

Canadian Parents for French **Branch Diversity, Equity and Inclusion Report**



Prepared by Lunaria Solutions

Your Report Explained

The Meaning-Making Process

- 11 interviews were used to create this report. 3 separate Lunaria team members codified the recordings into draft themes and subthemes. We use multiple team members in the analysis process in alignment with anti-oppressive research practices and the belief that the use of one meaning-maker is power-laden and creates the opportunity for biases to influence the final report. The first set of codified transcripts were compared for similarities and highlighted for themes and subthemes that are reflected in this report.
- Graphs were broken down into 2 variables, the number of branches and the number of responses and can be found in [Appendix A](#). The insight section ([Appendix B](#)) is used to highlight the key results communicated in its respective theme and sub-theme graph.
- Results for *interview respondents* were calculated by taking the number of times one subtheme was mentioned in all conversations and dividing that by the total number of times all the subthemes under that theme were mentioned.
- Results for *contributing Branches* were calculated by taking the number of branches that had any mention of a subtheme and dividing that number by the total number of participating branches.

Report Sections

- Report Overview
 - Broad Topics of Conversation | Overview of dominate conversation topics and themes.
 - Perspectives on CPF National | View of National's DEI stance and work thus far.
 - Where CPF Branches' Work in DEI is | Branch views on DEI and work completed so far.
 - Where CPF Branches' are Going | DEI work branches can see in the future and subsequent support required.
- Next Actions | Suggested next actions and recommendations made based on interview results and preliminary recommendations that need to be validated through additional external research.
- Appendix A | Graphs
- Appendix B | Insights
- Appendix C | Questions for Further Reflection

Topics & Themes

- Broad Topics of Conversation
 - Components of DEI Unpacked
 - Aspects of Diversity
- Perspectives on CPF National's DEI Work
 - Perception of CPF National's DEI Work & Image
- Where CPF Branches' Work in DEI is
 - Branch Diversity
 - DEI Knowledge
 - DEI Engagement
 - Completed DEI Work
- Where CPF Branches' are Going
 - The Role of DEI in CPF
 - DEI Issues in CPF
 - Planned DEI Work
 - Support Needed to do DEI Work

Please note that some responses counted for multiple subthemes, which means that not all statements are mutually exclusive and may not add up to 100%.

Broad Topics of Conversation

Components of DEI & Aspects of Diversity

There were a select number of broad topics that dominated conversations with branches. These topics frame where branches are in their DEI reflections and priority-setting and what expansion should be done as DEI continues to be a priority moving forward.

54% of interview respondents spoke about diversity when discussing aspects of DEI within CPF. When speaking about diversity, racial diversity was the primary topic, with 23%, 18%, and 16% of interview respondents identifying Indigenous Communities, New Canadians, and Race and Ethnicity, respectively, as priorities.

29% of interview respondents spoke about inclusion and only 16% of interview respondents spoke about equity when discussing aspects of DEI within CPF.

While it is common for some organizations to prioritize select systematically excluded groups, for public-serving organizations like CPF, it is also important that team members recognize aspects of diversity as intersectional.

Perspectives on CPF National's work in DEI

It is critical for branch-based organizations to create a shared understanding of, and mutual commitment to, DEI. Branches were asked for their perspectives on CPF National's DEI stance, thus far. This information is critical to frame future communications and position CPF National to the branches as a resource and a leader for DEI work.

Perception of CPF National's DEI Work & Image

36% of interview respondents and 82% of contributing Branches were unaware of CPF National's DEI work.

36% of contributing Branches believe CPF National's DEI work has been surface level.

55% think that CPF National is already diverse, equitable, and inclusive.

73% of contributing Branches believe that CPF branding aligns with DEI.

Where CPF Branches' Work in DEI is

With a vision shared with the Network by National, branches have also been at work imagining what DEI means for their individual communities. Branches were asked about their past DEI work and progress. This information is critical to share best practices, celebrate the work that has been done, and share a vision that aligns with the capabilities already exemplified.

