



Accessibility Planning: The Key to Successful Inclusion

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Presenters

John McEwen

Executive Director, New Jersey Theatre Alliance

John McEwen serves as the Executive Director of the New Jersey Theatre Alliance, a service organization for the state's 33 professional theatres.

Prior to the Alliance, John served as Vice President for Development of the New Jersey Network Foundation where he was responsible for a \$7 million annual fund. Prior to joining NJN, John served as the Director of Development for Paper Mill Playhouse where he implemented the theatre's award-winning access services and the Adopt-A-School Project, and was responsible for raising \$3.5 million for the annual fund, strategic planning and board development.

John is the founder and Chairman of the Cultural Access Network Project, a program of New Jersey Theatre Alliance and the New Jersey State Council on the Arts that assists the state's cultural organizations as they make their programs and services accessible to individuals with disabilities. John serves as a trustee for ArtPRIDE New Jersey, Center for NonProfits, Montclair State University's College of the Arts, and the Fund for the New Jersey Blind.

John's awards and achievements include the first Excellence in Accessibility Leadership Award from the Christopher Reeves Paralysis Foundation and the Kennedy Center for the Performing Arts, The Robert Smyth Outstanding Professional Fundraiser Award from AFP/NJ Chapter, Ann Klein Advocate Award from the Community Health Law Project, Award of Excellence from Passage Theatre, the Governor Kean and Byrne Advocacy Award from Paper Mill Playhouse, a Citation of Excellence from the New Jersey State Council on the Arts, and the Community Service Award from the New Jersey Department of Recreation.

Beth Prevor

Executive Director, Hands On

Beth Prevor is a co-founder and Executive Director of Hands On, an arts service organization that advocates for access to arts for the Deaf community and audiences with disabilities. For the last 30+ years, Hands On has been providing access for the Deaf and hard of hearing communities of NYC through sign language interpreted theater at some of NYC's most prestigious theaters including The Roundabout Theater Company, The New York Shakespeare Festival/Public Theater and The New Victory Theater.

As Executive Director, Beth works with arts organizations to ensure inclusion for all by providing marketing, community engagement and audience development strategies. As a disabled advocate, Beth is active as an advisory member to many groups including, Lincoln Center's Department of Programs and Services for People with Disabilities (PSPD), and the Museum Access Consortium (MAC). She has led workshops on accessibility and the arts for organizations around the country.

She is the 2015 recipient of the John F. Kennedy Center's Excellence in Accessibility Leadership Lifetime Achievement award.

>> CRISTYN: HELLO AND WELCOME TO TODAY'S WEBINAR, ACCESSIBILITY PLANNING: THE KEY TO SUCCESSFUL INCLUSION. THIS WEBINAR IS THE FIRST OF A THREE-PART SERIES ON ACCESSIBILITY. THE NEXT TWO SESSIONS WILL LOOK MORE CLOSELY AT ACCESSIBLE MARKETING AND PROGRAMMING. I'M CRISTYN JOHNSON, LOCAL ARTS ADVANCEMENT PROGRAM MANAGER WITH AMERICANS FOR THE ARTS. WE'VE GOT A GREAT PROGRAM PLANNED TODAY AND I'M EXCITED TO INTRODUCE OUR SPEAKERS. BUT FIRST, A COUPLE OF QUICK REMINDERS.

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THERE WILL BE TIME FOR QUESTIONS AT THE END OF THE PRESENTATION. HOWEVER, IF YOU THINK OF A QUESTION ALONG THE WAY, FEEL FREE TO TYPE IT INTO THE CHATBOX IN THE BOTTOM LEFT-HAND CORNER OF YOUR SCREEN. PLEASE NOTE THAT TODAY'S WEBINAR INCLUDES LIVE CAPTIONING. TO VIEW THE LIVE CAPTIONS, PLEASE CLICK AND OPEN THE LINK IN A NEW WINDOW THAT HAS BEEN PASTED INTO THE CHATBOX. IT WILL OPEN FOR YOU IN A NEW TAB OR WINDOW. YOU WILL THEN ADJUST BOTH THE WINDOW WITH THE WEBINAR AND THE WINDOW WITH THE CAPTIONS TO VIEW BOTH AT THE SAME TIME.

I WOULD LIKE TO THANK MID-ATLANTIC ARTS FOUNDATION, THE NEW JERSEY STATE COUNCIL ON THE ARTS, AND THE NATIONAL ENDOWMENT FOR THE ARTS FOR MAKING THIS EVENT POSSIBLE.

AND WITH THAT, I'M PLEASED TO INTRODUCE OUR SPEAKERS TODAY, JOHN McEWEN AND BETH PREVOR. JOHN SERVES AS THE EXECUTIVE DIRECTOR OF THE NEW JERSEY THEATRE ALLIANCE, A SERVICE ORGANIZATION FOR THE STATE'S 33 PROFESSIONAL THEATRES. JOHN IS THE FOUNDER AND CHAIRMAN OF THE CULTURAL ACCESS NETWORK PROJECT, A PROGRAM OF NEW JERSEY THEATRE ALLIANCE AND THE NEW JERSEY STATE COUNCIL ON THE ARTS THAT ASSISTS THE STATE'S CULTURAL ORGANIZATIONS AS THEY MAKE THEIR PROGRAMS AND SERVICES ACCESSIBLE TO INDIVIDUALS WITH DISABILITIES.

NEXT WE HAVE BETH PREVOR. BETH IS A CO-FOUNDER AND EXECUTIVE DIRECTOR OF HANDS ON, AN ARTS SERVICE ORGANIZATION THAT ADVOCATES FOR ACCESS TO ARTS FOR THE DEAF COMMUNITY AND AUDIENCES WITH DISABILITIES. FOR THE LAST 30 PLUS YEARS, HANDS ON HAS BEEN PROVIDING ACCESS FOR THE DEAF AND HARD OF HEARING COMMUNITIES OF NEW YORK CITY THROUGH SIGN LANGUAGE INTERPRETED THEATER AT SOME OF NEW YORK CITY'S MOST PRESTIGIOUS THEATERS INCLUDING THE ROUNDABOUT THEATER COMPANY, THE NEW YORK SHAKESPEARE FESTIVAL/PUBLIC THEATER AND THE NEW VICTORY THEATER.

AND WITH THAT, I'LL TURN IT OVER TO JOHN AND BETH. THANK YOU EVERYONE! TAKE IT AWAY!

>> JOHN: THANK YOU SO MUCH, CRISTYN. THIS IS JOHN McEWEN.

>> **BETH:** AND THIS IS BETH PREVOR.

>> **JOHN:** AND WE ARE DELIGHTED FOR AMERICANS FOR THE ARTS FOR PROVIDING THIS SERIES AND BETH AND I ARE DELIGHTED TO BE WITH YOU TODAY TO DISCUSS WITH YOU WHAT WE BELIEVE IS REALLY THE VERY -- A VERY IMPORTANT STEP IN ADA WHEN YOU'RE THINKING ABOUT THE AMERICANS WITH DISABILITIES ACT IN YOUR ORGANIZATION AND THAT IS PLANNING. WE'RE GOING TO BE WALKING YOU THROUGH SOME LANGUAGE AROUND ACCESSIBILITY. WE'RE GOING TO BE TALKING ABOUT THE IMPORTANCE OF PLANNING AND MAKING IT AN ORGANIZATIONAL PRIORITY. WE WILL ALSO TALK ABOUT SOME OF THE PROGRAMMING AND SERVICING TO KEEP IN MIND TO MAKE ACCESSIBILITY AN ORGANIZATIONAL PRIORITY. HOW DO YOU REACH AND TARGET INDIVIDUALS FOR YOUR PROGRAMMING. THE IMPORTANCE OF YOUR FACILITY AS IT RELATES TO ACCESSIBILITY AND WE WILL ALSO SHARE WITH YOU SOME RESOURCES THROUGHOUT OUR PRESENTATION AND AT THE END OF OUR PRESENTATION. WE ARE HAPPY TO ADDRESS SOME OF THE QUESTIONS THAT COME FORWARD.

SO, I JUST WENT THROUGH THE AGENDA WITH YOU IN WHAT WE HOPE TO COVER DURING OUR TIME TODAY. IT'S REALLY IMPORTANT BEFORE YOU BEGIN ANY KIND OF ACCESSIBLE PLANNING IN YOUR ORGANIZATION IS TO REALLY UNDERSTAND THE CONSTITUENCY. WE ARE VERY HONORED AND DELIGHTED WITH OUR PARTNERSHIP WITH THE NEW JERSEY STATE COUNCIL ON THE ARTS WHO HAS BEEN TRUE LEADERS IN THIS WORK FOR THE PAST 27 YEARS, THAT WE HAVE COLLABORATED ON THE NEW JERSEY CULTURAL ACCESS NETWORK PROJECT.

SO, AS YOU LEARN THIS INFORMATION TODAY, AS WELL AS THE NEXT TWO WEBINARS THAT YOU GIVE THOUGHT HOW THAT IS GOING TO WORK INTO YOUR OWN ACCESSIBLE PLANNING AND POLICIES AT YOUR AGENCIES AND HOW YOU CAN SHARE INFORMATION IN EDUCATING YOUR GRANTEEES AND CONSTITUENTS AROUND ACCESSIBILITY. TO BEGIN IN TERMS OF UNDERSTANDING ABOUT DISABILITY AND ITS IMPACT, I'M GOING TO TURN THIS NEXT PORTION OF THE PRESENTATION OVER TO BETH.

>> **BETH:** THANK YOU, JOHN.

>> **BETH:** THANKS. SO, JOHN AND I BOTH FEEL IT IS REALLY IMPORTANT BEFORE WE DIVE HEAD ON TO ACCESSIBILITY PLANNING TO GET AN UNDERSTANDING OF THE CONSTITUENCY WE ARE TALKING ABOUT TO INTRODUCE THE UNDERSTANDING AS TO WHY ACCESSIBILITY IS REALLY IMPORTANT. IT IS IMPORTANT TO UNDERSTAND HOW DISABILITY IMPACTS OUR LIVES. THERE ARE APPROXIMATELY 57 MILLION PEOPLE WITH DISABILITIES, WHICH MEANS ONE IN FIVE INDIVIDUALS HAVE A DISABILITY. AND THAT IS REALLY NOT EVEN TAKING INTO ACCOUNT THE NUMBER OF BABY BOOMERS WHO ARE AGEING QUICKLY, THE NUMBER OF VETS WHO ARE COMING BACK WITH DISABILITY. SO, THAT NUMBER OF 57 MILLION IS PROBABLY SMALL IN COMPARISON TO THE ACTUAL NUMBER.

AND THE OTHER STATISTIC I WANT TO POINT OUT FROM THIS SLIDE IS REALLY THE LAST ONE ON IT AND IT REALLY TALKS ABOUT THE IDEA THAT DISABILITY IS THE ONLY CATEGORY OF DIVERSITY THAT ANYONE CAN JOIN AND AT ANY POINT. MORE TO THE POINT IS THAT AS WE ALL AGE, THE PROBABILITY THAT ALL OF US WILL BE IMPACTED WHETHER IT IS PERSONALLY OR THROUGH FAMILY WITH DISABILITY IS GREAT. AND PROBABLY AN ABSOLUTE. SO, IT'S THIS IDEA THAT DISABILITY IS SOMETHING THAT NOT ONLY IS SOMETHING WE NEED TO THINK ABOUT WITH OUR ORGANIZATION, BUT AS A PERSONAL ISSUE THAT SOMETHING THAT WE ARE ALL GOING TO HAVE TO BE TACKLING AT SOME POINT IN THE FUTURE. SO, THAT'S WHY IT IS IMPORTANT TO TALK ABOUT DISABILITY RIGHT FROM THE START.

SO, GOING BACK TO THIS DISABILITY 101, I WANT TO TALK JUST REALLY BRIEFLY ABOUT SOME MODELS OF DISABILITY. I THINK WHY THIS IS REALLY IMPORTANT IS THAT THESE MODELS GIVE US AN UNDERSTANDING PERSONALLY ABOUT HOW WE VIEW DISABILITY. AND I THINK AS WE WILL KIND OF POINT OUT LATER IN THE PRESENTATION, ATTITUDE AND HOW WE LOOK AT DISABILITY REALLY DOES HAVE AN IMPACT ON OUR PROVISION OF SERVICES AND HOW WE VIEW ACCESSIBILITY IN OUR ORGANIZATIONS. SO, THE TWO MODELS THAT I WANT TO BRIEFLY TALK ABOUT ARE THE MEDICAL MODEL AND THE SOCIAL MODEL OF DISABILITY. AGAIN, I'M GOING TO GIVE YOU A READILY BRIEF OVERVIEW OF WHAT THESE MODELS ARE AND JUST TO GIVE YOU SOMETHING TO THINK ABOUT WHEN YOU'RE THINKING ABOUT DISABILITY.

SO, THE MEDICAL MODEL EMPHASIZES THE IMPAIRMENT AND LIMITATIONS THAT A PERSON HAS IS BASED ON THE PERSON THEMSELVES. AND IT PUTS THE ONUS ON DISABLED PEOPLE TO FIX WHATEVER PROBLEM SOCIETY THINKS THAT THEY HAVE AND TO FIX THEIR PROBLEMS. SO, IT DOESN'T LOOK AT THE ENVIRONMENT AT ALL. IT REALLY LOOKS ON THE PERSON THEMSELVES AND THE LIMITATIONS THAT THE PERSON THEMSELVES HAS.

