



## Minutes of Diversity and Inclusion Taskforce Meeting #7

Venue	Zoom Online Video Conference
Date and time	Monday, February 22 <sup>nd</sup> , 2021 – 7:00 – 9:15 PM (EST)
Participants	Wenqin Shao, Dr. Laura Upenieks, Samba Niang, Saj Jamal, Jaime Steedman, Emma de Groot, Graham Coulter, Nicola McGovern, Gord Percy, Chris Ward, David Sheman, Liz Hoffman, Cindy Soukoroff, Melanie van der Hoop, Teejay Alderdice, Jason Logan, Aristotle Domingo, Stephanie Shostak
PGA of Canada Representatives	Matt Allen, Kevin Thistle, Steve Carroll, Kate Lawson, Marie-Josée DuBeau, Brendan Stasiewich
Chair	Matt Allen
Regrets	

Agenda	Discussion
Welcome/Land acknowledgment	<ul style="list-style-type: none"> <li>• Matt Allen welcomed everyone to the meeting and provided a land acknowledgment for the group.</li> </ul>
Guest speaker – Lynn Wilson – Lesson in EDI work	<ul style="list-style-type: none"> <li>• Lynn Wilson, provided the group with some incite from her 25 plus years of experience working with Equity, Diversity and Inclusion in the corporate world. Some key takeaways included:             <ul style="list-style-type: none"> <li>• Shaking things up is the way to lead change.</li> <li>• Employee resource groups were particularly useful.</li> <li>• A change of mantra may be beneficial. Example provided was a change from client first to people first.</li> <li>• Creating a story telling culture is powerful.</li> <li>• Making sure assessments are not measured by style or characteristic but on outcomes.</li> <li>• Testing or changing the decision makers is useful to ensure there is a broad frame of reference.</li> <li>• Measurement is particularly important. Creating a score card and tracking specific targets by using the stop light method is a great visual tool and it provides the capability to measure current state and progress.</li> <li>• Creating employee engagement surveys are also beneficial to obtain real life data.</li> <li>• The Global Diversity &amp; Inclusion Benchmarks is a great tool</li> <li>• Having common language and common understanding of terms is important.</li> <li>• Focus groups are helpful to obtain more detailed feedback.</li> <li>• Setting a 6-month cycle for targets may be beneficial for the first few years.</li> </ul> </li> </ul>

Board structure updated	<ul style="list-style-type: none"> <li>• Matt informed the group that the subcommittee have met several times over the course of the last 5 weeks and have finalized their board governance and structure recommendations. The document will be sent to the group with the meeting minutes of this meeting. The group is asked to review and provide feedback.</li> </ul>
Working group updates	<p>The groups presented their first operational findings and recommendations.</p> <p><u>Women's:</u></p> <ol style="list-style-type: none"> <li>1. Events: <ul style="list-style-type: none"> <li>• The group strongly supports requiring a land acknowledgement for all PGAC events.</li> <li>• It was noted that there is a lack of mention that most events are open to mixed gender.</li> <li>• Clarification could be provided on if specific events are mixed and if there is allowance for different tees lengths.</li> </ul> </li> <li>2. Job Ads and best practices: <ul style="list-style-type: none"> <li>• There are currently no D&amp;I statements included in the job postings.</li> <li>• Possible template that could include a salary range &amp; a diversity statement.</li> </ul> </li> <li>3. Path to female golf professionals: <ul style="list-style-type: none"> <li>• There is currently a small percentage of females who hold HP and GM positions.</li> <li>• Could possibly create more focus on women in the industry or creating a survey specific for women to bring more attention.</li> <li>• Looking at how the current maternity/paternity leave and general leave of absences could be improved.</li> <li>• Would be good to make it formal for education to continue while on leave.</li> </ul> </li> <li>4. Naming of ladies events: <ul style="list-style-type: none"> <li>• Has been done well at the national level but consistency could be promoted on provincial, zone, and club levels.</li> <li>• Education could be provided on using the term forward tees rather than ladies tees</li> </ul> </li> <li>5. PAT requirements: <ul style="list-style-type: none"> <li>• Current PAT requirements are fair between men and women.</li> <li>• The PAT could be advertised better to feature women and possibly encourage more women</li> <li>• Women could be more prominently featured on the website and the handbook.</li> </ul> </li> <li>6. Profile &amp; Website shop <ul style="list-style-type: none"> <li>• In the initial application process, there could be some language expansion for the selection of preferred language (currently only English or French) and gender (current options are Male or Female).</li> <li>• Under the member profile, there is also no option for women's sizing for shirts, shoes, gloves, or headwear.</li> <li>• Noticed some outdated language on the website that refers to ladies lessons instead of women's program.</li> <li>• Under the Find a Pro section, the process is tedious if looking for a specific gender or a women's program.</li> <li>• The PGA Store does not currently have an option for women's apparel or women's sizing.</li> </ul> </li> <li>7. Dress Code: <ul style="list-style-type: none"> <li>• Some issues of gender fluidity are factored into the dress code policies.</li> <li>• Looking to make sure this does not need to be revised.</li> </ul> </li> <li>8. PGA National awards: <ul style="list-style-type: none"> <li>• There current 10 awards are male prominent although open to all.</li> </ul> </li> </ol>

