



TIP SHEET

HOW CAN SMALL ORGANIZATIONS TAKE PART IN THE 50 - 30 CHALLENGE?

When it comes to the [50 - 30 Challenge](#), an organization will need to tailor their tactics and goals to their region, sector, mission, size, current state, and more.

This resource is designed for **small businesses and organizations** that want to align themselves with the spirit of the 50 - 30 Challenge but could use some guidance when it comes to adapting the initiative to their unique context.

Read on for some quick tips and potential focus areas! Consider creating a dashboard or matrix that tracks progress and representation relating to each of these aspects of your operations.

RECRUITMENT

- Integrate a [Voluntary Self-Identification](#) (Self-ID) questionnaire into your applications in accordance with data privacy and storage regulations in your jurisdiction. Monitor the data and take actions to ensure that your applicant pool for open positions has meaningful representation (e.g. meets 50/30 goals) from groups experiencing marginalization.
- Establish the [Mansfield rule](#) or [modified Rooney Rule](#) for interviewing in which an open position is not closed until a minimum number (e.g. 3 or 4) of candidates from groups experiencing marginalization [advance to the interview stage](#).

PROCUREMENT

- Create a [supplier/vendor diversity program](#) where you actively seek to partner with suppliers and small businesses (e.g. Information Technology (IT), catering, event venues, legal support, marketing agencies, consultants, etc.) that are at least 51% owned by groups experiencing underrepresentation (e.g. Indigenous-owned businesses).
 - * Connect with [The Canadian Aboriginal and Minority Supplier Council \(CAMSC\)](#) and your local Chamber of Commerce to help identify potential partners.

TIP: Check out the [sustaining organizational change tool](#) for how to make your changes stick.

ADVISORY BOARDS

- Monitor and take actions to ensure meaningful representation of groups experiencing marginalization in the Board candidate selection process.
 - * Deliberately consider Board candidates who are one or two levels below “Executive” or “C-Suite” level experience to promote diversity in the candidate pool.
- Implement [director term limits](#), mandatory retirement policies, and/or proactive measures to [promote turnover](#) while preserving institutional knowledge.
- [Add temporary or permanent Board seat\(s\)](#) with the purpose of promoting greater diversity.
- Develop a policy that stipulates that [a minimum percentage or number of Directors](#) are members of specific equity-deserving groups.

TIP: Are you in a leadership role in a small organization? Explore "What this means for small/medium organization in the [Board and Leader Guidebook](#)

This tip sheet was developed as part of CICan's 50 - 30 Challenge Ecosystem partnership with ISED. Interested in learning more? We encourage you to visit our [website](#) for resources, personalized one-on-one support and training to support your organization on their EDI journey. Keep up to date by signing up for our [mailing list](#).

Sheridan



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50 - 30
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