NOW, THE MEDICAL MODEL. AS WE MAKE THE ASSUMPTION WAS DEVELOPED AND COINED NOT BY PEOPLE WITH DISABILITIES. SO, ON THE OTHER END OF THE SPECTRUM OF THESE MODELS OF DISABILITY, WE HAVE THE SOCIAL MODEL WHICH IS VIEWED AS THE MUCH MORE PERTINENT AND IMPORTANT MODEL THAT WE WANT TO LOOK AT. THE SOCIAL MODEL REALLY LOOKS AT DISABILITY FROM THE UNDERSTANDING THAT DISABILITY REALLY IS CONSTRUCTED FROM THE EXPERIENCE AND IT LOOKS AT THE BARRIERS THAT ARE CREATED IN THE ENVIRONMENT AND DOESN'T NECESSARILY LOOK AT THE RELATIONSHIP OF THE PERSON HAVING TO FIX THEIR PROBLEM, BUT LOOKS AT ASSOCIATE AND THE ENVIRONMENT IN TERMS OF TRYING TO FIX THAT.

SO, REALLY IN KIND OF LAYMAN'S TERMS. IF I'M CONFRONTED WITH A MOBILITY ISSUE IT IS THE FLIGHT OF STAIRS THAT IS IMPACTFUL TO MY DISABILITY RATHER THAN ME PERSONALLY HAVING A MOBILITY DISABILITY. IF THE STAIRS WEREN'T THERE, WHETHER I HAVE A DISABILITY OR NOT, I CAN GET IN. SO, THE BARRIER IS CONSTRUCTED BY SOCIETY. SO, IF WE CAN START THINKING ABOUT REMOVING THE ENVIRONMENTAL AND THE SOCIETAL BARRIERS, THEN THE PERSON'S DISABILITY IS MUCH LESS IMPORTANT AND THEN ACCESS BECOMES MUCH MORE OF A COMMUNIAL AND SOCIETAL ISSUE RATHER THAN THE ISSUE OF THE PERSON THEMSELVES.

I HOPE THIS GIVES YOU A GENERAL UNDERSTANDING ABOUT HOW WE THINK ABOUT DISABILITY AND HOW WE PUT THE ONUS ON THE INDIVIDUAL OR SOCIETY WHEN WE ARE TALKING ABOUT REMOVING THE BARRIERS THAT MIGHT EXIST FOR A PERSON WITH A DISABILITY. THAT IS A VERY, VERY BRIEF DISCUSSION OF HOW WE LOOK AT DISABILITIES AND WE BRING THAT UP REALLY TO POINT OUT THAT HOW YOU THINK ABOUT DISABILITY HAS AN IMPACT ON HOW YOU ULTIMATELY PROVIDE SERVICES. SO, THERE WE HAVE DISABILITY 101 IN A NUTSHELL.

>> **JOHN:** THANK YOU, BETH. SO, WE BELIEVE THAT IN ORDER FOR AN ORGANIZATION TO MOVE FORWARD IN ACCESS IN PROVIDING ACCESSIBLE PROGRAMS AND SERVICES AND POLICIES, THAT THE ORGANIZATION MUST DEVELOP AN ADA PLAN MUCH LIKE ORGANIZATIONS WILL DEVELOP A STRATEGIC PLAN TO PROVIDE A ROAD MAP FOR THEIR PROGRAMS AND OPERATION OF THEIR ORGANIZATION OVER A THREE TO FIVE-YEAR PERIOD. WE BELIEVE THAT'S ALSO IMPORTANT AS YOU GIVE THOUGHT TO BEGINNING YOUR PATHWAY IN TERMS OF PROVIDING ACCESSIBLE PROGRAMS AND SERVICES. AS WELL AS LOOKING AT ACCESSIBILITY INTERNALLY IN TERMS OF YOUR EMPLOYMENT, IN TERMS OF HIRING MANAGEMENT AS WELL AS HIRING ARTISTS.

THE FIRST STEP IN SUCCESSFUL ADA PLANNING IS MAKING THIS AN ORGANIZATIONAL PRIORITY. TOO OFTEN ORGANIZATIONS WILL SAY OH, WELL, WE ARE GOING TO GIVE THIS ADA RESPONSIBILITY OVER TO THE BOX OFFICE OR THE HOUSE MANAGER OR THE MARKETING DEPARTMENT. AND THEN WHEN THAT PERSON LEAVES, THEN A LOT OF THE WORK THAT THE ORGANIZATION IMPLEMENTED TENDS TO FALL APART. ALSO, IN ORDER TO ACTUALLY IMPLEMENT THINGS IN A PLAN, YOU REALLY DO NEED TO HAVE EVERYBODY'S INVOLVEMENT IN DEVELOPING THE PLAN, BUT YOU NEED TO MOST DEFINITELY HAVE SUPPORT FROM THE TOP. FROM THE BOARD OF TRUSTEES ALL THE WAY DOWN TO YOUR VOLUNTEERS. SO, IT MUST BE AN ORGANIZATIONAL PRIORITY.

ALSO, THIS ADA PLAN WILL ACT AS A ROAD MAP SO IF SOMEONE LEAVES THE ORGANIZATION, AND THERE'S ALWAYS SOMEONE AT THE ORGANIZATION TO MAKE SURE THE WORK IS MOVING FORWARD, BUT THAT DOESN'T MEAN THAT IT IS ON JUST THE SHOULDERS OF THAT ORGANIZATION -- OF THAT INDIVIDUAL RATHER. SO, THIS PLAN, IF SOMEBODY DOES LEAVE, THERE'S A ROAD MAP IN PLACE SO THAT THE ORGANIZATION CAN CONTINUE THE GOOD WORK. ALL DEPARTMENTS NEED TO BE INVOLVED IN THE DEVELOPMENT OF THE PLAN, AND IMPLEMENTING THE PLAN. WE WILL TALK ABOUT USING ADVISORY BOARDS. YOU WANT TO HAVE THE GUIDANCE AND SUPPORT OF INDIVIDUALS IN YOUR COMMUNITIES THAT ARE GOING TO BENEFIT FROM YOUR PROGRAMS AND SERVICES. SO, AMBASSADORS TO SHARE THE NEWS IN THEIR COMMUNITIES ABOUT THE GOOD WORK YOU'RE DOING TO SERVE THIS CONSTITUENCY.

THERE ARE GOING TO BE SOME THINGS THAT ARE READILY ACHIEVABLE THAT YOU CAN BEGIN TO IMPLEMENT IN YOUR ADA WORK. BUT THERE ARE SOME THINGS THAT DEFINITELY WILL

NEED SOME DEDICATED FINANCIAL RESOURCES. THINKING ABOUT AN ACCESSIBILITY BUDGET AND PUTTING SOME FINANCIAL RESOURCES BEHIND THESE INITIATIVES. AND A VERY IMPORTANT STEP IS THE SELF-ASSESSMENT. BEFORE YOU BEGIN A PLAN, YOU REALLY NEED TO KNOW WHAT YOU CURRENTLY HAVE SO YOU CAN KNOW WHERE YOU WANT TO GO AND WE WILL GET INTO THE IMPORTANCE OF THE SELF-ASSESSMENT AND SPECIFICS IN JUST A LITTLE MOMENT. BETH, YOU WANT TO TALK A LITTLE BIT ABOUT THE ORGANIZATIONAL PRIORITIES?

>> **BETH:** SURE. AND I THINK AS JOHN JUST MENTIONED THAT THE COMMITMENT TO ACCESS REALLY DOES CROSS ALL PHASES AND ALL PARTS OF YOUR ORGANIZATION. AND I THINK A LOT OF TIMES WHEN WE TALK ABOUT ACCESSIBILITY, WE HAVE A TENDENCY OF FOCUSING SPECIFICALLY ON AUDIENCES, WHICH IS AN IMPORTANT COMPONENT IN THIS WHOLE DISCUSSION. BUT I THINK THAT WHEN YOU LOOK AT YOUR ENTIRE ORGANIZATION, IT'S ALSO THE UNDERSTANDING THAT DISABILITY IS EVERYWHERE. PEOPLE WITH DISABILITIES ARE IN ALL PARTS OF YOUR ORGANIZATION SO WE'RE NOT JUST LOOKING AT DISABILITY AND DISABILITY CONSTITUENCY FROM AN AUDIENCE COMPONENT. BUT THAT DISABILITY REALLY RUNS THROUGHOUT YOUR ORGANIZATION. SO THAT THE COMMITMENT TO ACCESS REALLY IS A TOP DOWN AND SHOULD IMPACT EVERY PART OF YOUR ORGANIZATION BECAUSE PEOPLE WITH DISABILITIES ARE IN EVERY PART OF YOUR ORGANIZATION. SO, IT'S REALLY IMPORTANT TO LOOK AT YOUR ENTIRE ORGANIZATION AND THE COMMITMENT TO ACCESS THROUGHOUT YOUR ENTIRE ORGANIZATION.

>> **JOHN:** SO, WE SPOKE A LITTLE BIT ABOUT THE IMPORTANCE OF ADVISORY BOARDS OR IMPORTANCE OF SELF-ASSESSMENT. WE DO HAVE A TOOL AND LATER IN THE PRESENTATION WE WILL SHOW YOU WHERE THAT IS ON THE THEATRE ALLIANCE WEBSITE. BUT HERE IN NEW JERSEY WE ARE BIG PROPONENTS OF ENCOURAGING ORGANIZATIONS TO GO THROUGH A SELF-ASSESSMENT SURVEY SO THAT THEY CAN WALK THROUGH THEIR FACILITY AND SEE WHAT ELEMENTS ARE -- IN TERMS OF DOORWAYS WIDTH, IN TERMS OF COUNTER HEIGHTS, DRESSING ROOMS, OFFICE SPACES. ALL THE VARIOUS ELEMENTS OF PROGRAM. BY GOING THROUGH THE SURVEY, THEY NOT ONLY CAN ACTUALLY DO A SELF-ASSESSMENT OF WHAT THEY CURRENTLY HAVE, THEY WILL ALSO LEARN WHAT IS POSSIBLE.

THE SELF-ASSESSMENT SURVEY THAT WE HAVE IS QUITE A LARGE DOCUMENT. IT'S BROKEN INTO PERFORMING ARTS AND SOMETHING FOR VISUAL ARTS. AND ALONG WITH EACH QUESTION OF THE SELF-ASSESSMENT SURVEY, IN THE RIGHT-HAND COLUMN THERE'S A GUIDE TO THE ANSWER. BY GOING THROUGH THIS EXERCISE, IT ALSO EDUCATES INDIVIDUALS ON WHAT IS POSSIBLE. WE ENCOURAGE THAT PEOPLE GO THROUGH THE SELF-ASSESSMENT WITH A COLLEAGUE. FOR EXAMPLE, WHEN THEY GET TO THE FACILITY COMPONENT OF THE ASSESSMENT, THAT THEY WALK AROUND WITH PERHAPS A FACILITY MANAGER, MAYBE AN ARCHITECT THAT IS ON THE BOARD THAT IS FAMILIAR WITH THE ORGANIZATION. WHEN THEY TALK ABOUT MARKETING, THAT THEY ACTUALLY DO THAT PORTION OF THE ASSESSMENT WITH SOMEBODY ON THEIR MARKETING TEAM. SO, WE DO ENCOURAGE THAT THIS IS DONE AS A GROUP EFFORT AND CERTAINLY NOT DONE ALL IN ONE SITTING. IT CAN BE DONE OVER A

PERIOD OF TIME. BUT BY DOING THE ASSESSMENT, IT GIVES THE ORGANIZATION CERTAINLY A BETTER UNDERSTANDING OF WHERE THEY ARE, WHAT'S POSSIBLE, HOW THEY CAN BEGIN TO PLAN TO MEET ALL THE VARIOUS ACCESSIBLE BENCHMARKS OVER THE NEXT THREE TO FIVE YEARS. AND IT'S IMPORTANT THAT THEY UNDERSTAND TO BE REALISTIC. THAT FULL ACCESS DOESN'T HAPPEN OVERNIGHT. IT DOES TAKE STEPS. THAT'S THE PURPOSE OF THE PLAN. AND THIS SURVEY IS WE BELIEVE A VERY GOOD STEP AS THEY BEGIN THAT PROCESS.

>> **BETH:** JOHN, IF I COULD JUST ADD ONE MORE THING. IN TERMS OF WALKING THROUGH YOUR ORGANIZATION WHEN YOU'RE DOING THESE ASSESSMENTS, ONE REALLY GOOD SUGGESTION WOULD BE TO WALK THROUGH WITH A PERSON WITH A DISABILITY. IF YOU CAN GET SOMEONE TO WALK THROUGH WITH YOU ALONG WITH MEMBERS OF YOUR STAFF, I THINK YOU WILL FIND A LOT OF INFORMATION THAT YOU NEVER THOUGHT ABOUT THAT WILL BE REALLY HELPFUL IN DEVISING YOUR PLAN. I JUST WANTED TO THROW THAT OUT THERE.

>> **JOHN:** ABSOLUTELY. SO, THERE ARE SOME THINGS THAT WE BELIEVE ARE READILY ACHIEVABLE. THAT ORGANIZATIONS CAN DO WITHIN A FEW MONTH PERIOD. FIRST, THEY COULD TAKE A LOOK AT THEIR POLICY. A BOARD APPROVED POLICY STATEMENT THAT STATES THAT ABC ORGANIZATION IS COMMITTED TO ENSURING THAT ALL INDIVIDUALS, REGARDLESS OF ABILITY, EXPERIENCES THE PROGRAMS AND ORGANIZATIONS WITH DIGNITY AND INDEPENDENCE. THAT'S A SAMPLE POLICY STATEMENT AND THAT NEEDS TO BE APPROVED BY THE BOARD, GOING BACK TO OUR BELIEF THAT THIS IS AN ORGANIZATIONAL PRIORITY AND NEEDS TO START AT THE TOP.

