

Calgary



2024 Boards, Commissions and Committees Recruitment Campaign Summary

Outcomes of the
Advertising Campaign for
Public Member Recruitment
to Boards, Commissions
and Committees.



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Executive Summary

The City Clerk's Office leads the annual recruitment and advertising campaign promoting opportunities for Calgarians to serve as Public Members of Boards, Commissions and Committees ("BCCs"). Public Members bring skills and expertise that contribute to good governance and provide a variety of perspectives reflecting the diversity of the community.

The 2024 BCC Recruitment Campaign ("2024 Campaign") took place from August 12 to September 9. There were 124 vacant positions to fill on internal and external BCCs as follows:

- 124 Public Members on 20 BCCs; and
- 33 Non-binding Nominations on eight BCCs.

The 2024 Campaign did not include the 20 Public Members on the following five Civic Partners, all of which conduct their own recruitment:

- Calgary Convention Centre Authority
- Calgary Public Library Board
- Calgary Sports & Major Events Committee
- Heritage Calgary
- Silvera for Seniors

A total of 709 applications were submitted by 573 members of the public to serve on BCCs this year. Of those, 483 individuals applied on only one BCC, and 90 individuals applied on more than one BCC.

Further information about the outcomes of the 2024 Campaign are detailed in this report.

Advertising

Methods

Council Policy (CP2016-03) on the *Governance and Appointments of Boards, Commissions and Committees* directs the City Clerk's Office to advertise BCC vacancies through a variety of marketing channels and media.

The 2024 Recruitment Campaign used a mix of out-of-home advertising, digital advertising (traditional, ethnic, and social media channels), and targeted communications to promote BCC vacancies to Calgarians on a city-wide basis, including:

- Bold Signs (Digital and Static)
- Banner Ads (in Traditional & Simplified Chinese, Arabic, Urdu, Spanish, Punjabi, French, Vietnamese, Korean, and Russian)
- Community Newsletters
- Social media (LinkedIn, Facebook, Instagram, X [formerly Twitter])
- eNewsletter
- Calgary.ca
- Direct emails using MailChimp

Strategic Approach

The City Clerk's Office is committed to continuous improvement in increasing public awareness of opportunities to serve on BCCs and in attracting qualified and diverse applicants.

Valued audiences for the 2024 Recruitment Campaign included:

- Residents of Calgary at least 18 years of age;
- Seniors (60+) and Youth (18-24);
- Female skew;
- Indigenous peoples, including those who may reside outside of Calgary but are residents of the Calgary surrounding area within the Treaty 7 region, including those Indigenous persons who belong to the Blackfoot Confederacy, made up of the Siksika, Piikani, Amskaapiiikani and Kainai First Nations; the Îethka Nakoda Wîcastabi First Nations, comprised of the Chiniki, Bearspaw, and Goodstoney First Nations; and the Tsuut'ina First Nation, and those persons who are Métis, including citizens of the Otipemisiwak Métis Government residing in Foothills Métis District 1, Medicine Hat Métis District 2, Red Deer Métis District 3, Rocky View Métis District 4, Calgary Nose Hill Métis District 5 and Elbow Métis District 6;
- Public Members with disabilities;
- Public Members who consider themselves advocates for underrepresented groups;
- Public Members looking to build their professional network through volunteer opportunities; and
- Public Members from sectors that directly support the military or perform public safety activities.
- Public members with relevant skills, expertise and experience related to housing

Targeted social media focused on reaching BCC candidates from historically under-represented groups, such as minority groups, Indigenous peoples, and people with disabilities.

Adjustment to media buys were made mid-campaign based on review of application numbers to raise awareness on BCCs which needed increased applicant reach, including the Calgary Salutes Committee, Beltline Community Investment Fund Committee, Urban Design Review Panel, and Community Peace Officer Oversight Committee.

Bold signs of 4x8 street level signs were placed in 22 locations around The City for four weeks from August 12 - September 9. This year, we also implemented an Indigenous outreach strategy for recruitment, and highlighted the recent Council Policy change that expanded eligibility to Indigenous persons residing outside of Calgary but within the Treaty 7 Region. This included specific advertising in Indigenous languages, such as Blackfoot, Isthka Nakoda/ Stoney, Tsuut'ina, and Michif, and emailing digital flyers to various band offices in Treaty 7 with the appropriate language flyer. The recruitment campaign was also presented at the Calgary Aboriginal Urban Affairs Committee Awards in collaboration with the Indigenous Relations Office. The Indigenous Relations Office also participated in an interview on Windspeaker Radio to share about the opportunities to serve on BCCs and the value that volunteers bring to The City as well as the meaningful experience that volunteers gain.

