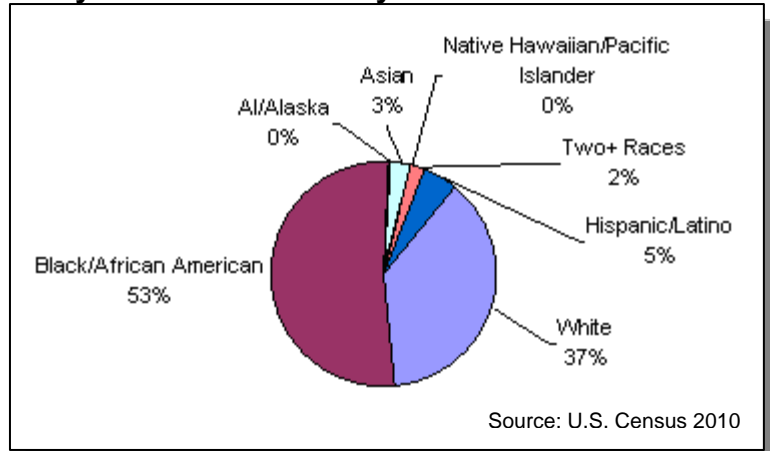


The Children's Museum of Atlanta Diversity Statement

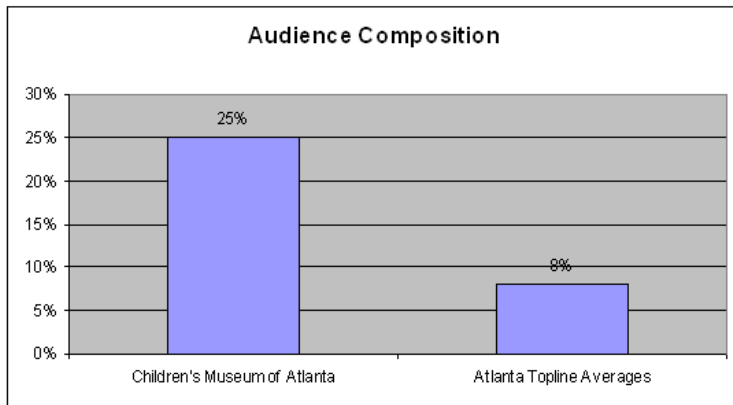
Our vision for Diversity & Inclusion is to recognize, respect, and embrace the complexity of human differences in a manner that benefits our visitors, members, employees, business partners, volunteers and other relevant stakeholders. It means valuing others and genuinely appreciating the countless personal differences that make us all unique.

As an organization, we are committed to building a workplace that respects each individual, seeks and values different perspectives, and ensures each employee can contribute to the business and reach his or her full potential. We do this by promoting dialogue for understanding by seeking input at all levels of the organization, and by working with a diverse group of stakeholders to ensure that our programs are inclusive. This is our community - where everyone is welcome.

City of Atlanta Diversity Statistics



Our Museum Experience. Programs at The Children’s Museum of Atlanta are varied and are designed to engage young children in all walks of life. Our four permanent learning zones and rotating feature exhibits offer numerous opportunities for multiple learning styles at various developmental stages. Our programming is as diverse as our community and is created to enhance the feature exhibit experience. We do this through daily performances, hands-on crafts, story time and other imaginative activities.



The Children’s Museum of Atlanta deviates from Atlanta’s topline averages amongst attractions. Our audience composition is more racially diverse (25% Black/African American) vs. 8% of topline attractions. Source: Reach Advisors

Additionally, throughout the year, we offer unique programming to enhance the Museum experience. Our *Meet the Holidays* programming offers fun, educational ways to learn about holiday celebrations from multiple cultures and religions from around the world. Science and math learning labs are offered through *Exploration Station*, our mobile science cart which focuses on health and life sciences. *Eat a Georgia Rainbow* introduces children to fruits and vegetables that are grown locally throughout Georgia year-round. We build these experiences by responding to the needs of the community to ensure that the experience is current and fresh. Ongoing engagement with the community helps us determine what programs and exhibits are best for the children.