A SERVICE PROVISION REQUEST POLICY. LETTING INDIVIDUALS KNOW WHAT VARIOUS SERVICES ARE BEING PROVIDED. IF THERE'S A PARTICULAR REQUEST, HOW DOES ONE, A PATRON REQUEST THAT POLICY OR THAT SERVICE. WE LIKE ADVANCE NOTIFICATION POLICIES. THIS EDUCATES THE PUBLIC IF THEY DO NEED A SERVICE, LIKE AN INTERPRETER, A DESCRIBER, CAPTIONER, THAT THEY DO NEED TO LET THE ORGANIZATION KNOW IN ADVANCE. CERTAINLY ORGANIZATIONS NEED TO BE ACCOMMODATING REGARDLESS OF WHEN THE REQUEST COMES IN. BUT CERTAINLY, WE RECOMMEND A TWO-WEEK NOTIFICATION POLICY THAT AN INDIVIDUAL THAT MIGHT NEED A SERVICE LIKE A CAPTIONER, AN INTERPRETER OR AN AUDIO DESCRIBER, THAT THEY CONTACT THE ORGANIZATION AT LEAST TWO WEEKS NOTICE. WHICH WOULD GIVE THE ORGANIZATION CERTAINLY PLENTY OF TIME TO SECURE THAT TALENT. BUT CERTAINLY IF AN INDIVIDUAL DOES CONTACT THE OFFENSE LESS THAN TWO WEEKS, THE ORGANIZATION WILL OF COURSE DO WHAT IT CAN TO MEET THAT INDIVIDUAL'S REQUEST.

GRIEVANCE PROCEDURES ARE IMPORTANT. HOPEFULLY THE GRIEVANCE CAN BE HANDLED AT THE TIME. BUT IF IT REQUIRES MORE PROCESS AND DISCUSSION, WHAT IS THAT PROCESS THAT THE PATRON WILL GO THROUGH. SENSITIVITY TRAINING FOR STAFF AND VOLUNTEERS. WE DO QUITE A BIT OF IN THIS NEW JERSEY AND SUGGEST ORSS OFFER THIS AT LEAST ONCE A YEAR SO THEIR ENVIRONMENT IS WELCOMING. WE WANT ALL OF OUR PATRONS TO FEEL WELCOMED. WE ALSO KNOW THERE'S A LOT OF TURNOVER. ESPECIALLY IN THOSE POSITIONS THAT ARE

DEALING -- THAT ARE THE POINT PEOPLE WITH THE PUBLIC SUCH AS BOX OFFICE, RECEPTIONISTS, USHERS, IT IS IMPORTANT THAT THEY GO THROUGH THIS TRAINING AND HAVE AN UNDERSTANDING OF THE BEST WAY TO CREATE A MORE -- THE MOST WELCOMING ENVIRONMENT POSSIBLE.

WE WORK VERY CLOSELY WITH OUR COUNTY OFFICE THAT SERVES PEOPLE WITH DISABILITIES. MEMBERS OF OUR ACCESS NETWORK COMMITTEE THAT CAN SHARE THEIR OWN EXPERIENCES AND WHAT IS A WELCOMING ENVIRONMENT FOR THEM. THAT CERTAINLY HELPS AND PERSONALIZES THE SENSITIVE TRAINING SESSIONS.

ASSIGNING AN ADA COORDINATOR. YES IT IS AN ORGANIZATIONAL PRIORITY BUT AS WE MENTIONED, THERE'S ONE PERSON AT THE ORGANIZATION THAT DOES NEED TO MAKE SURE THAT THE PLAN AND THE GOALS AND STRATEGIES AROUND YOUR ADA PROGRAMMING IS MOVING FORWARD. SOMETIMES IT IS SOMEBODY IN THE BOX OFFICE. SOMETIMES IT IS THE SPEAKER OR THE HOUSE MANAGER. SOMETIMES IT IS SOMEBODY IN THE MARKETING DEPARTMENT. I KNOW A COUPLE OF ORGANIZATIONS THAT JUST HAVE VERY DEDICATED VOLUNTEERS WHO HAVE TAKEN ON THAT ROLE. SO, IT IS IMPORTANT TO IDENTIFY WHO THAT WILL BE.

THE INTERNATIONAL ACCESS SYMBOLS IS VERY IMPORTANT BECAUSE INDIVIDUALS WILL CERTAINLY WHEN SEEING THOSE SYMBOLS, IT CERTAINLY TELLS THEM THERE'S SOMETHING THERE FOR THEM TO LOOK INTO FURTHER. YOU CAN ADD THOSE IN PRINTED MATERIALS, ON YOUR WEBSITE. THAT'S AN EASY FIRST STEP AND THEY'RE AVAILABLE AND THEY ARE FREE.

AND AS WE TALKED ABOUT, THE IMPORTANCE OF ESTABLISHING AN ADVISORY COMMITTEE. YOU MIGHT BE ABLE TO SHARE ONE WITH A COUPLE OF CULTURAL ORGANIZATIONS IN THE COMMUNITY. THEY CAN BE WONDERFUL AMBASSADORS AND THEY CAN ALSO BE EXTREMELY HELPFUL IN CREATING POLICY. EVEN HELPING YOU, AS BETH MENTIONED, IN YOUR SELF-ASSESSMENT AS YOU WALK THROUGH YOUR ORGANIZATION.

SO, HERE ARE JUST A FEW ITEMS HERE OF THE ROLE OF AN ADVISORY BOARD. THEY CAN PROVIDE YOU GUIDANCE IN DEVELOPING YOUR PROGRAMS AND SERVICES. THEY ARE CERTAINLY YOUR GREATEST AMBASSADORS TO HELP SPREAD THE WORD. THEY CAN HELP IDENTIFY SOME FUNDING OPPORTUNITIES. THEY CAN PLAY A GREAT ROLE IN STAFF AND VOLUNTEER TRAINING. HELP YOU REVIEW YOUR POLICIES, TARGET MARKET YOUR PROGRAMMING FOR YOU AND AS I SAID, MANY OF OUR ORGANIZATIONS IN NEW JERSEY HAVE SHARED ADVISORY BOARDS.

SO, FOR EXAMPLE IN MORRIS TOWN WHERE MY OFFICE IS, WE HAVE SEVERAL CULTURAL ORGANIZATIONS, ABOUT A HALF A DOZEN WITHIN A FEW BLOCKS OF EACH OTHER. RATHER THAN EACH ORGANIZATION TAKING ON THEIR OWN ADVISORY BOARD, THEY'RE SHARING ONE FOR THOSE SIX ORGANIZATIONS AND THAT HAS PROVEN TO BE SUCCESSFUL SINCE EACH ORGANIZATION, IF THEY DID IT ON THEIR OWN WOULD PROBABLY GO AFTER MANY OF THE

SAME PEOPLE. SO, HAVING ONE FOR THE COMMUNITY SEEMS TO BE WORKING. SO, THAT'S ANOTHER AVENUE TO TAKE WHEN THINKING ABOUT ADVISORY BOARDS.

BETH YOU WANT TO TALK ABOUT LANGUAGE?

>> **BETH:** SURE. LANGUAGE IS AN ITEM BROUGHT UP A LOT IN TERMS OF PEOPLE SOMETIMES HAVING QUESTIONS ABOUT LANGUAGE. LET'S TALK ABOUT LANGUAGE. LANGUAGE IN TERMS OF PEOPLE WITH DISABILITIES IS A VERY FLUID AND NOT SET IN STONE. AND I KNOW IT'S ALWAYS AN ISSUE OF PEOPLE BEING UNSURE OF LANGUAGE TO USE AROUND PEOPLE WITH DISABILITIES, PEOPLE FEELING UNCOMFORTABLE WITH WHAT LANGUAGE THEY CAN USE. AND I THINK THE IMPORTANT THING TO UNDERSTAND IS THAT LANGUAGE CHAINS. I THINK THE MOST IMPORTANT THING TO REMEMBER IS THAT I THINK PEOPLE SHOULD ALWAYS FEEL COMFORTABLE TO ASK. AND I THINK THAT THAT'S THE PART THAT I WANT TO STRESS IS THAT IF YOU'RE UNSURE OF LANGUAGE TO USE AROUND A PERSON WITH A DISABILITY OR YOU'RE NOT SURE, I THINK IF YOU TREAT LANGUAGE WITH THE RESPECT AND DIGNITY THAT ANY LANGUAGE IS AFFORDED, THAT PEOPLE WITH DISABILITIES WILL BE EQUALLY WELCOMING AND UNDERSTANDING ABOUT QUESTIONS YOU HAVE.

THE THING THAT HAPPENS AROUND DISABILITIES IS PEOPLE ARE AFRAID. AND WHEN PEOPLE ARE AFRAID, THEY DON'T ASK. I THINK WE NEED TO CHANGE THAT THOUGHT PROCESS AND FEEL LIKE IT'S OKAY TO ASK A QUESTION. AND I THINK IT IS ALSO IMPORTANT TO TRUST THE PERSON WITH A DISABILITY TO TRUST THAT IF THEY'RE UNCOMFORTABLE WITH UNDERSTANDING, THAT IT IS OKAY FOR SOMEBODY TO SAY I DON'T FEEL COMFORTABLE WITH ANSWERING THAT. BUT I THINK NOT TO ASK THE QUESTION IS ALMOST WORSE. BUT IT IS IMPORTANT TO BE ABLE TO FEEL COMFORTABLE TO ASK. I THINK EVERYBODY SHOULD ALWAYS TRUST THEIR INSTINCT AND TRUST THE OTHER PERSON TO KNOW THAT FOR ALL OF US TO MOVE AHEAD, WE HAVE TO BE ABLE TO TALK TO EACH OTHER.

ALSO UNDERSTANDING THAT PEOPLE WITH DISABILITIES ARE NOT THE SAME. EVERYBODY HAS DIFFERENT FEELINGS. EVERYBODY HAS DIFFERENT IDENTITIES. THEY HAVE DIFFERENT THOUGHTS ABOUT THE LANGUAGE THEY USE AND TO ASK THE QUESTION I THINK IS THE MOST IMPORTANT THING.

>> **JOHN:** AND THE LANGUAGE, IF I COULD ADD, IS REALLY IMPORTANT IN NOT ONLY WHEN YOU ARE CONVERSING WITH INDIVIDUALS, POTENTIALLY EMPLOYEES, PATRONS, ARTISTS WITH DISABILITIES, BUT ALSO IN YOUR MARKETING MATERIALS. YOUR PRESS RELEASES. HOW YOU DESCRIBE YOUR PROGRAMS ON YOUR WEBSITE, LANGUAGE IS VERY, VERY IMPORTANT AND IF YOU ARE GOING TO BE MARKETING TO CERTAIN CONSTITUENTS, IT IS IMPORTANT THE LANGUAGE IS CLEAR AND THOSE MESSAGES ARE APPROPRIATE IN ALL AREAS OF COMMUNICATION.

>> **BETH:** IT IS ALSO IMPORTANT JUST LIKE YOU SAID, TO UNDERSTAND HOW THAT SPECIFIC CONSTITUENCY AND COMMUNITY USES THE LANGUAGES WITHIN THEIR COMMUNITIES. AND

SO, THAT'S IMPORTANT AS WELL BECAUSE THERE'S THINGS THAT MIGHT BE TALKED ABOUT WITHIN A CERTAIN COMMUNITY THAT'S ACCEPTABLE AND IT IS NOT ACCEPTABLE. SO, IT'S REALLY IMPORTANT. AND THAT GOES BACK TO THE AMBASSADORS AND YOUR ADVISORY BOARDS AND PEOPLE THAT YOU MIGHT KNOW FROM WITHIN THOSE COMMUNITIES AND THAT'S WHERE THEY BECOME REALLY IMPORTANT ADVOCATES AND ALLIES TO BE ABLE TO TALK TO ABOUT HOW TO CONVERSE WITH AND HOW TO HAVE CONVERSATIONS WITHIN THE SPECIFIC COMMUNITIES.

>> **JOHN:** THAT'S ALSO WHY YOU SHOULD DO THIS TRAINING WITH STAFF AND VOLUNTEERS AT LEAST ONCE A YEAR. I KNOW SOME ORGANIZATIONS THAT DO IT TWICE A YEAR THAT THINK IT IS REALLY IMPORTANT BECAUSE LANGUAGE COMES UP QUITE A BIT IN THOSE TRAININGS WHERE STAFF OF THE ORGANIZATION HAVE AN OPPORTUNITY TO ASK. IF THEY'RE NOT SURE, ENCOURAGE THEM TO ASK QUESTIONS ABOUT LANGUAGE. WHAT IS THE APPROPRIATE WAY TO APPROACH SOMEBODY? WHEN I'M DESCRIBING OUR SERVICES, WHAT'S THE BEST TERMINOLOGY FOR ME TO USE? SO, THOSE TRAINING OPPORTUNITIES PROVIDE A WONDERFUL LEARNING EXPERIENCE AND AN OPPORTUNITY FOR STAFF TO ACTUALLY ASK QUESTIONS OF THE INDIVIDUALS THAT ARE CONDUCTING THE TRAINING, BE IT MEMBERS OF YOUR ADVISORY BOARD, MEMBERS FROM A LOCAL ORGANIZATION THAT SERVE PEOPLE WITH DISABILITIES. IT'S VERY IMPORTANT WHEN YOU ARE DOING THIS TRAINING THAT YOU DEFINITELY HAVE INDIVIDUALS WITH DISABILITIES A PART OF THAT TRAINING PROGRAM.

>> **BETH:** ABSOLUTELY. THAT CAN'T BE STRESSED TOO MUCH. WHEN WE'RE REALLY TALKING ABOUT INCLUSION OF PEOPLE WITH DISABILITIES, YOU KNOW, WE ARE NOT DOING PROGRAMS NECESSARILY ONLY FOR PEOPLE BUT WE'RE DOING PROGRAMS AND SERVICES WITH PEOPLE, SO THAT PEOPLE ARE INCLUDED IN THE PROCESS AND THEY CAN BE INCREDIBLY HELPFUL TO YOU IN ALL ASPECTS OF THIS.

