



FOR IMMEDIATE RELEASE

## OMAHA CHILDREN'S MUSEUM HIRES ITS FIRST DIRECTOR OF DIVERSITY AND ACCESS TO GROW ITS PROGRAMS & REACH

**OMAHA, MARCH 2, 2021** - Following Omaha Children's Museum's recent announcement of its three-year strategic plan for diversity, officials are excited Cruz Cabrera de Ortiz has been hired to be the museum's first Director of Diversity and Access. Cabrera brings a robust background in building community partnerships and working with diverse and under-served communities in Omaha.

While corporations and other types of nonprofits have created similar positions, it is not yet a common one for museums like Omaha Children's Museum. The Association of Children's Museums has made a Strategic Roadmap for members, asserting its belief that children's museums are unique community institutions where pursuing equity and inclusion is a best practice that reflects a commitment to serving all children and families and advancing the growth of our field. Many museums have created strategic plans but amid financial and staffing challenges created by a pandemic, very few have created new positions with leadership roles.

### **The New Director of Diversity and Access**

As the first person to hold the role, Cabrera will be charged with elevating the museum's current equitable access, as well as ensuring that hiring and recruiting practices of the museum follow DEIA (diversity, equity, inclusion, and access) practices. She will collaborate with all departments of the museum, from Human Resources to Education and Guest Experience Departments, to ensure new in-house programs and outreaches are available to everyone in the community, particularly under-resourced communities.

"I am grateful to Omaha Children's Museum for entrusting me to lead the museum's diversity, equity, inclusion, and access efforts. I am excited to get to work and to meet the team," said Cabrera. "I look forward to partnering and collaborating with the community to continue ensuring the museum's mission reaches as many children, families, and diverse groups as possible."

Cabrera has a Master of Public Health in Leadership & Ethics from Creighton University and a Bachelor of Science in Biology from the University of Nebraska at Omaha. She has spent most of her career working in nonprofit and community health sectors that benefit from her bilingualism, most recently as the Community Service Manager at Salvation Army Kroc Center in Omaha and a Health Program Manager for the State of Arizona.

*For more information, photos, or to schedule an interview, please contact Kim Reiner at 402-290-3283 or [kreiner@ocm.org](mailto:kreiner@ocm.org).*

### **About Omaha Children's Museum**

Since its inception in 1976, Omaha Children's Museum has been a special place where children can challenge themselves, discover how the world works and learn through play. The mission of Omaha Children's Museum is to engage the imagination and create excitement about learning. The museum's permanent exhibits include Charlie Campbell Science &

Technology Center, Art Smart Center including the Karen Levin Artist-in-Residence Studio, Imagination Playground and Walker Tire & Auto Service Center. In addition to its permanent exhibits, Omaha Children's Museum offers educational programs, traveling exhibitions, field trips, outreach programs, summer camps and early childhood programs.

For more information visit <http://www.ocm.org>.

Museum Information

500 S. 20th St.

Omaha, NE 68102

(402) 342-6164

**Current Hours:**

Wednesdays through Sunday: 9 a.m. to 3 p.m.

**Admission prices:**

\$14 for children and adults

\$13 for seniors

Free for children under 24 months and members

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