This year, we used the images and poster below to reflect collaboration and diversity in the work of BCCs.





Take your seat at the table

The City of Calgary needs volunteers
for its Boards, Commissions and Committees.

Boards, Commissions and Committees provide City Council with perspective, input, and recommendations on civic issues, including urban design, planning, climate, social wellbeing, and others.

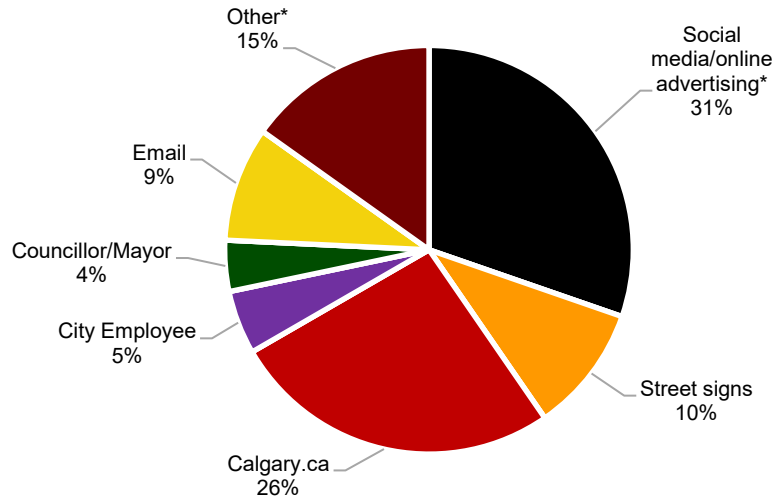
Apply before 4 p.m. on Monday, Sept. 9, 2024.

Criteria and application forms available online at calgary.ca/Boards



Comparative Effectiveness of Advertising Mediums

Applicants were asked to respond to the question “How did you hear about this opportunity?” at the end of their application forms. The result of this survey is presented below.



*Social media includes Facebook, Instagram, LinkedIn, and X (formerly Twitter)

*Other includes applicants' free-form responses, including external word-of-mouth or advertising.

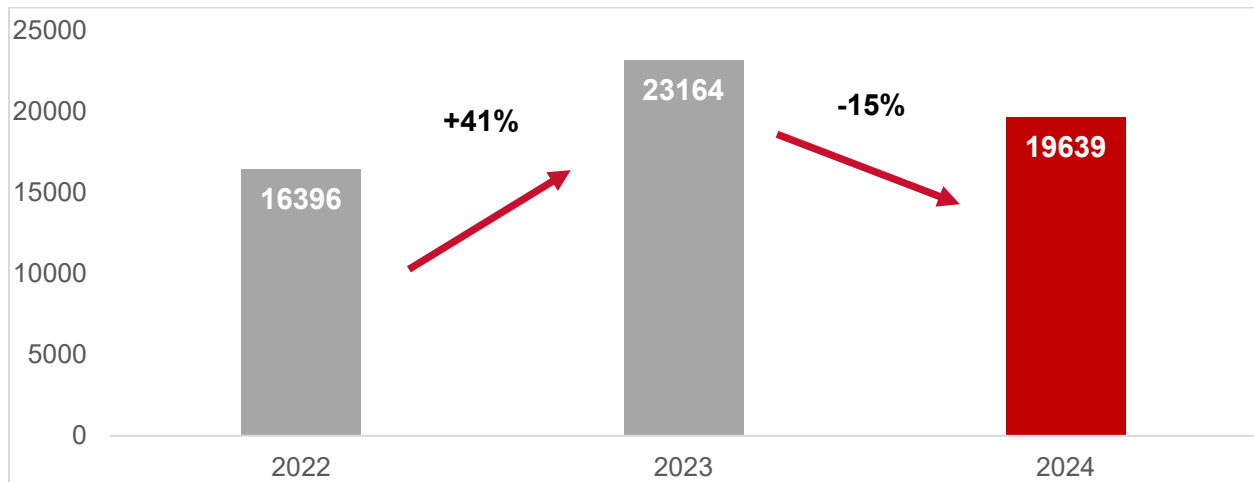
Advertising & Marketing Results

Web Results (calgary.ca/boards)