>> **JOHN:** AND THE SLIDE I HAVE UP RIGHT NOW IS THE LANGUAGE OF DISABILITY. THIS IS A DOs AND DON'T LIST THAT A FORMER ORGANIZATION PUT TOGETHER WHICH WE BELIEVE VERY HELPFUL. WE DON'T HAVE TO GO THROUGH ALL TEN. BUT THERE'S CERTAINLY CERTAIN TERMS THAT ARE JUST NOT APPROPRIATE TO USE THAT WOULD OFFEND AN INDIVIDUAL AND LANGUAGE. AS BETH SAID, LANGUAGE CERTAINLY OVER DECADES HAS ALTERED AND CHANGED FOR THE BETTER. KEEPING IN MIND THAT INDIVIDUALS WITH OR WITHOUT A DISABILITY ARE INDIVIDUALS AND NOT DEFINED BY THEIR DISABILITY. SO, IT'S IMPORTANT TO KEEP THAT IN MIND. BUT I THINK TAKING A LOOK AT THIS LIST HERE IS I THINK EXTREMELY HELPFUL IN A TRAINING SESSION. BETH, ANYTHING YOU WANT TO ADD ABOUT THIS LIST?

>> **BETH:** I THINK THAT JUST IF YOU ARE EVER NOT SURE, ASK THE QUESTION. THAT'S THE POINT I WANT TO MAKE. IF YOU'RE EVER NOT SURE IF A TERM SHOULD BE USED OR NOT USED OR IF YOU'RE UNSURE ABOUT WHAT IS ACCEPTABLE, ASK THE QUESTION ABOUT WHETHER IT IS OR NOT. I THINK THAT THAT'S MORE PREFERRED RATHER THAN JUST NOT SAYING

ANYTHING. SO, WHILE THERE ARE DEFINITELY TERMS NOW IN OUR SOCIETY THAT MOST PEOPLE ARE AWARE OF SHOULD NOT BE USED, IF YOU'RE EVER NOT SURE, ASK THE QUESTION.

>> **JOHN:** SO, AN IMPORTANT PART TO GIVE SOME THOUGHT TO IS AROUND EMPLOYMENT. EMPLOYMENT OF MANAGEMENT, EMPLOYMENT OF ARTISTS, EVEN YOUR VOLUNTEERS. THEY CERTAINLY ARE STAFF OF YOUR ORGANIZATIONS. THEY ARE JUST EXTREMELY GENEROUS IN TERMS OF GIVING OF THEIR TIME. BUT THEY ARE CERTAINLY PART OF YOUR MANAGEMENT STRUCTURE. SO, THINK ABOUT ACCESSIBILITY FROM THAT PERSPECTIVE. IF YOU'RE GOING TO INTERVIEW SOMEBODY FOR A POSITION, WHETHER IT'S TO DISCUSS ABOUT A VOLUNTEER POSITION OR AUDITION AN ARTIST OR INTERVIEW SOMEBODY FOR A MANAGEMENT POSITION, THAT YOU'RE ALWAYS GOING TO MAKE SURE THAT THOSE INTERVIEWS AND DISCUSSIONS OCCUR IN AN ACCESSIBLE LOCATION.

IF YOU HAVE EMPLOYMENT FORMS THAT DO NEED TO BE COMPLETED, MAKE SURE THAT YOU HAVE THEM AVAILABLE IN VARIOUS FORMATS. MAYBE THE SPECIFIC -- SOMETHING ONLINE MAY NOT BE ACCESSIBLE FOR SOMEBODY. OR THE STANDARD PRINTED EMPLOYMENT FORM ASKING SOMEBODY IF THEY SOMEBODY BY TO FILL IT OUT. AGAIN, THAT MAY NOT BE APPROPRIATE. SO, AGAIN TO ENSURE THAT WHATEVER FORMAT WORKS FOR THAT INDIVIDUAL THAT YOU'RE INTERVIEWING, THAT YOU CAN ACCOMMODATE THEIR REQUEST.

GIVE SOME THOUGHT TO THE MARGINAL AND ESSENTIAL JOB FUNCTION. I WILL GIVE YOU AN EXAMPLE ABOUT AN INDIVIDUAL THAT WAS ON OUR CULTURAL ACCESS COMMITTEE. HE WORKS FOR AN AGENCY AND HE WAS LOOKING FOR AN OFFICE MANAGER AND THE ESSENTIAL JOB REQUIREMENTS WERE TO BE ABLE TO UTILIZE THE COMPUTER, DO SOME RESEARCH, ANSWER THE PHONE, TAKE MINUTES AT MEETINGS. ONE OTHER ELEMENT WAS ALSO COLLECTING AND SORTING MAIL. WELL, HE PUT THAT JOB REQUIREMENT IN A MARGINAL. HE DID INTERVIEW AN INDIVIDUAL AND THEY MET ALL OF THE ESSENTIAL FUNCTIONS OF THE JOB. THIS INDIVIDUAL WAS A WHEELCHAIR USER. THE ONLY PROBLEM WAS THAT IN THE WAY THE MAIL ROOM WAS STRUCTURED, IT WOULD HAVE BEEN A LITTLE BIT DIFFICULT FOR ACQUIRING AND SORTING THE MAIL. SO, THIS INDIVIDUAL ACTUALLY FELT THAT WAS A MARGINAL FUNCTION OF THE JOB. THIS INDIVIDUAL COULD MEET ALL THE ESSENTIAL FUNCTIONS AND MEET THEM WELL. THAT THEY JUST MADE THAT MAIL SORTING -- THEY PASSED THAT RESPONSIBILITY ON TO ANOTHER INDIVIDUAL IN THE OFFICE. BUT THEY WERE VERY CLEAR ON WHAT THE ESSENTIAL JOB REQUIREMENTS WERE. AND THAT WAS IMPORTANT WHEN THEY WERE INTERVIEWING THE INDIVIDUAL AND FINDING THE RIGHT CANDIDATE. SO, IT'S IMPORTANT THAT ORGANIZATIONS GIVE THOUGHT WHEN CREATING JOB DESCRIPTIONS AROUND THOSE ESSENTIAL AND MARGINAL FUNCTIONS.

>> **BETH:** JOHN, CAN I JUST JUMP IN.

>> **JOHN:** SURE.

>> **BETH:** I'M NOT A LAWYER AND THIS IS DEFINITELY SOMETHING PEOPLE MIGHT WANT TO TALK WITH THEIR HR DEPARTMENTS BECAUSE THERE ARE REALLY VERY SPECIFIC REQUIREMENTS ABOUT THINGS THAT YOU CAN ASK A PERSON WITH A DISABILITY VERSUS WHAT YOU CAN'T ASK A PERSON REGARDING THEIR DISABILITY. SO, THOSE ARE -- I'M JUST THROWING THAT OUT THERE THAT THESE ARE THINGS YOU MIGHT WANT TO CHECK WHETHER IT'S GOING BACK TO THE AMERICANS WITH DISABILITIES ACT OR THE EMPLOYMENT ACT ABOUT QUESTIONS YOU CAN ASK AND YOU CAN'T ASK. MIGHT BE SOMETHING PEOPLE MIGHT WANT TO LOOK INTO.

>> **JOHN:** VERY GOOD POINT. YOU CANNOT ASK AN INDIVIDUAL ABOUT THEIR DISABILITY. THAT IS AGAINST THE LAW WHETHER IT'S SOMEBODY APPLYING FOR A JOB OR A PATRON THAT NEEDS A SERVICE. YOU CANNOT ASK ABOUT THE INDIVIDUAL'S PARTICULAR DISABILITY. BUT THAT'S A VERY GOOD POINT. IF AN ORGANIZATION HAS AN HR COMMITTEE OR AN ATTORNEY ON THEIR BOARD WHO HAS BACKGROUND IN EMPLOYMENT OR HAS A COLLEAGUE WITH A BACKGROUND IN EMPLOYMENT, IT IS ALWAYS GOOD TO HAVE THOSE JOB DESCRIPTIONS SHARED AND LOOKED AT BEFORE THEY ARE DISTRIBUTED. SO, PROGRAMS AND SERVICES ARE CERTAINLY A VERY BIG PIECE IN TERMS OF THINKING ABOUT ACCESSIBILITY. WE ARE IN THE ARTS. SO, IT CAN BE ENJOYED AND SHARED BY EVERYONE. SO, IT'S IMPORTANT TO GIVE THOUGHT TO THE PROGRAMS AND SERVICES AND STEPS THAT ONE CAN TAKE TO MAKE THEIR -- THOSE PROGRAMS AND SERVICES ACCESSIBLE. BETH, DO YOU WANT TO TALK A LITTLE BIT ABOUT SOME OF THE BULLET POINTS HERE ON THIS SLIDE?

>> **BETH:** SURE. I KNOW THAT WE'VE MENTIONED EARLY ON I THINK THE NEXT WEBINAR IS GOING TO BE SPECIFICALLY ABOUT MARKETING. BUT I THINK BECAUSE WE'RE REALLY TALKING ABOUT ADA PLANNING AND REALLY COVERING ALL ASPECTS OF THE ORGANIZATION, WE'RE GOING TO TOUCH UPON SOME PROGRAMS AND SERVICES JUST LIGHTLY SO HOPEFULLY THEY CAN GO INTO THIS IN MORE DETAIL FOR TWO OF THE NEXT WEBINARS AND YOU GET MORE DETAILS ABOUT SPECIFIC MARKETING PROGRAMS. SO, THE MAIN THING WITH PROGRAMS AND SERVICES THAT I THINK THE BULLET POINT POINTS OUT IS THAT PEOPLE WITH DISABILITIES ARE NOT ALL THE SAME. AND EVERY DISABILITY AND EVERY BODY'S DISABILITY IS PERSONAL TO THEM AND THEIR NEEDS FOR ACCESSING YOUR PROGRAMS AND SERVICES CAN BE DIFFERENT. SO, WE ALWAYS WANT TO STRESS IN THAT ALL DISABILITIES AREN'T THE SAME.

SO, A LOT OF THE PROGRAMS THAT YOU'RE GOING TO BE THINKING ABOUT TO PROVIDE ARE NOT NECESSARILY GOING TO COVER EVERYBODY'S NEEDS. SO, IT IS ALWAYS IMPORTANT I THINK TO DEAL WITH THAT PERSONAL ISSUE SO THAT YOU CAN HAVE A CONVERSATION WITH SOMEBODY AND FIND OUT WHAT'S ACTUALLY GOING TO BE WORKING FOR THAT INDIVIDUAL PERSON BECAUSE I THINK THE ULTIMATE GOAL WITH ALL OUR ORGANIZATIONS IS THAT WE WANT TO BE WELCOMING TO PEOPLE. WE WANT PEOPLE TO BE ABLE TO COME TO OUR ORGANIZATIONS AND ENJOY THE PRODUCT WE ARE SERVING. I THINK THE BULLET POINT OF NEVER SAY NO OR WE CAN'T OR WE WON'T OR WE DON'T, YOU SHOULD TALK TO THE PERSON AND I THINK THAT AGAIN IS WHAT WE'RE STRESSING. A LOT OF THE CONVERSATIONS THAT

YOU CAN HAVE WITH A PERSON AND A LOT OF THE READILY ACHIEVABLE PROGRAMS AND SERVICES YOU CAN DO, HAVE TO DO WITH TALKING TO SOMEBODY AND FINDING OUT WHAT THEY NEED. IT MIGHT NOT BE AS COMPLICATED AS YOU THINK. OFFER TO SPEAKER WITH THE PERSON, FIND OUT WHAT THEY NEED TO MAKE THEIR PARTICIPATION AND THEIR VISIT ENJOYABLE AND WELCOMING AND SEE IF YOU CAN DO IT. THAT'S THE MAIN POINT, THE OVERALL POINT THAT I THINK I WANT TO MAKE IN TERMS OF PROGRAMS IN GENERAL IS TO FIND OUT WHAT WILL WORK FOR THAT PERSON. AND ASK.

>> **JOHN:** I THINK ONE OF THE SUGGESTIONS THAT WE MENTION TO OUR STAFF MEMBERS OF BOX OFFICES OR AN INFORMATION DESK, WHOEVER IS SPEAKING WITH THE PUBLIC WHEN THEY DO MAKE A RESERVATION OR INQUIRE ABOUT A PROGRAM, TO JUST ASK THAT INDIVIDUAL WHAT COULD WE DO TO MAKE YOUR VISIT MORE ACCOMMODATING. THAT'S A WONDERFUL CUSTOMER SERVICE FOCUS AND I CAN'T TELL YOU -- I WOULD BE THRILLED IF I CALLED AND MADE A RESERVATION AND SOMEBODY ACTUALLY ASKED ME THAT QUESTION. WHETHER I NEED AN ACCOMMODATION OR NOT. JUST THE FACT THAT THAT ORGANIZATION GAVE THOUGHT TO WHAT -- BECAUSE MANY INDIVIDUALS AS WE KNOW ARE VERY SHY, FOR WHATEVER REASON, TO ASK FOR ASSISTANCE OR FEEL THEY ARE ASKING FOR SOMETHING QUOTE UNQUOTE SPECIAL.

THIS IS WHERE A POLICY IN AN ORGANIZATION IS REALLY IMPORTANT. WHEN CALLS COME IN TO AN ORGANIZATION AND PEOPLE ARE MAKING RESERVATIONS THAT YOU TAKE THAT 30 SECONDS TO SAY, WHAT COULD WE DO TO MAKE YOUR VISIT WITH US MORE ACCOMMODATING. AND THAT'S THE ASK PART. AND SOME INDIVIDUALS WOULD SAY NOTHING AT THIS TIME OR THEY MIGHT SAY WELL, NOW THAT YOU HAVE MENTIONED IT, MY MOTHER HAS SOME VISION LOSS AND IF YOU HAVE ANYTHING IN THOSE FIRST COUPLE OF ROWS, THAT WOULD REALLY BE HELPFUL TO HER. THEY MAY NOT HAVE ASKED THAT IF THE ORGANIZATION DIDN'T OPEN UP THE OFFER. AND IF YOU DO SOMETHING IN THAT CASE FOR SOMEBODY WITH VISION -- HAVE OTHER FOR THAT PERSON WITH VISION LOSS, THAT OPENS UP HAVING A CONVERSATION WITH THAT PERSON. WE CAN LOOK INTO THAT. DO YOU KNOW ABOUT OTHER SERVICES WE OFFER FOR INDIVIDUALS WITH VISION LOSS. SOME FOLKS MAY NOT KNOW YOU HAVE SOME OF THESE SERVICES. IT IS IMPORTANT TO ASK AND HAVE A CONVERSATION AND THIS IS ALL ABOUT CUSTOMER SERVICE. KEEP THAT IN MIND.

