



# DISCOVERY<sup>®</sup>

Children's Museum



## Language Access Plan

Revised January 2025

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**I. Purpose and Authority**

To complement DISCOVERY Children’s Museum’s ongoing language access efforts, and in accordance with Nevada Senate Bill 318 and Title VI of the Civil Rights Act of 1964, 2 C.S. § 561 et seq. (Act 172 of 2006) and Title II of the Americans with Disabilities Act, the Museum is committed to ensuring meaningful access to services and programs for individuals with limited English proficiency through the development of a Language Access Plan (LAP). As a living document, this LAP will be revised and updated as needed.



Nevada’s Senate Bill 318 (SB318) and the federal guidance on Title VI both agree that language should not be a barrier to accessing governmental programs and services. As SB318 states, “Persons with limited English proficiency require and deserve meaningful, timely access to government services in their preferred language.” Moreover, it makes it clear that it is the responsibility of government to provide that access:

State and local agencies and entities that receive public money have an obligation to provide meaningful, timely access for persons with limited English proficiency to the programs and services of those agencies and entities.



The purpose of this document is to establish an effective plan and protocol for DISCOVERY Children’s Museum personnel to follow when providing services to, or interacting with, individuals who have limited English proficiency. Following this plan and protocol is essential to the success of our mission to ignite a lifelong love of learning by fostering a welcoming, vibrant, and inclusive environment where all are invited to engage in playful and educational experiences.

## II. General Policy

Clark County and its surrounding communities in Nevada are home to a rich tapestry of multicultural and multilingual populations. Over 33 percent of residents aged five and older speak a language other than English at home<sup>1</sup>. As an educational organization devoted to fostering a lifelong love of learning through a welcoming, vibrant, and inclusive environment, DISCOVERY Children's Museum is committed to ensuring meaningful access for individuals with Limited English Proficiency (LEP). To achieve this, the Museum has implemented the following policies and procedures to guarantee equal access to all its programs and services.

It is Nevada's policy to grant access to services or programs to every person regardless of their ability to speak, understand, read, or write English. DISCOVERY Children's Museum intends to take all reasonable steps to provide LEP individuals with meaningful access to its services and programs. The Museum seeks to reduce barriers by increasing its capacity to deliver services and benefits to people in their preferred languages. To this end, DISCOVERY Children's Museum endorses the following policies:

- The Museum is committed to equity and will take all reasonable steps to provide limited English proficient (LEP) individuals with meaningful access to all its services, programs, and activities.
- The Museum, rather than the LEP individual, bears the responsibility for providing appropriate language services, regardless of the LEP individual's preferred language, at no cost to the LEP individual.
- Staff have the duty of identifying community language needs during initial contact with LEP individuals.
- Use of informal interpreters such as family, friends of the person seeking service, or other customers is not allowed. Minor children are prohibited from acting as interpreters.
- No Museum employee may suggest or require that an LEP individual provide their own interpreter to receive services.
- In emergency scenarios and at the request of the LEP individual, informal language services that can address immediate needs of LEP community members may be required and permitted.

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DISCOVERY's Executive Leadership Team comprising of the Museum's Chief Executive Officer, Vice President of Marketing and Communications, Vice President of Operations, Vice President of Development, Vice President of Learning Experiences, and Chief Financial Officer will oversee, ensure implementation, and manage updates of the Museum's Language Access Plan.

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1. <https://www.census.gov/quickfacts/fact/table/clarkcountynevada,lasvegascitynevada/POP815223>

### III. Limited English Proficiency Community Profile

The Las Vegas-Henderson-North Las Vegas metropolitan area is home to a diverse and multilingual population of 2,293,764 people, representing roughly 75% of Nevada’s population. Of the approximately 2,161,587 individuals over the age of five, 718,928 speak a language other than English at home.

According to the American Community Survey Social Characteristics data of Las Vegas-Henderson-North Las Vegas, 13 percent of individuals speak English less than very well, qualifying as LEP. Among approximately 281,542 LEP individuals, approximately 191,897 (68.2%) primarily speak Spanish making it the most common language among the LEP population.

In addition, 63,012 LEP individuals (22.4%) speak an Asian or Pacific Islander language, 15,909 (5.7%) speak an Indo-European language, and 10,724 (3.8%) speak other languages at home.

In 2023, Las Vegas welcomed nearly 41 million tourists from around the world. Visitors from outside Nevada make up 30% of the Museum’s audience.