Where CPF Branches' Work in DEI is, cont'd

Branch Diversity

88% of interview respondents believe that their Staff and Volunteers are diverse; 73% of interview respondents do not believe that their Board is diverse; and 60% do not believe that their Membership is diverse.

DEI Knowledge

70% of interview respondents and 91% of contributing Branches report a lack of DEI knowledge.

18% of interview respondents and 55% of contributing Branches have a personal level of DEI knowledge.

12% of interview respondents and 45% of contributing Branches are open to learning more about DEI.

DEI Engagement

56% of interview respondents believe in the DEI process.

Completed DEI Work

24% of interview respondents reflected that the majority of their completed DEI work involves Hiring/Recruitment and 37% surround the programs they offer.

Where CPF Branches are Going

We asked branches to think ahead and reflect on what they want DEI to look like for CPF, the initiatives they want to create, and the kind of support they might need.

The Role of DEI in CPF

33% of interview respondents and 64% of contributing Branches said that the role of DEI in CPF needs to be actionable and authentic.

82% of contributing Branches said that the role of DEI in CPF is a way to reach further membership.

DEI Issues In CPF

39% of interview respondents and 45% of contributing Branches said that one of their main DEI concerns is issues of discrimination.

Planned DEI Work

28% of interview respondents and 82% of contributing Branches said that they wanted to create a DEI plan.

13% of interview respondents and 36% of contributing Branches said that they planned to continue having conversations about DEI.

Support Needed to do DEI Work

50% of interview respondents stated that they would need support regarding the creation of a DEI strategy and 30% said that they would need support in regards to expertise in DEI areas.

Suggested Next Actions for CPF National

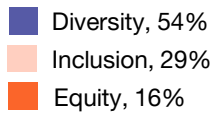
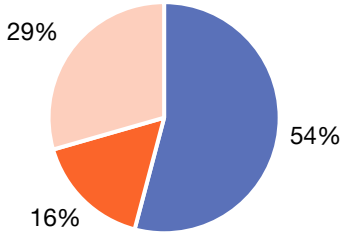
1. CPF National to develop a DEI plan to be shared with Branches for information and for replication as capacity allows.
2. CPF National to take the lead to gather the work already done by Branches to share as a resource guide for all Branches.
3. CPF National to offer a workshop to review existing work (policies, messaging, processes) and to provide templates and ideas for Branches to build on.
4. CPF National to lead the CoED on reviewing existing and potential programming to reach diverse members.
5. CPF National to conduct a membership survey to better understand the current and potential CPF Membership makeup.
6. CPF National to create a communication plan to bring branches up to date on DEI progress and what they can expect moving forward.
7. CPF National to create an education plan to prepare current team members to contribute to an inclusive space for diverse members, board members, staff and volunteers.

Suggested Next Actions for CPF Branches

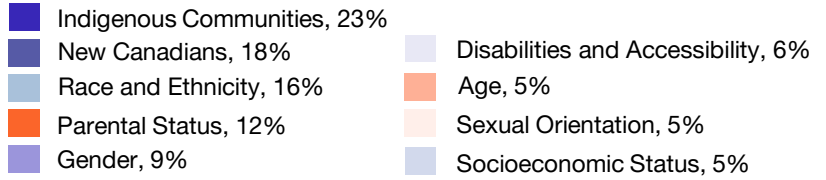
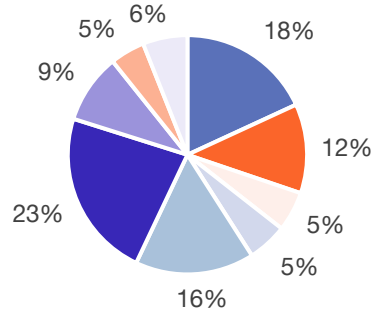
1. CPF Branches to increase DEI knowledge and continuing/beginning conversations about what DEI could and should look like within their respective Branch.
 - Each Branch director to identify an interesting article or reading to share at upcoming Board Meeting and consider application to CPF context.
 - Invite a speaker with DEI expertise to speak at Board meeting, AGM, or learning event hosted by the Branch.
2. CPF Branches to draft an initial action plan to consider new or previously taken DEI work in CPF Branch programming and/or in staff hiring and volunteer recruitment.
 - Ideally you want to go beyond the focus on diversity and discuss concepts of equity and inclusion.
3. CPF Branches to brainstorm how to broaden outreach of CPF programs and services to new, not previously served, audiences.
 - Be sure to consider the types of barriers and challenges that some may experience within CPF and how they might be overcome.
4. CPF Branches to review and share the list of questions included in this report ([Appendix C](#)) to further deepen conversations on DEI work within your Branch and with your Chapters.
 - Depending on how you meet/communicate, this can be done via communication channels such as monthly newsletters or through virtual or in person meetings.

