

BRIEFING

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Item #16.1

City Clerk's Office Briefing to
Combined Meeting of Council
2021 November 15

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2021 BCC Recruitment Campaign Statistics

PURPOSE OF BRIEFING

The City Clerk's Office conducts an annual campaign to recruit Public Members for Board, Commission and Committee (BCC) vacancies. The attached 2021 BCC Recruitment Campaign summary provides statistical information about the annual BCC recruitment campaign to ensure Members of Council are aware of the strategies used by Administration to recruit a diverse pool of qualified applicants to BCCs.

SUPPORTING INFORMATION

In accordance with Council policy CP2016-03, *Governance and Appointments to Boards, Commissions and Committees*, the City Clerk's Office conducts an annual recruitment campaign seeking applicants interested in being appointed to BCCs. Since 2015, Administration has provided Members of Council with a summary of the BCC Recruitment Campaign.

From August 23 to September 23 2021, the City Clerk's Office conducted a campaign for 122 citizen vacancies across 18 BCCs. The recruitment period was extended until 2021 October 1 for the Licence and Community Standards Appeal Board and the Urban Design Review Panel in order to allow for more applicants. 631 citizen applications were received by the City Clerk's Office, and a further 19 non-binding nominations were received from nominating organizations.

The campaign involved print and social media tactics, bold signs, digital displays and notices in community association newsletters. The advertising strategy was designed to incorporate The City of Calgary's Gender Equity, Diversity and Inclusion Strategy. Multiple languages and advertising mediums were used to assist in reaching diverse gender, ethnic and cultural groups, newcomers to Calgary, and historically under-represented minority groups. Demographic data has been gathered from BCC applicants on a voluntary basis since 2018 and has been used to assist in developing and improving recruitment strategies which reach a diverse mix of Calgarians.

Full details of the 2021 BCC Recruitment Campaign are contained in Attachment 1.

ATTACHMENT

1. 2021 BCC Recruitment Campaign