Category	City Population	Percentage of Total Population	Percentage of Total LEP Population
Total City Population (over 5 years in age)	2,161,587		
LEP Population	281,542	13%	100%
LEP Population that speak Spanish	191,897	8.9%	68.2%
LEP Population that speak an Asian or Pacific Islander Language	63,012	2.9%	22.4%
LEP Population that speak an Indo-European Language	15,909	.7%	5.7%
LEP Population that speak Other Languages	10,724	.5%	3.8%

Source: <https://data.census.gov/table/ACSDP5Y2023.DP02?t=Language%20Spoken%20at%20Home&g=310XX00US29820&y=2023>

DISCOVERY Children’s Museum is dedicated to identifying and monitoring the primary languages preferred by our limited English proficient (LEP) visitors. This commitment ensures the Museum remains informed about evolving needs, best practices, and effective strategies for enhancing access to its programs and activities. By doing so, we can provide meaningful and timely access, ensuring that language barriers do not impede participation. The Museum will continue collaborating with local language partners, such as the United Way of Southern Nevada, to incorporate best practices for gathering accurate LEP demographic data.

#### **IV. Language Access Services, Resources and Community Engagement**

DISCOVERY Children's Museum offers a range of language access services and resources to ensure LEP individuals can fully engage with our programs and activities. These services are provided by bilingual staff and vetted language service providers and include:

##### **Language Access Services and Resources**

- Bilingual and multilingual staff are available across Museum departments.
- The Museum's website is accessible in English, Spanish, Tagalog, and Mandarin.
- Spanish-language content is available on the Museum's YouTube channel.
- Print materials, including flyers and brochures, are provided in both English and Spanish.
- Signage throughout the Museum is displayed in English and Spanish.
- Educational resources, such as books and brochures for parents, are available in English and Spanish in the Toddler Town gallery.
- DISCOVERY formed a DEI Advisory Council in January 2020 to guide leadership in developing equitable practices and policies, broadening the recruitment of diverse staff members and volunteers, identifying diversity education opportunities and resources, and ensuring inclusion in programming and exhibits.

##### **Translation and Interpretation Services and Procedures**

- **Oral/Sign Language Services**

DISCOVERY Children's Museum provides the following oral/sign language services:

- Bilingual and multilingual staff are available across Museum departments.
  - Identified languages spoken by staff include Mandarin (1), Hebrew (1), Armenian (1), Urdu (1), French (1), Korean (1), and Spanish (14).
  - Staff self-identify and self-report as being bilingual and multilingual.
  - Currently, the Museum does not have any employee positions designated as "dual role" or dedicated staff interpreters within the organization.
- For all other oral/sign language translation services needed, the Museum works with the United Way of Southern Nevada [Language Access - Request Assistance | United Way of Southern Nevada](#)
- **Written Language Services**

DISCOVERY Children's Museum follows a defined procedure to identify vital written information necessary for delivering its programs and activities, encompassing both paper and electronic communications. This process includes reviewing the criteria for vital documents, which are defined as containing information critical for accessing the Museum's programs or activities or required by law (<https://www.lep.gov/commonly-asked-questions>). At present, the Museum has not identified any vital documents that are legally mandated for translation.

DISCOVERY's Vice President of Marketing & Communications and Marketing Content Specialist manage requests for Spanish document translation on behalf of all Museum departments, including marketing materials (brochure, promotional flyers) and videos. Translation services are provided by Rimma Ascencio.

The Museum contracts with the software company, Weglot, for translation of the Museum's website <https://www.discoverykidslv.org/>. Currently, the Museum's website is translated into the following languages:

- Spanish
- Simplified Chinese
- Japanese

### **Community Outreach and Engagement**

DISCOVERY Children's Museum believes that the success of language access efforts is not solely based on the quantity of content translated; it should be supplemented by community outreach and engagement. The Museum understands the importance of intentional community engagement and the critical role of cultural responsiveness within language access efforts. In response, the Museum has put forth numerous efforts that prioritize meaningful outreach to diverse LEP communities.