Our Volunteers. While we are an organization that serves our community as the subject matter expert on play, we need expertise and perspectives from others to bring the learning to life. Through diverse ideas, best practices, and unique perspectives, we can provide innovative and life changing experiences for children who play here. Our diverse community partnerships come from sister organizations, educational institutions, corporate and foundation sponsors, and advocates of early childhood education and play. Our Advisory Board, Board of Directors, Museum Committees, Exhibits and Programming Advisory Committees, leaders, and volunteers are comprised of subject matter experts, educators, early childhood learning enthusiasts, and community leaders who support the mission of the Museum, and the development of our programming.

Our Board of Directors helps the Museum focus on serving the community in the most effective way and helps create the path for the future. Our Board offers diverse perspectives derived from family, cultural, educational and career experiences. We have community and business leaders, attorneys, and educators who bring both years of professional expertise and bring new, fresh perspectives. We have Board members who work in the workplace and those who work at home. We have members who are natives of other countries, have lived abroad, were born or live in other parts of the United States, and some of whom are native Atlantans. Our board membership varies in ethnicity, religious background, race and gender.

Our Advisory Board is comprised of community leaders, executives and philanthropists who serve as Museum ambassadors and share our message with the business and education community. This Board also evaluates the Museum's strategic vision and long-range plan while providing insight and recommendations about the future direction of the Museum experience, programming and overall growth of the organization.

Our Museum Committees are designated by line of business and include Board members and subject matter experts who bring knowledge about a wide range of topics that further enhance our learning initiatives. Business leaders and community volunteers offer multiple professional, early childhood education and familial perspectives. These committees help chart our course for everything from selecting the right exhibit and identifying strategic partners, to determining the best way to make our experience memorable for all families – families who are from many backgrounds, ethnicities and experiences.

Our Exhibits and Programming Advisory Committees include representation from educators, companies and organizations that are directly tied to the subject matter of our feature exhibits. During a feature exhibit focused on conservation, committee representation included volunteers from multiple energy and utility corporations, and conservation non-profits. This diversity enabled us to broaden our scope so that learning through play became more dynamic for children.

Our Staff. As an organization, we are committed to building a workplace that respects each individual, seeks and values different perspectives, and ensures that employees can contribute to the business and reach their full potential. We do this by promoting dialogue for understanding and seeking input at all levels of the organization, and by working with a diverse group of stakeholders to ensure our programs are inclusive. Our staff shares a unity of purpose focused on providing a safe, fun and educational place for children to play. We come from a variety of countries from around the world and from Atlanta. We come from different cultures, socioeconomic backgrounds, and educational experiences and speak different languages. We differ in age and stages of our careers from the first career to retirement. Our staff brings many cultures into the Museum story and we are a place where everyone is welcome.

Our Visitors. Our grownups are moms, dads, grandparents, nannies, aunts, uncles and friends. Some children come play during school field trips, and some come with family or caregivers. Our visitors represent a wide variety of cultural and socioeconomic backgrounds from the Atlanta community and beyond. While visitors will find that there are other children and families who play here who are similar to them, the scope of learning for our visitors is enriched by the opportunity to interact and play with children and families who are different from them.



Our Community: Beyond Our Walls. The Museum extends beyond our walls. In addition to visitors who play in the Museum, our extended Museum community includes the school children and families we reach by visiting them through school programs, and sending team members to participate in festivals and special events in their neighborhoods. Through *Connected Learning*, *Connected Communities*, we reach these children and their families by removing cultural and economic barriers through neighborhood programming.



Our Community: Inside Our Walls. The Museum works hard to remove entry and transportation barriers through programs providing discounted or free admission and field trips through our *Access It!* program, Target Free Second Tuesdays, our Museum transportation program - *Imagine It! Express*, and summer camp scholarships. Through corporate partnerships and sponsorships, foundations, and a growing number of individual donors, we are able to bring play to children who might not normally have the opportunity to experience the Museum.



The Children's Museum of Atlanta recognizes our cultural differences as an opportunity to learn from the experiences of others. Play fosters learning, and playing in an environment that exposes us to new people, ideas, beliefs, and values teaches us to appreciate and understand our differences. As a community resource for young children, parents, caregivers and schools, the Museum is committed to fostering a learning environment that embraces thought leadership from a variety of families, community partners and resources that represent the diverse ethnic, cultural and socioeconomic diversity of Atlanta: our city...our community.