

The background of the slide is composed of several overlapping geometric shapes in shades of blue and white. A large white triangle points towards the center from the top-left. A dark blue shape covers the top-right and part of the center. A light blue shape covers the bottom-right and part of the center. The word "HALIFAX" is written in white, bold, uppercase letters on the dark blue background.

# HALIFAX

## **Board and Committee Recruitment**

May 5, 2022

# What is a municipal board or committee?

- Municipal boards and committees are representatives that may provide advice and recommendations to Regional Council, community council, or standing committees on certain matters.
- Each has a specific area of focus and terms of reference that guide the work it does.

# Appointment of Members

The appointment of members of the public to serve on HRM Boards and Committees is important for a variety of reasons such as to:

- Reflect the diversity of the community;
- Represent stakeholder groups;
- Bring specific skills and expertise that contribute to good governance;
- Represent specific groups of service users; and
- Bring volunteers or profile to a service.



When making these appointments, Regional Council recognizes that the municipality is best served by boards, committees, and commissions whose membership reflects the diverse communities they serve.

In the spring and fall of each year, the Clerk's Office holds a recruitment campaign to seek volunteer members. Recruitment information can be found year-round, at: [www.Halifax.ca/serve](http://www.Halifax.ca/serve).

# How do we recruit for new volunteers?

The Municipal Clerk's Office, Corporate Communications, Human Resources and the Office of Diversity and Inclusion collaborate to develop the recruitment strategy for public appointments to municipal boards and committees.

The focus of the strategy is to encourage applications from diverse audiences, promote municipal boards, committees, commissions and help clarify the application process.

A strategic communications plan supported by community engagement is followed.



# Community Engagement Samples

## Public Service Announcements

### Online Advertising:

- All Nova Scotia
- Chamber of Commerce
- Google
- Halifax Today
- You Tube
- Spotify

### Daily & Monthly Community Newspapers:

- The Chronicle Herald
- The Saltwire Network
- The Examiner
- The Coast
- Eastern Shore Cooperator
- The Masthead News
- Parkview News
- The Laker

## Social Media Channels:

- FaceBook
- Instagram
- LinkedIn
- Twitter

Email campaigns to targeted, diverse community groups and professional organizations, by staff.

Videos playing on Digital LCD screens at HRM Public Libraries, Transit & Ferry Terminals.

Committee referrals & word of mouth

# Optional Diversity Survey

In the spring of 2021, the Municipal Clerk's Office worked with the Office of Diversity & Inclusion to update the application for boards and committees to include an optional diversity survey.

This optional diversity and inclusion survey aids us in tracking how far we have come with creating volunteer opportunities where everyone feels welcome.

Sample questions include:

What is your gender/gender identity?

Indigenous Peoples?

A person with Disability ?

A person in a visible minority group?

Additional Diversity Information?

# Conclusion

The Public Appointment Policy, which can be found at [www.Halifax.ca](http://www.Halifax.ca), outlines the process for appointing volunteer members to boards and committees.

We need help all the help we can get to amplify the call for residents to serve.

Thank-you, for serving on this committee, and we appreciate your support of our future recruitment campaigns.

# Questions?



Learn more about boards and committees, visit:  
[www.Halifax.ca/serve](http://www.Halifax.ca/serve).

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