>> **BETH:** AND THAT GOES BACK TO THAT POINT OF THAT DISABILITY IS PERSONAL. AS A PERSON WITH A DISABILITY, I KNOW WHAT'S BEST FOR ME AND I KNOW WHAT I NEED. AND WHAT I NEED IS PROBABLY DIFFERENT THAN WHAT SOMEBODY ELSE MIGHT NEED. SO, THIS IDEA OF SOMEBODY ASKING ME WHAT WOULD MAKE MY EXPERIENCE, I CAN TELL THEM. SO, IT'S THAT KIND OF CONVERSATION THAT YOU CAN HAVE WITH THE PERSON I THINK THAT OPENS UP THAT WELCOMING EXPERIENCE FOR EVERYBODY.

>> **JOHN:** BETH, DO YOU WANT TO TALK ABOUT SOME OF THE POTENTIAL PROGRAMS FOR THOSE WHO ARE DEAF AND HAVE HEARING LOSS.

>> **BETH:** SURE. NOW WE WILL GET INTO SPECIFIC DETAILS ABOUT DISABILITIES AND SPECIFIC SERVICES YOU CAN BE OFFERING. GOING BACK TO JOHN'S POINT, NOT EVERYTHING HAS TO BE DONE TOMORROW OR FOR EVERY DISABILITY GROUP IMMEDIATELY. SO, THAT'S WHY WHEN WE TALK ABOUT THESE ADA PLANS AND WE TALK ABOUT THINGS IN TERMS OF WHAT YOU CAN DO NOW VERSUS WHAT YOU CAN DO IN A YEAR AND THREE YEARS AND FIVE YEARS, THAT IT'S A PROCESS. WHAT WE ARE GOING TO BE OFFERING NOW IS JUST SOME PROGRAMS TO BE THINKING ABOUT AND TO THINK ABOUT WHETHER IT IS FOR NOW OR FOR THE FUTURE. ABOUT THINGS THAT YOU MIGHT WANT TO DO TO BE INCLUSIVE OF SOME DISABILITY GROUPS.

FOR PEOPLE WHO ARE DEAF AND/OR HARD OF HEARING, THERE'S A VARIETY OF SERVICES THAT ARE OUT THERE. AT HANDS ON, MY ORGANIZATION, WE DO SIGN INTERPRETIVE PERFORMANCES FOR DEAF PEOPLE WHO ARE DEAF WHO USE AMERICAN SIGN LANGUAGE AS THEIR MODE OF COMMUNICATION. THAT'S SIGN LANGUAGE INTERPRETIVE PERFORMANCES. THERE'S ALSO OPEN CAPTIONING WHICH IF YOU ACTUALLY LOOK AT THE PICTURE, IT IS ON MY RIGHT SIDE AND THAT'S WHERE A CAPTIONER ACTUALLY SOMEBODY IS CAPTIONING THIS WEBINAR, SO THAT A PERFORMANCE IS BEING CAPTIONED LIVE IN REAL TIME AT THE SHOW.

THERE IS ALSO -- I HAVE A LITTLE PLUG FOR GALA PRO, WHICH IS A NEW APP THAT WAS CREATED THAT DOWNLOADS ON TO A SMARTPHONE WHERE YOU GET REAL LIVE CAPTIONING AT A SHOW AND DEAF AND HARD OF HEARING PEOPLE CAN SIT ANYWHERE IN THE THEATER, BUY A TICKET, GO TO SEE A SHOW ANY DATE, ANY TIME AND GET CAPTIONING AT EVERY PERFORMANCE.

THERE'S ALSO A VARIETY OF ASSISTED LISTENING DEVICES. EXCUSE ME. ASSISTIVE LISTENING DEVICES. THERE'S A VARIETY OF SERVICES. IT COULD BE THAT A DEAF OR HARD OF HEARING PERSON WANTS TO READ A SCRIPT. SO, IT'S A WISE VARIETY AND WIDE RANGE OF SERVICES THAT YOU CAN PROVIDE FOR PEOPLE WHO ARE DEAF AND HARD OF HEARING AND IT COULD BE FROM A SCRIPT ALL THE WAY THROUGH A SIGN INTERPRETIVE PERFORMANCE.

>> **JOHN:** SO, WHEN AN ORGANIZATION IS PLANNING AND CREATING THEIR ADA PLAN AROUND SERVICES FOR THOSE WHO ARE DEAF AND WITH HEARING LOSS, AS WE KEEP SAYING THIS IS SOMETHING THAT IS NOT GOING TO BE DONE OVERNIGHT. MAYBE IN THE FIRST YEAR IT'S MAKING SURE THAT YOU HAVE ADVANCE COPIES OF SCRIPTS AVAILABLE. THAT COULD BE - - THAT'S YOUR FIRST AND YOU'RE GOING TO RESEARCH INTERPRETERS AND OPEN CAPTIONING SERVICES IN YOUR COMMUNITY. YOU'RE GOING TO MAKE SURE THAT SOMEBODY ON YOUR ADVISORY BOARD REPRESENTS THE DEAF COMMUNITY OR HAS A HEARING LOSS. SO, THOSE COULD BE SOME THINGS THAT IN YOUR FIRST YEAR.

IN YOUR SECOND YEAR YOU MIGHT BE OFFERING ONE SIGN INTERPRETED EXPERIENCE. AND THEN IN WILL BE OF COURSE A MARKETING PLAN BEHIND THAT. YOU'RE GOING TO OFFER ONE CAPTIONING EXPERIENCE AND THEN YOU BUILD UPON IT. IT DOESN'T MEAN YOU HAVE TO DO

EVERYTHING OVERNIGHT. THAT'S THE PURPOSE OF THE PLAN. BUT TO THEN TAKE THE STEPS TO ACTUALLY MOVE THESE SERVICES FORWARD AND ALSO UNDERSTAND AS YOU'RE DEVELOPING THESE SERVICES WHAT THE FINANCIAL RESOURCES ARE GOING TO BE. CERTAINLY ADVANCE COPIES OF SCRIPTS, INCUR MINIMAL FINANCIAL RESOURCES. HAVING OPEN CAPTIONING AND SIGN INTERPRETATION, THERE WILL BE A LARGER FINANCIAL COMMITMENT. TO PAY THE INTERPRETERS, AS WELL AS TO PAY THE CAPTIONER. BUT YOU'RE GOING TO BE IN THAT FIRST YEAR PERHAPS IS GOING TO BE RESEARCHING THE FINANCIAL NEEDS OF THESE SERVICES. SO, YOU'RE GOING TO USE MAYBE YOUR FIRST YEAR IS RESEARCH. AND THEN DOING SOME OF THE THINGS THAT HAVE A MINIMAL FINANCIAL COST TO THEM.

IN TERMS OF ASSISTED LISTENING DEVICES, YOU CAN -- I CAN TELL YOU ONE THING WE DO IN NEW JERSEY AT THE THEATRE ALLIANCE, WE PURCHASE -- I THINK WE HAVE PROBABLY 120 OR SO LISTENING ENHANCEMENT SYSTEMS AND TRANSMITTERS THAT WE SHARE WITH CULTURAL ORGANIZATIONS. SOME SMALL CULTURAL ORGANIZATIONS HAVE NOT HAD THE RESOURCES TO PURCHASE THEIR OWN EQUIPMENT. SO, THEY BORROW THE EQUIPMENT FROM THE THEATRE ALLIANCE. SO, THAT'S SOMETHING YOUR COMMUNITIES MIGHT WANT TO GIVE SOME THOUGHT TO.

IN TERMS OF LOOPING, THIS IS AN AREA THAT YOU'RE GOING TO HEAR A LOT MORE ABOUT. VERY DIFFICULT TO LOOP PRE-EXISTING CONSTRUCTION. PRE-EXISTING BUILDING. YOU CAN LOOP A ROOM FOR ELECTROHALL. BUT THE LOOPING IS A MAGNETIC SEAL THAT ENABLES PEOPLE WITH A COCHLEAR IMPLANT TO HEAR. IT IS MUCH SHARPER THAN A LISTENING ENHANCEMENT SYSTEM AND YOU ARE GOING TO LEARN MORE ABOUT THAT TECHNOLOGY AS WE MOVE FORWARD. THE NEW JERSEY THEATRE ALLIANCE THROUGH A GRANT IS GOING TO BE PURCHASING SOME BOX OFFICE MATS WHICH WILL HAVE THE COIL EMBEDDED THIS THEM SO INDIVIDUALS WITH HEARING LOSS CAN ACTUALLY HAVE CRYSTAL CLEAR COMMUNICATION WHEN THEY ARE SPEAKING WITH BOX OFFICE STAFF. SO, YOU'RE GOING TO LEARN MORE ABOUT THIS -- ABOUT LOOPING IN THE COMING YEARS AS TECHNOLOGY BECOMES MORE ADVANCED.

>> **BETH:** JOHN, I JUST WANT TO POINT OUT. I KNOW WE ARE NOT THE MARKETING WEBINAR, BUT IT IS IMPORTANT TO UNDERSTAND THAT ANY KIND OF PROGRAMS THAT WE ARE TALKING ABOUT IS A MARKETING PROGRAM. AND IT'S REALLY TO UNDERSTAND THAT WE DON'T WANT TO THINK ABOUT PROGRAMS SEPARATE FROM THE COMMUNITIES THAT YOU'RE TRYING TO SERVE. EVERY PROGRAM THAT WE'RE GOING TO BE TALKING ABOUT REALLY HAS TO BE TIED IN WITH A MARKETING PLAN TO GET AUDIENCES. IT'S THAT KIND OF THE OLD ADAGE THAT IF YOU PUT IT THERE, THEY WILL COME. THEY WON'T. SO, EVERY PROGRAM THAT WE'RE GOING TO BE TALKING ABOUT -- AND EVERY ACCESSIBILITY SERVICE REALLY THAT WE'RE TALKING ABOUT REALLY HAS TO BE TIED INTO COMMUNITY MARKETING AND GETTING THOSE COMMUNITIES TO KIND OF TAKE ADVANTAGE OF THE PROGRAMS THAT YOU'RE DEVELOPING.

>> **JOHN:** THAT'S RIGHT. THAT'S ANOTHER REASON WHY ADVISORY BOARD ARE SO

IMPORTANT AND THE INDIVIDUALS YOU PUT ON THOSE BOARDS BECAUSE THEY CAN HELP YOU AS YOU DEVELOP THESE PROGRAMS AND SERVICES AND REALLY HELP YOU WHEN YOU DO OFFER THESE SERVICES TO HELP SPREAD THE WORD ABOUT YOUR ORGANIZATION AND ABOUT THE SERVICES BEING OFFERED.

HERE THERE ARE SOME SERVICES FOR INDIVIDUALS WHO ARE BLIND OR HAVE LOW VISION. AS I KNOW MANY OF YOU ARE FAMILIAR OF COURSE WITH BRAILLE MATERIALS WHICH NOT ASKED FOR AS OFTEN AS THEY USED TO BE DUE TO THE ADVANCEMENTS OF TECHNOLOGY. BRAILLE IS ALSO A VERY DIFFICULT LANGUAGE TO LEARN. AND THE NUMBER ONE CAUSE OF BLINDNESS IS DIABETES AND YOU DO LOSE SENSATION IN YOUR FINGERTIPS. SO, THEREFORE BRAILLE IS NOT FOR EVERYONE. BUT ONCE IN A WHILE IT IS REQUESTED AND THERE ARE ORGANIZATIONS AROUND -- WE HAVE ONE IN NEW JERSEY THAT WILL DO BRAILLE PROGRAMS, JUST NOT THE ADS IN PLAY BILLS BUT MAYBE IN AN EXHIBIT THEY WILL PROVIDE THAT TEXT IN BRAILLE.

LARGE PRINT PROGRAMS. THIS IS SOMETHING THAT'S DEFINITELY READILY ACHIEVABLE TO DO. LARGE PRINT IS 14 POINT OR GREATER AND MANY ORGANIZATIONS DO THIS ON THEIR COPIER MACHINES. THEY MIGHT HAVE EIGHT OR A DOZEN MATERIALS ON HAND AT ALL TIMES FOR ALL PERFORMANCES AND EXHIBITS SO THIS WAY IF AN INDIVIDUAL DOES REQUEST IT, IT IS ALWAYS AVAILABLE AND IT'S NOT A HUGE -- IT IS HELPFUL TO INDIVIDUALS AND NOT A HUGE FINANCIAL INVESTMENT. AGAIN, THAT IS A SERVICE THAT'S READILY ACHIEVABLE.

SEATING. THIS IS ONE AREA AS I MENTIONED IN THE EXAMPLE EARLIER ABOUT ASKING IF YOU CAN ACCOMMODATE AN INDIVIDUAL FURTHER. JUST TO GIVE THOUGHT TO THE FACT THAT SOME INDIVIDUALS THAT ARE LOW VISION DO HAVE SOME SIGHT AND BEING ABLE TO PERHAPS SIT IN THE FIRST ROW OR SO CAN BE HELPFUL TO INDIVIDUALS TO BE ABLE TO MAKE OUT SOME SHAPES OR SOME SLIVERS OF SIGHT. SO, SOMETIMES THAT WILL BE A REQUEST AND IT IS IMPORTANT FOR ORGANIZATIONS TO BE AWARE OF THAT REQUEST.

