

Diversity Meter™

A powerful assessment service designed to uncover the diverse composition of your organization and discover your employees' true sense of inclusion.

Diversity Meter is more than a measurement service.

Diversity Meter gives you two powerful views into your organization. It's power lies in uncovering the true and detailed demographic make-up of the people working in your organization. It also allows you to see how the inclusion experiences of intersecting and converging identities differ.

Managed by a team of professionals that includes a project manager, a consultant, and, as required, specialist subject matter experts, Diversity Meter has three key components:

- 1 Survey composition consult:** We help you determine the optimal configuration for your surveys, based on your unique objectives.
- 2 Presentation of recommendations:** Based on survey responses, we present our recommendations on how to improve diversity and inclusion at your workplace.
- 3 Communications templates:** Templated communications to help you optimize employee participation.



Leverage insights from 3 unique survey modules.

Diversity Meter offers 3 unique survey modules covering diversity, inclusion, and Employment Equity.

Each module is available in both Canadian English and French.

- 1 Diversity Census:** Split into two distinct submodules — workplace demographics and personal demographics — this module creates a profile of your organization by assessing your workforce based on roles and duration of employment, as well as 13 personal diversity dimensions.
- 2 Inclusion Survey:** This module identifies feelings of inclusion among your employees and allows you to compare one group's experience of inclusion against others by using the data from the Diversity Census.
- 3 Employment Equity Data Collection*:** This module gathers self-identification information as required under Canada's *Employment Equity Act* and is used by employers subject to the Legislated Employment Equity Program or Federal Contractors Program. It includes questions for the four designated groups established under the *Act*, those being women, Aboriginal peoples, persons with disabilities, and members of visible minorities.

*Employment Equity Data Collection can be added to Diversity Meter project or purchased as a standalone service.

Key Features

Experience: Powered by our proprietary application IDEA Meter™, our research modules were built on more than a decade of survey methodology and data collection experience, as well as in-depth research on how inclusion, diversity, equity, and accessibility drive key organizational outcomes.

Anonymous survey data: The data we collect is anonymized, protecting the privacy of participants at all times. If a data point has fewer than five respondents, their responses are not included in the reporting as it may risk exposing their identities.*

IT support: Our dedicated IT team works with your technology teams to provide superior systems support.

Robust privacy: We follow all Canadian privacy legislation, both federal and provincial, and data is stored in Canada on Canadian servers.

Safeguarding your data: Designated access, security protocols and data encryption are implemented to protect your data using best practices in IT Security standards.

Tailored to your needs: Survey modules can be configurable to meet your unique requirements.**

Deliverables: After data collection is complete, various options are available to maximize the value of the research.

- The data can be exported for further analysis.
- The consultant will prepare and deliver a presentation of recommendations.

*Employment Equity data used to report to the government will not be anonymous.

**Additional fees apply

Features

	BX	CX	DX	EX
DIVERSITY CENSUS				
Workplace Demographics	✓	✓	✓	✓
Add Questions			up to 4	up to 6
HRIS Data Fields		up to 4	up to 6	up to 8
Personal Demographics				
Standard Questions (13)	✓	✓	✓	✓
Alter Question Text				✓
Add Response Option				✓
Hide a Question				✓
Substitute Questions				✓
Remove Questions				✓
Add Questions				✓
INCLUSION SURVEY				
Benchmark Questions (5)	✓	✓	✓	✓
Add 1 Open-ended Question		✓	✓	✓
Add Questions			up to 8	up to 10
EMPLOYMENT EQUITY QUESTIONS				
Standard Questions	+	+	+	+
CLIENT ADMIN PORTAL				
Data Hosting	✓	✓	✓	✓
Secure Data Transfer	✓	✓	✓	✓
Completion Statistics	✓	✓	✓	✓
Data Export	✓	✓	✓	✓
Cross-tab Data Export	1	up to 3	up to 4	up to 6

✓ Included + Optional — additional fees apply * Conditional

Features continued >>

Features, continued

	BX	CX	DX	EX
DELIVERABLES				
Presentation of Recommendations	✓	✓	✓	✓
Thematic Qualitative Data Analysis*		✓	✓	✓
CLIENT ADMIN TRAINING				
Secure File Transfer	✓	✓	✓	✓
Data Exporting	✓	✓	✓	✓
SURVEY ACCESS METHODS				
Work Email	✓	✓	✓	✓
Web Login		+	+	+
Fusion Login			+	+
ADDITIONAL CONSIDERATIONS				
Over 3,000 Employees	+	+	+	+
Bilingual Set-up**				*
Parent/Child Set-up			+	+
Multi-version Set-up				+
Multi-language Option***				+

*Available if Open-ended Question option is taken.

**Applicable if translation to the English or French is required.

***Applicable if languages other than Canadian English and Canadian French are required.

✓ Included + Optional — additional fees apply * Conditional

Let's get started!

To learn more about Diversity Meter and gain a better understanding of the features, functionality, and options available to your organization, please contact us and an Account Executive will be pleased to assist you.

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