



## STEPS

# Audience and Community Engagement Standards

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**AUD Standard 1** – The institution is a good steward of its resources held in the public trust.

**AUD Standard 2** – The institution is committed to public accountability and is transparent in its mission and its operations.

**AUD Standard 3** – The institution's culture, policies, and procedures are inclusive and equitable.

**AUD Standard 4** – The composition, qualifications, and diversity of the institution's leadership, staff, and volunteers enable it to carry out the institution's mission and goals.

**AUD Standard 5** – The governing authority, staff, and volunteers legally, ethically, and effectively carry out their responsibilities.

**AUD Standard 6** – The institution identifies current and potential audiences it serves and makes appropriate decisions in how it serves them.

**AUD Standard 7** – Regardless of its self-identified communities, the institution strives to be a good neighbor in its geographic area.

**AUD Standard 8** – The institution demonstrates a commitment to providing the public with physical and intellectual access to the institution and its resources.

**AUD Standard 9** – The institution regularly promotes itself and its activities and thinks strategically about how it shares information.

**AUD Standard 10** – The institution is committed to providing a high level of basic visitor services to visitors and makes continual improvements to the delivery of its services.

**AUD Standard 11** – The institution is aware of issues associated with environmental sustainability and takes steps to conserve resources and protect the environment at the level appropriate for its capacity.

**AUD Standard 12** – The institution is aware that current and innovative technologies can help further its mission, and it employs technology at the level appropriate for its needs and responsibilities.