



TOWN OF COCHRANE  
Equity and Inclusion Committee



# Measuring Inclusion

April 19<sup>th</sup>, 2019

# Topics

- Why Measure?
- Cochrane's Measurement Tools
- AUMA Measurement Tool
- Resources



## EXHIBIT 5 | Three Organizational Aspects of Implementation



Leadership  
commitment



Metrics and tracking



Tailored actions to  
drive change

- Back-to-basics measures
- Proven measures
- Hidden gems

Source: BCG Global Diversity Study 2018.



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# Cochrane's Strategy: Inside/Out Approach



**Organizational Impacts  
(Internal)**

- Cross- Sectoral Staff Committee
- Education & Awareness
- Review/Assess Internal Programs, Services, Policies & Planning
- Collaborative problem-solving
- Community/Employee Engagement Strategies



**Community Impacts  
(External)**

- Increased participation, engagement & trust of residents
- Enhanced Feedback from community members
- Increased social capital
- Enhanced community partnerships & shared responsibility
- Preventative problem solving to community specific issues

## Activities over 3 years:

- Driver
- Engaging Leadership
- Develop Plan of Action
- Formation of a Committee for Implementation
- Education!
- X-Sectoral Opportunities



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**DEVELOPING  
A PLAN OF  
ACTION**

"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL CITIZENS CAN CHANGE THE WORLD. INDEED, IT IS THE ONLY THING THAT EVER HAS."  
—MARTIN LUTHER KING, JR.



# Measurement Tools

- Baseline (Staff Survey & Environmental Scan)
- AUMA Tool (Used over multiple years)
- Evaluations (Trainings internally & Externally)

“I have to admit that until taking this survey I was feeling more optimistic about our TOC culture on this area”


That “the right fit” might be excluding people’

200 attendees:  
94% reported a positive impact of feeling more welcome in their community as a result of this event.

48 % response rate for Staff Survey

## Measurement Tools cont.


- Committee Evaluation (Capacity & Process)
- Performance Indicators of Action Plan (Short, Medium, Long-Term)



55% of committee members indicated they were getting behind in their regular workload



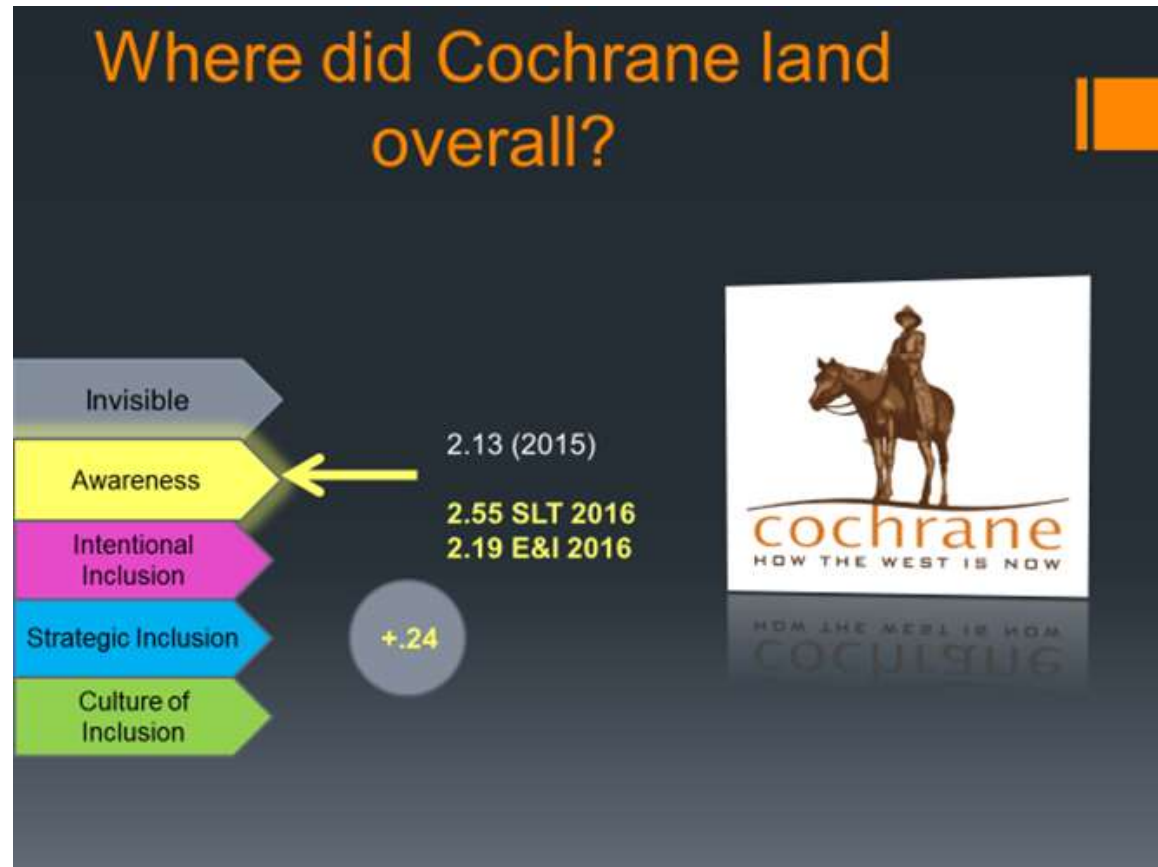
9 E & I Education sessions  
170 staff attended trainings  
5 New Cross-sectoral inclusion initiatives



100% of committee members indicated an increase in Knowledge & Skills

## How Did Cochrane Use the AUMA Tool?

- Engagement of Senior Leadership
- Municipal Context of Inclusion for Staff
- Gauge level of understanding *between* municipal areas.
- Feedback for development or changes with AUMA for use of the tool.
- Feedback to leadership and staff.







# How is Cochrane Using the Tool Now?

- Digital Survey Format.
- Distribution to entire Town of Cochrane Staff.
- Planned frequency and topic area.
- Addition of text box for open ended comments or questions.
- Results shared monthly with staff.
- Monthly report back to our CAO.
- Community Feedback



## Measuring Inclusion Resources & Research

**Fixing the Flawed Approach to Diversity (Boston Consulting Group, 2019):** An analysis of a survey of over 16,500 employees worldwide on effective measures of diversity programs in an organization.  
[http://image-src.bcg.com/Images/BCG-Fixing-the-Flawed-Approach-to-Diversity-Jan-2019-R\\_tcm9-212433.pdf](http://image-src.bcg.com/Images/BCG-Fixing-the-Flawed-Approach-to-Diversity-Jan-2019-R_tcm9-212433.pdf)

**Environmental Scan Checklist (Cities for All Women Initiative-CAWI):** Rating scale.  
<http://www.cawi-ivtf.org/sites/default/files/pdf/resources/environmental-scan-checklist-e.pdf>

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