



Make It Count Guide

marketing playbook

October 2021



[Make it Count: Measuring Disability in Your Workplace](#) is a practical guide for employers to measure the rate of disability in their workplaces. In 2019, Presidents Group members pledged to measure disability. This guide draws upon the real world experience of BC based employers who are measuring to highlight how measuring can look in a diversity of organizations.

[This complementary marketing toolkit](#) highlights what you can do to celebrate internally and externally your organizational diversity & inclusion achievements and disability data.

background

organization profile

Formed in 2013, Presidents Group is a network of 25 change-driven BC business leaders who are champions for more accessible, inclusive workplaces.

The group plays an advisory role to BC's Minister of Social Development and Poverty Reduction, and meets quarterly to share best practices amongst one another.

our team

Lisa Beecroft

Co-Chair

Robin Silvester

Co-Chair

Yat Li

Senior Accessibility Consultant

Micaela Evans

Marketing & Communications
Specialist

Number of members: 25



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Make It Count Guide

The Make it Count Guide is informed by leading research on disability employment, key data sources, unique case studies, and interviews with Presidents Group members on their measurement initiatives.

Make it Count and the accompanying Pledge to Measure Toolkit are intended to support all organizations in measuring disability, no matter where they are on the diversity & inclusion spectrum.

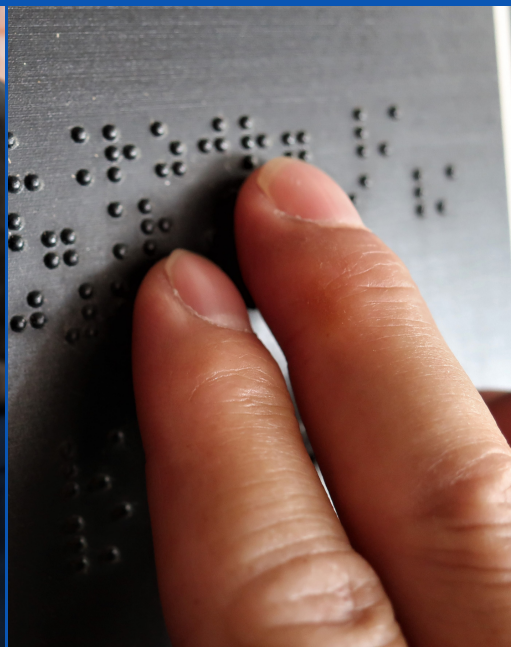
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Pledge To Measure Toolkit

The Pledge to Measure Toolkit is a repository of all the tools an organization requires to implement and communicate a measurement initiative on disability in the workplace. With the Toolkit's tips and customizable templates, an employer can customize their initiative to fit the unique context of their organization



Going forward: Presidents Group members will be asked to reach out to their networks to invite peers to take tangible actions to commit to measurement next year, too.





Presidents Group Members

Where can I get a copy of the Guide?

All Presidents Members will receive both a physical copy of the guide as well as a PDF version.

Each President Group member is asked to identify 20 leaders to take tangible action to commit to accessibility. All identified leaders will receive a package by mail.

We will be in touch with you to identify 20 leaders.

Pledge to Measure Data

Organization	Total Number of Employees in BC on Survey Date	% of Employees Self-Identifying with a Disability	Number of Senior Leaders Self-Identifying with a Disability
BCAA	1,374	8.1%	6
BC Hydro	6,946	4.2%	9
BC Libraries Co-Op	18	16.7%	1
BCLC	1,102	6.8%	6
Destination Canada	85	8.2%	0
Ernst & Young	1,000	2.0%	1%*
Fairware	13	30.8%	0
Gabi & Jules Handmade Pies	31	41.9%	1
HSBC	2,456	4.7%	1
ICBC	5,770	4.7%	12
KPMG Canada	1,581	4.2%	8
Ledcor	269	4.8%	0
Maple Communications	1	100%	1
Vancouver Fraser Port Authority	410	6.1%	4
SAP Labs Canada	1,370	2.0%	1
Save on Meats	14	71.4%	1
Small Business BC	29	24.1%	3
TransLink	7,807	2.2%	35
UBC	16,492	2.3%	0
Vancity	2,600	10.2%	7
YVR	424	2.8%	4



Plays in Your Social Media Playbook

Your baseline Pledge to Measure data represents the first step of a multi-year journey to creating an accessible workplace. Whether your first survey results exceeded your expectations or are lower than you expected, you can celebrate the outcomes of having engaged your staff in this meaningful conversation

Some ideas for your social media

-  Video about the campaign
-  Employee stories about your organization's impact
-  Data about your Pledge to Measure successes
-  Use hashtags #PledgeToMeasure #BCDisabilityEmployment
-  Links to your diversity & inclusion webpages and social media pages



Social Media Ideas



The Pledge to Measure's goal is to measure that British Columbia is the province with the highest employment for people with disabilities in Canada by 2030.

Presidents Group



In year one of the Pledge to Measure, nearly 2,000 employees and senior leaders from 21 companies self-identified as having a disability.

Presidents Group



Key Dates for Release



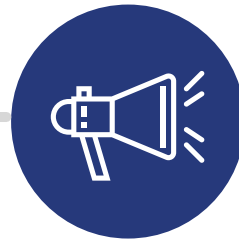
September 17

Presidents Group Members receive a preview of the Make it Count Guide and Pledge to Measure analysis.

Week of September 27

Make it Count Guide available on accessibleemployers.ca.

Sign up form to receive printed copy of the Guide will be live on accessibleemployers.ca/pledge-to-measure.



October 29

First shipments of the Guide will be delivered. We encourage you to read, reuse and reshare the Guide.



Mark your commitment to measure with us next year by taking a pledge selfie! Make sure to tag us [@accessibleemployers](https://www.instagram.com/accessibleemployers).

**Use the following page
to share
your organization's
Pledge to Measure
commitment
for 2022!**

Company Name

Pledges to Measure

Disability Inclusion in the Workplace

in 2022



Presidents Group

For more information and other resources
on accessible employment, visit
accessibleemployers.ca