Pledge to MEASURE
Operated by Open Door Group

PLEDGE TO MEASURE AT A GLANCE

Connect with us at
PledgeToMeasure@OpenDoorGroup.org
to join the Pledge to Measure today.

STEP 1.
JOIN THE PLEDGE TO MEASURE

1.1 Connect with Pledge to Measure team about your intention to join the Pledge.

1.2 Create a "why" for your organization.

STEP 2.
DECIDE ON DATA COLLECTION METHODOLOGY

2.1 Evaluate your organizational context and consider employee needs.

2.2 Let the Pledge to Measure team know your data collection method.

STEP 3.
GATHER INSIGHTS

3.1 Make an internal communications plan.

3.2 Use the Pledge to Measure Toolkit with over 50 pages of plain language survey details, survey templates, email templates, FAQs, presentations, and more.

3.3 Gather data using one of the five data collection methods.

3.4 Share data back to the Pledge to Measure.

STEP 4.
SHARE YOUR PROGRESS!

4.1 Share progress with your internal and external audiences.

4.2 Use the support and graphics provided to amplify your accomplishments each year.

Learn about each of these steps in more detail on the following pages!

STEP
ONE

JOIN THE PLEDGE TO MEASURE!

1.1
Connect with the Pledge to Measure team about your intention to join the Pledge to Measure

The very first thing you can do to get started on your measurement journey is connect with the Pledge team about your intention to join the Pledge to Measure. We are so excited to welcome you and can be a valuable resource as you work to develop, administer, and report back on disability in your workplace!

1.2
Create a "why" for your organization

As you begin, it's important to understand why you want to measure disability, and how the process fits into what you have already done around diversity and inclusion. But why do you need a "why"? Having a clearly articulated "why" statement:

Underpins any communications and messaging to stimulate staff and leader buy-in;

Provides the rationale as to why you are asking for personal information;

Helps your organization get clear on what you can do with the data you collect;

Helps ensure you are designing a process that achieves what you are setting out to do.

“

We joined the Pledge to Measure because we want to be part of the movement that is removing the stigma around openly discussing and disclosing disability.

We’ve had many benefits since joining: our team members have felt more comfortable openly discussing their disability, new team members have been much more eager to join knowing that we create a workplace that is welcoming and adaptable to peoples’ needs. It’s also helped our business grow.”

NOAH SENECAL-JUNKEER, CO-FOUNDER, EASY SURF COLLECTIVE CORP.

STEP
TWO

DECIDE ON DATA COLLECTION METHODOLOGY

2.1
Evaluate your organizational context

Your organizational context will inform a number of key decisions you make around delivering the survey, communicating with staff, and designing your engagement strategy.

Assess the level of trust

Do you have a high trust culture where employees feel they:

Can respectfully disagree with leadership without fear of reprisal?

Understand and are engaged in achieving organizational goals and implementing a shared vision?

Can professionally express their identities without fear of being harassed, excluded, or passed over for opportunities?

Are able to make and learn from mistakes?

Believe leaders take responsibility for their mistakes?

Tend to maintain high morale on the team, even in difficult times?

These are hard questions and a lot of organizations are not there yet. It takes significant time and investment to build mutual trust. If you suspect your organization has low levels of trust, consider engaging a third party to administer your survey. You can also leverage your measurement initiative as a way to build trust by following through on related programming.

Asses your organizational structure

Is your organization complex and dispersed?

Does your team have the capacity to develop and deliver this initiative yourselves?

What are your channels for communication and coordination with employees?

Where do authority and influence lie?

Is your organization open or resistant to change?

Identify your project manager

Who in your organization will be responsible for delivering the survey and collecting results?

It is best to have a single point person, even if others are assigned to assist in the roll out of the survey.

Be cautious of making your staff survey on disability a voluntary side project, particularly in a large organization, because it could get deprioritized.

Identify key internal stakeholders

What other departments do you need to get support from before communicating your measurement initiative to all staff?

If applicable, it is especially important to enlist your organization's privacy officer or legal department early on in the project-scoping phase to ensure alignment with policies and legislation. Your finance team will likely need to be engaged in budgetary decisions. Marketing colleagues might be involved in shaping communications.

