



@ninaksimon

#ofbyforall






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#ofbyforall



A vibrant street scene, likely in Chinatown, featuring a crowd of people, musicians playing instruments, and a string of red lanterns hanging across the street. A large white speech bubble is overlaid on the scene, containing the text "what happens in that building?". A large white dollar sign is also overlaid on the right side of the image.

what happens  
in that building?



How can we get new  
people into the museum?

How can we get more girls  
into engineering?

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How can we get new  
people into the museum?

Maybe girls aren't cut out  
for it.

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**What are we willing to change  
to welcome new people?**

**What are we willing to change  
to help new people belong?**

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*your* **museum.** *tu* **museo.**







Beauty with  
 Love, Black  
 Gay and Lesbian Bites  
 Only

Ray Anderson Family  
Daryl Allen and Gill Evans  
Sandra Citabiles Allen  
John and Betty Allen  
Dorothy J. and Lloyd  
Anderson

Shirley Cross Gleson  
 and Jane Godley  
 Baker-Zesut Family  
 Mrs. Walter F. Greenwood  
 Ed Edward and Barbara Anne Grixon  
 and Susan Greenmann  
 and Beverly Grova  
 Marcella Hall

Harry L. Murphy, Jr.  
J. Rosetta and Ted Myers  
Native Daughters of the Golden West No. 2  
Edward W. Newcomb  
Nicholas Nixon, M.D.  
Donald and Irene Schaffert  
In memory of Frank L. Paul Farmer  
The Fathoms Club  
In memory of Joe, Frank and Saxon Page

1000

290 a. Lisa A. Deromson  
1996: 1 and 1998: 17, 1999:  
Butterfield, P.C.F.

Don and Ed  
Joan and Steve  
Jeanne Struck  
Susan Struck  
Jim and  
Stacy  
Lois  
Travis  
Dorothy  
Gloria  
M.



***2011***

**\$700,000 budget**

**7 staff members**

**17,000 visitors**

***2018***

**\$3,000,000 budget**

**40 staff members**

**148,000 visitors**



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Staff, board, and content  
representative OF our  
community

OF



Programs  
co-created  
BY our  
community

OF BY



OF BY FOR









Emily's memory  
Jar

I remember that after  
spending a month apart in  
different countries, my  
boyfriend and I spent our  
winter sitting in a lobby  
and he taught me how  
to chess. Nothing goes  
better than love  
and chess.

is make the  
cs

Antonio & Tonya's  
Memory Jar

I remember...

When we fell in  
love + our first kiss

&  
our first dance

Now we are almost  
married. In four  
months

Sept 1, 12

Clare's  
Memory Jar

I remember...

Wearing a  
red dress on  
my wedding  
day in MT.

July 2004

Hannah's  
Memory Jar

I remember...

my dad  
teaching  
me how  
to golf.

LLAMO's

Memory Jar

I remember... I  
was 5 and left  
at church in my  
best dress to be  
found by and hoped  
to be taken in by  
another family —  
I walked away in  
my lacey dress, remembering  
how to get home,  
walking the streets,  
my dress getting hot,  
my feet sore, until  
I found my parents at the  
corner store. They were  
unhappy.

# OF

**Memories OF  
our community**

# BY

**Shared BY  
diverse  
community  
members**

# FOR

**FOR the  
enjoyment of  
all visitors**



**[WWW.OFBYFORALL.ORG](http://WWW.OFBYFORALL.ORG)**







[ofbyforall.org/assess-now](https://ofbyforall.org/assess-now)



On a scale of 1 to 5, how much do you agree with this statement?

**Our institution welcomes people of all ages, backgrounds and abilities.**

**#ofbyforall**

On a scale of 1 to 5, how much do you agree with this statement?

5

**Our organization welcomes people of all ages, backgrounds and abilities.**

**#ofbyforall**

On a scale of 1 to 5, how much do you agree with this statement?

2

Our participants reflect the diversity of our community.

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OF + BY → FOR

#ofbyforall

board/staff/partners  
are representative

**OF**

our community

+

programs are  
co-created

**BY**

our community



institution is  
welcoming

**FOR**

our community

**#ofbyforall**







OF + BY → FOR

?

**OF + BY → FOR**

**Community  
advisory  
group OF  
aboriginal  
people**

**Program &  
facility ideas  
offered BY  
aboriginal  
people**

**?**











# OF + BY → FOR

**Library staff  
representative  
OF aboriginal  
people**

**Many  
programs  
created & led  
BY aboriginal  
people**

**Welcoming  
institution  
FOR aboriginal  
people**

OF + BY → FOR

# OF + BY → FOR

50 partners

17,000 visitors

2,000 partners

148,000 visitors

40x

8.7x













Roughly what percentage of your public programs are co-created by community partners?

**90% at MAH**

**#ofbyforall**

Roughly what percentage of your public programs are co-created by community partners?

0-10%

#ofbyforall

OF + BY → FOR

#ofbyforall













# GHOSTSHIP MEMORIAL

## BRAHMS' REQUIEM

Michael Morgan Conductor  
Oakland Symphony Chorus  
Oakland Gay Men's Chorus

**TONIGHT · 8PM**  
TICKETS START AT \$25  
PARAMOUNT THEATRE, OAKLAND

**INFO & TICKETS**

**oakland**  
symphony

The logo graphic for the Oakland Symphony, featuring a stylized, flowing line that suggests musical notes or waves, positioned to the right of the text "oakland symphony".

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“What became very clear was that **we** **thought we'd been doing things that were** **OF and BY our community but, like most** **non-profits, we were doing things FOR** **them** rather than asking our community if these were serving them in the best way.”