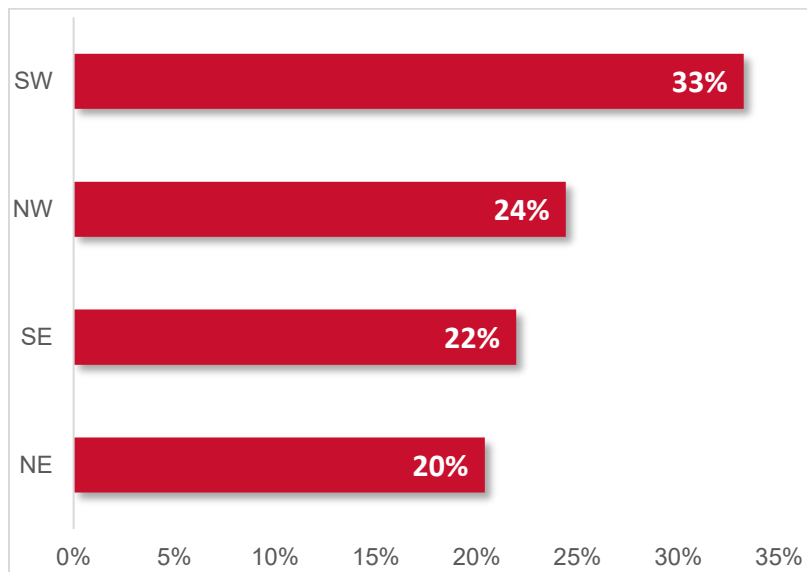
The results of the BCC webpage presented below are from data gathered during the recruitment period from 2024 August 12 - September 9.

A comparison between the 2024 campaign and the prior year shows there was a traffic decrease of 15%. It's worth noting that each year the campaign has an identical one-month duration.

BCC Webpage – Year to Year Comparison



BCC Webpage – Performance by Quadrant



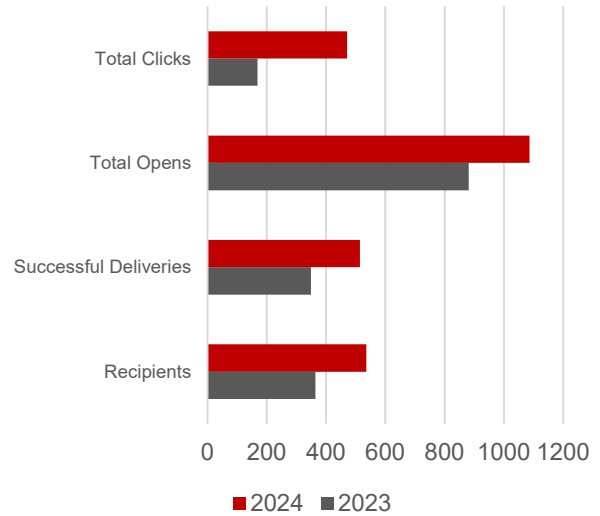
The Southwest accounted for the most traffic, accumulating 33% of the page views. The traffic distribution among the Northwest, Southeast, and Northeast regions was evenly spread.

E-mail Newsletter Results

This year's BCC newsletter targeted professional organizations, post-secondary institutions, and local non-profit organizations engaged in direct community support to Calgarians, including sectors that directly support the military or perform public safety activities.

Voluntary subscription to the BCC newsletters has been made available to the public by signing up through the BCC City webpage. This allowed for not only organizations to be included in our contact list, but also individual subscribers who wanted to receive updates on the BCCs' annual recruitment campaign.

Overall, the 2024 email campaign did better than the previous year. It is anticipated that our contact list will gradually increase in the next year as there's a continuous trend of individuals subscribing to the BCC newsletter.