SENSORY SEMINARS, DOCENT TOURS. PROPS AND COSTUMES ARE BEING FELT PRIOR TO A SHOW. THAT'S A READILY ACHIEVABLE THING. IT TAKES SOME STAFF TIME AND PLANNING BUT THAT IS CERTAINLY AN ENHANCEMENT TO THE EXPERIENCE OF SOMEBODY WITH LOW VISION.

AND THEN YOU CAN GO TO THE NEXT ONE IN TERMS OF AUDIO DESCRIPTION. THAT WOULD REQUIRE SOMEBODY WITH SOME TRAINING WHETHER YOU ARE DESCRIBING AN ART EXHIBIT, DESCRIBING A THEATER PERFORMANCE. THERE ARE MANY AUDIO DESCRIBED TRAINERS AROUND THE COUNTRY THAT CAN PROVIDE THE GUIDANCE IN TERMS OF PROVIDING AN AUDIO DESCRIPTION. IN THE THEATRE IT IS REALLY ALLOWING INDIVIDUALS TO KNOW THE ENTRANCES AND EXITS OF CHARACTERS, SIGHT GAGS, DESCRIPTION OF PROPS AND COSTUMES AND SCENERY. AND AGAIN, I KNOW MANY ORGANIZATIONS IN THEIR ADA PLANS JUST STARTED WITH LARGE PRINTS IN A SENSORY SEMINAR OR DOCENT TOUR AND THAT BEGAN THEIR CONNECTION WITH THE COMMUNITY OF INDIVIDUALS WITH LOW VISION. SO, THOSE ARE CERTAINLY SOME STEPS TO BEGIN AND AS THE ORGANIZATION MOVES FORWARD IN THEIR PLANNING AND OF COURSE IN SECURING SOME ADDITIONAL FINANCIAL RESOURCES IN

LATER YEARS IN THEIR PLANNING THEY BEGIN TO INTRODUCE THE AUDIO DESCRIPTION. AND MUSEUMS HAVE BEEN DOING A LOT IN THE DIGITAL FORMAT ARENA AS WELL.

>> **BETH:** I THINK ONE OF THE BETTER THINGS THAT CAN ULTIMATELY HAPPEN IS IF YOU START SMALL AND YOU START WITH A FEW SMALL PROGRAMS, IS TO HAVE PEOPLE FROM THE DISABILITY COMMUNITY COME BACK TO YOU AND SAY THAT THEY WANT MORE. THAT WOULD BE THE BEST WAY TO KNOW THAT YOU'RE REACHING THE COMMUNITY AND THEY LIKE YOUR ORGANIZATION AND THEY LIKE WHAT YOU DO AND THEY WANT MORE. AND THAT'S THE BEST WAY TO PROCEED, IS TO JUST KNOW THAT YOU HAVE PEOPLE THAT WANT TO COME BACK AND SEE MORE. THAT'S JUST A REALLY GOOD JUDGE OF KNOWING THAT YOU'RE ON THE RIGHT TRACK.

>> **JOHN:** RIGHT. ALWAYS IMPORTANT TO SPEAK TO YOUR AUDIENCE MEMBERS WHEN THEY HAVE EXPERIENCED A SERVICE JUST TO GET THE FEEDBACK, SO SERVICES AND PROGRAMS CAN BE TWEAKED AND STRENGTHENED. SO, ALWAYS ENGAGING YOUR CONSTITUENTS. AND MANY ORGANIZATIONS AS YOU ALL KNOW ARE BEGINNING TO OFFER PROGRAMS FOR THOSE INDIVIDUALS ON THE AUTISM SPECTRUM THROUGH SENSORY FRIENDLY PERFORMANCES AND CULTURAL EXPERIENCES. SO, WE ARE WITNESSING A LOT MORE OF THIS BEING ADDED TO ORGANIZATION'S ADA PLANS WHERE THEY ARE STARTING SMALL. THEY ARE MEETING WITH ORGANIZATIONS THAT SERVE PEOPLE ON THE SPECTRUM, MEETING WITH FAMILIES AND JUST LEARNING FROM THEM. HAVING THE CONVERSATION AND ASKING QUESTIONS. AND THEN WORKING TOGETHER IN CREATING A SENSORY FRIENDLY CULTURAL EXPERIENCE. AND THEY MIGHT JUST OFFER ONE. BUT IT TOOK THEM SEVERAL MONTHS OF PLANNING AND DISCUSSIONS BEFORE THEY OFFERED THAT ONE SENSORY FRIENDLY EXPERIENCE. AND THEN MAYBE THE FOLLOWING YEAR THEY MIGHT ADD A SECOND ONE. BUT THEY HAVE CONTINUED THEIR CONVERSATION AND THEIR FEEDBACK DISCUSSIONS WITH THE CONSTITUENCY THAT IS BENEFITTING FROM THIS SERVICE.

>> **BETH:** ALSO TAKE ADVANTAGE OF OTHER ORGANIZATIONS IN YOUR AREA THAT ARE ALREADY PROVIDING THESE SERVICES AND VISIT THEM AND KIND OF SEE WHAT THEY'RE DOING. I THINK THAT PROGRAMS FOR PEOPLE WITH DISABILITIES ARE STILL VERGING. THEY ARE NEW AND THERE ARE NOT MANY GOING ON. I THINK IT IS GOOD WE SHARE INFORMATION WITH EACH OTHER AS WELL TO FIND OUT WHAT OTHER PEOPLE ARE DOING AND SEEING HOW WE CAN WORK TOGETHER TO REALLY INCREASE THE AUDIENCES.

>> **JOHN:** I DO WANT TO SHARE WITH YOU THAT IN 2017 WE DID A FOLLOW-UP SERIES OF FOCUS GROUPS AND SURVEYS TO EVALUATE THE CULTURAL PARTICIPATION AMONG PEOPLE WITH DISABILITIES AND SENIORS IN SENSE OF URGENCY. IT WAS BUILDING CULTURAL PARTICIPATION INITIATIVE. THE FIRST ONE WAS DONE IN 2005 IN OUR PARTNERSHIP WITH THE STATE ARTS COUNCIL AND IN 2017 WE WANTED TO SEE IF ANYTHING HAD CHANGED. WE WANT TO GIVE A SHOUT-OUT TO THE KESSLER FOUNDATION. WE WORKED WITH A VARIETY OF

PARTNER ORGANIZATIONS. OUR NEW JERSEY DIVISION OF THE DEAF AND HARD OF HEARING, OUR COMMISSION FOR THE BLIND COUNTY OFFICES THAT SERVE PEOPLE WITH DISABILITIES, DIFFERENT PATRONS OF OUR VARIOUS CULTURAL ORGANIZATIONS THAT HAVE DISABILITIES. SO, WE HAD A WIDE NET OF THE SURVEY AND WE HAD SIX FOCUS GROUPS WHERE WE WERE ABLE TO DRILL DOWN AND ASK SOME MORE QUESTIONS IN GREATER DETAIL THAT WAS FACILITATED BY AN OUTSIDE CONSULTANT WHO ASSISTED US IN THIS PROJECT.

SOME OF THE KEY FINDINGS AND I THINK WHETHER IT IS HERE IN NEW JERSEY OR ANYWHERE, I THINK THESE FINDINGS ARE PROBABLY GOING TO BE SIMILAR IN OTHER PARTS OF THE COUNTRY. INDIVIDUALS SAID THAT WHEN THEY WERE LOOKING FOR INFORMATION ON A WEBSITE OR OVER THE PHONE ABOUT AN ACCESSIBLE SERVICE, THAT IT WAS VERY DIFFICULT TO FIND. WHEN THEY CALLED AN ORGANIZATION IN A LOT OF CASES, THE INDIVIDUAL WHO ANSWERED THE PHONE WAS NOT AWARE OF AN ORGANIZATION'S ACCESS SERVICES. THEY SORT OF HAD TO HUNT AND FIND SOMEBODY WITHIN THE ORGANIZATION WHO COULD ANSWER THE INDIVIDUAL'S QUESTIONS. AGAIN, THAT JUST REITERATES THE IMPORTANCE OF MAKING ACCESS IN THIS WORK IN THE ORGANIZATION A PRIORITY. EVERYBODY NEEDS TO BE AWARE THAT THEY FOUND THE WEBSITE TO BE EXTREMELY FRUSTRATING.

REGARDLESS OF THE DISABILITY OR REGARDLESS OF THE AGE OF THE INDIVIDUAL, IN THESE DISCUSSIONS THEY ALL USED THE WEBSITES TO FIND OUT WHAT'S GOING ON. AND THEY HAD A VERY DIFFICULT TIME WITH A LOT OF ORGANIZATIONS WHO SAID THAT THEY WERE COMMITTED TO ACCESSIBILITY, BUT THEY REALLY HAD TO DO A DEEP DIVE IN THE WEBSITE TO FIND THAT INFORMATION. SO, THAT WAS FRUSTRATING.

INDIVIDUALS WITH ANY DISABILITY, ESPECIALLY THOSE WITH MOBILITY IMPAIRMENTS FOUND - - THEY WERE VERY CONCERNED ABOUT ATTENDING A VENUE FOR THE FIRST TIME. NOT KNOWING IF THEY WERE GOING TO ENCOUNTER ANY BARRIERS WHEN THEY ARRIVED. WHAT WAS PUBLIC TRANSPORTATION LIKE. RESTROOMS, BOX OFFICE, ET CETERA. SO, THAT CAME UP ROUTINELY. AGAIN, IMPORTANT FOR INFORMATION ON WEBSITES OR FOLKS THAT ARE ANSWERING THE PHONE, THAT THEY'RE VERY CLEAR AND IF THERE'S A BARRIER, TO LET THE INDIVIDUAL KNOW IN ADVANCE TO KNOW TO EXPECT IT AND NO BE SURPRISED WHEN THEY ARRIVE. ACCESSIBLE INFORMATION.

>> **BETH:** I'M SORRY. I WANT TO THROW OUT BECAUSE I'M LOOKING AT THIS LIST AND I REALLY WANT TO PUT OUT THE WORD TRUST IN HERE. BECAUSE I THINK WHAT ALL THESE POINTS REALLY GO TO IS THAT THE PERSON WITH A DISABILITY HAS TO TRUST THAT THE INFORMATION THAT THEY'RE GOING TO BE GETTING IS ACCURATE AND BECAUSE NOT TRUSTING THE PERSON ON THE PHONE IF YOU ASK IF YOUR VENUE IS ACCESSIBLE AND THE PERSON HALTERS OR STAMMERS OR STOPS A LITTLE BIT GOING, "I THINK SO OR IT SHOULD BE." THAT MEANS THAT A PERSON WITH A DISABILITY MIGHT GET THERE AND IT COULD BE A STEP, WHICH MIGHT MEAN NOTHING TO A PERSON WHO IS KIND OF SAYING IT IS ALMOST ACCESSIBLE. BUT TO A PERSON WHO THAT STEP MIGHT BE A MOUNTAIN FOR IT IS INACCESSIBLE. SO, I THINK IT'S THIS IDEA OF DO YOU TRUST THE PERSON THAT IS GIVING YOU THE INFORMATION THAT WHEN YOU

GET TO THAT VENUE, I'M GOING TO BE ABLE TO ACCESS ALL THE THINGS I NEED IN ORDER FOR ME TO ENJOY THE SITUATION. I THINK THAT WORD TRUST IS REALLY IMPORTANT IN ALL AREAS. EVEN IF THE TRUST ENDS UP BEING WE'RE NOT ACCESSIBLE OR RIGHT NOW WE'RE NOT OR I CAN'T DO THIS. IF I TRUST THE INFORMATION THAT IS BEING IMPARTED, THEN THAT JUST SAYS LOADS ABOUT YOUR ORGANIZATION AND ABOUT THE PERSON'S ABILITY TO ACCESS THE INFORMATION. I JUST WANTED TO THROW THAT OUT THERE.

>> **JOHN:** JUST IN LIEU OF TIME TO LOOK AT THE OTHER BULLETS, A LOT OF ACCESSIBLE INFORMATION WAS VERY HARD TO FIND IN DIFFERENT MARKETING MATERIALS, ON WEBSITES. STAFF WASN'T ALWAYS INFORMED. THEY WOULD LOVE TO KNOW WHAT IS OUT THERE RATHER THAN TO HUNT BY ORGANIZATION AND SOME TRANSPORTATION CHALLENGES. THE IMPORTANCE OF SHARING THIS WITH YOU IS KNOWING THIS INFORMATION GOES BACK TO DEVELOPING YOUR ADA PLAN, IT IS IMPORTANT THAT YOU HAVE A CLEAR UNDERSTANDING OF THE NEEDS OF THE CONSTITUENCY YOU'RE LOOKING TO SERVE, WHAT THEIR NEEDS ARE AND WHAT THEIR CHALLENGES ARE BECAUSE THAT WILL HELP AN ORGANIZATION BETTER UNDERSTAND AS THEY PLAN TO MOVE FORWARD TO SERVE THAT CONSTITUENCY. WHICH IS A GOOD SEGUE INTO THE MARKETING AND COMMUNICATION. AGAIN THAT'S IN LIEU OF TIME WE DON'T HAVE TO GO THROUGH EVERY BULLET.

>> **BETH:** I THINK WE HAVE HIT UPON --

>> **JOHN:** MANY OF THEM.

>> **BETH:** YEAH. AND THE MAIN POINT IS YOU HAVE TO GET THIS INFORMATION OUT TO THE DISABILITY COMMUNITY. THEY HAVE TO HAVE THE INFORMATION.