Appendix A: Graphs

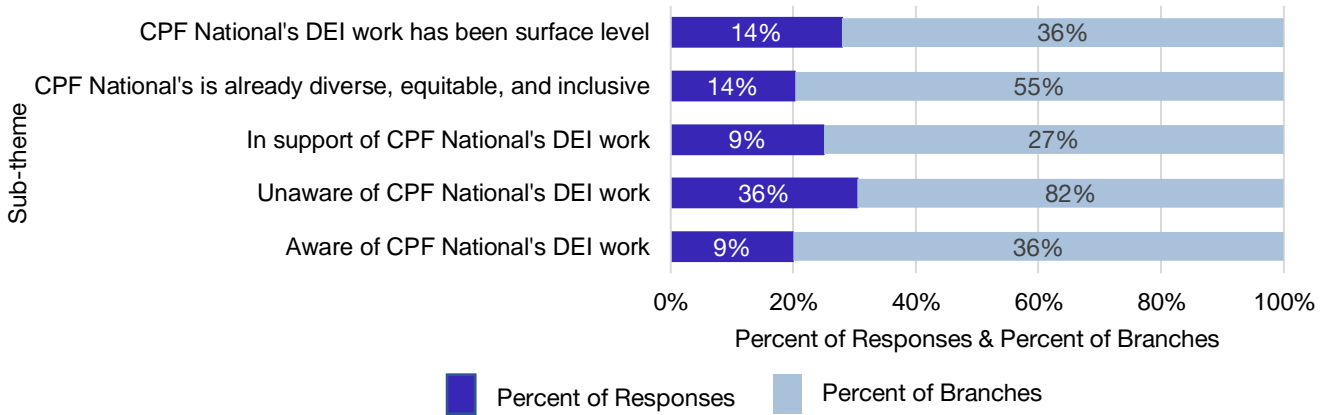
Components of DEI Unpacked by Percent of Responses



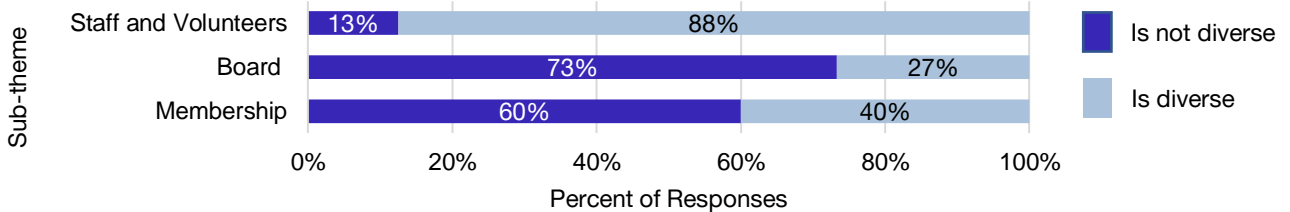
Aspects of Diversity by Percent of Responses