536
Recipients



95.9%
Successful Deliveries

Recruitment Campaign Results

Applications

Applications Received per Vacancy

BCC with Vacancies	Number of Vacancies	Number of Applications	Ratio of Vacancies to Applications
Advisory Committee on Accessibility	6	41	1 : 6.8
Anti-Racism Action Committee	5	65	1 : 13.0
Assessment Review Board	13	37	1 : 2.8
Audit Committee	1	18	1 : 18.0
Beltline Community Investment Fund Committee	4	11	1 : 2.8
Calgary Aboriginal Urban Affairs Committee	7	30	1 : 4.3
Calgary Airport Authority	1	53	1 : 53.0
Calgary Planning Commission	7	36	1 : 5.1
Calgary Police Commission	4	77	1 : 19.3
Calgary Salutes Committee	11	14	1 : 1.3
Calgary Transit Access Eligibility Appeal Board	4	10	1 : 2.5
Climate Advisory Committee	8	76	1 : 9.5
Combative Sports Commission	4	18	1 : 4.5
Community Peace Officer Oversight Committee	2	13	1 : 6.5
Council Advisory Committee on Housing	15	62	1 : 4.1
Licence and Community Standards Appeal Board	10	30	1 : 3.0
Saddledome Foundation	1	24	1 : 24.0
Social Wellbeing Advisory Committee	3	47	1 : 15.7
Subdivision and Development Appeal Board	13	36	1 : 2.8
Urban Design Review Panel	5	11	1 : 2.2
Total	124	709	

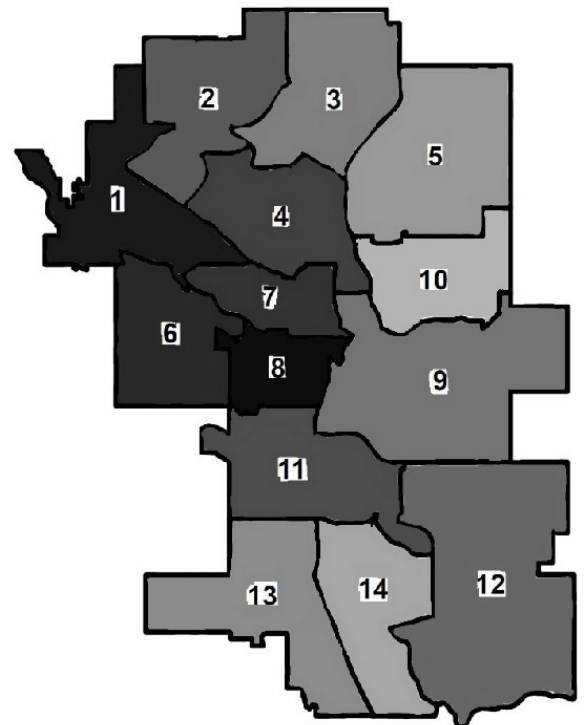
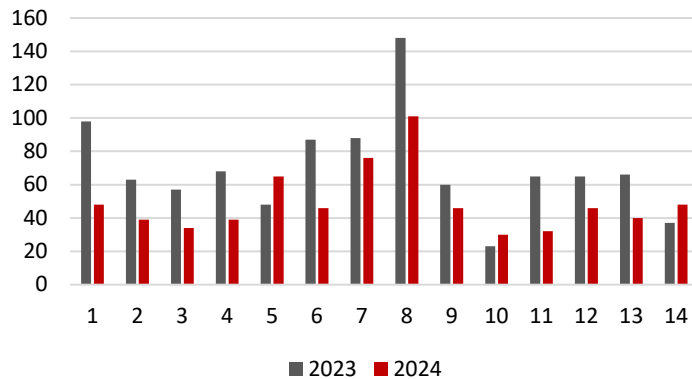
Non-Binding Nominations Received per Vacancy

BCCs	Positions to be filled by a Nomination	Positions to be filled either by nomination or by application	Nominations Received
Arts Commons Advisory Committee	3 or more	-	4
Beltline Community Investment Fund Committee	1		1
Event Centre Committee	2	-	2
Multisport Fieldhouse Committee	2	-	2
Calgary Planning Commission	-	7	7
Social Wellbeing Advisory Committee	2	-	0
Urban Design Review Panel	-	5	4
Tax Incentive Appeal Board	Up to 10	-	13