The following is a sample of some of the Museum's recent community engagement and outreach efforts:

- DISCOVERY asks Museum visitors (including its members) to participate in an annual online survey that can be accessed via our website, e-newsletter, or via QR Code while in the Museum. The survey is available in English, Spanish, and Tagalog.
- DISCOVERY focuses resources on targeted outreach to Spanish-speaking communities within Southern Nevada, inviting their families to visit the Museum via news stories, commercials, and community events in Spanish.
- DISCOVERY has developed strategic partnerships with organizations with a strong, positive presence within Spanish communities, such as the Latin Chamber of Commerce Nevada, Las Vegas Lights, La Bonita Supermarkets, and the Mexican Consulate.
- DISCOVERY continues to make great strides in introducing the culture of the indigenous people of the Southern Nevada region to those who live and visit here today. The Museum has invited members of the Las Vegas Paiute Tribe and Western Shoshone Tribe to serve in an advisory role, using focus groups, to inform the development of DISCOVERY's newest exhibit renovation, Desert to the Stars, and its programming content.
- DISCOVERY celebrates Hispanic Heritage Month, Asian American and Pacific Islander Heritage Month, and Native American Heritage Month, among other culturally relevant events, that highlight the significant contributions made and the beautiful, honored traditions of the many diverse cultures residing Southern Nevada.



- DISCOVERY's Community Outreach Team participates in cultural events to connect with communities that may face barriers to visiting the Museum in person. Examples of 2024 events attended include:
  - Native American Day at the Lost City Museum
  - Mexican New Year at the Nuwu Art Gallery
  - Native Youth Event at the Las Vegas Indian Center
  - Pow Wow for the Planet at the UNLV Campus
  - Dia Del Nino Festival at the DRI / Atomic Testing Museum
  - Indigemart: May the 4<sup>th</sup> Be With You at the Nuwu Art Gallery and Community Center
  - Las Vegas Juneteenth Festival at the World Market Center

### Cultural Competency Resources

DISCOVERY Children's Museum is committed to equipping its staff with resources to enhance their cultural responsiveness and ability to work effectively with diverse LEP communities. Through the Human Resources Department and DEI Advisory Council, staff have year-round access to opportunities for engagement and collaboration with diverse communities. These opportunities include trainings, workshops, community tours, and events that promote cultural awareness, sensitivity, and inclusion. Additionally, DISCOVERY's Learning Experiences Team has created various cultural activities open to the public, further supporting meaningful engagement with LEP communities.





## **V. Implementing Language Access Services**

DISCOVERY Children's Museum is dedicated to ensuring that LEP guests have full access to its programs and activities. To achieve this, staff are required to follow the procedures outlined below to guarantee meaningful access to available language services. Additionally, the Museum is committed to 100% compliance with these procedures and provides comprehensive training to ensure all staff understand and adhere to them, recognizing their critical role in advancing the Museum's mission.

### **Language Access Procedures**

#### **Identifying Client Language Needs and Preferred Language**

The following procedures are recommended to (1) interact appropriately with LEP guests, (2) inform guests of the availability of language services, (3) determine guests' preferred language.

- The Museum will develop and implement best practices and procedures for identifying guests' preferred languages during initial interactions.
- Signage will be improved, and multilingual staff will be available to enhance accessibility.
- The Museum will continue to inform both staff and guests about available language services through community outreach and cultural responsiveness initiatives.
- The Museum will regularly review and consolidate census data, website analytics, and staff interaction metrics to identify the most frequently requested languages for services. This information will be shared with staff via electronic communications.

#### **Accessing Appropriate Oral/Sign Language Services**

Museum staff should seek appropriate oral/sign language services in the following order:

- The preferred method of serving LEP clients is by using competent bilingual staff to provide direct services in the guest's preferred language.
- Available, trained, competent bilingual staff may be used for in-person or telephone interpreting to support other staff.
- Staff should seek assistance from professional in-person or telephone interpreters when staff cannot meet language needs. Agency should recognize that certain circumstances may require specialized interpretation and translation services even when staff with bilingual abilities are available.
- Staff must be authorized to provide language services to communicate effectively even when such assistance is not requested by the customer.

#### **Accessing Appropriate Written Language Services**

The following procedures should be followed to access qualified written language services.

- Staff can access content on the Museum’s website in Spanish, Simplified Chinese, and Japanese.
- Requests for additional written translations in Spanish can be submitted to DISCOVERY’s Vice President of Marketing & Communications and the Marketing Content Specialist.
- The Vice President of Marketing & Communications and the Marketing Content Specialist will collaborate with departments to establish a protocol for identifying additional vital documents.
- The Vice President of Marketing & Communications and the Marketing Content Specialist will also work with departments to develop procedures and guidelines for managing translation requests, ensuring quality control, and tracking data effectively.