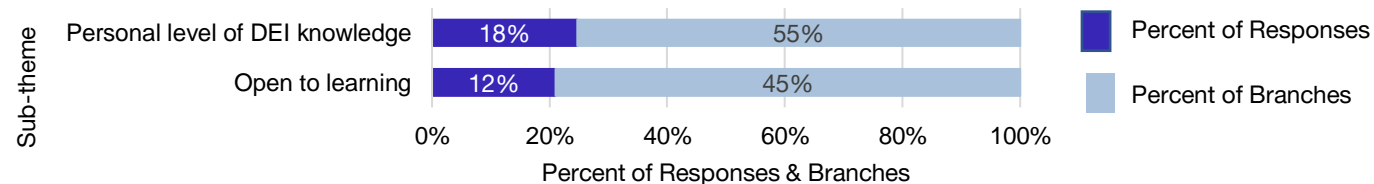
Perception of CPF National's DEI Work by Percent of Responses



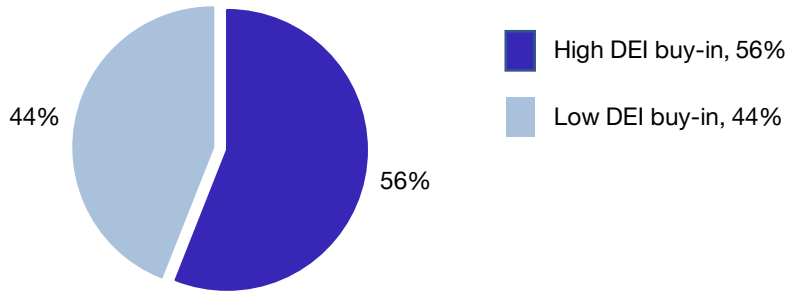
Branch Diversity by Percent of Responses