Applications by Ward

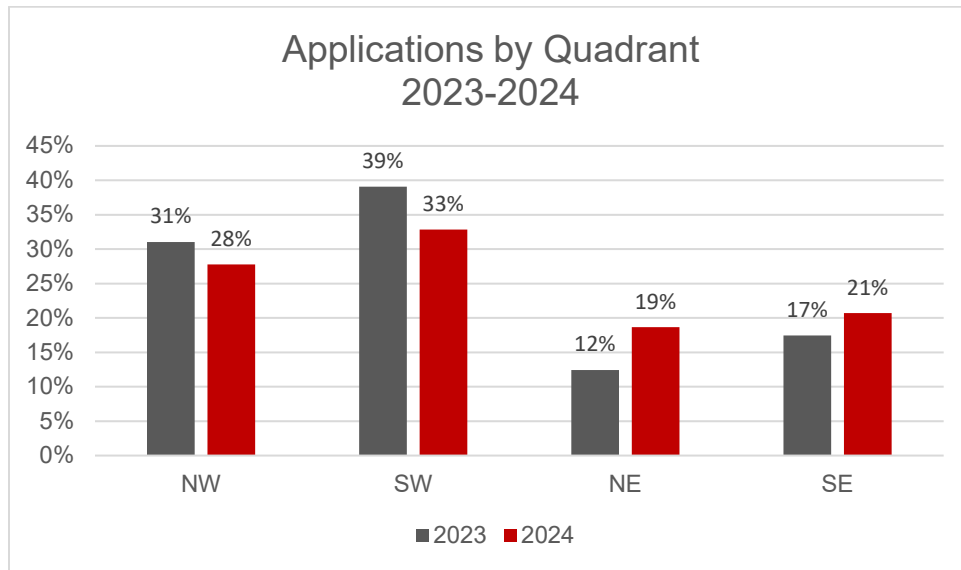
In 2024, most of the applications were received from Ward 8 with a total of 101. Ward 10 garnered the least amount with just 23 applications.

Applications by Ward
2023-2024



Applications by Quadrant

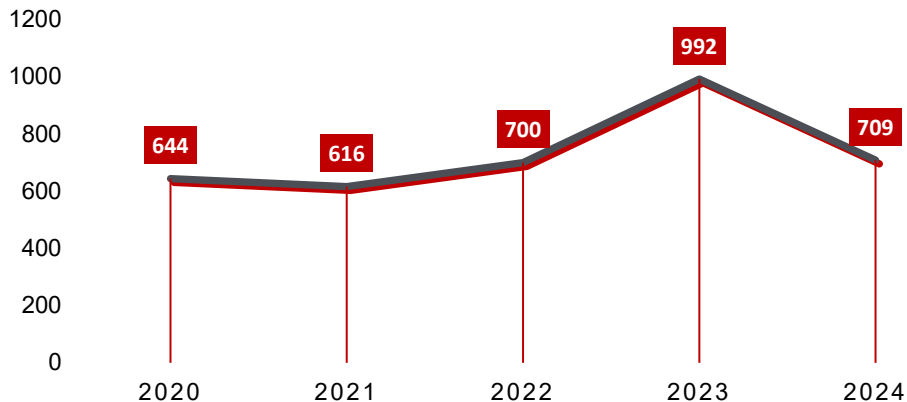
Analysis of the number of applications by City quadrant shows that 2024 is similar to 2023, where most of applications come from the Southwest and the least amount from the Northeast.



