

BRIEFING

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Item # 14.2

Law, Legislative Services and Security Briefing to
Organizational Meeting of Council
2022 October 25

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2022 Boards, Commissions, and Committees 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 2022 BCC Recruitment Campaign Summary in Attachment 1 provides information about the campaign to ensure that Members of Council are aware of the strategies used to attract a diverse pool of qualified applicants, and the results of those efforts.

SUPPORTING INFORMATION

Council Policy CP2016-03, *Governance and Appointments to Boards, Commissions and Committees*, states that the City Clerk's Office will conduct an annual recruitment campaign to seek applicants interested in being appointed to BCCs.

The City Clerk's Office conducted a campaign for 155 Public Member vacancies across 21 BCCs from 2022 August 12 to September 12. The City Clerk's Office received 700 applications from members of the community and six non-binding nominations from external organizations.

The campaign promoted BCC opportunities through digital advertising, bold signs, direct contacts, and targeted social media. This year's campaign included post-secondary institutions, professional organizations, strong-performing channels from past campaigns (Twitter, LinkedIn, and newsletters), and marketing in multiple languages.

The attached 2022 BCC Recruitment Campaign Summary also provides insights into the diversity of the applicant pool, based on comparisons with demographic data that applicants have provided voluntarily since 2018. This data is used to continuously improve recruitment strategies to attract applicants who are representative of the diversity of Calgary's population.

ATTACHMENT

1. 2022 BCC Recruitment Campaign Summary