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American Alliance of Museums Webinar:
Towards a More Accessible and Inclusive Presentation
May 12, 2016

In Collaboration with

Education Committee (EdCom)

Diversity Committee (DivCom)

Two of 22 Professional Networks of the American Alliance of Museums
Questions or Comments

- Type your message in Chat box
- Select All Participants for general Qs or comments
- Select Host to send a private message
- Press Send

Closed Captioning

Closed Captioning link appears in the Chat box.
Presentation Handout

Presentation handout, presenter bios and additional resources.

Handout link appears in the Chat box.

Audio Troubleshooting

Test your speakers using the Audio tab at the top of the screen.
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Need Technical Help?

1. Select **iCohere Support** in Chat box and send a private message.

2. **Call WebEx** Global support team:
   - 1-866-229-3239 (US and Canada Toll-Free)
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   - WebEx site: [iCohere.Webex.com](http://iCohere.Webex.com)
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Twitter:
@AAMers
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#AAMprofdev
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Today’s Presenters

Annie Leist
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Today’s Program

• The importance of being accessibility advocates
• Awareness, intentionality, flexibility/adaptability
• Practical strategies for inclusive presentations
• Formatting, media, presentation techniques
• Materials or handouts
Outcomes

- **Awareness**: Identify accessible and inclusive presentation approaches
- **Action**: Implement strategies and tools for planning and delivering inclusive presentations
- **Advocacy**: Advocate for accessible and inclusive presentation practices

**2016–2020 STRATEGIC PLAN**

**FOCUS AREAS**
- Diversity, equity, accessibility and inclusion
- Financial sustainability
- P–12 education
- Advocacy
- Global thinking
- Thought leadership
- Excellence
- Access

www.aam-us.org
The Importance of Being an Accessibility Advocate

Sheri Levinsky-Raskin
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Be an accessibility advocate whether you are a presenter or program organizer.

Being an accessibility advocate is:

- Being Aware
- Being Intentional
- Being Flexible/Adaptable
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Being Aware

- Educate yourself, be proactive, ask
- Know accommodation needs, environment
- Understand different audiences

Your Audience

- Different learning styles, abilities
- Structured, organized, relevant information
- New ideas + existing knowledge
- Active engagement
- Respect and pride
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Being Intentional

- Shared responsibility: organizer and presenter
- Planning
- Making choices
- Strategies for engagement

“Towards a More Accessible and Inclusive Presentation”
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Audience Question
What was the best presentation you’ve experienced? What was the worst?

Practical Strategies for Inclusive Presentations
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How much time do people spend preparing for a presentation?

- 53% spend less than 2 hours
- 47% spend more than 2 hours

*Why Bad Presentations Happen to Good Causes*(2006, Andy Goodman and Cause Communications)

**Advance Organizer**

Answer the following at the beginning of your presentation:

**Output**
- What will happen during the session?
- What topics will you cover?

**Outcome**
- What do you want your audience to take away from the presentation?
Today's Program

- The importance of being accessibility advocates
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- Formatting, media, presentation techniques
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Outcomes

- **Awareness**: Identify accessible and inclusive presentation approaches
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- **Advocacy**: Advocate for accessible and inclusive presentation practices
**Media**

*What media do you need?*

- Flip charts, whiteboards, sticky notes?
- PowerPoint or Keynote?
- Maps, graphs and charts?
- Videos, audio, images?
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Media

Writing/drawing during presentation:

- What is the main purpose?
- Who is expected to write?
- Always narrate out loud what is written
- Make sure handwriting is legible and large
Media

PowerPoint:

- Use preset slide layouts
- Do not use slide transitions or animation
- Number your slides and refer to the # for those who may be following via print/electronic copy
Media

PowerPoint:

- Limit slide to 5 lines of text if possible
- Balance of words and images
- Do not assume anyone can “see” what you are referring to

The short answer...

- Long range plans are multi-year plans that outline a sequence of activities and goals but are not necessarily focused around a single strategy.
- Strategic plans answer the question – “Where is this organization going and how do we get there?” It details a vision and the road map for achieving that vision.
- Business plans answer the question – “What products and services will this organization offer that will successfully compete in the marketplace?”
- Master plans are generally about facilities and the use of those facilities. Interpretive plans or capital campaign plans might be tied to master plans.
Media

What to avoid:

- Busy slide backgrounds
- Too small text (never go below 32 pt font; 36 pt preferred)
- Color schemes providing low contrast
- Charts without text descriptions

Slide Test

- Is this text easy to read?
Slide Test

- Is this text easy to read?
Media

Maps, graphs, and charts:

- Use of color and high contrast
- Font size for labels: 20 pt or greater
- Include description of important visual information

Disability Prevalence and the Need for Assistance by Age: 2010

Source: US Census Bureau

Words and Images

Why Bad Presentations Happen to Good Causes (2006, Andy Goodman, Cause Communications)
Words and Images

Images:
Should augment text or main message

Videos:
- Should be captioned
- If majority of the video content is visual, consider audio description as well
- Should be amplified when shown; do not rely on “internal speakers”
Annie Leist
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Museum Educator, Metropolitan Museum of Art
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@artaccessannie
Presentation Techniques

General Preparation

• Plan well and know your content

• Manage your time

• Get materials to your host in advance

Communicating your Content

• Describe relevant images

• Use captioned and described video – or describe it yourself

• Provide transcripts of audio or uncaptioned video
Joining NYC’s 2015 Disability Pride Parade

ABS and PA4All at NYC’s 2015 Disability Pride Parade
Communication

I think something that should be emphasized or taught is staff training. I think when you go into an institution, sometimes I’ve encountered staff who are unaware of the opportunity that is available to someone with a disability. So, that’s really frustrating because you’re sort of left there and people are trying to figure things out and you’re like “Oh my god, where am I? Am I in the right place?” and they don’t know if you’re in the right place, and then it’s such a weird process and it’s very discouraging and to someone who has very little patience - or not little patience - but very little confidence in the institution to begin with, it can very much turn them off, discourage them from wanting to be there, because I don’t know if they’re going in there with enough patience to give the institution their fair opportunity to deliver.

- Blind Museum Visitor

Presentation Techniques

Communicating your Content

• Spell out mail addresses, hashtags

• Avoid exclusively visual or nonverbal effects
Presentation Techniques

Communicating your Content

- Present from a location where you can be seen
- Speak clearly and use the microphone at all times
Presentation Techniques

Engaging the Audience

• Use microphone for audience questions

• Repeat anything said without amplification

• Encourage speakers to introduce themselves

• Discourage interruption and simultaneous speaking

Presentation Techniques

Engaging the Audience

• Don’t ask audience to read slides independently
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Sample STAR (Situation, Task, Action, Results)

I used to work at a museum shop. Every morning before the store opened, I had a checklist of prep work I needed to accomplish—restocking, clean up, sign changes, etc. I would prioritize my work based on what would have the greatest positive impact on visitors, do that work first and then follow up with the rest of my list. The store was always ready to go at 11 a.m., which was important at our museum because the store is the first thing people see when they come in.

Presentation Techniques

Engaging the Audience

• Narrate body language or other nonverbal activity

• Provide clear instructions and ample time for group activities
Body language and nonverbal activity

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Materials and Handouts

- Are they necessary?
- What to share in advance of the presentation?
- What to share after the presentation?

Audience Questions & Comments
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Program Evaluation

Please provide your feedback about this program.

Evaluation link appears in the Chat box.

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