

The Art of Inclusion

A Guide: Seven Steps to Developing and Delivering Accessible and Inclusive Programs within Arts and Cultural Organizations



The final product of the McMichael EnAbling Change Project

McMichael
CANADIAN ART COLLECTION D'ART CANADIEN

An Agency of the Government of Ontario
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Overview

- ▶ A new industry guide based on the results of the gallery's two-year **EnAbling Change Project** with the Government of Ontario.
- ▶ Worked with **six partner organizations**, including: Alternatives (Integrating People with Cognitive Challenges), Alzheimer Society of York Region, Autism Ontario York Region, City of Vaughan Recreation & Culture, Kerry's Place Autism Services, Vita Community Services/Vita Mens Sana
- ▶ **The Art of Inclusion:** designed to assist other arts and culture organizations in developing and implementing their own accessible initiatives, and demonstrate the overall benefits of engaging visitors through specialized programs
- ▶ Programs for children, youth, adults, and seniors with a variety of special needs and accessibility challenges
- ▶ Opportunities to learn, grow, and communicate
- ▶ Creative Learning concept
- ▶ Appendices support guide with real examples used throughout project
- ▶ **Online:** McMichael website (mcmichael.com/artofinclusion), Ontario Museums Association Member's Resources
- ▶ McMichael Accessible Programs Blog: enablemcacgallery.wordpress.com
- ▶ **Archived in Legislative Library of Ontario**

Seven Steps to Accessible Programming

- ▶ **Step 1:** Define goals of your cultural organization
- ▶ **Step 2:** Develop partnerships with other organizations
- ▶ **Step 3:** Assess target audience and required work environment
- ▶ **Step 4:** Design program content
- ▶ **Step 5:** Promote program through various accessible means
- ▶ **Step 6:** Deliver program to audience
- ▶ **Step 7:** Evaluate program and share with other organizations



Step 1: Define Goals

- ▶ Elements on identifying target audience and understanding its needs
- ▶ Reviewing criteria of a successful program
- ▶ Evaluate experiences, resources, partnerships and tools used to advise other organizations on pursuing best practices.
- ▶ Consider the reach of your program and its potential to become sustainable
- ▶ Positive impact on organization, clients, visitors, the community and other cultural institutions regionally and nationally



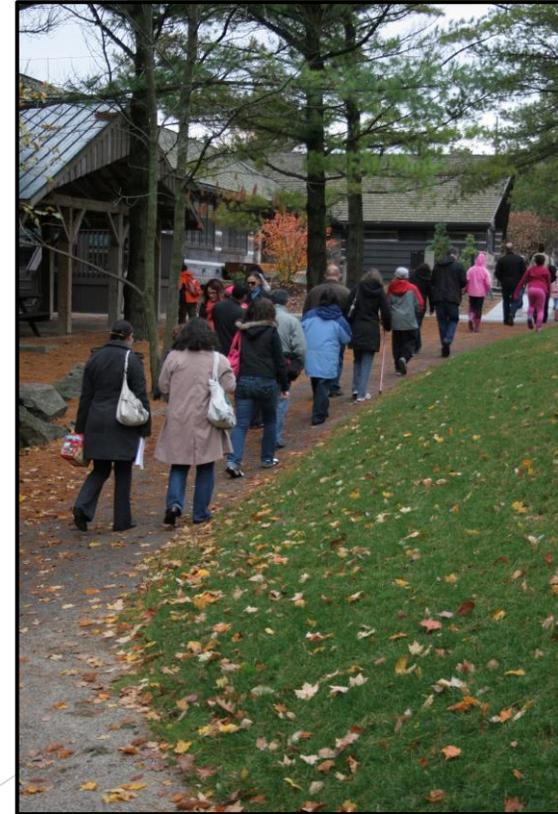
Step 2: Develop Partnerships with Organizations