### **Language Services Quality Assurance**

DISCOVERY Children’s Museum is dedicated to ensuring that all language service providers it engages are qualified and competent to deliver high-quality services. The following procedures are implemented to (1) verify provider qualifications and (2) monitor and evaluate provider performance.

#### Verifying Provider Qualifications

- Screen translator and interpreter candidates for language skills in both active languages.
- Establish minimum requirements for translators and interpreters, considering factors like years of experience, formal education, and accreditation from professional organizations.
- Require professional training for interpreters and translators, including topics such as ethics, basic conversation skills, and handling session flow.

#### Monitoring and Evaluating Provider Performance

- Analyze current and historical data on language assistance usage, including languages served.
- Survey staff on the frequency of language assistance service use and potential areas for improvement.
- Implement a complaint and resolution process for evaluating service quality.
- Conduct surveys of staff and LEP users to assess service quality.
- Verify foreign language proficiency of bilingual staff and interpreters through in-person, telephonic, or video interpretation services.

### **Staff Training Policies and Procedures**

The Museum recognizes that offering appropriate language services to LEP individuals is essential to fulfilling its mission. To support this goal, the Museum will provide resources to educate staff on language access policies and procedures through:

- Staff training on the LEP population, cultural sensitivity, and the importance of language access.
- Comprehensive guidance on the Museum’s Language Access Plan.

## **VI. Evaluation of Language Access Plan and Recommendations**

DISCOVERY Children's Museum is dedicated to monitoring the effectiveness of its policies, procedures, and resources to ensure that its Language Access Plan (LAP) meets the evolving needs of both the Museum and the communities it serves. At a minimum, the Museum will review, evaluate, and update its LAP, as necessary, biennially.

### **Processes for Monitoring and Evaluation**

#### **LAP Maintenance**

Maintenance of the Language Access Plan will be the responsibility of the Language Access Plan Coordinator and Executive Leadership Team.

- The Language Access Plan Coordinator, with the help of the Executive Leadership Team will interact across Museum departments to develop and update the LAP.
- Input and feedback will be requested from Museum visitors through the annual online survey that can be accessed via our website, e-newsletter, or via QR Code while in the Museum.
- Engaging and consulting with local language access networks, such as United Way of Southern Nevada, to stay up to date with best practices and developing technologies in the language access space.

#### **Criteria and Methods for LAP Evaluation**

DISCOVERY Children's Museum will track its LAP's performance using the criteria below. The processes for collecting and tracking the relevant data for these criteria are also outlined.

- Gather metrics from the Museum's website, social media engagement, and annual visitors' survey results and use the data to guide the LAP.
- Survey staff on the frequency of language assistance service use and potential areas for improvement.
- Conduct surveys of staff and LEP users to assess service satisfaction.
- Use "I Speak" Language Identification Cards or language identification posters to ensure proper language matching.

### **Evaluation Outcomes and Proposed Recommendations**

#### **Performance Monitoring Data**

As previously stated, nearly 70% of LEP individuals within the Las Vegas-Henderson-North Las Vegas metropolitan area are speakers. For additional insight into LEP engagement, the Museum also will gather metrics from the following:

- The Museum’s website metrics with breakdown of translation usage
- Annual visitors’ survey metrics

**Proposed LAP Revisions**

Based on the DISCOVERY Children’s Museum’s LAP performance assessment, the following changes to the LAP are proposed:

- Analyze current strategies to engage with LEP Spanish speakers and determine efficiency of similar strategies with other LEP demographics.
- Prioritize community events and engagement opportunities promoting language access.
- Research best practices for bilingual pay policy.
- Implement throughout the Museum gallery explanations in multiple languages
- Seek additional funding for LAP initiatives.

**Language Access Challenges**

- Shortage of certified staff for translations / interpretations
- Staff capacity
- Steep cost of language service vendors and products
- No current bilingual pay policy
- No established bilingual screening for staff
- Lack of funding

**Proposed Budgetary Implications**

The Museum will identify the staff time required to create and maintain the LAP and additional financial resources needed to support the implementation of the LAP and language access services. The Museum will explore opportunities for funding specific to language access efforts via grants, state resources, and collaborations with language service nonprofit agencies.



**Suggested Legislative Amendments**

Currently, the Museum does not have any suggestions or revisions to SB318 or other legislation recommendations.