

EXECUTIVE SUMMARY

S.U.C.C.E.S.S. is now one of the largest non-profit charitable organizations and social agencies in BC for immigration. S.U.C.C.E.S.S. serves as a bridge between the immigrant community and the community at large, is a strong proponent of multiculturalism, and is constantly developing new services in response to changing immigration. With funding provided through the Canada-British Columbia Labour Market Development Agreement, Supporting Employers Embracing Diversity (SEED) toolkit is the latest initiative to support that mandate.

During the development of the Employer and Immigrant Success Stories, a Labour Market Project (LMP), two challenges were identified that resulted in the current initiative: (1) a lack of cultural diversity support services for employers and (2) a lack of awareness amongst employers of the benefits of diversity programs. To address these challenges, S.U.C.C.E.S.S. requested and received funding to develop additional tools. In collaboration with Dr. Roberta Neault, Life Strategies Ltd., S.U.C.C.E.S.S.:

- √ Conducted an environmental scan of relevant cultural diversity resources
- √ Formed an Employer Advisory Committee to guide the project and shape the toolkit development
- √ Piloted the tools prior to making them more widely available

Several organizations participated in the pilot and each appointed a Diversity Champion to locally coordinate the initiative.

The SEED toolkit is built on an ROI model for cultural diversity support services, where ROI stands for Recruitment, Orientation, and Inclusion. This comprehensive toolkit assists employers and human resource managers at all stages of the employment process – from planning a recruitment strategy to attract and hire diverse workers, through orientations for culturally diverse new and established employees, to ongoing activities and events to facilitate an inclusive workplace. Using the SEED tools improves employer capacity to gain, train, and retain culturally diverse employees. Supporting organizations to embrace diversity contributes to workplaces that facilitate employee engagement, enhanced productivity, and decreased turnover.

The Backgrounder and Guide provides tips and checklists for getting started, making a business case, measuring impact, and customizing an approach to meet the unique needs of your organization. Diversity Champions are supported through a web-based Diversity Champion's Network. The fully searchable ROI Virtual Toolkit of Resources organizes links to web-based resources, providing brief descriptions for each. The Yearbook includes a diversity calendar, weekly quotes, monthly discussion starters, and suggestions for quarterly events. Combined, the SEED toolkit takes a holistic approach to supporting employers embracing diversity. Choose the components that meet your specific needs.

Again, we would like to acknowledge the Employer Advisory Committee who played the ultimately important role as advisors, supporters, and partners in the development of the "Supporting Employers Embracing Diversity" SEED program.

Please refer to the SEED website (www.success.bc.ca/embracingdiversity) for a complete virtual guide to diversity management.