

DIGITAL PROGRAM



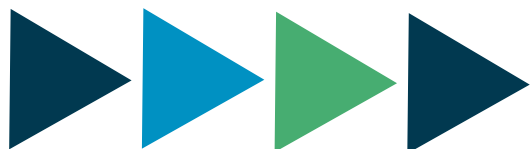
# CULTURAL ACCESSIBILITY CONFERENCE

HOSTED BY  Art-Reach

SEPTEMBER 15, 2020 - SEPTEMBER 17, 2020

ONLINE





# LINE-UP

## DAY ONE

**TUESDAY  
SEPTEMBER 15**

We're kicking things off with a Keynote and beginner-friendly sessions for all!

**1 PM ET KEYNOTE**

**2:30 PM ET DIY ADA ACCESS PLANNING**

**4 PM ET PROMOTING INCLUSION THROUGH  
ACCESSIBLE SOCIAL MEDIA**

---

## DAY TWO

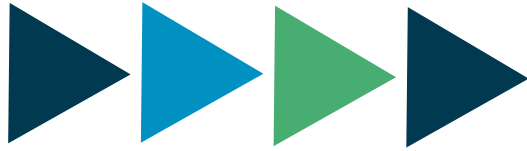
**WEDNESDAY  
SEPTEMBER 16**

A deeper dive into accessibility covering topics on employment, program implementation, & budgeting.

**1 PM ET BUILDING AN INCLUSIVE CULTURAL  
WORKFORCE**

**2:30 PM ET SENSORY FRIENDLY EXPERIENCES  
IN THE VIRTUAL WORLD**

**4 PM ET BUDGETING FOR ACCESS**



# LINE-UP

## DAY THREE

**THURSDAY  
SEPTEMBER 17**

Learn about the hot topics of today's climate as our presenters discuss racial & disability justice & the impact of COVID-19

**1 PM ET      BLACK & DISABLED: A  
CONVERSATION**

**2:30 PM ET      RESEARCH INFORMED PRACTICES:  
BEFORE & AFTER COVID**

---

## ON-DEMAND

Enjoy these quick 20-minute sessions at any time during the conference

- ▲ **ADMISSIONS & TICKETING FOR PERSONAL CARE ATTENDANTS**
- ▲ **WHERE TO BEGIN: DRAFTING AN ACCESSIBILITY WISH LIST**
- ▲ **AUDIO DESCRIPTION DISCOVERED**
- ▲ **REASSESSING ACCESS AT THE INSTITUTE OF CONTEMPORARY ART**

# WELCOME LETTER

Hi everyone and welcome to Art-Reach's 2020 Cultural Accessibility Conference!

The team at Art-Reach is equally excited to present this conference, as they are to share in the learning experience with you. It is safe to say that Art-Reach never expected to have hundreds of people at our conference this year, but if 2020 has taught us anything, it is to expect the unexpected.

This year, conference attendees and presenters come from across country and abroad. This week let's celebrate, people from across the United States, and people from seven countries across the planet, all united in one common goal - to make an inclusive world, an equitable world, an accessible world.

Enjoy the conference everyone.

John Orr  
Executive Director  
Art-Reach





# SESSIONS

**TUESDAY, SEPTEMBER 15**  
**1 PM ET**

## KEYNOTE

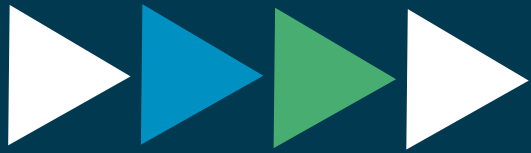
**BETTY SIEGEL, J.D.**

*Cultural Access & Disability Rights Advocate  
Director, Office of VSA & Accessibility, Kennedy Center*



Get fired up for the conference with our favorite accessibility asset, the beloved Betty Siegel. For over 20 years Ms. Siegel has specialized in cultural arts and disability, starting as the original Accessibility Coordinator at Arena Stage in Washington, D.C., founding Access Austin Arts in Austin, Texas, and serving as Director of the Office of VSA and Accessibility at the Kennedy Center. She is a respected expert, a defender of the rights of people with disabilities of all ages, and a pioneer at the intersectionality of disability, access, equity, inclusion, diversity & culture.

Her impact as the originator and convener of the Leadership Exchange in Arts and Disability (LEAD) annual conference has been profound. Through it, thousands of cultural arts leaders from around the world have gathered for 20 years to build a network of cultural arts administrators who now lead the field of inclusive cultural practice and access.



# SESSIONS

**TUESDAY, SEPTEMBER 15**  
**2:30 PM ET**

## **DIY ADA ACCESS PLANNING**

**SCOTT ARTLEY**

*Accessibility Director for the Metropolitan Regional Arts Council  
(St Paul, Minnesota)*

Complying with the Americans with Disabilities Act can feel daunting if you're just starting out. Even if you have experience, it's challenging to prioritize and get buy-in. Whether you're just beginning to center inclusion for people with disabilities or ready to level-up your efforts, participants will get an introduction to the DIY ADA Access Planning workbook, a tool that kickstarts the process of developing a plan right-fitted for your organization.