Your measurement initiative will benefit from leaning on internal expertise about how your organization works, and early engagement creates champions for the project who can generate buy-in from their peers.

2.2
Consider employee needs

Depending on your role at their organization, employees may require different engagement systems, including email, telephone, or in-person. Consider who you have on staff and what they might need to understand the survey and all the implications related to their participation.

Also consider the accessibility of your survey and ensure that everyone can easily access it.

Don't forget about employees who are away on leave during the surveying period! We recommend finding a way to engage staff on disability or parental leave to promote more accurate data.

Word questions simply to ensure everyone is able to understand. For some workplaces, this means writing at no higher than a grade six level.

You may want to refer to the BC Government's Plain Language Checklist.

Ensure that your survey is written in inclusive language and that it doesn't include any outdated or offensive language.

Check out our Disability Inclusive Language Guide.

Where appropriate, such as when some of your employees speak English as a second language, ask if they would prefer surveys and associated materials translated to their preferred languages.

Providing the survey in the language your employees are most comfortable speaking ensures staff understand what you are asking of them, which is a concern both from an ethical and data reliability standpoint.

There are many translation and interpretation services available for businesses.

Mosaic is a Vancouver-based non-profit that offers affordable translation and live interpretation services for businesses in a variety of languages.

Island Deaf and Hard of Hearing Centre offers live interpretation for American Sign Language that could support any informational meetings or educational workshop accompanying your survey campaign.

Some staff may require decision-making support, such as employees with cognitive or learning disabilities. To support these employees to participate and fill out the survey accurately, consider connecting with their employment services organization, job coach, or family member who can provide direction based on the individual's needs.

The Pledge to Measure Toolkit has a sample letter you can customize to write to an employment services organization, job coach, or family member to call in the support your employee needs to meaningfully participate in the survey.

→ You'll get your copy of the Pledge to Measure Toolkit when you sign up for the Pledge to Measure!

2.3 Let the Pledge Team Know Your Data Collection Methodology

Once you've evaluated your organizational context and considered your employees' needs, decide on what data collection methodology is most appropriate for you.

Then, just let us know what you decided! This helps us understand how folks are engaging with the Pledge and allows us to better support you and other organizations in our movement to measure.

→ Learn about BC Hydro's experience working with a third party collector in the Make It Count: BC Hydro Outsources Data Collection case study.

WHEN

It may be tempting to only ask staff members to complete a demographic survey as part of their onboarding, but it is best practice to survey your employees annually.

An alternative is an open-ended survey that allows staff to update their demographic information as it changes over time.

HOW

We've identified five common data collection methods:

01. A digital survey using the Pledge to Measure's Qualtrics platform

Benefits of using a digital platform

Automated counting and report generation.

Removes some potential for human error in counting manually.

Sophisticated data representation and visualization options, with quick access to pull relevant data.

Drawbacks of using a digital platform

Increased cost for use of some platforms.

Privacy concerns need to be addressed.

May not be appropriate for employees who do not work at a computer.

02. Paper ballots

Benefits of using paper ballots

Low cost and simple execution.

Protection of information through anonymity.

Drawbacks of using paper ballots

High time investment with manual counting and tracking, and an associated potential for human error.

May not be appropriate for dispersed teams with remote employees.

03.
Incorporate questions into larger D&I survey

04
Download data from internal employee data/ HRIS system

05.
Direct check-in with staff

Using the direct check-in with staff method is appropriate for smaller businesses with high organizational trust and immense psychological safety.

CONTRACTING TO A THIRD PARTY

You may choose to manage the entire process internally or contract a third party to design and administer the survey. Consider your organizational context, including internal HR capacity, budget, and presumed level of organizational trust.

Benefits of Contracting to a Third Party

Can address privacy concerns.

Receive reports and insights generated and interpreted by experts.

Drawbacks of Contracting to a Third Party

Highest cost option.

Time investment and risk involved in finding a third party firm you trust.

STEP THREE

GATHER INSIGHTS

3.1 Make an internal communications plan

The most successful measurement initiatives are accompanied by an engagement and education campaign to support the collection of accurate data through self-identification.

Remember, your employees are busy with competing priorities, so their engagement should be made easy and straightforward.

→ Communications resources are available in the Pledge Toolkit!

