



HUMAN RESOURCES MEMORANDUM

Page: 1
File:
Pending #:

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: C. GIANINO, DIRECTOR HUMAN RESOURCES, EXT.4366

NOTED: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: INDIGENOUS RECRUITMENT UPDATE – MOTION 21-G-204

DATE: JUNE, 20 2022

The purpose of this Memorandum is to provide members of Council with an update in response to motion 21-G-204 adopted by Barrie City Council on August 9, 2021.

Background

The directive requested that the Director of Human Resources provide a memorandum to Council by the second quarter of 2022 that includes initiatives to increase candidate applications from members of the Indigenous community.

In response to this directive, HR has identified five areas of focus:

1. Data Collection

Historically, the City has not collected demographic data on job applicants during the application process. Data collection is a critical component of a talent attraction strategy because it allows HR to track and measure our recruitment efforts and evaluate how effectively we are reaching candidates from a broad range of backgrounds and experiences. In January 2022, voluntary self-identification demographic questions were added to the City's online job application through the existing VidCruiter hiring platform. Ongoing data collection activity will now enable HR to establish a baseline, continuously monitor our progress, and adjust our recruitment activities in support of our overarching commitment to Diversity, Equity, and Inclusion.

From January 2, 2022, to June 8, 2022, 5,877 applications were received through VidCruiter with 2.8% of applicants self-identifying as Indigenous. Through our efforts to better understand local demographics and Indigenous representation in the community, we have discovered that 4.7% of the Simcoe County Private Households identify as "Aboriginal" (2016 Census). This benchmark now allows us to compare our applicants' demographic data to the community population data. A future workforce diversity census of City staff will provide insight into the demographic breakdown of our current workforce thereby making it possible to assess job applications from members of the Indigenous community against the actual number of Indigenous hires, in the context of the potential local Indigenous candidate pool.

2. Community Outreach

HR is actively working to build trust and genuine collaborative relationships with local Indigenous organizations and community members through staff educational opportunities and targeted community outreach. Recent activities include the sharing of job postings and the exchange of information. This month, our "Convenor – Indigenous Programming (Student)" posting was shared with the Barrie Native Friendship Centre (BNFC) and The Metis Nation of Ontario (MNO), Barrie branch. (Refer to Appendix "A".) We are also exploring ways to diversify the placement of our job postings to widen the reach of our job advertisements.

3. Employer Branding

The strength of our employment brand directly impacts our ability to attract Indigenous candidates and retain Indigenous employees. Barrie Fire and Emergency Service (BFES) recently hired a Firefighter of Metis background, and during the graduation ceremony the new recruit shared the land acknowledgment in three languages. This example demonstrates the opportunity to bolster our brand by sharing the diversity that already exists within our workplace with prospective employees. Recruitment will continue to identify ways to showcase the diversity of current employees through our promotional materials, videos, and employee testimonials.

4. Barriers to Employment

We recognize that educational qualifications and pre-employment costs can present a barrier to employment for Indigenous Peoples. Recruitment is regularly reviewing job requirements with hiring managers to determine whether any educational requirements can be adjusted or obtained post-hire to allow candidates with relevant experience to access the opportunity under the condition of obtaining the qualification once employed. Where applicable, non-essential requirements, like a driver's license or access to a vehicle, are also being assessed as they may prevent otherwise qualified candidates from applying. Recruitment is actively reviewing up-front costs incurred by new hires for items like criminal background checks, work boots, and uniforms, and we are working to find alternatives to offset or defer some of the pre-employment costs. We are also exploring the possibility of connecting local candidates with active job offers to organizations like Barrie Area Native Advisory Council (BANAC) to access financial resources which could help to cover these pre-employment costs.

In addition, BFES is exploring the opportunity to create a scholarship/education support program for an applicant who may be experiencing socio-economic issues to eliminate the financial barrier to participation. In advance of the next fire fighter recruit, BFES and Recruitment are proactively building a strategy to identify candidates who are members of under-represented or marginalized communities.

5. Education

HR offers a variety of ongoing educational opportunities to staff and leaders to deepen our cultural awareness and competence. Recent course offerings include Diversity Equity Inclusion (DEI) Foundations, Introduction to Cultural Competency, Inuit Culture, Land Acknowledgements, Leading with Inclusion: Fostering Innovation & Equitable Futures, Respectful Workplace Training for Leaders, Safer Spaces, The History of Orange Shirt Day, and The Secret Path. In addition, the City is an Employer Partner with the Canadian Centre for Diversity and Inclusion (CCDI) and promotes monthly webinars and resources to City staff, which are available through our Corporate membership at no additional cost.

The Recruitment & Selection (R&S) Advisors continue to seek out learning and development opportunities that enhance their skills and ability to effectively provide guidance to hiring managers to reduce bias in the recruitment process. A R&S Advisor recently completed a program through Indigenous Works that covered barriers to employment, recruitment strategies, community outreach, cultural considerations for interviews, and retaining Indigenous employees, and shared resources with the team. Recruitment is also developing a new training module for hiring managers which will include a section on Diversity Equity and Inclusion considerations for the recruitment process.

Summary

HR will continue to concentrate our efforts on these five focus areas: data collection, community outreach, employer branding, barriers to employment, and education. The new HR Strategy includes important linkages to the ongoing work related to local Indigenous Peoples and Diversity, Equity, and Inclusion.



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Page: 3
File:
Pending #:

[Separate reports are being prepared with updates related to broader consultation with Indigenous Peoples on a variety of matters either requested by Council or initiated by staff.]

APPENDIX "A"

Convenor - Indigenous Programming {Student}

Posted: Tuesday, May 31, 2022

Job Number: STUDENT-22-17

Job Type: Student, Temporary Full-time, Up to September 2, 2022, Non-Union

Position Closing Date: Tuesday, June 14, 2022

Choose Barrie

The City of Barrie is a vibrant, progressive, and growing community with deep connections to our heritage, to nature and to the opportunities surrounding us.

Our community values quality of life; the ability to play year-round with 300 hectares of park space, our beautiful waterfront, our lively downtown core and the nearby hills, wetlands, and forests. We also value connections; to our neighbours and the community, to our road and rail network, and to the opportunity Barrie provides to enjoy life.

Everything Barrie has to offer, from the water we drink to the roads we travel on, has one thing in common -municipal workers. Joining a municipality is one of the most rewarding, engaging, and exciting careers you could choose. It is a career you can take pride in knowing that every day you make a positive impact on an entire community. We are one team, with one goal and we all work together to continue making our community great.

The Opportunity

Recreation and Culture Services builds vibrant, healthy, active and connected communities by providing facilities and programs that give all Barrie residents an opportunity to participate in recreational activities. Key responsibilities include identifying community recreation needs and interests, developing and delivering recreation opportunities which meet these needs and interests, maintaining and operating recreational and cultural facilities to provide a setting for these activities, and managing the provision of space to external community providers and groups.

Under the general guidance and direction of the Recreation Programmer, and reporting to the Recreation Supervisor, the Camp Convenor is responsible for coordinating and overseeing the City of Barrie's camps, trips, initiatives for Recreation and Culture. Specifically, this position is responsible for program scheduling, development, delivery, staff training and customer service.

Overall, this position plays an integral role in the development and delivery of recreation programs and assists in the delivery of cultural initiatives that present