- ▶ This step encourages successful collaboration with other organizations to design and deliver programs
- ▶ Information on how to seek and contact the appropriate partner
- ▶ How to schedule meetings and consultations to establish working relationships
- ▶ Creating a logic model that benefits both/multiple organizations, with opportunities to expand or create programming, defining purpose
- ▶ Tips for program coordination, recruiting staff, seeking industry expertise and volunteer support, and establishing a venue for programs
- ▶ Program funding and subsidization



Step 3: Assess Target Audience and Work Environment

- ▶ How to assess target audience by focusing on the needs of individuals
- ▶ Creating registration forms and participant profiles
- ▶ Evaluating work environments to accommodate participants and staff
- ▶ Choosing activity themes or applying activities to organization's setting
(**Example:** the McMichael offers seasonal **ArtVenture Accessible Family Art Programs**, which are subsidized for Autism Ontario members and are designed around the seasons, featuring activities about animals, insects, Native art, trees)
- ▶ Program etiquette and the “people-first” approach
- ▶ Tips on welcoming new visitors and reducing pre-program anxieties



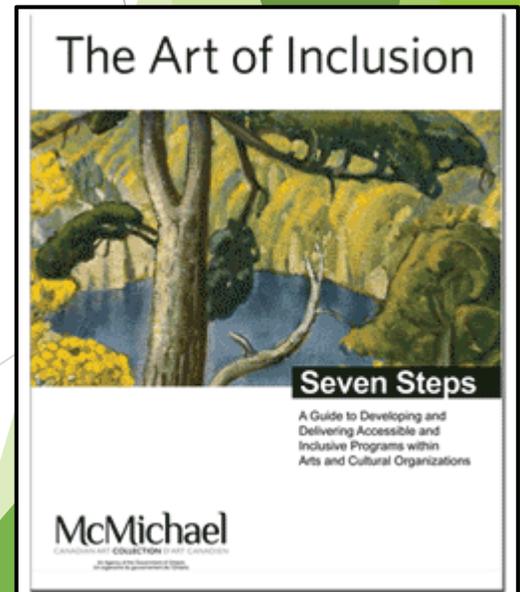
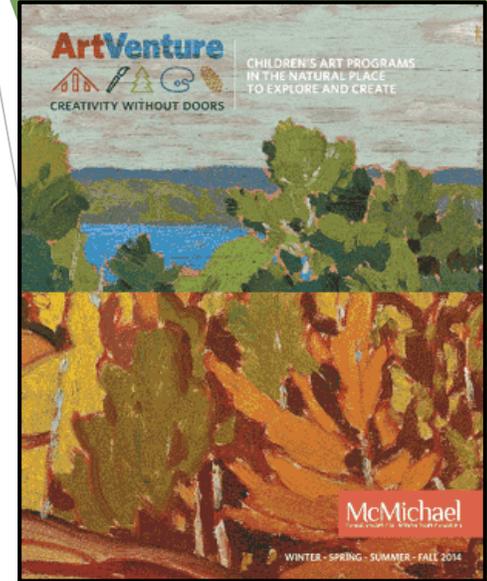
Step 4: Program Design

- ▶ How to conduct staff training sessions
- ▶ The Accessibility Standards Regulation and compliance with the AODA (Accessibility for Ontarians with Disabilities Act)
- ▶ Introducing the concept of accessible programs to your staff
- ▶ Applying activity tools and teaching methods that accommodate attention skills, fine motor skills, visual-spatial processing, social skills, communication
- ▶ Creating visual schedules: an agenda of activities organized for the duration of the program using photographs and detailed descriptions
- ▶ Program feedback and review
- ▶ Program logistics: location, time, capacity, etc.
- ▶ Tips to overcome any challenges faced in the process



Step 5: Program Promotion

- ▶ How to appropriately address target audience through various promotional materials
- ▶ Maintaining contact with past participants
- ▶ Terminology in marketing and promotional materials
(**Example:** avoiding statements that patronize visitors, or using the term “disability” or “special needs” rather than “handicap” or “challenged”)
- ▶ Developing print documents with accessible graphics & style
- ▶ Distribution processes: mail, in person, email
- ▶ Online promotion and social media tips
- ▶ Promoting through partner organizations
- ▶ Release forms for use of photographic and videographic materials