It is important to ensure there are multiple communications to alert staff to the survey, explain why you are surveying them, how and when you will move forward, and answer any questions they might have.

How do you want to inform staff about the initiative?

Use a variety of methods for engaging staff to ensure the message is received.

Use existing channels for communicating with staff to support your measurement initiative's success.

It is best to work communications about the initiative into existing structures, because you are reaching staff where they are already spending time and through methods they are familiar with.

> "It does help to have a personal appeal and a reminder to people of the importance of this and that we're not keeping this information to ourselves."
>
> TOM CONWAY, CEO, SMALL BUSINESS BC

Make ongoing, direct, and personal appeal to employees. Some employers find it most effective to announce the survey with an email or memo, and then follow up in a staff meeting to address employee concerns, while others find that it is most effective to focus on making multiple direct, face-to-face requests for participation.

Create a Frequently Asked Questions document to accompany your initial outreach to staff that will address some of the common questions or objections that might arise.

Consider whether there are other points of contact you missed and if so, how you can get creative in using them to engage your staff. There are often many channels to experiment with, but some could require collaboration with different departments.

In organizations where employees manually fill out a timesheet or pick up a physical paystub, there's a possibility of attaching a notice or reminder to fill out the survey by the given date.

If supervisors review employees' weekly work plans in one-on-one meetings, staff can be asked to add completing the survey to their work plan.

Each touchpoint is an opportunity to educate staff on the definition of disability, how their information will be protected, and what your team will ultimately do with the data.

What is your timeline

Begin communications several weeks prior to administering the survey. This emphasizes the level of importance your organization is placing on collecting accurate and reliable data on disability.

Don't forget to keep track of the Pledge to Measure's annual deadline to ensure your data is compiled alongside 100,000 other employees'.

Conduct engagement and communications activities each year prior to the administration of the survey. This will account for the education of new hires, and provide a valuable refresher for employees who have had a longer tenure at your organization.

Check out this best practice example of communicating a measurement initiative to staff from Vancity in the Make It Count: Vancity Campaigns for Survey Engagement case study.

3.2
Use the Pledge Toolkit

The Pledge to Measure Toolkit is a free resource with over 50 pages of resources, including plain language survey details, survey templates, email templates, FAQs, presentations, and more.

What's included:

Tools for implementation, including a survey template and a sample letter to employment service organizations, job coaches, or family members for employees requiring decision-making support.

Tools for internal communications, including a staff memo, FAQs, internal newsletter messaging, and a dialogue guide and slide deck.

The resources address all aspects of implementation of the Pledge to Measure and are designed to be easily customized to your specific organizational context.

If you have questions about the Toolkit or need connection to other resources, you can contact the Pledge to Measure team at PledgeToMeasure@OpenDoorGroup.org.

We also encourage you to share your feedback with us on how these tools worked for your organization.

→ You'll get your copy of the Pledge to Measure Toolkit when you sign up for the Pledge to Measure!

3.3
Gather data using one of the five data collection methods

After you've decided on your data collection methodology and developed your internal communications plan, it's time to put everything into action and begin gathering data!

3.4
Share data back to Pledge to Measure

→ Check out the annual Impact Report that compares and celebrates your organization's data alongside all other participants'.

STEP
FOUR

SHARE YOUR PROGRESS

4.1
Share progress with your internal and external audiences

A critical step in the process is reporting back. By reporting back to your employees, you demonstrate that the initiative is not an arbitrary task they need to complete, but that your team derives value from each person's engagement and is taking action based on the results.

By reporting publicly, you extend the values of transparency and accountability that will drive you to deliver better results.

4.2
Amplify your accomplishments each year

Just like we're here to support you with developing and implementing your measurement initiative, we can also be a great resource for you to celebrate and amplify your accomplishments each year.

[1] Casey, C. (2024, April 25). "Why transparent reporting is a must for business disability inclusion." *Forbes*. https://www.forbes.com/sites/carolinecasey/2024/04/25/why-transparent-reporting-is-a-must-for-business-disability-inclusion/

"If we want to hire people with disabilities, we should be transparent about how many people here work with them – so it's important to keep these metrics current."

ANDRIA INK, PROGRAM MANAGER,
EMPLOYEE ENGAGEMENT, BC HYDRO