

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON JULY 23, 2013
FROM:	VERONICA MCALEA MAJOR MANAGING DIRECTOR, CORPORATE SERVICES AND CHIEF HUMAN RESOURCES OFFICER
SUBJECT:	UPDATE: WORKPLACE DIVERSITY STATEMENT AND PLAN

RECOMMENDATION

That, on the recommendation of the Managing Director, Corporate Services & Chief Human Resources Officer:

- a) The revised Workplace Diversity Statement attached as Appendix "A" to this Report **BE ENDORSED**;
- b) Civic Administration **BE DIRECTED** to invite the City of London Agencies, Boards and Commissions to participate in the renewed Diversity Task Force; and
- c) the balance of this Report **BE RECEIVED** for information purposes.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

- 2007-2011 various update reports on "Diversity and Supportive Workplace Initiatives"
- Various quarterly and Year End Reports on the Corporate Human Rights Program, Code of Conduct Program and Corporate Training Initiatives

BACKGROUND

Further to a motion introduced by Councillor Harold Usher, Municipal Council requested a report to identify and illustrate strategies Civic Administration would use to transform the City of London into a welcoming and inclusive city, which embraces diversity within its workplace and workforce and encourages the same in its departments, boards, commissions and affiliated community partners, leading to a just and integrated society where diversity is valued and dignity and integrity are sustained for all.

A Workplace Diversity Statement and Plan (WDSP) was developed by Civic Administration, in consultation with the London Diversity Race Relations Advisory Committee ("LDRRAC"). Council endorsed the WDSP in March 2009. The WDSP affirms that the Corporation of the City of London values diversity and inclusiveness and supports the City's Strategic Plan principle to create a "supportive and diverse workplace".

This Report highlights activities in support of the Workplace Diversity Plan intended to attract a diverse workforce, representative of our community and to create an inclusive organizational culture that have been completed since Administration's last report to Council.

Recruitment Outreach

Career Opportunities Web Pages:

Civic Administration launched a new “Career Opportunities” section on the London.ca website to more effectively showcase the Corporation as a welcoming potential employer and provide comprehensive information about the hiring process. A first for the Corporation, the site incorporated the “Hire Desk” software, allowing applications to be submitted online. The following features of the site support the Corporation’s efforts to attract a diverse workforce:

- images of actual City of London employees;
- “Newcomers To Canada” section which includes information and resource links regarding foreign credential assessments and community support services for recent immigrants seeking career assistance;
- “Workplace Diversity” section outlining the Corporation’s commitment to workplace diversity and inclusion, related policies and various community partnerships;
- as with other pages on the City’s website, a link to the BrowseAloud software is prominently featured, to support people who have challenges reading online; and
- “blind screening” using the “Hire Desk” software, which hides applicant demographic information and scores submissions based on pre-determined job requirements.

Job Fairs:

To promote the Corporation to a diverse group of potential new talent, raise awareness of our recruitment process and create transparency, Civic Administration represented the Corporation at numerous job fairs hosted by educational institutions and community organizations, including:

- National Aboriginal Virtual Recruitment Fair
- Student 2 Business Networking Event
- Western University Job Fair
- Fanshawe College Job Fair
- Employment Ontario Job Fair
- Mohawk College Job Fair
- SLOME (Science, Technology, Trades Interactive Career Exploration Day)
- Shop For Jobs Fair (LUSO, London Employment Help Centre)
- Conestoga College Job Fair

Job Postings:

To ensure opportunities for employment with the Corporation are widely communicated, Civic Administration continued to provide all job postings directly to the following community organizations, many of which support people with employability challenges:

