

Law and Legislative Services Report to  
Organizational Meeting of Council  
2019 October 28

ISC: UNRESTRICTED  
C2019-1372

## **2019 BCC Advertising Campaign**

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### **EXECUTIVE SUMMARY**

Administration conducted the annual BCC recruitment campaign between 2019 August 15 and 2019 September 14, to fill 126 Public Member positions on 18 Boards, Commissions and Committees. This report and attachment provide the advertising strategy and a statistical overview of the results of the campaign.

#### **ADMINISTRATION RECOMMENDATION:**

Administration recommends that Council receive this report and Attachment for the Corporate Record.

### **PREVIOUS COUNCIL DIRECTION / POLICY**

In 2014, Council expressed an interest in receiving statistical information about the annual Boards, Commissions and Committees (BCCs) recruitment campaign. At the 2019 July 22 meeting of Council, the Gender Equity, Diversity and Inclusion Strategy was adopted, a primary focus of which is to ensure gender equity in planning and decision making within City service delivery, Council Boards, Commissions and Committees, and The City's workforce.

### **BACKGROUND**

Since 2015, Administration has provided Members of Council with a statistical overview of the Boards, Commissions and Committees (BCC) recruitment campaign.

On 2019 September 11 and 12, Members of Council and Chairs, Vice-Chairs and Resource staff for City BCCs, were offered unconscious bias training presented by an external facilitator. Training was offered to this group of individuals given their involvement in the selection of Public Members to City Boards, Commissions and Committees. The provision of training is a key strategic action in the Council-adopted Gender Equity, Diversity and Inclusion Strategy.

### **INVESTIGATION: ALTERNATIVES AND ANALYSIS**

The 2019 BCC recruitment campaign strategy was designed to reach both broad and targeted audiences, and included print ads, online ads, out-of-home ads (bold signs, digital displays in City facilities), recruitment channels (volunteer directories, corporate directories, LinkedIn), and organic methods (targeted emails, word-of-mouth). Throughout the campaign, the number of applications per board were monitored and recruitment channels were revised based on these metrics.

As part of the 2019 BCC recruitment campaign and the Gender Equity, Diversity and Inclusion strategy, Administration included a voluntary demographic survey as part of the online BCC application process.

Overall, the 2019 BCC Recruitment campaign met its objectives, while leveraging opportunities to reduce costs. As outlined in Attachment 1, the campaign generated a total of 806 applications from 508 applicants. There were a total of 36,777 pageviews during this year's campaign, exceeding the number in 2018 by 213%. While responses to the voluntary survey declined this

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year (a completion rate of 38% compared to 45% in 2019), the data will continue to inform Administration's approach and advertising strategies.

During the 2019 BCC campaign, 508 Public Member applicants submitted 806 applications (up to two BCC applications can be submitted per applicant) as follows:

Total number of Public Member applications received was 806, a decrease of 43 applications from 2018.

### **Stakeholder Engagement, Research and Communication**

The City Clerk's Office worked closely with Customer Service and Communications, Calgary Neighbourhoods and Human Resources in the preparation of the survey and the collection of the campaign results.

### **Strategic Alignment**

This briefing aligns with One Calgary's citizen priority: A Well-Run City (*One Calgary 2019-2022*).

### **Social, Environmental, Economic (External)**

#### **Financial Capacity**

##### ***Current and Future Operating Budget:***

There is no current or future impact to the operating budget as a result of this report.

##### ***Current and Future Capital Budget:***

There is no current or future impact to the capital budget as a result of this report.

### **Risk Assessment**

There are no risks identified with this report.

#### **REASON FOR RECOMMENDATION:**

Providing statistical information about the annual BCC advertising and recruitment campaign ensures Members of Council are aware of the strategies used by Administration to recruit a diverse pool of qualified applicants to BCCs.

### **ATTACHMENT(S)**

1. Statistical Information on the 2019 BCC Advertising Campaign