Step 6: Program Delivery

- ▶ How to engage audience during a program
- ▶ Leading/delivering a program
- ▶ Being considerate of allergies and medical needs
- ▶ Transitions between program activities



Step 7: Evaluate and Share Program

- ▶ Creating Participant Feedback forms and Educator Experience feedback forms
- ▶ Reviewing notes and feedback to continue process or implement changes
- ▶ Staff and volunteer feedback forms to consider needs for future programs
- ▶ Educators outline any challenges, and suggest modifications for the future
- ▶ Sharing feedback through presentation opportunities, applying for awards, sharing program ideas and successes on social media platforms and blogs



Achievements

- ▶ Goal to deliver exceptional visitor experiences, while increasing knowledge
- ▶ Art has proven to be an engaging tool for those who live with challenges to gross and fine motor skills, communication skills, behaviour, mobility, learning and adaptability
- ▶ “Autism-friendly activities on a professional level with real art, in this environment, evoke a special mood” - Lana A., parent
- ▶ The McMichael hopes that this guide will help other organizations build their own accessible cultural programs and create greater awareness and inclusion for individuals with special needs





I love people looking at my art because I want to be famous one day and I want to be an artist.



In February 2013, AccessON documented our first accessible art exhibition with Land Connections, a program in partnership with City of Vaughan Recreation and Culture

Presentations & Outreach

- ▶ Accessible initiatives and *The Art of Inclusion* as a work-in-progress were presented as a webinar with the **Ontario Arts Council** in October 2013
- ▶ Cold calls and positive general inquiries regarding the Guide on a weekly basis
- ▶ Guide used as a primary resource for a special presentation by Becky Hewis, *Art Therapist, Delicate Transitions*, for **Dementiability** at the Burlington Art Centre this fall to support “Montessori-method” programming for people living with dementia





Community Connections
Reaching Out To Partner Organizations

Anna Stanisz,
Associate Director, Creative Learning and Programs

Overview

In-Gallery Public Programming: ArtVenture Accessible Family Art Programs

- ▶ Conduct brainstorming sessions to understand the main assets of an organization, and what could be done with the gallery/organization resources
- ▶ Sourcing the right instructor, educator, docent and/or volunteer



ArtVenture Accessible Family Art Programs

- ▶ Successful partnership with Autism Ontario - York Region Chapter
- ▶ Program fees subsidized for Autism Ontario members, while the McMichael offered gallery grounds and art activities as exchange of service



Community Outreach: Land Connections

- ▶ Connecting with local experts in accessible programming through a partnership with City of Vaughan Recreation and Culture
- ▶ Based on City of Vaughan's integrated CONNECT day program for youth living with various special needs
- ▶ Exploring the McMichael legacy through the McMichael's studio expertise



Empowering Through Experience: Land Connections Exhibition Opening



In February 2013, AccessON documented our first accessible art exhibition with [Land Connections](#), a program in partnership with City of Vaughan Recreation and Culture

Community Engagement: Mentorship in Motion

► Honouring founder Herbert Pryke's legacy since launch of 2012 project





How to Make it Happen
Implementing Programs and
Overcoming Obstacles

Elaine Hoffman,
Manager, Community Engagement and Special Projects

Overview

- ▶ Established programs for 20,000 students, etc.
- ▶ Previously had integrated students into existing programs
- ▶ Teachers need to advise of student's special needs to ensure that instructors are providing necessary accommodation during program



Welcoming groups from diverse communities- with diverse needs



Working with the Education Community: Parkholme School Project

- ▶ **Parkholme** is a school for students 14 to 21 years of age with developmental disabilities, located in Brampton
- ▶ Received a request from a high school for students with diverse special needs
- ▶ Developed a consecutive weekday program schedule
- ▶ Began thinking about how McMichael could make a difference by utilizing our unique assets: indoors- gallery spaces, studio spaces, outdoors- cultivated wilderness, sculpture garden and historic sites.
- ▶ Program development and implementation follows the *Seven Steps*



Making the visit an educational experience as well as a socialization opportunity



Visual Schedules and Program Itineraries

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McMichael Family Art Program

Busy Bees and Other Summer Creatures

Saturday, August 23, 2014 1 to 3 pm

SCHEDULE

1:00 Welcome to McMichael Art Gallery.