- Access Centre For Regulated Employment
- African Canadian Federation of London and Area
- Association Canadienne – Francaise de l’Ontario London-Sarnia
- ATN Access Inc.
- Boys and Girls Club
- Brock University
- Canadian Forces
- Canadian Hearing Society
- Chippewas of the Thames
- Cheppewas of the Thames first Nations
- College Boreal
- Community Employment Choices
- Community Living London
- Daya Counselling
- Employment Sector Council London-Middlesex
- Family Services Thames Valley
- Fanshawe College
- GAIN Employment Centre
- Goodwill Industries
- Hutton House
- Labourers’ International Union of North America Local 1059
- LEADS Employment Services
- London Cross Cultural Learner Centre
- London District Catholic School Board
- London Economic Development Corporation
- London Public Library
- London Urban Services Organization
- London Training
- London Unemployed Help Centre
- March of Dimes
- Metis nation
- Middlesex County
- Middlesex County Library

- Ministry of Community & Social Services
- N’Amerind Friendship Centre
- Nokee Kwe
- Northwest Services Middlesex Multi-Service Centre
- Oneida First Nation
- Ontario Ministry of Agriculture, Food & Rural Affairs
- Pathways Skills Development
- QUEST Centre Community Initiatives
- Skills Centre
- Small Business Centre
- Strathroy Employment Resource Centre
- Thames Valley District School Board
- United Way
- Western University
- Western Ontario Therapeutic Community Hostel
- WIL Employment Connections
- Workforce Development
- Youth Opportunities Unlimited

Community Involvement:

Civic Administration also participated in a number of community events also attended by potential applicants to the Corporation, including:

- YMCA ESL Career Presentation
- Newcomers Welcome Event at City Hall
- Employment Sector Council Meetings
- Networking Lunch With Western University Graduates
- Western University Mentorship Program
- Hire One Initiative
- City of London Take Our Kids To Work Day
- Career Preparation Presentations (20 in 6 high schools)
- Business Without Barriers, Hutton House

Education and Training

Co-ops/Internships:

Supporting the integration of young, new talent into our workforce, the Corporation hosted thirty-three students with co-op and internship programs in partnership with various educational institutions.

In addition, a new paid internship program aimed at new immigrants, persons with identified disabilities and recent post-secondary graduates was developed. Providing four month’s work experience within the Corporation under the guidance of a City employee and Human Resources, this program provides participants with strategies to overcome potential employment barriers, increased job readiness and marketability, as well as access to professional networks and employment references.

Corporate Training:

The “It Starts With Me” training program, developed by Civic Administration and piloted in 2011 was formally launched and delivered to several groups of employees, including those participating in new employee orientation. The course introduces the Corporation’s Workplace Diversity Statement, policies regarding preventing harassment and discrimination and promotion of appropriate interpersonal behaviour in the workplace; including accommodation of employees with disabilities and time off for religious observance.

Multi-Faith Observance calendar:

With assistance from LDRRAC, Civic Administration developed for the fourth year, a Multi-Faith Observance calendar to increase awareness of religious celebrations outside of one’s own practice. Posters of the calendar were distributed across the Corporation and each month’s celebrations are featured on the “Team London” home page of the intranet.

Alliances and Partnerships

Civic Administration continued to work with LDRRAC, consulting primarily with the Policy and Planning Sub-Committee on the development and implementation of diversity related initiatives.

Human Resources staff also remain members of the Abilities First Coalition, a not-for-profit organization which brings together employers to share best practices and experiences related to hiring and retaining persons with disabilities.

In 2012, the City of London's was the first municipality to become a Partner of Pride At Work Canada. This organization provides resources, supports and networking to employers aimed to improve the climate of inclusiveness for LGBT employees in the workplace.

Diversity Task Force

The Diversity Task Force continued, with its focus to bring together representatives of the Corporation and the City's agencies, boards and commissions to share best practices and resources. Presentations included:

- Mentoring New Canadians - Deb Villani, Program Coordinator with the London Middlesex Immigrant Employment Council
- Local Immigration Partnership Strategy – Elisabeth White, Manager of Employment Initiatives with City of London Ontario Works
- Introduction to the Ability First Coalition – Betty Holme and Martin Withenshaw, Ability First Coalition
- Introduction to Pride At Work Canada – Brent Chamberlain, Executive Director of Pride At Work Canada

Attendance for some representatives of the Diversity Task Force has been a challenge. Steps have been taken to revitalize participation through a survey to members which sought feedback on the format and content of meetings. Based on the responses, a new interactive conference style meeting format was introduced which will reduce the focus on presentations and move towards increased networking and resource sharing opportunities.