- There are currently no awards specifically allocated to women.
- Investigating the option of possibility creating awards that could have a male and a female finalist.

*Notes/Recommendations:*

- To consider the job posting recommendations when looking at the work forces as well.
- The usage of the word women for championship. Something that will take time and education to have a switch of language.
- Possibility of setting some objectives and measurables for the Head Professional, General Manager, and Head Teaching Professional roles.
- Looking at how to get more women accumulating point for the player rankings.

Socio-Economic Status:

1. Breakdown of fees:
  - Creation of a finance committee to overlook the budget.
  - How to maintain reduced organizational fees and travel costs.
2. Education:
  - High upfront cost and the hope to see reduced fees in the future.
3. Job Postings:
  - Addition of a minimum salary expectation.
  - Advocacy of salary floors.
  - Advocacy for new member salaries.
4. National Dues:
  - Look into the possibility of reducing the liability insurance
  - A simplified payment plan.
5. Zone Dues:
  - Major concern as some zone dues. Some zone dues have gone up drastically.
6. PAT:
  - The PAT's should not be a cash grab and the PAT fees could be lowered.
  - Suggestion could be to hold PAT's at the same site as ongoing zone events.
7. Tournaments:
  - Looking at GB&I where they have lower fees and higher purses.
  - The creation of a template to attract sponsors.
8. Tiered Pricing:
  - This has been implemented for some of the national conferences and could be implemented for zone events and conferences.
9. Targeted Scholarships:
  - Creation of scholarships or bursaries for targeted minority groups.
  - Could be good for sponsorship

*Notes/Recommendations:*

- The living wages per area should be taken into consideration for the salary posting.
- It was noted that an external company will be utilized for the compensation and benefits survey for next year.

- A metric to consider for cost would be the exit survey.

#### LGBTQI2S+:

1. Creating a PGAC Pride logo & apparel:
  - Would be used in June for pride month but could also be used year-round
  - Great way to promote the PGAC's inclusivity.
2. Creation of a D&I policy:
  - Policy would state the support and inclusion of LGBTQI2S+ and other minority groups.
  - This policy would be posted on the website and could be included in job postings.
3. Development of a clear understanding of the PGAC's make-up:
  - Voluntary surveys
  - Could preferred pronouns be used in email signatures as well as in registration for events or applications.
  - Investigate if there is a way to address hetero normativity. Using an inclusive word like partner rather than wife/husband.
4. Develop a transgender policy & update the dress code policy:
  - The PGAC does not currently have its own transgender policy
  - Possibility in creating one transgender policy for golf in Canada
  - Dress code could be updated to be more gender neutral.
  - Look at having gender neutral facilities for events.

#### *Notes/Recommendations:*

- Look at possibly having one Transgender policy created for Golf in Canada.

Matt introduced Brendan Stasiewich, PGAC's new communication manager to the group. The group was asked to consider what the PGAC's communication and marketing team can do on awareness and visibility for each underrepresented group. Possible calendar creation for specific celebratory days during the year.

