CACEE 2014 Year End Professional Development Conference
Tuesday, December 2nd, 2014
60 Ideas in 60 Minutes: Advancing Diversity in the Workplace
Facilitators: Amy McLellan, Lisa Kuiper, James Mackay
Time: 10:05 AM
(14 attendees)

Introduction
Introduction of Nancy Moulday, President of the Diversity Committee
> What does diversity mean to educators and employers?
> Came up with key areas members wanted to know more about
> Women in leadership, aboriginals, international students, etc.
> The average CACEE member is about 3 years then they move to different spaces, move on, go to different areas
> This is an opportunity to refresh and discuss what diversity means to you

Employers and Educators have different ideas
Opportunities to overlap between the two groups
How can we work together?
What are your priorities, best practices, etc?
What is your organization doing in this space
What ought you to be doing? A DREAM
What would you like to see? Shouldn't be limited as to where you're at, we want to help you grow
Take outcomes to next meeting

Questions - What are the Priorities for 2015?
Companies/Industries Present (on the employer side)
> TD
> RBC
> Accenture (2)
> Job Postings
> Born to Lead Conference – conference for young women (2)
> Scotia

Employers

What groups of people are you targeting to join your workforce to ensure diversity is well represented? (race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, etc.)
- Main groups – veterans, LGBT, physical, women, newcomers, etc. Different companies focus on one or two groups to make change – Women was a big one
- Accenture can track women (only approved due to legal reasons)
- TD/Banks ask in application process to self identity (optional)
- Some identify themselves falsely – for example, someone may identify themselves as aboriginal but may be from India. That person is not considered aboriginal in Canada
- Diversity of thought – finding people who are taught to think differently – ex. Social science, etc.
- Looking at people with different backgrounds
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What policies, programs and/or strategies do you have in place to promote diversity within your organization?
- Policies and procedures to promote: internal employee resource groups – networking groups where people from like communities can come together to network – you can be an ally not just from the group
- Good support from the executive level
- Work with campus in order to find talent and promote in their companies
- Accenture Employee resource groups – Aboriginal, LGBT, Military (strong focus)
- RBC – diversity team
- Accenture – diversity team
- Scotia – inclusion community
- Banks have specialized headhunters in aboriginal, LGBT, etc.
- Natural Celebration Days (RBC, Scotia, TD)
- Regular census to have people self identify (TD, Scotia)
  - Executive sponsorship – motivate others to see executives involved

How are you targeting/engaging with these groups for talent acquisition purposes? (Targeted internship programs, mentoring opportunities, marketing content, bursaries/scholarships)
- "Unconventional" ways of recruitment
- How do you find talent? "non traditional" – not just posting but go to community and reach out

- Put on a conference and target women with like qualities but will stay longer not just use it as a stepping stone
- Use social media – linkedin facebook, no longer using job fairs
- Hoard data so that only some companies have access to it
- "Positive measure"
- Student groups, social media committees, organizations
- Job Postings – target groups
- Scholarships?
- Young Women Conference
  - (100 high school and 100 post secondary students)
  - Emerging leaders
  - Women aged 16-26
  - Conference on March 30
  - Rely on community partners – ie. Ryerson, target their connections and community
  - Survey born to lead program
    - 70% looking for change over the next 12 months
    - Quality people who will grow in your company
    - Employers are over the job fairs
    - Traditional recruiting process
- Hard to self identify when to apply to career page
- Difference between applying through the company portal and the school
- Given volume of recruiting and applications
- Employers tend to refer applicants straight to their own portal for easier cross reference
- Accenture: Events with student groups – ex. LGBT group and giving insight to consulting. If there were particular students who stood out – keep track of their names and knowing who high potential candidates are that they met
- "Students to watch" spreadsheet is common

How can campus partners assist you in these efforts?
- Campus team tells employer person is from that demographic
- Helps identify accommodations for diverse people to employers
- Campus can help with statistics and numbers of each diverse population
- You want to be genuine going to campus – use relationship recruiting. "how can we help?" as opposed to "give us your best and brightest"
- Career Centers really help – they can inform the employer of any specific accommodations even for just the interview
- Can even extend recruitment for diverse populations by targeting the disability centers not just career centers
- You need to build relationships for recruitment

Does your school/company have measurements or tracking systems in place in order to see if your company/school is making progress on Diversity Inclusion?
   Didn't have enough time to discuss

Educators

What group of people do you feel are (for historical, cultural and systemic reasons) excluded from the workforce or face barriers that limit their full participation in the labour market?
- Students with disabilities (visible, invisible, mental health)
- Aboriginal
- International students – mature and new grads
- LGBTQ
- Intersection of identities– new Canadians
  - How do employers/programs (external factory) define it?
  - Intersection within categories
- Women
- Visible minorities

What type of policies, programs and/or strategies does your campus have in place to promote career development amongst these groups of individuals?
- Bridge for Success (website – info & referral)
 Career centre & students with disabilities office at Brock
- Students' groups that target specific identity groups (e.g. women in IT, aboriginal, LGBTQ)
  Networking, Awareness
  CEP, Ryerson

- Connecting employers to student groups (encouraging partnership of these groups with Career Centre)
  Resources for students
  Outreach to student groups to liaise with Career Centre
  Sharing lived experience with Career Centre at Dal
- Liaison with other departments (e.g aboriginal) to assist with the career dev model (Brock)
- Info sessions to educate employers (Info sharing) – UofT
  Student engagement issues
  Diversity by discipline
  Engaging employers from diverse fields /industries
  Division of labour issue

Describe collaborations with other student service units and/or student-led societies with the intent to target/include under-represented individuals in the recruitment process and applicant pool.
- Collaboration between departments and with student groups (e.g. events, orientation) at Ryerson, Dal, Brock, UofT
- Wheel & spoke: embedding services in to groups/departments

How are you working with employer partners to assist in targeting and/or ensuing under-represented individuals are included/well represented?
- Work with employers: current gap
- Sending diversity recruiters to campus
- Making the message clear
- Engaging small employers
- Catch 22: do students want to identify themselves as belonging to these groups? Opportunities should be open to all groups not just designated groups
- "Fit" as an excuse
- Beyond the recruitment – the culture of organization
- Understanding students' and employers' needs – career centres as middle men that connect employers to groups on campus
- Engaging employers of different fields of study
- Funding issues for programming – importance of getting employer engagement
- Working with smaller employers
- Industry, service providers (non-profit), educators and partnership between the three
- Accommodation and disclosure

Conclusion
There is the opportunity for employers and educators to work better with each other.