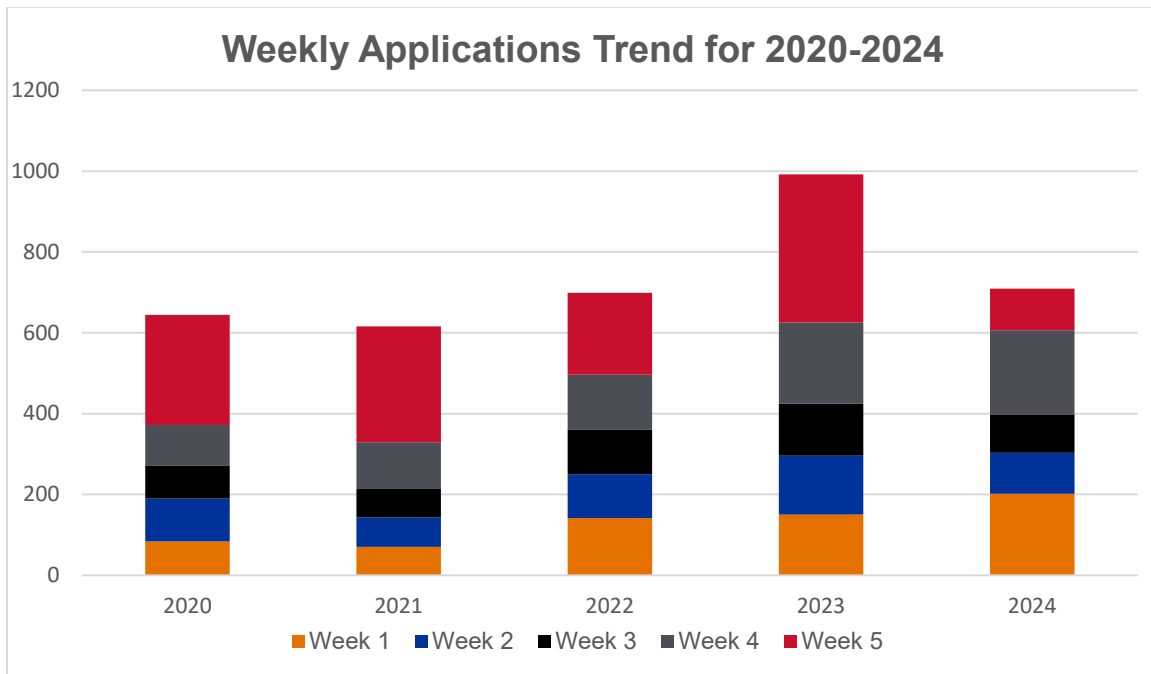
Five-Year Comparison

BCC recruitment campaigns vary from year to year, depending on the number of vacancies on each BCC. A comparison of the number of applications received within the past five years is presented below.

YEARLY APPLICATION TREND 2020 - 2024



This year, the BCC Recruitment Campaign received a total of 709 applications. It is important to note that in 2023, we had 163 vacant public member positions to fill versus 124 vacancies to fill in 2024.



Equity, Diversity, Inclusion and Belonging Survey

Since 2019, in line with the Council-approved Gender Equity, Diversity, and Inclusion (GEDI) Strategy (now called Equity, Diversity, Inclusion and Belonging [EDIB]), standard questions and response categories have been established for collecting demographic information from BCC applicants. This survey information helps track the diversity of applicants to BCCs and to assess the effectiveness of BCC recruitment practices over time.

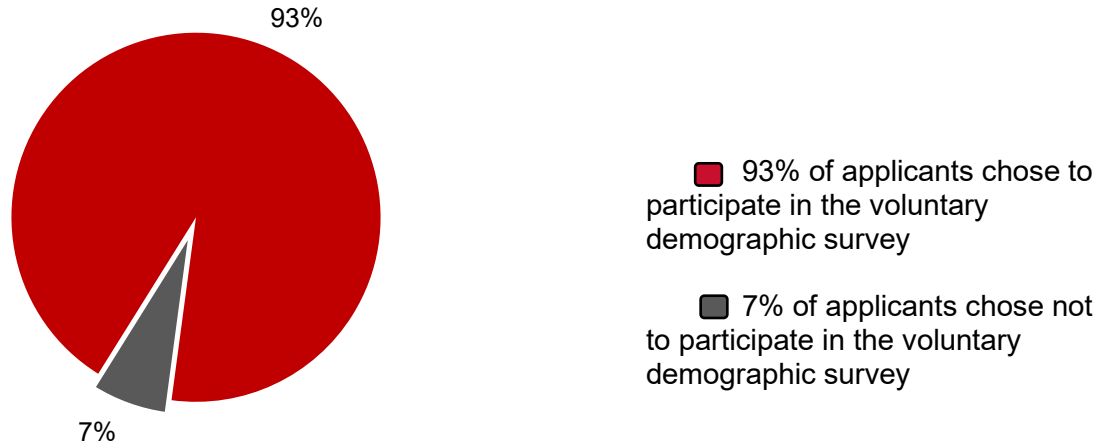
Voluntary Questions

The survey questionnaire asks applicants to volunteer information on their:

