



Santa Barbara Trust
for Historic Preservation



Diversity, Equity, & Inclusion Plan

2020 - 2022

Executive Summary

The Santa Barbara Trust for Historic Preservation's 2019 - 2021 strategic plan calls for the creation of a Diversity, Equity, and Inclusion plan in order to set measurable outcomes for the DEI initiatives that are woven throughout our organization's value statements and plan goals.

Our Organization defines Diversity, Equity, and Inclusion as follows:

Diversity

The presence of difference among people within a given setting, e.g. racial, ethnic, economic, cultural, geographic, sexual orientation, and professional backgrounds, etc.

Equity

An approach that ensures everyone access to the same opportunities.

Inclusion

The act of creating environments in which any individual or group can be and feel welcomed, respected, supported, and valued to fully participate.

We also acknowledge the role of implicit bias as a potential barrier to conducting this work.

Implicit Bias

The attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.

We began the process of developing this plan by conducting training workshops on DEI and implicit bias for our board and staff. The workshops helped us create a common language for our DEI work and to identify specific issues and needs within our organization. That internal work informs our plan, as does our commitment to make progress towards national standards in our field. We recognize that DEI work is not a project with a beginning, middle, and an end. Rather it is a process, and our organization is just entering that process. We cannot accomplish all of the work we identified within the scope of this two-year plan, and we acknowledge that there is work ahead that is not visible to us yet. We will prioritize, and remain flexible, and with this plan, we begin.



Diversity, Equity, & Inclusion Policy Statement

The Presidio Neighborhood and Santa Barbara County more broadly has a rich history of diversity which continues to characterize our community. We celebrate that diversity as an intrinsic part of the American experience, a source of strength in our work, and for the cultivation of a vibrant community. We actively work towards inclusion as part of our organizational culture, and access to our sites and programs for the broadest possible public value.

Goals, Objectives, & Tactics

Goal 1. Organizational Culture

The organization's culture is viewed by staff, board, and volunteers as welcoming, engaging, and empowering in an inclusive and vital way.

Objective 1. Board Recruitment, Staff Hiring, & Volunteer Recruitment Processes

To ensure that the staff, board, and volunteers reflect the demographics of the community and primary audiences for our work.

- **Tactic 1: Demographic Survey** || Conduct an annual demographic survey of the board, staff, and volunteers so that we know who we are, and potentially how we can become more diverse. Analyze results for progress towards goal.
- **Tactic 2: Hiring & Recruitment** || Review hiring and recruitment processes and identify opportunities for improvement toward implementing DEI practices.

Objective 2. Internships

To offer professional training that encourages the diversity of career professionals in preservation, museums, and education.

- **Tactic 1: Diversity Internship** || Dedicate one paid internship to sponsor an intern from a historically disadvantaged background. May be dedicated to an SBTHP project or fund an internship that supports SBTHP's mission via dedicated partner.

Objective 3. Ongoing Internal Resource-Building & Assessment

To create a structure for ongoing internal assessment and realignment towards DEI initiatives, and measure progress.

- **Tactic 1: Internal Assessment** || Conduct an annual internal DEI assessment by board, staff, and volunteers to measure progress towards an organizational culture that achieves SBTHP's DEI Policy Statement.
- **Tactic 2: Positive & Supportive Culture** || Ensure that opportunities for staff and board involvement in DEI work internally and externally are available and encouraged. SBTHP will document and celebrate those contributions throughout the year at board and staff meetings.
- **Tactic 3: Ongoing Training** || Provide ongoing training opportunities to reorient and refresh board and staff about the organization's commitment to DEI and its impact on the organizational culture.
- **Tactic 4: Accountability** || Create a formal process for board and staff to review and monitor progress on this plan and hold the institution accountable.

Goal 2. Interpretation & Programs

Interpretive programs and development of the physical site fully engage with the diversity of its users and anticipates and rectifies barriers to inclusion.

Objective 1. Programs & Exhibits

Ensure that programs and exhibits reflect a multiplicity of community voices from diverse backgrounds in their formation, and that the organization adopts a robust, DEI-centered process towards evaluation.

- **Tactic 1: Participant Survey** || Continue to conduct program participant surveys for all programs and incorporate new questions that can help measure progress toward DEI work.
- **Tactic 2: Evaluation** || Develop both formative and summative evaluations processes for programs that incorporate DEI standards.
- **Tactic 3: Existing Programs** || Conduct an assessment of existing programs and exhibits to identify areas of updating or improvement toward DEI initiatives, including language diversity. Create a timeline for addressing those changes.
- **Tactic 4: Creation of New Programs** || Identify a community-engaged planning process for new programs and exhibits. Create a plan for developing and institutionalizing that process.

Objective 2. Statues & Monuments

To be fully inclusive to existing and new audiences we must acknowledge that the existing monuments on our sites may elicit a variety of meanings and responses from the public. We will work with our partners at California State Parks to ensure that the monuments at El Presidio de Santa Bárbara State Historic Park help advance our shared value of inclusion.

- **Tactic 1: Inventory & Assessment** || Conduct an inventory and assessment of statues and monuments on the properties we manage. The assessment will identify the history of the monument, its creator(s), the range of current public sentiment about it, and a plan for action if needed.
- **Tactic 2: Identify & Implement Action Steps for Priority Monuments** || Work with appropriate stakeholders to address monuments requiring immediate plans of action.



Goal 3. Audience & Outreach

The organization will measurably improve its communication with and service to diverse audiences through demographic research and an inclusive approach to outreach.

Objective 1. Knowing & Building our Audience

SBTHP will begin to analyze and remedy barriers to access and inclusive engagement with audiences known, and as-yet unknown.

- **Tactic 1: Visitor Research** || Identify and deploy a visitor research tool to collect demographic information about those who visit our sites, identify how they learned about the site, and evaluate their experiences.
- **Tactic 2: Analysis** || Develop a method of analysis for visitor data that enables the organization to take action to reach new visitors and attract diverse members.

Objective 2. Knowing our Santa Barbara Community

- **Tactic 1: New Relationships** || SBTHP will use its position in the community to actively support and develop relationships in relation to our mission.
- **Tactic 2: Outreach to the Chumash** || Create an initiative to strengthen relationships with local Chumash bands.
- **Tactic 3: Local Demographic Data** || Identify a source for Santa Barbara County demographic data which can be used to compare against demographics of board, staff, volunteers, and program participants, in order to conduct ongoing assessment of how well the organization reflects the community and the park's users.

Objective 3. Inclusive Outreach

SBTHP's work on DEI and cultural responsiveness is visible to the public via website and outreach materials.

- **Tactic 1: Make our DEI Work Broadly Visible** || Share SBTHP's DEI Policy Statement plan where appropriate. Share our DEI work and resources with other professionals in our field.
- **Tactic 2: Media Outlet Assessment** || Conduct an assessment of commonly used media outlets and search for opportunities to diversify, with particular attention to language diversity and diversity of printed, online, and radio outlets.
- **Tactic 3: DEI Outgoing Media Review Framework** || Create a framework for routinely reviewing outgoing communications (including the website) for appropriateness and alignment with our DEI commitment.





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