



# Amelia Douglas Institute for Métis Culture and Language

Strategic Plan 2025 - 2027

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*Strategic Plan completed July 2025*

*Cover photo credit: Jessica Johnston, Ɂəninaya "honey", 2025*



# A Message from Board of Directors

We are pleased to present the inaugural Amelia Douglas Institute for Métis Culture and Language Strategic Plan 2025-2027, which was collaboratively developed by the Board of Directors and staff through a guided process. This document builds on Métis Nation British Columbia's strategic goal of promoting cultural revitalization and cultural wellness. It will guide our efforts to become self-sustaining, strengthen cultural connections for Métis people, and share the stories of the Métis people through art, culture, and language more broadly.

The two-year timeframe was selected very deliberately. Our aspiration is to grow the Amelia Douglas Institute's presence - both physically and virtually - and to build meaningful connections and partnerships throughout British Columbia and the Métis homelands. The progress we make over the next two years will help us to build a strong foundation for our long-term commitment to efforts to honouring, celebrating and sharing Métis culture and language.



# Who Was Amelia Douglas?

Amelia Douglas was chosen as the namesake for the ADI to honour Amelia and the many Métis matriarchs who have shaped the Métis Nation. Amelia was born in 1812 in what is now known as Manitoba and upon marrying BC's First Governor James Douglas, settled in what is now known as BC. Although Amelia moved away from the Métis homelands, she still maintained a connection to her Métis culture and language.

Métis people living in BC share a similar story to Amelia Douglas. While many Métis families moved to BC from different provinces, they continue to practice and celebrate their Métis culture. The ADI's mission is to provide the cultural connection and continuity for Métis people in BC, and proudly share our culture, history and modern existence as Métis people.





# About the Amelia Douglas Institute

The Amelia Douglas Institute for Métis Culture and Language (ADI) is the first of its kind in British Columbia. The ADI educates and promotes all aspects of Métis culture, heritage and language since the Métis Nation's origins in the Red River region to the present day in British Columbia (BC).

Situated beside the Métis Nation of British Columbia's head office in Surrey, BC, the ADI became a registered society in 2022, officially opening in 2023. The ADI provides programs and services in person at its physical location and virtually through the ADI website. ADI is governed by a board that is composed of Métis community members. The ADI has a small team that is passionate about sharing Métis culture and languages.



# The Impacts of Our Work

Since its opening in 2024, the ADI has had a positive impact on Métis people, communities and the public within BC. With its virtual presence, it reaches Métis people all over the world. After a full year of welcoming visitors to its showroom, website, and social media, the ADI has a clearer view of the impacts it desires to create and the world it envisions:

- Métis people experience healing and connection with their culture and language
- Métis families engage in inter-generational learning
- Staff, board members and their circles of connection learn and share more about Métis culture and languages
- Métis artists are mentored, promoted and honoured
- Métis people and children are experiencing a stronger connection and pride in their culture and identity
- Non-Métis visitors experience other ways of knowing and increase their knowledge and appreciation of Métis culture and history

The ADI looks forward to continuing to inspire and educate about Métis culture, history and languages and promote Metis cultural revitalization and visibility in BC.



Alex Ibbotson, Kinananskomitin, 2024

# Our Vision

The Amelia Douglas Institute is the centre of Métis culture and language resources and programming in British Columbia. The Institute's province-wide network is dedicated to preserving and educating Métis people and the public about the richness of Métis culture and way of life.





# Our Mission



Mara Kersey, In Memory, 2024

The Amelia Douglas Institute preserves and promotes Métis culture in British Columbia through educational and interactive exhibitions, programs and research. The Institute connects Métis people throughout the province with their culture, heritage and languages through virtual and in-person resources and initiatives and educates the public about the contributions of Métis people and the richness of Métis culture.







## Grow operational capacity and sustainability



Strategy	Continue/Expand Now	Add within the next two years	Add in the long term
Cultivate diverse funding streams	<ul style="list-style-type: none"> <li>• Increase rates for tours and presentations</li> <li>• Increase grant funding and sponsorship opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Build our relationships with and seek funding from government and private funders and sponsors</li> <li>• Develop charitable donations campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Add retail opportunities (ie. gift shop)</li> </ul>
Build relationships with other cultural institutions and First Nations	<ul style="list-style-type: none"> <li>• Build strong reciprocal relationships with local First Nations</li> </ul>	<ul style="list-style-type: none"> <li>• Grow relationship with the Gabriel Dumont Institute</li> <li>• Build relationships with First Nations provincially</li> </ul>	<ul style="list-style-type: none"> <li>• Build relationships with other Indigenous cultural institutions</li> </ul>
Increase awareness and recognition of ADI	<ul style="list-style-type: none"> <li>• Continue corporate tours and presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Fund and deliver ADI marketing campaign</li> <li>• Post more online resources about who Métis people are</li> </ul>	
Develop strong internal capacity, policies and systems	<ul style="list-style-type: none"> <li>• Develop exhibitions and human resource policies</li> <li>• Discern ADI finances from MNBC</li> </ul>	<ul style="list-style-type: none"> <li>• Staff training in collections management</li> <li>• Employ more staff with specialized skill sets</li> <li>• Develop data sharing policy</li> </ul>	<ul style="list-style-type: none"> <li>• Build volunteer base</li> </ul>