Meet outside Pine Cottage.

1:15 Outside we:

- Meet a Beekeeper
- Learn about bees and honey
- See and handle beekeeping materials
- Can taste honey



Azra Palikits - Busy Bees and Other Summer Creatures - August 23, 2014

2:00 Inside Pine Cottage

We make art:

- Honeycomb Creations

Make bee or a summer creature with rock and honeycomb



and

Decorate flower pot using honeycomb



Make More Art - You Pick:

- Bubble Watercolour Pictures
(Use soap, water and paint)



- Paper Flowers
(Use pipe cleaners, paper)



3:00 Finish our art. *Thank you for visiting the McMichael!*

Azra Palikits - Busy Bees and Other Summer Creatures - August 23, 2014

Working with Partner Organizations: Kerry's Place Autism Services and the LIFE Academy Program

- ▶ Partnered with Kerry's Place, Autism Services - previous programs include specialized "one-off"
- ▶ Kerry's Place provided expertise about their clients' needs
- ▶ The McMichael provided the venue, programming and necessary staff
- ▶ Added benefits that could not be anticipated: Sharing instruction responsibility by engaging the opportunity of having a member of Kerry's Place co-lead the program with a McMichael instructor



LIFE Academy

Learning Independence Thru Facilitated Education



Working with Target Audiences: That Reminds Me

- ▶ Pilot project inspired by other major organizations: (MeetMe: The MoMA Alzheimer's Project)
- ▶ Volunteer-led program with enthusiasm, energy and dedication
- ▶ Promoted to target audience (Sunnybrook Hospital, Alzheimer's Society, long term care facilities and seniors' residences)



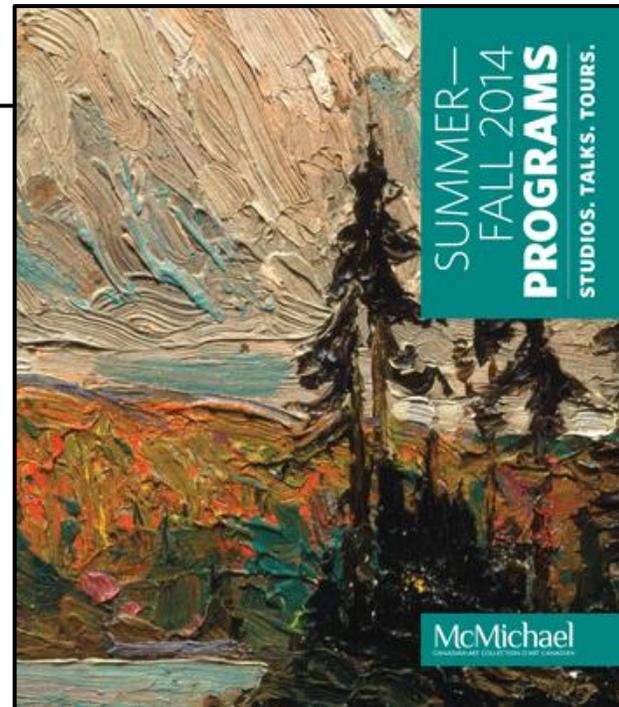
That Reminds Me

That Reminds Me

A program for adult visitors living with special needs.