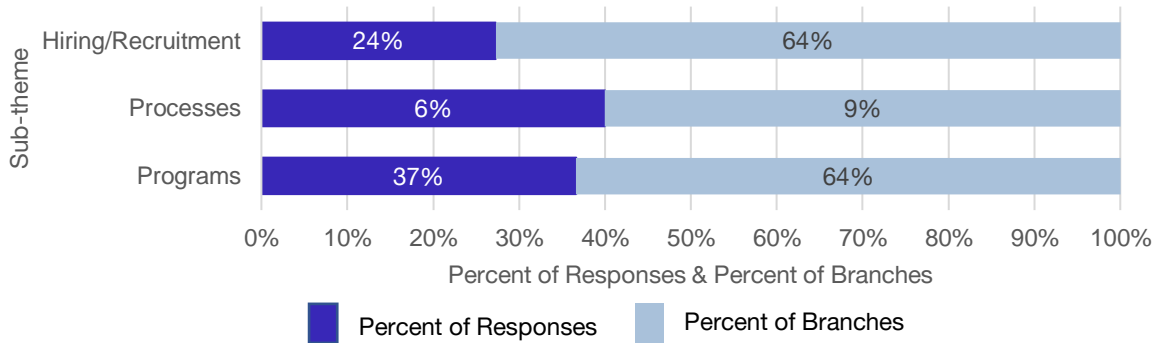
DEI Knowledge by Percent of Responses



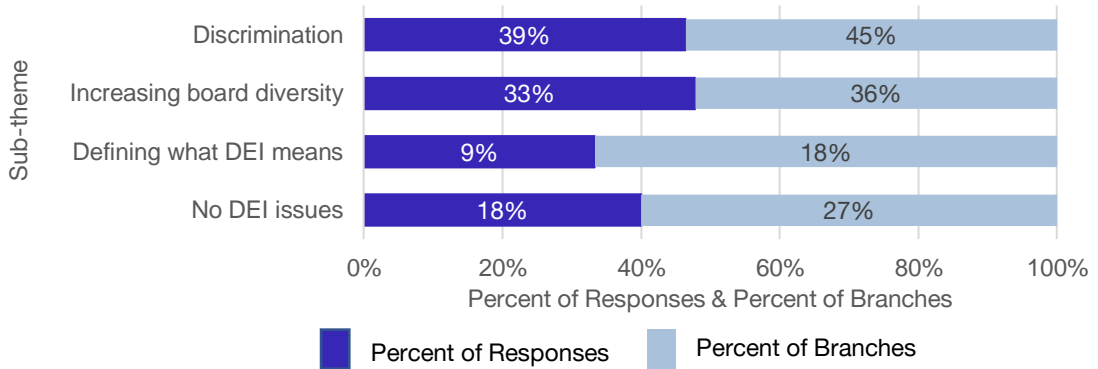
DEI Engagement by Percent of Responses



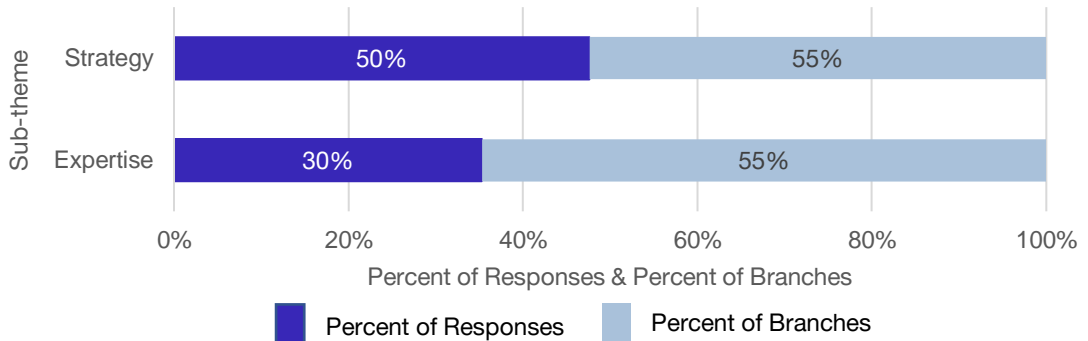
Completed DEI Work by Percent of Responses



DEI Issues by Percent of Responses



Support Needed to do DEI Work by Percent of Responses





Broad Topics of Conversation

Components of DEI & Aspects of Diversity

- Throughout conversations, respondents were primarily concerned with diversity over equity and inclusion. This type of approach is common for folks in the beginning stages of their DEI journey.
- Respondents touched on a variety of aspects of diversity, with Indigenous Communities being the most common, followed by New Canadians and Race and Ethnicity more broadly. While it is common for some organizations to prioritize select systematically excluded groups, for public-serving organizations like CPF, it is also important that team members recognize aspects of diversity as intersectional.

Perspectives on CPF National's work in DEI

Perception of CPF National's DEI Work & Image

- Most branch representatives were unaware of CPF National's DEI work, stance, or strategy, thus far. Of those who were aware, some believe the work is already being done, others believe the work is surface level, and some are resistant to CPF National guidance overall.
- We ask about CPF's image to better understand how the organization is perceived by external stakeholders by asking internal stakeholders first. We believe imagery decisions should be secondary to programming, system, and education work, however, perceptions of CPF's image are helpful to frame DEI buy-in levels and branches' view of CPF's DEI work thus far.

Where the CPF Branches' work in DEI is

Branch Diversity

- We asked branches about their perceptions of board, membership, and staff/volunteer diversity. Of contributing branches, most believe their board and membership are not diverse but that their staff/volunteers are. Diversity was a prominent theme above equity and inclusion across conversations.
- When animating the diversity present within their branch, many participants cited their diversity occurring naturally, innately, or without an intentional effort.

DEI Knowledge

- We asked branches about their level of DEI knowledge. Most respondents, and branches as a unit, said that they lack DEI knowledge, while 54% of interviewees said they have a certain level of personal knowledge.



DEI Engagement

- We asked participants about their own DEI buy-in and that of the wider branch. Most branches agree that there is high DEI buy-in among their branches board members and staff and that it should be a priority within CPF. However, low DEI buy-in was driven by the impact of other priorities, such as concerns over the efficacy of efforts and a lack of knowledge about core DEI principles more broadly.

