Law, Legislative Services and Security Briefing to

Organizational Meeting of Council
2024 October 22

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2024 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, Commisson and Committee ("BCC") vacancies. The 2024 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 124 Public Member vacancies across 20 BCCs from 2024 August 12 to September 9. 709 applications and 33 non-binding nominations were received by the City Clerk's Office.

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

The attached 2024 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(S)

1. 2024 BCC Recruitment Campaign Summary

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City Solicitor and General Counsel, Jill Floen, concurs with the information in this Briefing.