OF + BY → FOR

#ofbyforall



# LATINX

all-gender term for  
people of Latin  
American heritage













# WELCOME

• MUSEUM HOURS  
Tuesday-Sunday / 11am-5pm  
Friday / 11am-9pm

ON

Members - Join Today!  
Children 6-12  
Adults 13+

EXIT



**OF + BY → FOR**

**No event staff  
OF Latinx  
descent**

**Event co-created  
BY 5 partners  
(mostly white)**

**One-off festival  
FOR 380 people  
(mostly white)**













EVERGREEN CEMETERY

CAUTION!  
SLIPPERY  
SURFACE

(CUIDADO!  
PISO  
RESBALOSO

EVERGREEN CEMETERY

CAUTION!  
SLIPPERY  
SURFACE















**OF + BY → FOR**

**Event staff  
OF Latinx  
community**

**Event co-  
created BY  
50 Latinx  
artists**

**Signature  
festival FOR  
1,340 people  
(mostly Latinx)**







There is a significant difference between  
“all are welcome here,” and “**this was  
created with you in mind.**”

- Dr. Crystal Jones

There is a significant difference between  
“all are welcome here,” and “**this was co-  
created with you. in-mind.**”

- OF/BY/FOR ALL



**three ways to  
get started →**

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**1/ try the  
self-assessment**

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**[WWW.OFBYFORALL.ORG](http://WWW.OFBYFORALL.ORG)**







# 38 organizations in 9 countries are making meaningful change with us right now.

Royal Ontario Museum

Epping Forest District

Bella Artes y MAC

Claremore Museum of History

Filament Theater

National Justice Museum

Jackson Hole Historical Society

Tullie House Art Gallery

Corning Museum of Glass

Rotorua Arts Village Trust

Nevada County Arts Council

Friends of Santa Cruz County Parks

Minnesota Transgender Health Coalition

National Hispanic Cultural Center

Dakota County Library

Oakland Public Library

Divis and Black Mountain

Movement BE

ARTZ Philadelphia

Genesis Centre

St. Joseph County Public Library

Centre of Democracy

Museum of Work and Culture

Vizcaya Museum and Gardens

Trinity Repertory Theater Company

Los Angeles River State Park Partners

Techniquet

HistoryMiami Museum

Immigration Museum

Te Manawa

Oakland Symphony

Laundromat Project

Stedelijk Museum Schiedam

Santa Cruz Museum of Art & History

Minnesota Children's Museum

Niagara Falls Underground Railroad Center

# We're just 9 months in - and it's working.



OF/BY/FOR ALL was building on something that was already happening, but made it happen faster and more deliberately. **Without it we could still just be sitting here talking.**

We are adjusting processes at our museum, opening up more to communities in various ways, which may seem small but are meaningful when they all add up. **We've also seen huge attendance increases because of this work.**

**We've made many tangible changes** to involve our Latinx community at the library (paid internship for Latinx youth, shifting hiring policies, bilingual marketing materials).

**Now, we focus on how we can do it, not why we can't.**

Our community liaisons are increasingly taking ownership of the projects in their communities, which is tremendously heartening for us to see and feels like **SUCH a leap forward.**



**2/ define your  
communities of  
interest**

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# Example Communities of Interest:

- Somali moms in the Burnsville neighborhood
- Community college students who are formerly incarcerated
- Peruvian traditional artists
- Seniors who get free lunch at the downtown nutrition center

Somali Community

- Somali Women
- Moms in Burnsville...

Fortun Name: Que, Rama, Mosque  
connected: Geography Identity  
Spotty Ties: Very Strong  
relation ship: Very Strong

- ✓ we want to build a deeper relationship w/ them.
- ✓ growing demographic
- ✓ Barely in library circle of customers  
users of library, but not OF/FOR/BY
- ✓ Best connection is to library as an opportunity for learning, supporting kids opportunity
  - Homework Help
  - library - space - learning + work
- ✓ contacts = credible starting pt.

**3/ make space**

**#ofbyforall**



RISK - TAKER



SPACE-MAKER



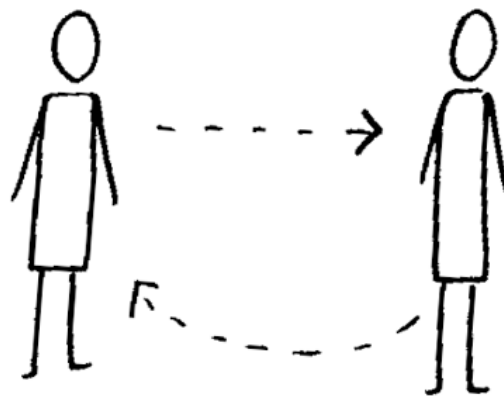
RISK-TAKER

SPACE-MAKER



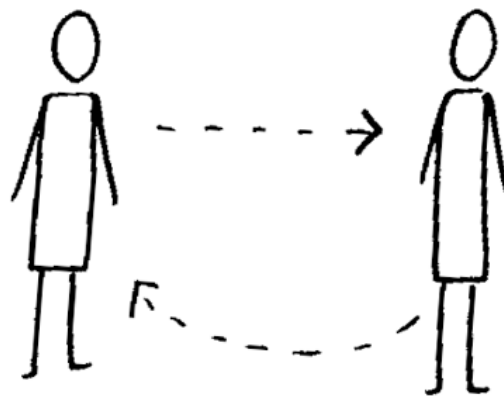
RISK-TAKER

SPACE-MAKER



RISK-TAKER

SPACE-MAKER



RISK-TAKER



**Let's make  
orchestras  
OF/BY/FOR ALL.**

@ninaksimon

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