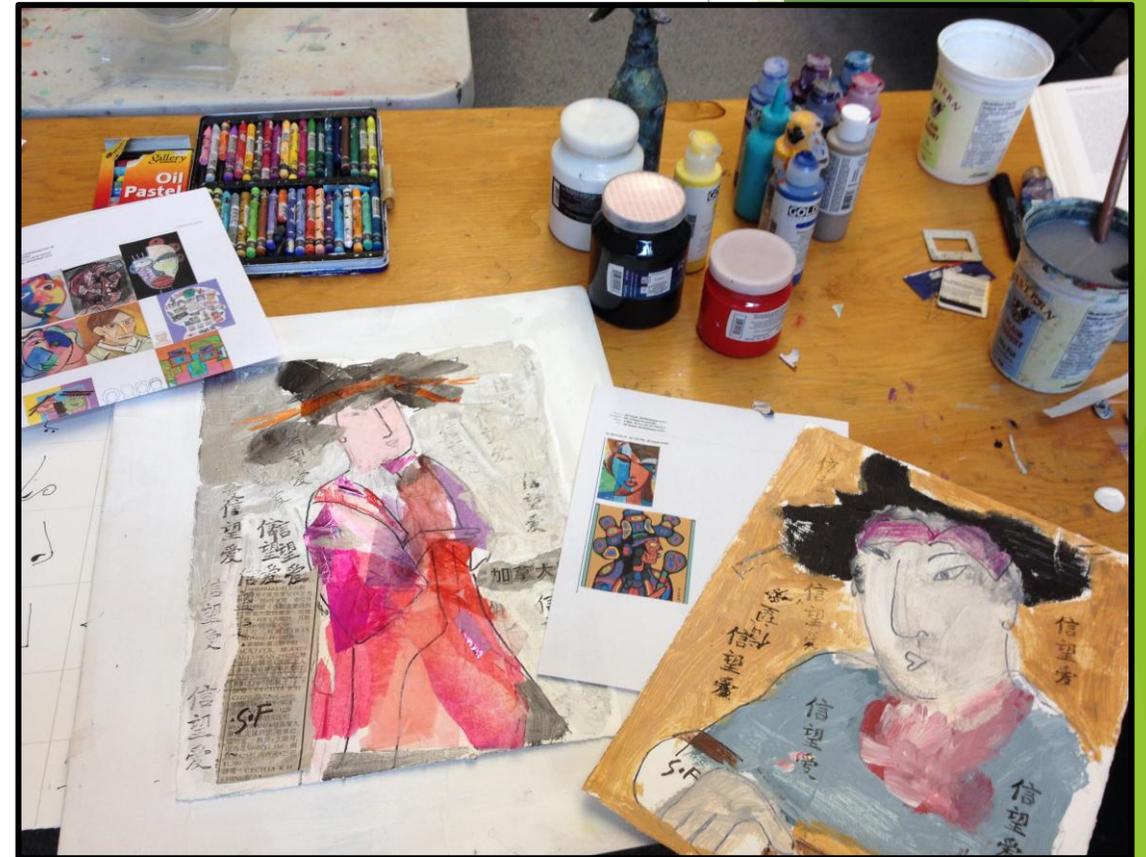
Fee: \$15 per person. Smaller groups can be accommodated. Registration is complimentary for caregivers.

Engagement with art offers significant benefits for individuals living with dementia. The intellectual stimulation allows participants to access experiences and long-term memories. Tours are 100 minutes in length, including time for introductions, orientation, and a relaxed conclusion to the program. This program can be further customized to meet specific needs.



Mentorship in Motion

Opportunities for discovery and creativity



V.O.I.C.E.S. Visual Outreach Initiative Creating Empowered Students delivered with the support of volunteers



For more info...

- ▶ Visit www.mcmichael.com
- ▶ Check out our blog: **Accessible Programs at the McMichael Canadian Art Collection** for posts and photo galleries that documented the McMichael EnAbling Change Project: www.enablemcacgallery.wordpress.com
- ▶ Download **The Art of Inclusion** at www.mcmichael.com/artofinclusion

CONTACT US

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**"Enable the disabled; Translate disability into ability;
Capability, a winning opportunity - indeed a reality"
- Dr. Veena Kumari**

Thank you for joining us for the first part of our concurrent presentation at the 2014 Ontario Museums Association Conference!

Following the break,
we will commence our workshop session,
**The Art of Inclusion: Developing and Delivering
Accessible and Inclusive Programs Within Your
Organization at 1:30 p.m.**