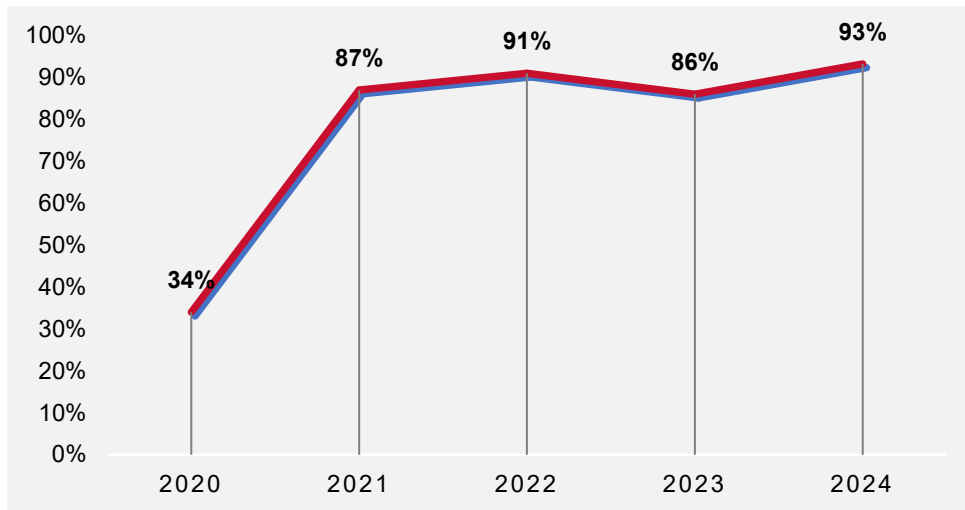
- Age
- Income
- Whether they were born in Canada
- If not born in Canada, how long they have lived in Canada
- Indigenous identity
- Visible minority status
- Whether they have a disability
- Gender identity
- Sexual orientation

Voluntary Demographic Survey Response Rate

2024 Voluntary Demographic Survey Response Rate



Five Year Comparison of the Demographic Survey Response Rate



Results Summary

The key findings of this survey will be used to support continuous improvement of strategies to advance equity, diversity, inclusion, and belonging in future BCC recruitment campaigns.

Majority of this year's BCC applicants:



Are men



Age between 35-44



Earn \$90,000-\$150,000



Born within Canada



Comparison of the 2023 and 2024 data highlights the increase of application numbers from the following groups:

0.94% increase from seniors (65+)



3% increase from people with a disability



No change from those who identify as lesbian, gay, bisexual, pansexual, two-spirit person, or person with any queer sexual orientation



8% increase from those who identify as a person of colour or visible minority



1% decrease from women



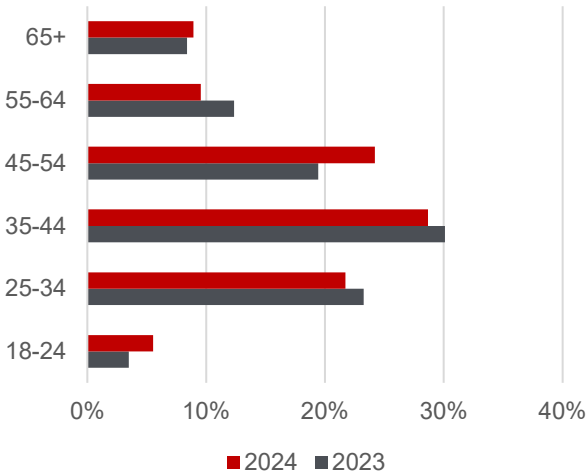
2% decrease from newcomers to Canada (those have been in Canada for 0-5 years)



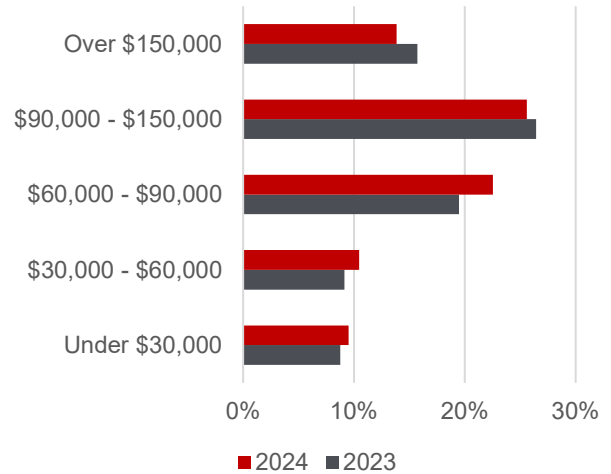
Survey Results by Question

The results of the demographic survey from the applicants who chose to participate are presented below, and reflect the number of applicants in each category.

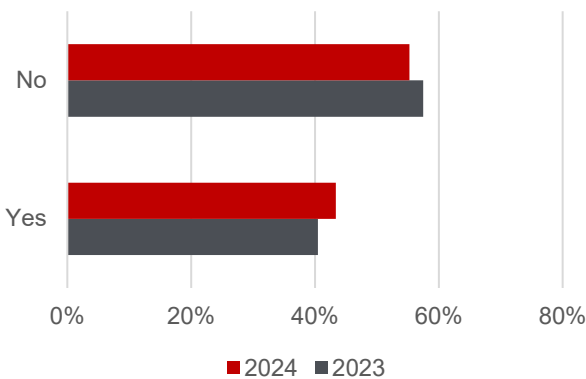
What is your age?



