



**Assessing Diversity:** City of North Van Fire Department  
in collaboration with **City Studio** and **Capilano University**





# the project...

The **City of North Vancouver Fire Department** is seeking to address a recognized **lack of diversity** among their recruitment candidates.

The assessment, data analysis and resulting policy recommendations was conducted through a collaboration between two classes at CapU - The **Workplace Learning & Managing Change** classes.

# the scope...

The **Workplace Learning** (BADM 335) students contributed to the project by:

1. performing a **needs analysis** (analyzing the needs/opinions of target groups)
2. seeking **feedback and opinions** from those **currently in the fire service** and **adjacent fields**
3. **compiling key themes** and **results** for the **CNVFD** and **BADM 466** class for the next stage of the project.



# the method...

A total of **62 interviews** were conducted by **8 student groups**

**Interviewees** consisted of:

- members of **diverse communities** meeting eligibility requirements
- current **fire service personnel**
- other **emergency responders**
- **HR Dept** representatives





**the results!**





## key drivers:

Current **male emergency responders** enjoy their jobs and team cohesion

→ They didn't report diversity and inclusion as a concern

The few **female emergency responders** and potential applicants commented on the **low numbers** of female recruits...

→ However, they did **not** report specific issues regarding discrimination

# key barriers:

## → Physical

- especially challenging for women looking for training programs

## → Financial

- high application costs can be prohibitive

## → Cultural

- some negative perceptions identified:
  - too many inherent risks
  - fire service not viewed as an ideal/respected profession
  - some mistrust of uniformed services



# targeted recruitment recommendations:

- **Expanded** use of **social media platforms**
- Update **recruitment website**
- Increase **community outreach** into **targeted areas**
  - high schools, universities, community events, sports and health clubs, career services (such as the Capilano Career Hub)
- Hold **open houses**
  - can be virtual/interactive



the **challenge** going forward:

Determine **how to demonstrate** to the wider community that the Fire Service **wants to increase diversity** in the recruitment process.



Thanks for stopping by!

Be sure to say **hi!** to our collaborating class

**(BADM 466)**

and check out a featured strategic policy model!