



ICOM Canada Strategic Plan 2022-2028



Contents

2 Land Acknowledgment

3 Letter From the Board

4 About ICOM and ICOM Canada

4 Values

4 Mission

4 Vision

5 Strategic Directions

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LAND ACKNOWLEDGMENT

We would like to acknowledge that we occupy land that belongs to Indigenous Peoples. Understanding that we live and work on various traditional territories of Indigenous Peoples across what is now known as Canada, we encourage all members to consider their specific relationship to this land and to the Indigenous peoples who have lived there since time immemorial. We also acknowledge that the history of these lands has been tainted by poor treatment and a lack of respect for the Indigenous Peoples who call them home.

We recognize that this land acknowledgment is just one imperfect step towards decolonization. It is a reminder of a larger commitment to challenging ourselves to expand our understanding of the legacy of colonialism and to do the work necessary to disrupt and dismantle it, now and for the future.

LETTER FROM THE BOARD

Dear ICOM Canada members and colleagues,

We are excited to share the new strategic plan that will inform ICOM Canada's efforts as an organization in the coming five years.

The text that is in front of you and the direction of the organization is the result of comprehensive work with members and non-members, as well as the previous and current ICOM Canada Board of Directors. We are very grateful to those members and non-members who shared their feedback with us about ICOM and ICOM Canada and ideas for a proposed future direction in surveys and workshops. Thank you for your time, effort, and valuable insights.

We hope you share our excitement about this new direction for ICOM Canada. This plan is made for you, our members, and in service of our sector and the communities that we serve. Through this plan we aim to bolster and further develop our unique status as Canada's global museum organization, sitting as we do at the intersection between the Canadian and international museum sectors.

In a highly interconnected world, highlighting the myriad connections between world-wide trends and their local manifestations and vice versa could not be more relevant. The pandemic we have been living through is a case in point. ICOM Canada is there to work through the impact of global forces on our sector and to highlight and amplify the important local work that shapes these forces.

We invite you, our members, to work with the Board as we move from the course set in this document toward implementation planning that will operationalize our direction in the years to come. We look forward to embarking on this work with you to advance both the Canadian and international museum sectors.

Kind regards,

Your ICOM Canada Board of Directors

September 2022

ABOUT ICOM AND ICOM CANADA

The International Council of Museums (ICOM) is a transnational cultural organization established in 1946 as a forum for museum professionals to exchange standards for collecting, conserving, documenting, researching, and educating the public on cultural heritage. Today, ICOM represents an international body of museums and professionals committed to communicating the diversity of the world's natural and cultural heritage, past, present, and future, tangible and intangible. Through its membership of more than 50,000 professionals worldwide and its advocacy for museums and museum professionalism, ICOM is a powerful voice for cultural institutions.

As the National Committee of ICOM in Canada, ICOM Canada is the only Canadian museums association dedicated to global museology, we are the organization created to connect the work and initiatives of Canadian museums to the global museum community and vice versa. The National Committee advocates the objectives of ICOM to the Canadian public.

The strategic plan on the Canadian national committee is aligned with and in support of the ICOM's association-wide strategic plan and advances the ICOM Code of Ethics.

VALUES

ICOM Canada shares and embraces the values of ICOM in their entirety. This means that:

- ICOM values human creativity and its contribution to understanding the past, shaping the present and mapping the future.
- ICOM believes heritage has a humanistic value.
- ICOM values global dialogue based on intellectual, cultural and social diversity.
- ICOM values transparent dialogue including cross-cultural understanding of human rights.
- ICOM recognizes museums' responsibility to society through their engagement with issues of social change.

We embody these values by fostering an environment of co-operation, mutual assistance and the exchange of information among our members, partner organizations, International Committees and Affiliated Organizations.

MISSION

ICOM Canada connects Canadian museums to the global museum community.

VISION

ICOM Canada's strategic plan is grounded in a vision of an organization that serves as a gateway for Canadians to the global museum community, connecting its members to each other and to the world, and supporting Canadian museums and museum professionals as agents of change at the intersection of local and global development/dynamics.

STRATEGIC DIRECTIONS

1. ICOM Canada will enable its membership to contribute Canadian perspectives to global debates around museological issues and pressing global challenges.

The museum sector, both within Canada and around the world, is facing pressing and emerging issues such as climate change and sustainability, Indigenous rights and reconciliation, the importance of enhancing global and cultural diplomacy, and growing calls for diversity, inclusion and attendant meaningful action. How ICOM Canada can help its members to engage in these kinds of issues is critically important to its place in the Canadian museum landscape.

Within this context, it has never been more important for museums and museum associations to work together toward shared goals to connect people and ideas and bridge the links between the past, present and future.

Potential actions include, but are not limited to:

- Providing members with professional development opportunities and building capacity in emerging practices to confront new challenges, including ensuring the insertion of relevant international museum trends into Canadian museum practice and supporting the digital evolution of the museum sector.
- Increasing collaborations and facilitating member involvement with ICOM International Committees and Affiliated Organizations to connect members around the world.

- Informing and engaging membership on emerging issues and new scholarship or approaches within the field.
- Collaborating with national, provincial, and territorial museum associations in Canada and strengthening ICOM Canada's policy and advocacy efforts in concert with other museum associations to address issues of global relevance.
- Contributing to cross-sectoral collaboration by creating new and deeper relationships and projects with post-secondary institutions, the broader cultural sector, government, and other sectors.

2. ICOM Canada will build a more inclusive, equitable and diverse membership.

Museums, museum professionals, and those who frequent museums are growing in diversity and in strength. ICOM Canada must be part of this change, contributing substantively to better and more diverse representation in its activities, membership and on its board. Achieving broader geographic, regional, ethnocultural, younger, and other kinds of representation will contribute to the ability of ICOM Canada to engage with pressing issues and create a broader and richer museum community. As Canada's only global museum association that brings global museological trends to Canada and ensures the visibility and impact of Canadian contributions beyond Canada, ICOM Canada must demonstrate this value to current and future members as its unique contributions to our sector.

Potential actions include, but are not limited to:

- Regularly communicating about important events and initiatives that touch on the issues ICOM Canada and its members identify as priority issues.
- Reviewing its practices and policies to ensure that the ICOM Canada Board is as rich and diverse as the communities that museums serve.
- Identifying ways and enabling members to contribute to diversity, equity and inclusion through relevant professional development and engagement.
- Improving membership engagement by enhancing membership services, communications, and processes.
- Growing and rebuilding membership to reach and then exceed pre-pandemic levels, including paying particular attention to emerging and future museum professionals and students as the future of our field.

3. ICOM Canada will strengthen its operational and financial position, capabilities, and sustainability.

As an organization run by a volunteer board and with a limited budget, ICOM Canada is limited as to what the organization can realistically accomplish. Yet, there is a distinct role in the Canadian museum sector for a globally connected organization such as ICOM Canada, a niche that needs to be occupied by an organization that can fully deliver on its potential. To do so requires enhancing ICOM Canada's operational capacities and building a financial strategy that allows the organization to function at the required level.

Potential actions include, but are not limited to:

- Strengthening its membership operations and financial footing by centralizing and streamlining processes.
- Increasing ICOM Canada's membership and ensuring that all interested colleagues can join through initiatives such as offering complimentary memberships to Indigenous and other underrepresented people and reduced rates for students and retirees.
- Identifying and securing new sources of revenue, including government funding.
- Developing an implementation plan to identify further opportunities to deliver the activities and services within this strategic plan.