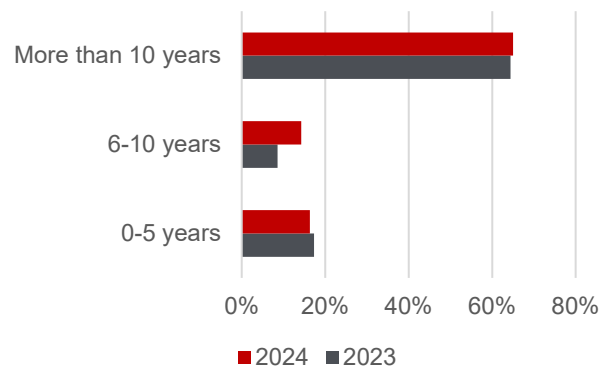
What income do you earn?



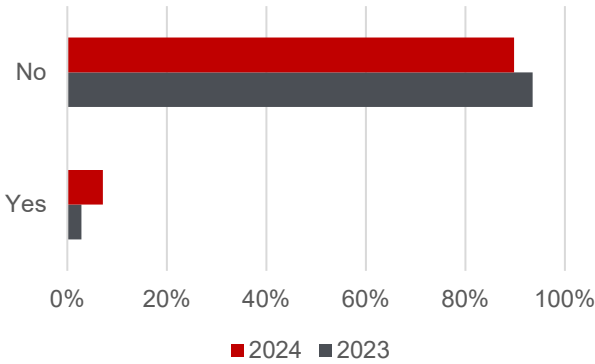
Were you born outside of Canada?



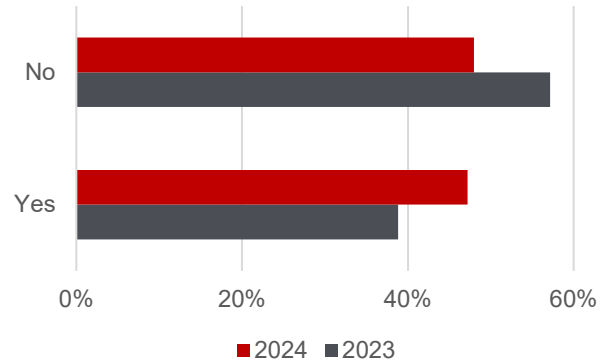
If born outside of Canada, how long have you lived in Canada?



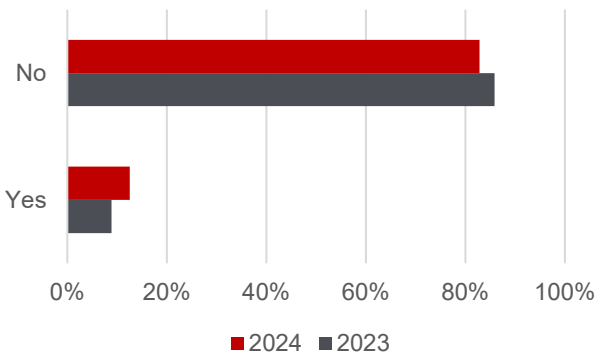
Do you identify as Aboriginal, Indigenous, First Nations, Métis, or Inuk?



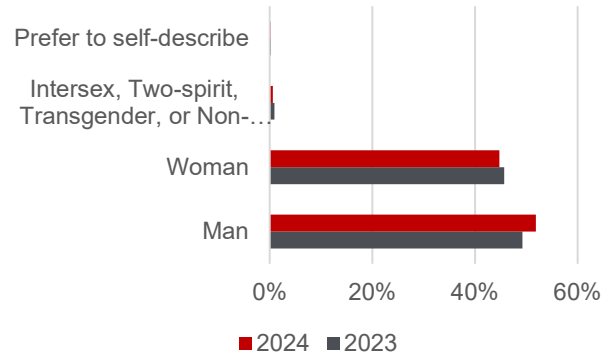
Do you identify as a person of colour or visible minority?



Do you consider yourself to be a person with a disability?



What is your gender identity?



Do you identify as lesbian, gay, bisexual, pansexual, two-spirit person, or person with any queer sexual orientation?