Workplace Diversity Statement and Plan Revision

In response to a resolution of Council, Civic Administration worked in consultation with LDRRAC to revise the Workplace Diversity Statement, originally endorsed in 2009. It was requested that the changes to the Statement provide “emphasis with respect to ‘diversity’, ‘inclusiveness’, ‘workforce’ and ‘workplace’, keeping in mind the need to be concise and impactful”. The updated statement for Council's endorsement is attached as Appendix “A” to the report. If endorsed, Civic Administration will use the revised Statement as an inspiration for the creation of a new Workplace Diversity and Inclusion Plan which builds upon the strong foundation formed from the 2009 plan. The new plan will include a heightened focus on building an inclusive organizational culture to ensure the diverse workforce who is attracted to the Corporation experiences an accepting and supportive work environment. On a go forward basis, Civic Administration will review the Workplace Diversity Statement periodically to ensure it is reflective of the Corporation's needs.

Once endorsed, a multi-faceted communication plan will be implemented to introduce the revised Statement and replace any current references to it. The communication will also highlight accomplishments of the 2009 Workplace Diversity Plan and advise of the creation of a new Workplace Diversity and Inclusion Plan.

Workforce Census

A census of employee demographics was undertaken as a means to begin measuring the Corporation's progress in creating a diverse workforce, reflective of our community. The census was administered by a third party and mailed to approximately 2500 employees. Respondents were asked to complete and return the census either via a pre-paid return envelope or online. The census yielded a twenty-two per cent response rate; which research suggests does provide meaningful data that can be analysed with validity to draw inferences about the Corporation's workforce.

The census included questions pertaining to age, gender, place of origin, sexual orientation, ethnicity, religious affiliation, immigration and disability. It also asked employees if the Corporation's Workplace Diversity Statement and Plan met their needs and offered an opportunity for open comments.

The census provides the Corporation with baseline data to compare against future internal surveys. To determine how the Corporation compares with demographics of the London community, portions of the census results have been reviewed against several external data sources including the recently released results of the Statistics Canada 2011 National Household Survey.

While acknowledging the scope and response rate of the census, the comparative data would suggest that the Corporation's employee population is fairly representative of the London community. In developing the revised Workplace Diversity and Inclusion Plan, consideration however may be given to reviewing our outreach and inclusion tactics specific to visible minorities, recent immigrants, people with disabilities, Aboriginal Canadians and the LGBT community.

Seventy-eight per cent of the census respondents indicated that the Corporation's Workplace Diversity Statement and Plan met their needs. However, content within the open comments section suggested that further education and awareness tactics may be considered when developing the revised Workplace Diversity and Inclusion Plan to promote employee understanding and value of this work.

PREPARED BY:	RECOMMENDED BY:
AIDAN PRINCE SPECIALIST II, HUMAN RESOURCES	VERONICA MCALEA MAJOR MANAGING DIRECTOR, CORPORATE SERVICES AND CHIEF HUMAN RESOURCES OFFICER

APPENDIX “A”

Inclusive, Diverse and Exceptional!

Workplace Diversity Statement:

Diversity strengthens, diversity is you! We respect and value the human rights and uniqueness of every individual. The Corporation of the City of London will continue to foster an inclusive and supportive workplace respecting the diversity, dignity and perspectives of all.

Guiding Principles:

- Diversity encompasses many attributes such as: gender, race, ancestry, language, age, sexual orientation, religion, ethnicity, spirituality, socio-economic status, disability, thinking styles, opinions and life experiences.
- A truly diverse workplace environment recognizes, draws upon, and respects the unique characteristics, capabilities, and experiences of each employee.
- We believe that by embracing diverse perspectives our organization becomes more creative, flexible and productive thereby increasing our service capacity.
- A diverse and inclusive workforce benefits individuals, the Corporation and our community.



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