>> **JOHN:** AND IN YOUR ADA PLAN, THERE WILL BE A MARKETING SECTION. AGAIN, WHAT ARE THE STEPS THAT YOU CAN TAKE THE FIRST YEAR IN TERMS OF MARKETING COMMUNICATIONS TO SUPPORT YOUR PROGRAMMING EFFORTS AND THEN WHAT IS THE MARKETING PLAN FOR THE SECOND YEAR. SO, KEEPING IN MIND THESE VARIOUS ELEMENTS AS YOU PUT YOUR MARKETING PLAN TOGETHER. A BIG IMPORTANT PIECE OF THAT MARKETING PLAN IS GOING TO BE YOUR ORGANIZATION'S WEBSITE.

AGAIN, WE'RE NOT GOING TO GO THROUGH EVERY BULLET, BUT IT IS REALLY IMPORTANT THAT THE ACCESSIBILITY FEATURES OF YOUR ORGANIZATION ARE THERE, THE ACCESSIBILITY STATEMENT THAT WE MENTIONED EARLIER. THE BOARD APPROVED POLICY STATEMENT. HAVE THAT AVAILABLE ON YOUR WEBSITE. THAT LETS PEOPLE KNOW YOUR ORGANIZATION IS COMMITTED TO THIS WORK. THE SEATING DIAGRAMS TO SHOW WHERE THE WHEELCHAIR LOCATIONS ARE IN YOUR ORGANIZATION. TICKETING POLICIES. UTILIZING THOSE ACCESS SYMBOLS AND AGAIN AS BETH SAID HERE, A TRUSTED, KNOWLEDGEABLE AND EASY TO FIND CONTACT PERSON. IF SOMEBODY DOES HAVE A QUESTION, THAT THERE'S SOMEBODY AT THE ORGANIZATION THAT'S BEEN IDENTIFIED THAT THIS INDIVIDUAL CAN REACH OUT TO. THESE

ARE SOME WEBSITE RESOURCES IMPORTANT TO HAVE, THAT YOUR WEBSITE IS ACCESSIBLE. SO, THESE ARE -- IT'S IMPORTANT THAT IT'S ACCESSIBLE TO EVERYBODY REGARDLESS OF THE -- OF A DISABILITY.

SO, AN ORGANIZATION CAN CHECK AND LOOK INTO GUIDANCE AROUND WEBSITE ACCESSIBILITY WITH THESE RESOURCES. THEN YOU'RE GOING TO BE TAKING YOUR SELF-ASSESSMENT. YOU'RE GOING TO CERTAINLY WALK THROUGH YOUR FACILITY AND REALLY THINK ABOUT WHAT PHYSICAL BARRIERS THERE MIGHT BE THAT NEED TO BE ADDRESSED IN YOUR AUDITORIUM IN TERMS OF WHEELCHAIR. IS MAKING SURE THAT YOU HAVE ENOUGH COMPANION SEATS FOR THOSE THAT ARE GOING TO BE SEATED WITH THAT PATRON THAT USES A WHEELCHAIR. YOUR RESTROOMS, WHAT STEPS ARE GOING TO BE ENCOUNTERED. AND EVEN TAKING A LOOK AT THINGS LIKE YOUR PARKING LOTS AND YOUR FRONT ENTRANCE. THOSE ARE THINGS THAT YOU'RE GOING TO WALK THROUGH AND THEN FROM THE ASSESSMENT, YOU'LL SEE WHAT SPECIFIC AREAS NEED TO BE ADDRESSED AND THEN YOU CAN WORK THAT INTO YOUR PLAN HOW YOU'RE GOING TO MOVE FORWARD IMPROVING YOUR FACILITY TO BE MORE ACCESSIBLE.

THESE ITEMS HERE BULLETED ARE CERTAINLY SOME OF THE AREAS THAT YOU'RE GOING TO TAKE A LOOK AT WHEN WALKING THROUGH AND ASSESSING YOUR FACILITY AND PLANNING FUTURE IMPROVEMENTS. AND THAT'S THE LIST CONTINUED. I HAVE PRODUCED A VIRTUAL TOUR. WE DID A PARTNERSHIP WITH GOOGLE AND THEY CAME IN AND THEY DID A VIRTUAL TOUR FOR ALL OF OUR THEATRES FROM THE PARKING LOT TO THE ENTRANCE, TO THE BOX OFFICE, LOBBY, RESTROOMS, SEATING AREAS. AND THIS IS UP ON THEATRE'S WEBSITES SO ANY INDIVIDUAL, ESPECIALLY THOSE THAT MAY NOT HAVE BEEN TO THE VENUE BEFORE ACTUALLY BY GOING ON TO THE WEBSITE AND SEEING THIS VIRTUAL TOUR, IT WILL GIVE THEM AN UNDERSTANDING OF THE LAYOUT OF THE VENUE BEFORE THEY VISIT. SO, GOING BACK TO THAT APPREHENSION OF VISITING THE VENUE FOR THE FIRST TIME, THERE'S A VIRTUAL TOUR THAT HELPS RELIEVE THAT WHEN ATTENDING IT FOR THE FIRST TIME SO THEY CAN GET A PREVIEW OF WHAT TO EXPECT BEFORE THEY ARRIVE. YOU CAN DO THAT TODAY WITH THE MAGIC OF OUR CELL PHONES TODAY. I KNOW A LOT OF ORGANIZATIONS HAVE JUST USED THEIR PHONES TO CREATE A VIRTUAL TOUR. YOU DON'T NEED TO WORK WITH GOOGLE.

SO, EMERGENCY READINESS. OUR ORGANIZATIONS ARE UPDATING EMERGENCY PREPAREDNESS AND WE WANT TO MAKE SURE THEY ARE GIVING THOUGHT TO THEIR PATRONS WITH DISABILITIES. HERE ARE SOME RESOURCES THAT BETH AND I FOUND TO BE VERY HELPFUL IN EMERGENCY PREPAREDNESS.

>> **BETH:** THAT WOULD ALSO GO WITH YOUR STAFF TRAINING, YOUR USHERS WHEN THEY GET THEIR TRAINING IN GENERAL ABOUT HOW THEY DEAL IN EMERGENCY SITUATIONS WITH DISABLED PATRONS.

>> **JOHN:** THESE ARE A COUPLE MORE. SMART 911, WHICH WE THINK IS GREAT. I'M SURE MANY OF YOU ARE FAMILIAR WITH THESE RESOURCES. SO, WE ENCOURAGE ORGANIZATIONS

TO TAKE A LOOK AT THE STRATEGIC PLAN THEY HAVE IN TERMS OF THEIR OPERATIONS AND PROGRAMS.

THE ADA PLAN IS NOT DISSIMILAR. IT IS GOING TO HAVE VARIOUS SECTIONS. A SECTION ON POLICIES, A SECTION ON PROGRAMS, EMPLOYMENT, MARKETING, FACILITY, AND THEN IN EACH OF THOSE SECTIONS, THERE ARE GOING TO BE GOALS THAT THE ORGANIZATION HOPES TO ACHIEVE UNDER THAT PARTICULAR SECTION. THERE'S GOING TO BE ACTION STEPS TO ACHIEVE THAT GOAL. ONE OF THOSE STEPS IN YEAR ONE, TWO AND THREE, WHO IS GOING TO BE RESPONSIBLE? WHAT STAFF MEMBER? WHAT BOARD COMMITTEE WOULD BE INVOLVED? WHAT FINANCIAL RESOURCES ARE GOING TO BE NEEDED TO ACHIEVE THAT GOAL? AND WHEN DO THEY EXPECT IT TO BE DONE? YEAR ONE? YEAR TWO? YEAR THREE? AND TO BEGIN TO OUTLINE THAT FOR EACH OF THESE PARTICULAR SECTIONS. AGAIN, WORKING TOGETHER IN DIFFERENT DEPARTMENTS, WORKING TOGETHER ON THE APPROPRIATE SECTIONS AND HAVING THE PLAN WHEN DEVELOPED, HAVING THE BOARD LOOK AT THAT PLAN, ASK QUESTIONS, DISCUSS AND APPROVE IT.

AND THEN OF COURSE, LIKE WITH ANY PLAN, THERE AS A ROAD MAP. IT'S MEANT TO BE LOOKED AT, SHOULD BE BROUGHT TO STAFF MEETINGS. MAYBE BOARD MEETINGS. HOPEFULLY BOARD WILL HAVE AN ACCESS COMMITTEE THAT CAN WORK WITH THE STAFF AND BE THE LIAISON TO THE ADVISORY COMMITTEE OR AT LEAST ONE MEMBER COULD BE A LIAISON TO THE ADVISORY BOARD THAT THE STAFF PUTS TOGETHER SO THERE'S CONSISTENT BOARD ENGAGEMENT IN THIS EFFORT AND THAT THE PLAN IS GOING TO BE ASSESSED AND REVIEWED PERHAPS ANNUALLY AND THEN TWEAKED AND UPDATED JUST LIKE YOUR ORGANIZATION LONG RANGE PLAN. IT'S THERE TO BE HELPFUL AND TO SERVE AS A ROAD MAP AND ALSO TO BE ASSESSED AND UPDATED WHEN NECESSARY SO THAT IT SERVES THE CURRENT NEEDS OF THE ORGANIZATION.

>> **BETH:** AS YOUR ORGANIZATION CHANGES OR THINGS CHANGE THAT YOU KNOW TO ADJUST. IT'S A LIVING DOCUMENT THAT'S THERE TO BE ADJUSTED.

>> **JOHN:** AND THESE ARE JUST SOME SLIDES, SNAPSHOTS OF SOME SECTIONS OF OUR WEBSITE. THOUGH IF YOU DO GO TO THE NEW JERSEY THEATRE ALLIANCE WEBSITE AND CLICK ON THE ACCESSIBILITY TAB, WE THINK OUR PROJECT RESOURCE LIBRARY IS EXTREMELY DETAILED. THERE'S A LOT OF WONDERFUL RESOURCES IN THERE THAT WE HAVE PULLED TOGETHER FROM A VARIETY OF ORGANIZATIONS. SO, WE ENCOURAGE OUR CULTURAL COMMUNITY TO UTILIZE THIS WHEN THEY'RE DAPPING THEIR ADA PLAN AND MOVING FORWARD IN THEIR ACCESS WORK. THERE'S A LOT OF WONDERFUL ELEMENTS IN THIS RESOURCE LIBRARY.

ANOTHER TAB TO CLICK WITHIN THE ACCESSIBILITY TAB IS ADA PLANNING. YOU WILL SEE A LOT OF THE SECTION ABOUT AN ADA PLAN THAT WE DISCUSSED THIS AFTERNOON AND THAT WILL GIVE YOU -- THERE WILL BE SOME BACKGROUND, SOME INSTRUCTIONS ON THERE HOW A CULTURAL ORGANIZATION CAN DEVELOP AND UPLOAD AN ADA PLAN FOR THE STATE ARTS

COUNCIL. NEW JERSEY REQUIRES THEM TO SUBMIT A PLAN TO RECEIVE FUNDING. THIS AREA ASSISTS OUR ORGANIZATIONS AS THEY PUT TOGETHER THEIR ADA PLAN. AND THEN THIS WILL PROVIDE IN HERE YOU WILL BE ABLE TO SEE AN OUTLINE OF THE PLAN THAT WE SHARE WITH OUR FIELD AND THAT MIGHT BE HELPFUL TO YOUR COMMUNITY AS WELL.

AND HERE IS THE CONTACT INFORMATION FOR BETH AND I. WE ARE VERY HAPPY. OF COURSE WE WILL ANSWER QUESTIONS IN THE TIME WE HAVE LEFT THIS AFTERNOON. BUT CERTAINLY IF THERE'S ANY OTHER QUESTIONS OR THOUGHTS THAT YOU HAVE OR NEED ASSISTANCE AS YOU MOVE FORWARD IN EDUCATING YOUR COMMUNITIES AROUND ADA PLANNING, WE WOULD BE HAPPY TO HELP YOU. SO, DON'T -- WE'D LOVE TO HEAR FROM YOU.

>> **CRISTYN:** GREAT. THANK YOU, JOHN AND BETH. I DIDN'T MEAN TO INTERRUPT.

>> **CRISTYN:** I WAS GOING TO MENTION ONE THING TO THE GROUP. AS AN FYI TO EVERYONE, THIS WEBINAR WAS RECORDED. SO, IT WILL BE AVAILABLE FOR YOU TO GO BACK AND WATCH AFTERWARDS. WE ARE ALSO GOING TO CREATE A TAB ON THE EVENT PAGE WHERE YOU REGISTERED WITH ALL THE RESOURCES THAT WERE INCLUDED IN THE PRESENTATION. THAT WAY YOU CAN VERY EASILY FIND ALL THE RESOURCES THAT JOHN AND BETH JUST TALKED ABOUT. NOW AS JOHN SAID WE HAVE SOME TIME TO DO QUESTIONS WITH EVERYBODY. SO, AGAIN JUST A QUICK REMINDER IF YOU HAVE ANY QUESTIONS ASK, FEEL FREE TO TYPE THEM IN THE CHAT BOX IN THE LOWER LEFT-HAND CORNER.

TO GIVE FOLKS A FEW MINUTES TO THINK ABOUT QUESTIONS THEY HAVE, BECAUSE THAT WAS A LOT OF GOOD CONTENT AND SOMETIMES IT MAKES THE BRAIN SPIN, I HAVE A COUPLE OF QUESTIONS THAT I WILL USE TO KIND OF GET THINGS FLOWING IN THAT SENSE. THERE WERE A COUPLE OF THINGS THAT REALLY STOOD OUT TO ME. ONE WAS THE FACT THAT YOU MENTIONED ON MULTIPLE OCCASIONS THE NEED TO ACTUALLY HAVE SOMEBODY THAT IS A MEMBER OF THE DISABILITY COMMUNITY AS PART OF YOUR PLANNING PROCESS. FOR THOSE FOLKS THAT MIGHT NOT ALREADY BE IN CONTACT WITH SOMEONE THAT IS A MEMBER OF THE DISABILITY COMMUNITY, HOW MIGHT YOU SUGGEST GOING OUT OR FINDING SOMEBODY LIKE THAT? WHO CAN THEY CONNECT WITH?

