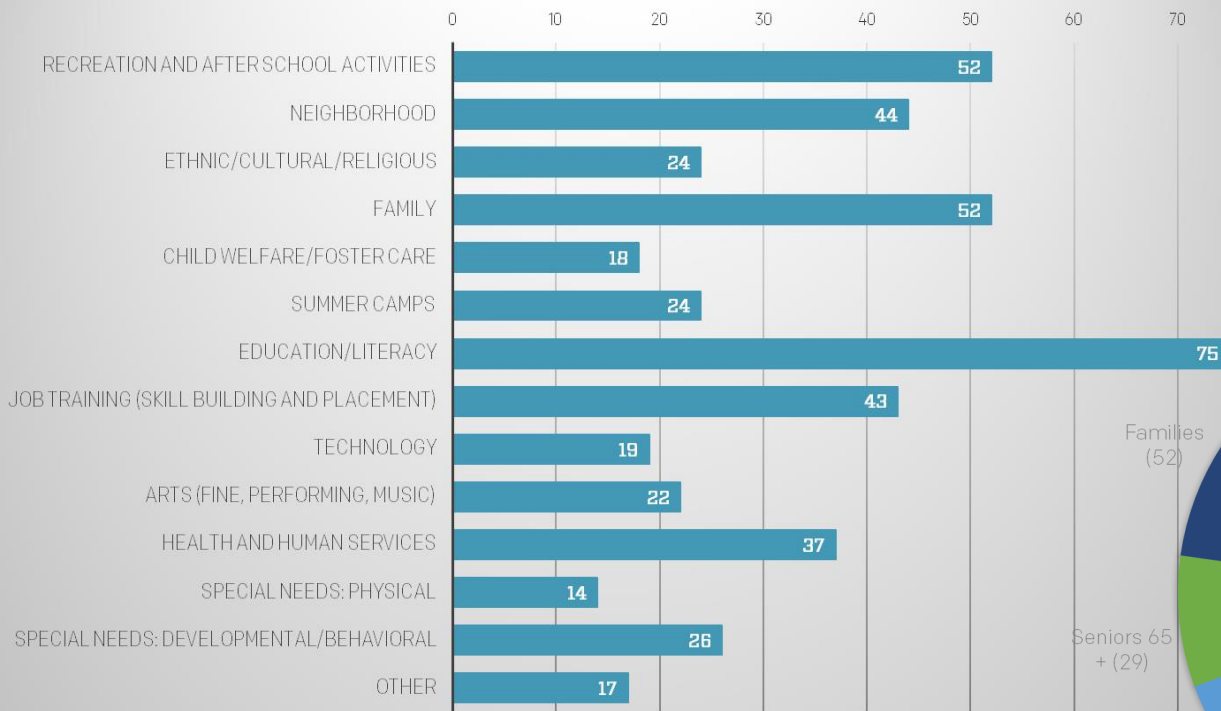


# TAKE INCREMENTAL STEPS

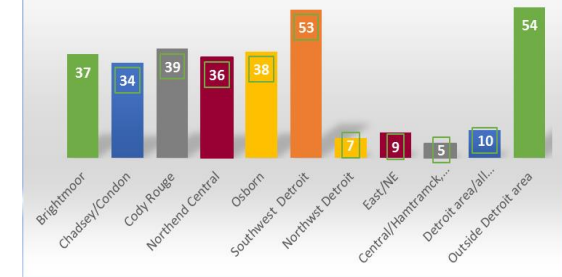


# Understand the community you serve

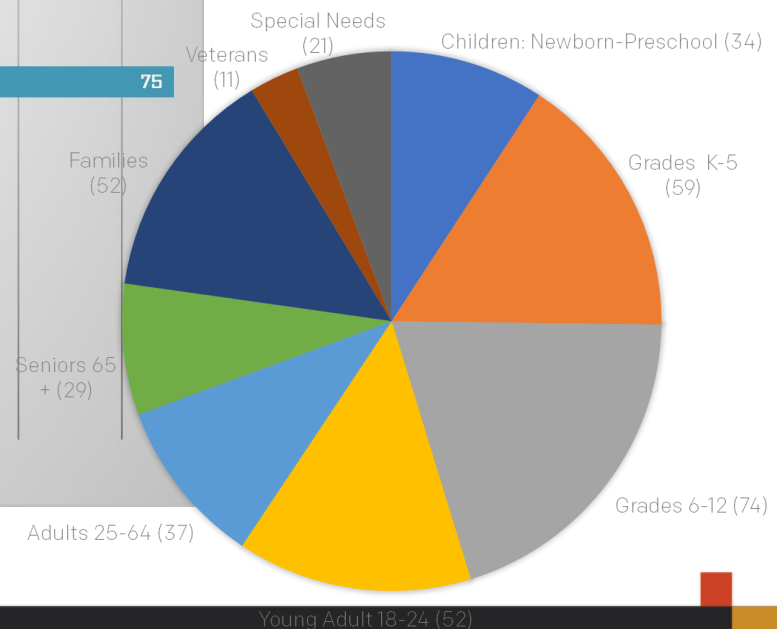
## Social Services Provided



## Geography



## PRIMARILY SERVE



Young Adult 18-24 (52)

# Build Relationships



# Take a different point of view



# Collaborate





# Think outside the box



Invite others in

# Make Connections



# Embrace new friends



# Be fearless!



# EVALUATE

Identify what success will look like for your organization



# Listen



# Learn what works



# Seek help from others





# Try again



# EXPAND AND ENHANCE



# Respond to Community Needs

In Partnership With

**SAY & PLAY  
WITH WORDS**  
GROW SMART FROM THE START

**HABLEN Y JUEGUEN  
CON PALABRAS**  
ENRIQUEZCA LA INTELIGENCIA DE  
SUS NIÑOS DESDE EL PRINCIPIO

WITH SUPPORT FROM

PNC | Grow Up Great

THE SKILLMAN FOUNDATION | M&M Fisher

BROUGHT TO YOU BY

ncfi

Developmental Centers | Community Colleges



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## Scavenger Hunt in Greenfield Village®

Actividades de Búsqueda en Greenfield Village

Inspire a conversation when you see the real deal.  
Inspire a su pequeño a prender palabras mientras  
están viendo la realidad.



the Henry Ford  
Take it forward.®

## Scavenger Hunt Henry Ford Museum of American Innovation™

Actividades de Búsqueda  
Henry Ford Museum  
of American Innovation

→ Inspire a conversation when you see the real deal.  
Inspire a su pequeño a prender palabras  
mientras están viendo la realidad.

# Make yourself Accessible





# JOIN US!



# FIGHT THE GOOD FIGHT!

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