## Connect Métis people with their heritage through arts, language and culture



Strategy	Continue/Expand Now	Add within the next two years	Add in the long term
Develop and offer arts, language and cultural learning activities for Métis people	<ul style="list-style-type: none"><li>• Grow the Michif dictionary</li><li>• Host monthly virtual workshops</li><li>• Host community-based exhibits at ADI</li></ul>	<ul style="list-style-type: none"><li>• Outreach further across the province with our activities</li></ul>	<ul style="list-style-type: none"><li>• Offer a ceremonial space</li></ul>
Communicate with Métis people about our work	<ul style="list-style-type: none"><li>• Include ADI in MNBC newsletters and social media</li><li>• Host local Métis chartered communities at ADI</li></ul>	<ul style="list-style-type: none"><li>• Share about ADI with MCC Presidents and boards</li><li>• Engage youth ADI brand ambassadors</li></ul>	<ul style="list-style-type: none"><li>• Hire communications/social media experts</li><li>• Explore development of ADI email distribution list</li></ul>



## Support Métis artists and Knowledge Carriers in B.C.



Strategy	Continue/Expand Now	Add within the next two years	Add in the long term
Support the development of Métis artists	<ul style="list-style-type: none"><li>• Offer Métis artist mentorships</li></ul>	<ul style="list-style-type: none"><li>• Expand online gallery of Métis art</li></ul>	<ul style="list-style-type: none"><li>• Offer artists in residence programs</li></ul>
Promote Métis artists to the general public	<ul style="list-style-type: none"><li>• Include ADI in MNBC newsletters and social media</li><li>• Host local Métis chartered communities at ADI</li></ul>	<ul style="list-style-type: none"><li>• Share about ADI with MCC Presidents and boards</li><li>• Engage youth ADI brand ambassadors</li></ul>	<ul style="list-style-type: none"><li>• Hire communications/ social media experts</li><li>• Explore the development of an ADI email distribution list</li></ul>



## Steward, celebrate and share Métis arts and culture



Strategy	Continue/Expand Now	Add within the next two years	Add in the long term
Grow our collection of Métis arts and belongings	<ul style="list-style-type: none"><li>• Add to our collection sustainably</li><li>• Repatriate Métis cultural items</li><li>• Commission art from Métis artists</li></ul>	<ul style="list-style-type: none"><li>• Improve our storage capacity so we can safely acquire more items</li></ul>	<ul style="list-style-type: none"><li>• Expand our space to order to grow our collection</li></ul>
Increase access to ADI, both physically and virtually	<ul style="list-style-type: none"><li>• Expand our online resource repository</li><li>• Increase number of tours</li></ul>	<ul style="list-style-type: none"><li>• Offer traveling exhibits in each region</li><li>• Extend our public opening hours</li></ul>	<ul style="list-style-type: none"><li>• Bring paid presentations to schools and universities</li></ul>



# Performance Measures

As the ADI implements the actions identified within its strategic plan, it will look to the following measures to assess its success towards achieving its intended goals:

## Grow operational capacity and sustainability

- The amount of money raised through fundraising
- The number of meetings held with cultural organizations and partners
- The number of followers across its social media accounts
- The number of volunteer hours

## Connect Métis people with their heritage through arts, language and culture

- The number of visitors to the ADI showroom
- The number of attendees to its Métis Culture Talk workshops
- The percentage of Métis who report in their post-visit survey that their experience with ADI has helped them connect with their heritage through arts, language or other cultural aspects

## Support Métis artists and Knowledge Carriers in B.C.

- The number of Métis in BC Artist Collective members who, when surveyed, agree that they have benefited by being a member of the collective
- The percentage of post-visit survey respondents who agree that their visit increased or mirrored their understanding and appreciation of Métis identity and culture

## Steward, celebrate and share Métis arts and culture

- The number of travelling exhibition bookings
- The number of exhibitions developed internally

# Conclusion

The Amelia Douglas Institute Strategic Plan 2025-27 is an exciting step forward into a world where its network engages Métis people and the public with art, heritage, and languages reflecting a Métis culture and way of life.

A two-year plan acknowledges that the vision it is striving to achieve will require the ADI to be nimble and adapt to changing circumstances within and beyond the Métis Nation. Nonetheless, its vision, mission, and mandate remain consistent guiding lights to steer to.

The ADI looks forward to taking up each of its new strategic goals as paddles, and looks to the strength and dedication of those involved to propel the canoe forward and reach the destination set out herein.