Completed DEI Work

- Branches reflected on their completed DEI work and the areas of focus they surrounded. Most branches and responses expressed DEI work completed through programming, including attracting diverse groups of students or improving the accessibility of a program. In alignment with the focus on diversity, the second most common type of DEI work was around hiring and recruiting and the efforts made to attract diverse team members.

Where Branches Are Going

The Role of DEI in CPF

- In reflecting to the future of CPF, most responses posited that the role of DEI in the organization should be actionable and authentic. Between branches, most highlighted reaching members as the role of DEI in CPF, followed by it being a general asset for the organization. This focus mirrors the diversity focus throughout the report. It is also important to consider DEI within the lens of risk management and duty of care, as CPF is supposed to be a fair and safe place for all membership and to all Canadians.

DEI Issues In CPF

- Branches were asked about DEI issues facing their individual branches. Most responses from branches referenced discrimination and increasing board diversity. Of branch participation, discrimination was mentioned by most branches followed by board diversity.

Planned DEI Work

- Branches shared the DEI work that they hoped to engage in within the next 12 months. With most branches in the early stages of their DEI work, the majority of responses were of wanting to create a DEI plan. Increasing branch diversity had the highest branch contribution among other sub-themes, followed by creating a plan.

Support Needed to do DEI Work

- When asked what support may be needed to grow DEI, branches listed a variety of responses, the most common being support for development of a strategy or plan. This response shows that branches are aware of where they are in their journey and are open to guidance. The second most common response across contributing branches and percent of responses was expertise, which reflects the expressed lack of DEI knowledge shared.



Broad Topics of Conversation

Components of DEI & Aspects of Diversity

- How might CPF help branches focus beyond diversity?
- How might CPF provide the tools for branches to recognize the various aspects of identity that make a person?

Perspectives on CPF National's work in DEI

Perception of CPF National's DEI Work & Image

- How might CPF communicate their DEI intentions widely?
- How might CPF use branding and imagery as a tool to communicate DEI intentions?

Where Branches are with their DEI work

Branch Diversity

- What resources (local, community, government, etc.) can the Branch access and learn from to attract diverse groups of members, volunteers and staff?
- How might CPF provide branches with the tools to equitably attract diverse groups of members, board members and staff/volunteers?
- What more can we learn about the apparent disparity across these groups (i.e., Staff/Volunteer, Board, Membership)?
- Are there certain parts of our organization where there is more or less disparity across these groups? Can observations or insights be shared across the Network?
- What steps can be taken to better align with our current membership representation on our staff and within our leadership?

DEI Knowledge

- What actions can the Branch prioritize to educate themselves more on the topic in the coming year?
- As diversity appears to be most prominent on individual's minds, how might education also frame a focus on equity and inclusion?

DEI Engagement

- How might the Branch frame DEI as a key priority within its governance directions and regular operations?
- How might the CPF Network come together to gather the resources and support Branches to engage in DEI confidently?



Completed DEI Work

- How might CPF celebrate the DEI work branches have completed in order to increase buy-in?
- How might we gather the work completed and the practices implemented by Branches so that others may learn and implement them; and how might new efforts or initiatives be regularly discussed and shared?
- How can we expand our thinking of inclusive practices and processes that folks might not even be aware they're doing (or not doing)?

Where Branches Are Going

The Role of DEI in CPF

- How might CPF frame increasing diversity as an intentional practice?

DEI Issues In CPF

- How might CPF provide branches with the tools to respond to all types of discrimination?
- How might CPF provide clarity to branches of what DEI is and how to recognize barriers to it?

Planned DEI Work

- How might CPF incorporate the work branches are already undertaking into their DEI recommendations?
- How might CPF build on branches' views of DEI?

Support Needed to do DEI Work

- How might CPF provide support and empower branches to engage with DEI?
- How might smaller branches be afforded additional support so they can equitably contribute to CPF's DEI vision?