# SESSIONS

**TUESDAY, SEPTEMBER 15**  
**4 PM EST**

## **PROMOTING INCLUSION THROUGH ACCESSIBLE SOCIAL MEDIA**

**NICOLE SMITH**

*Accessibility Consultant*

Do you run a social media account for a cultural organization, arts organization, or simply for yourself? Have you ever thought of how you can adapt your online presence to make it more inclusive? This session, presented by Nicole Smith, Accessibility Consultant, will teach you the best practices for accessible posts on Twitter, Facebook, and Instagram.

**WEDNESDAY, SEPTEMBER 16**  
**1 PM EST**

## **BUILDING AN INCLUSIVE CULTURAL WORKFORCE: ADDRESSING BARRIERS TO CULTURAL EMPLOYMENT FOR INDIVIDUALS WITH INTELLECTUAL & DEVELOPMENTAL DISABILITIES**

### **ALIZA GREENBERG**

*Project Leader, Supporting Transitions for Museum, Arts and Culture  
Access Consortium (MAC)*

### **KATIE FANNING**

*Project Manager, Supporting Transitions for Museum, Arts and Culture Access  
Consortium (MAC)*

### **MARTHA JACKSON**

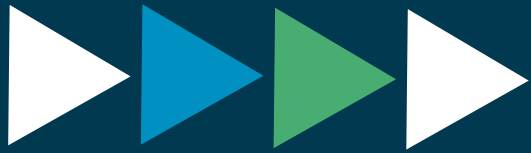
*Assistant Commissioner Employment and Business Relations, NYC Mayor's Office for  
People with Disabilities*

### **DAVID OLENICK**

*Self Advocate*

The Museum, Arts and Culture Access Consortium (MAC), an organization striving to increase access to NYC's cultural institutions, will facilitate an investigation into ableist practices in cultural employment and the barriers that exist for individuals with autism and other developmental and intellectual disabilities. Joined by the New York City Mayor's Office for People with Disabilities (NYC MOPD), MAC will introduce inclusive hiring practices and inclusive programs implemented with cultural organizations.





# SESSIONS

**TUESDAY, SEPTEMBER 15**  
**2:30 PM ET**

## **SENSORY FRIENDLY EXPERIENCES IN THE VIRTUAL WORLD**

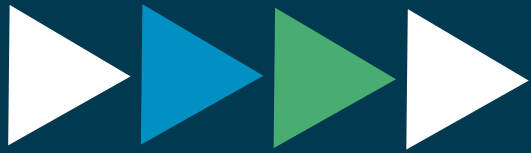
### **ROGER IDEISHI**

*Program Director of Occupational Therapy and Professor of Health, Human Function & Rehabilitation Sciences at George Washington University*

### **MYDERA TALIAH- ROBINSON**

*Education Director, Theatre Horizon*

Implementing sensory and cognitive processing principles requires a great deal of fluidity during cultural experiences. The challenges in a virtual world are even greater. Come prepared to dialogue about practices for sensory friendly experiences in a museum or live arts, and apply those practices to this new "virtual" world we find ourselves. Theatre Horizon's Autism Drama Program will be highlighted as an example of these practices.



# SESSIONS

**WEDNESDAY, SEPTEMBER 16**  
**4 PM ET**

## **BUDGETING FOR ACCESS**

### **BECKY LEIFMAN**

*Executive Director, CO/LAB Theater Group*

### **BRANDON CORLEY**

*Director, VAE Raleigh*

### **CORINNE WOODS**

*Director of Programs, Alliance of Resident Theatres/New York*

This session will empower participants to learn and then talk openly about the cost of access. Facilitators often say “this was cheap” or “this was extremely expensive”. We'll put numbers to creating accessible solutions for different parts of an organization including individual accommodations, sensory friendly performances, access programs, and more. This session will strive for transparency around access needs costs and encourage people to strategize about budgeting for access.



# SESSIONS

**THURSDAY, SEPTEMBER 17**  
**1 PM ET**

## **BLACK & DISABLED: A CONVERSATION**

**MODERATOR:**

**CHARLES HORTON**

*Senior Director of Advocacy & Inclusion, Inglis House*

**PANELISTS:**

**KEVIN MUNDEY**

**SHAWN ALEONG**

**JALEEL KING**

**SHEILA MITCHELL-GREEN**

Join Charles Horton, Senior Director of Advocacy & Inclusion at Inglis House, former Executive Director of the Mayor's Office on People with Disabilities and current board member of Disability Pride Philadelphia, as he moderates a thoughtful discussion with fellow panelists on race and disability.