>> **JOHN:** WELL, MANY ORGANIZATIONS OR MANY COMMUNITIES WILL HAVE ORGANIZATIONS THAT SERVE PEOPLE WITH DISABILITIES. SO, IT MIGHT BE A COMMISSION FOR THE BLIND OR A COMMISSION FOR HEARING LOSS OR DEAFNESS. THERE'S A LOT OF SENIOR CENTERS OUT THERE AS WELL. TO KEEP IN MIND A LOT OF THE SERVICES THAT WE TALKED ABOUT TODAY WILL BENEFIT OLDER ADULTS. THOUGH MANY OLDER ADULTS MAY NOT NECESSARILY IDENTIFY AS SOMEBODY WITH A DISABILITY. IT DOESN'T MEAN THAT THEY WOULD NOT BENEFIT OR ENJOY THESE SERVICES. AND AGAIN, BACK TO LANGUAGE, PUTTING EVERYBODY UNDER THAT DISABILITY UMBRELLA MAY -- IF A SENIOR SAW SOMETHING ON A WEBSITE THAT SAID SERVICES WITH PEOPLE WITH DISABILITIES, THEY MAY NOT LOOK VERY FAR BECAUSE THEY DON'T CONSIDER THEMSELVES SOMEBODY WITH A DISABILITY. BUT IF YOU PUT IT UNDER THE

BANNER OF SAY PATRON SERVICES, BECAUSE THAT'S REALLY WHAT A LOT OF THIS IS, THEY WILL PROBABLY LOOK A LITTLE BIT FURTHER AND IN YOUR DESCRIPTION YOU CAN CERTAINLY SAY WE PROVIDE A WIDE RANGE OF SERVICES FOR ALL OF OUR PATRONS, OLDER ADULTS, PEOPLE WITH DISABILITIES, ET CETERA. SO, IT IS IMPORTANT TO WORK WITH THOSE ORGANIZATIONS THAT SERVE THE SENIOR POPULATION IN YOUR COMMUNITY AS WELL BECAUSE THEY WILL BENEFIT FROM A LOT OF THE ACCESSIBLE SERVICES THAT YOU'RE LOOKING TO DEVELOP.

>> **BETH:** I ALSO THINK SOMETIMES I KNOW WE GET HESITANT ABOUT SHARING RESOURCES. BUT I ALSO THINK YOU SHOULD CHECK OTHER PERFORMING ARTS ORGANIZATIONS IN YOUR COMMUNITY THAT ARE DOING ACCESSIBILITY AND FIND OUT WHAT THEY'RE DOING. IF THEY WOULD BE INTERESTED IN SHARING INFORMATION OF SOME OF THEIR PATRONS OR LETTING SOME OF THEIR PATRONS KNOW ABOUT SOME OTHER PROGRAMS THAT YOU'RE INTERESTED IN SETTING UP OR THAT YOUR THEATRE IS LOOKING FOR SOME ADVISORY MEMBERS TO HELP OUT. I KNOW THAT IN THE DISABILITY COMMUNITY, WE SHARE RESOURCES AS WELL. I KNOW THAT I HAVE RECOMMENDED OTHER FRIENDS OF MINE TO OTHER ORGANIZATIONS THAT ARE INTERESTED IN EXPANDING THEIR PROGRAMS. SO, I THINK IT ONLY DOES A SERVICE TO THE COMMUNITY TO EXPAND AND IT SHOULDN'T BE LOOKED AT AS I'M BEING PROTECTIVE OF MY GROUP OF PEOPLE. I THINK LOOK AT OTHER ORGANIZATIONS THAT ARE DOING WORK IN YOUR COMMUNITIES AS WELL.

>> **JOHN:** AND IT DOESN'T ALWAYS HAVE TO BE ARTS ORGANIZATIONS.

>> **BETH:** ABSOLUTELY.

>> **JOHN:** THERE ARE OTHER TYPES OF GROUPS IN YOUR COMMUNITY. MANY MOONS AGO WHEN I STARTED TO DEVELOP ADVISORY BOARDS, I ACTUALLY WENT TO OUR LOCAL HOSPITAL AND THEY WERE REALLY HELPFUL IN HELPING US IDENTIFY SOME INDIVIDUALS. SO, YOU CAN EVEN LOOK TO YOUR HEALTHCARE PROVIDERS IN YOUR LOCAL COMMUNITY TO POTENTIALLY IDENTIFY SOME FOLKS.

>> **BETH:** YOU CAN LOOK AT SCHOOLS. TRY TO THINK OUTSIDE THE BOX. LIKE WHAT ORGANIZATIONS MIGHT HAVE IMPACTED DISABLED PEOPLE'S EXPERIENCES AND GO THERE. I THINK JOHN'S RIGHT. DON'T ONLY THINK ABOUT ARTS ORGANIZATIONS BUT THINK ABOUT OTHER AREAS THAT DISABILITY PEOPLE MIGHT CONGREGATE.

>> **CRISTYN:** ANOTHER THING I REALLY WANT TO HIGHLIGHT THAT YOU SAID WAS THAT YOU'RE PROVIDING A SERVICE THAT BENEFITS ONE GROUP OF PEOPLE BUT A LOT OF TIMES IT BENEFITS MANY GROUPS OF PEOPLE. I THINK ABOUT HOW MANY TIMES I HAVE BEEN TO A LARGE CONFERENCE WHERE THEY HAVE DONE LIVE CAPTIONING DIRECTLY ON THE SCREEN OF A KEY NOTE OR SOMETHING THAT IS GOING ON AND HOW MANY TIMES THAT WHILE I DON'T

IDENTIFY AS A PERSON THAT IS HARD OF HEARING, I WILL FIND MYSELF FOLLOWING ALONG TO THE CAPTIONS. I ACTUALLY UNDERSTAND BETTER WHEN I'M CONSUMING IN THOSE WAYS.

>> **BETH:** YOU NEVER KNOW WHO KNOWS A PERSON WITH A DISABILITY. IF WE TALK ABOUT SIX, SEVEN MILLION PEOPLE AND MORE, EVERYBODY MIGHT KNOW SOMEBODY WHO HAS A DISABILITY THAT YOU DON'T KNOW ABOUT. SO, THE IDEA OF DOING SERVICES IMPACTS YOUR ENTIRE AUDIENCE BECAUSE YOU NEVER KNOW WHO MIGHT BE ABLE TO GO OUT AND TELL THEIR FRIENDS THEY HEARD ABOUT THESE SERVICES THAT THIS ORGANIZATION IS DOING AND I KNOW MY NEIGHBOR OR MY COUSIN OR SOMEBODY THAT THEY HAVE MET THAT MIGHT BENEFIT FROM THOSE SERVICES.

>> **CRISTYN:** I'M GOING TO DO ONE MORE QUICK PLUG TO SEE IF ANYONE HAS ANY QUESTIONS. FEEL FREE TO TYPE THEM IN THE CHAT BOX ON THE LEFT SIDE OF THE SCREEN. I WILL CIRCLE BACK AROUND TO ANOTHER QUESTION THAT CAME UP FOR ME THAT I'M WONDERING IF EITHER BETH OR JOHN, EITHER ONE OF YOU COULD FLESH OUT A LITTLE MORE. YOU LIGHTLY TOUCHED ON THE DIFFERENT PHASES OF ROLLING OUT ACCESSIBILITY WITHIN YOUR ORGANIZATIONS. AND I'M WONDERING IF YOU COULD TALK A LITTLE BIT MORE ON ORGANIZATIONS THAT ARE WORKING WITH LIMITED DOLLARS, WHERE KIND OF THE BEST PLACE IS FOR EVERYBODY TO START?

>> **JOHN:** I THINK THE BEST PLACE FOR PEOPLE TO START IS ON SOME OF THOSE ITEMS THAT WE MENTIONED AT THE TOP OF THE PRESENTATION. THOSE READILY ACHIEVABLE ITEMS. A GOOD PLACE TO BEGIN IS WE BELIEVE IN ACCESSIBILITY AND MAKING SURE THAT OUR ENVIRONMENT IS WELCOMING TO ALL. LET'S DESIGN A POLICY STATEMENT AND GET THAT APPROVED BY OUR BOARD OF DIRECTORS. THAT'S ONE. TWO, LET'S TAKE A LOOK AT OUR TICKETING POLICY. THE ADVANCE NOTIFICATION POLICY. LET'S START TO FORM THAT ADVISORY BOARD. YOU CAN START AN ADVISORY BOARD WITH A HANDFUL OF PEOPLE. LET'S GET A BOARD MEMBER FROM OUR ORGANIZATION TO COMMIT TO SERVING AS THE LIAISON TO THAT ADVISORY BOARD. I HAVE FOUND THAT TO BE THE BEST -- WHERE ORGANIZATIONS HAVE SUCCESS IN MOVING THEIR ADA PROGRAM PLAN FORWARD IS WHEN THERE'S ALWAYS BOARD INVOLVEMENT. AT LEAST ONE LIAISON TO THAT ADVISORY BOARD.

LET'S TAKE THE TIME TO DO THIS SELF-ASSESSMENT. BEFORE WE CAN PUT TOGETHER A PLAN, LET'S TAKE THE NEXT MONTH OR TWO TO REALLY GO THROUGH THIS ASSESSMENT, ENGAGE DIFFERENT ELEMENTS OF OUR ORGANIZATION SO WE KNOW WHERE WE ARE IN TERMS OF ACCESS. BUT ALSO AS I SAID BY GOING THROUGH THAT ASSESSMENT, YOU WILL BE ABLE TO SEE WHAT'S POSSIBLE.

THAT COULD BE YOUR FIRST SIX MONTHS IN THIS WORK THAT YOU -- THAT'S YOUR FOUNDATION RIGHT THERE BEFORE YOU ACTUALLY BEGIN TO WORK ON THE PLAN. IS JUST GETTING SOME OF THOSE ELEMENTS IN PLACE AND WE WORK WITH A LOT OF SMALL ORGANIZATIONS WITH VERY LIMITED STAFF AND RESOURCES AND THIS IS WHERE WE SUGGEST

THAT THEY BEGIN BEFORE THEY ACTUALLY EVEN BEGIN TO SIT DOWN AND WRITE A PLAN. THAT THEY TAKE THESE READILY ACHIEVABLE STEPS WITHIN THEIR FIRST -- AND IN MANY ADA PLANS, THE FIRST YEAR IS ALL ABOUT ASSESSMENT AND POLICY DEVELOPMENT AND ADVISORY BOARD DEVELOPMENT. THAT'S ALL WITHIN THEIR FIRST YEAR. THEY HAVEN'T REALLY JUMPED FULL FORCE INTO PROGRAMMING. THEY'RE JUST USING THEIR FIRST YEAR TO GAIN KNOWLEDGE AND BUILD A FOUNDATION.

>> **BETH:** I JUST WANT TO PUT OUT A LITTLE PLUG TO THE LEAD CONFERENCE EVERY YEAR WHICH IS SPONSORED BY THE KENNEDY CENTER AND ITS LEADERSHIP EXCHANGE IN THE ARTS AND DISABILITIES. IT IS THE ONLY INTERNATIONAL CONFERENCE FOR ARTS AND DISABILITY AND ACCESSIBILITY. AND IT'S I THINK A PLACE FOR ANYONE WHO IS -- WHETHER YOU ARE JUST STARTING OUT ON PLANNING ABOUT ACCESSIBILITY OR YOU HAVE QUESTIONS ABOUT ACCESSIBILITY, I THINK IT IS A GOOD PLACE TO NETWORK WITH OTHER ORGANIZATIONS, BOTH LARGE AND SMALL, TO TALK TO OTHER PEOPLE WHO ARE DOING THE EXACT SAME WORK THAT YOU'RE DOING. SO, IT'S A PLACE WHERE I THINK PEOPLE CAN GO AND NOT FEEL ALONE OR NOT FEEL LIKE OUT OF THEIR ELEMENT IN TERMS OF ASKING THE QUESTIONS ABOUT ACCESSIBILITY BECAUSE THAT'S WHAT THE CONFERENCE IS. SO, IT'S EVERY YEAR. I THINK IT'S THE BEGINNING OF AUGUST. I THINK THIS COMING YEAR IT IS IN DENVER. BUT IT IS A REALLY GREAT PLACE FOR PEOPLE TO MEET OTHER ORGANIZATIONS AND OTHER PEOPLE AND ASK QUESTIONS AND SEE WHAT OTHER PEOPLE ARE DOING. IT'S A GREAT START. SO, I WOULD REALLY ENCOURAGE PEOPLE TO LOOK INTO THAT.

>> **JOHN:** I AGREE.

>> **CRISTYN:** GREAT.

>> **BETH:** YOU CAN PUT THAT ON THE RESOURCES TOO.

>> **CRISTYN:** ABSOLUTELY. I WILL PUT THE LINK TO THAT CONFERENCE TO INCLUDE ON THAT. WE HAVE NO OTHER QUESTIONS. WE HAVE PERFECT TIMING ON ALL OF THAT. REAL QUICK I WANT TO AGAIN THANK YOU BOTH BETH AND JOHN FOR THIS WONDERFUL PRESENTATION AND THANK YOU EVERYONE THAT ATTENDED THIS WEBINAR. THIS WEBINAR WAS RECORDED AND WILL BE AVAILABLE FOR REPLAY. THE REPLAY WILL INCLUDE LIVE CAPTIONS AS WELL AND WE WILL SEND OUT A NOTIFICATION TO EVERYONE THAT IS REGISTERING LETTING THEM KNOW THE ARCHIVE IS AVAILABLE AND READY FOR YOU TO WATCH. THAT'S IT FOR TODAY. THANK YOU AGAIN EVERYONE.

>> **BETH:** THANK YOU.

>> **JOHN:** THANK YOU EVERYBODY. IT WAS A PLEASURE. THANK YOU.

[END OF WEBINAR]