# SESSIONS

**THURSDAY, SEPTEMBER 17**

**2:30 PM ET**

## **RESEARCH INFORMED PRACTICES: BEFORE AND AFTER COVID**

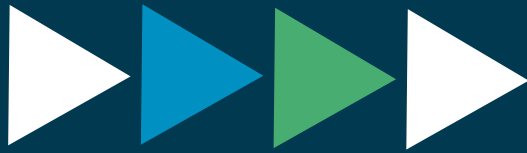
### **CAITLIN TRACEY-MILLER**

*Assistant Director of Visitor Research and Evaluation, Cincinnati Art Museum*

### **SARA BIRKOFER**

*Manager of Accessibility and Gallery Programs, Cincinnati Art Museum*

This presentation will provide data about the accessibility needs and priorities of museum visitors and community members in 2020. Presenters will compare both pre and post-pandemic perspectives with a focus on the future. This data will be presented alongside practical action steps for inclusive interpretive programming in a post-COVID cultural institution.



# ON-DEMAND

## ADMISSIONS & TICKETING FOR PERSONAL CARE ATTENDANTS

### DANI ROSE, TICKET PHILADELPHIA

*Training Manager & ADA Coordinator, Ticket Philadelphia*

Many organizations have been assessing Personal Care Attendant (PCA) ticketed admissions on a case by case basis. Faced with legal inquiry in Philadelphia regarding the admissions of PCAs, the Kimmel Center for the Performing Arts (and its ticketing outlet Ticket Philadelphia) established a policy that entitles a certified PCA ticketed admission at no cost to the patron who employs them. In this session, we will share our approach, development, roll-out, and return on investment of our “PCA Pass” policy, after its 4th successful season.

## WHERE TO BEGIN: DRAFTING AN ACCESSIBILITY WISH LIST

### MARY MAXINE LUBER

*Patron Services Supervisor, Kauffman Center for the Performing Arts*

If you’ve recently left a conference session super excited...and then a wave of “where do I start?!” hit you, this flash talk is for you! We’ll discuss the importance of creating, maintaining, and prioritizing an “accessibility wish list” to take all of the good stuff you’re learning and turn it into action.



# ON-DEMAND

## **AUDIO DESCRIPTION DISCOVERED**

**DEBORAH LEWIS**

*Audio Description Solutions*

This session covers the basics of audio description: what it is, who uses it, who does it, and what constitutes the core skills of audio description.

## **REASSESSING ACCESS AT THE INSTITUTE OF CONTEMPORARY ART**

**NATALIE SANDSTROM**

*Program Coordinator, Institute of Contemporary Art, University Pennsylvania*

**ELIZABETH CHONG**

*Visitor Services Coordinator, Institute of Contemporary Art, UPenn*

This session presents a case study on how ICA has improved accessible program offerings, like ASL interpretation and live captioning. The presentation will consist of an introduction to ICA and our Accessibility Committee; the process of offering ASL at ICA's signature programs; and our future goals. We hope to share how ICA's implementation process worked so that other institutions can consider this model for their own programs.

# ABOUT ART-REACH

Art-Reach creates, advocates for and expands accessible opportunities in the arts so the full spectrum of society is served. We were founded in 1986, four years prior to the passage of the Americans with Disabilities Act, with a mission to connect individuals with disabilities to the arts. Since then, we've created groundbreaking programs that remove barriers to access and innovative accessible programming. Our programs serve over 200,000 people a year in Greater Philadelphia. We educate and provide professional development opportunities to cultural professionals. We believe that Art is a Human Right and we are here to make the arts accessible to everyone.



# THANK YOU!

**A BIG THANK YOU TO OUR INCREDIBLE PRESENTERS, ALL OF OUR ATTENDEES, SPONSORS AND SUPPORTERS WHO MADE THIS CONFERENCE POSSIBLE! SPECIAL SHOUT OUTS TO:**

**BETTY SIEGEL  
CAPTION ACCESS  
HANDS UP PRODUCTIONS  
PNC ARTS ALIVE**

**PHILADELPHIA FOUNDATION  
INDEPENDENCE FOUNDATION  
DOLFINGER-MCMAHON  
FOUNDATION**

# ACCESSIBILITY SERVICES

## CART CAPTIONING BY:

### CAPTION ACCESS

A disability-owned business

[www.CaptionAccess.com](http://www.CaptionAccess.com)

[contact@captionaccess.com](mailto:contact@captionaccess.com)



CaptionAccess

## ASL INTERPRETATION BY:

### HANDS UP PRODUCTIONS

[www.HandsUpProductions.com](http://www.HandsUpProductions.com)

[info@handsupproductions.com](mailto:info@handsupproductions.com)



# SPONSORS

**PHILADELPHIA  
FOUNDATION**

Independence  
*f*oundation

 PNC  
*arts* alive  
be part of art