#### BIPOC:

1. Eligibility requirement for education & joining the PGAC:
  - There is currently no mention of Diversity & Inclusion on the career page.
  - There is also no way to track a member's heritage or background
  - Adding a section for new members that determine if they are in a marginalized group.
  - Showcasing programs such as PGA Works, PGA Job Match & PGA Works Scholarships.
  - Show financial programs that may assist with entry fees.
  - Investigate the option of validating the PGAC's education with the government.
  - Create a member service program that could help with introductory jobs.
  - More collection of data with registration
2. PAT & application criteria:
  - Create cultural/religious calendar.

- Establish best practices/policy to help better serve members from diverse backgrounds.
3. Awards, conferences & zone education events:
    - Addition of a D&I award
  4. Territorial acknowledgement:
    - Adopted mandatory land acknowledgement for all PGAC events
    - Create education session on land acknowledgement
  5. Imagery Used, Hosted selected:
    - Current lack of BIPOC images on the join section of the website
    - Finding BIPOC, and underrepresented members across Canada and showcase them.

Notes/Recommendations:

- It was suggested that the working-groups think of methods, processes or a checklist that could be created to include diversity for all events.

People of Different Abilities:

Items for consideration after the working group's session with Serge Boulianne with Special Olympics Canada:

- There is a misconception that people with different abilities are looking for free golf or equipment. This is not the case, but it would be nice to be able to offer discounted programs for equipment where fitting is key.
  - Golf is underserved in the Special Olympics and Para sport communities
  - Requirement for PGAC Member training on the definition of athletes with mental disabilities.
  - Providing professional development for all levels of the PGAC regarding athletes with physical impairments, sensory impairments, mental disabilities, and mental health cognitive illnesses.
  - Knowledge of if the course, facility will be accessible for these individuals with different abilities implement a review pre-event.
  - Recommending a super star group where athletes with different abilities can be mentored.
  - Using the PGA/SO coaching course for PGAC members as well as the PGA Caddy course.
1. Registration Process:
    - Looked at if there is a reasonable accommodation policy
    - Have a non-discriminatory process around hiring which will be moved to workforce component.
    - Need to look at accommodations, diversity and accessibility for event planning, website, and educations series.
  2. Survey of the PGAC membership
    - Would like to identify the PGA champions within the four categories identified - physical impairments, sensory impairments, mental disabilities, and mental health/cognitive illnesses.
  3. Training/PD courses, webinars, and awards:
    - There is a need to add Automated sign language, closed caption, multiple languages
    - Would the PGAC be committed to those standards
  4. Registration process
    - Make the events more accessible for volunteers.
  5. Courses
    - A list of accessible courses with a rating system attached to them

	<p><i>Notes/Recommendations:</i></p> <ul style="list-style-type: none"> <li>• It was asked if there should be an operational checklist for national and zone staffs when selecting a facility for championships, conferences, meetings, etc. to ensure it meets accessibility criteria.</li> <li>• It was mentioned that there will be PAT recommendations later.</li> </ul> <p><u>New Canadians:</u></p> <ol style="list-style-type: none"> <li>1. Land Acknowledgement: <ul style="list-style-type: none"> <li>• Should be done at all national and zone events.</li> <li>• Question is would it be best to have PGAC members or a member of a local indigenous community to make the land acknowledgement.</li> </ul> </li> <li>2. PAT: <ul style="list-style-type: none"> <li>• Concern is that the PAT may prevent some individuals from entering the golf industry.</li> <li>• Investigate a non-playing category similar to what the PGA of GB&amp;I is undertaking.</li> <li>• The link to the work the GB&amp;I is doing is located at: <a href="https://www.pga.info/pga-2020-vision/">https://www.pga.info/pga-2020-vision/</a></li> </ul> </li> <li>3. D&amp;I training: <ul style="list-style-type: none"> <li>• D&amp;I training should be mandatory for all incoming PGAC members.</li> <li>• Question is if this should apply to all members and if there will be backlash from longtime members if deemed a mandatory requirement.</li> </ul> </li> <li>4. Event Naming: <ul style="list-style-type: none"> <li>• Inconsistencies with event names more particularly with women's vs ladies.</li> <li>• Question is if there are specific reasons for this which could be sponsor related or historical.</li> </ul> </li> <li>5. Awareness: <ul style="list-style-type: none"> <li>• Important to create awareness that golf can be a career and a sport for all.</li> <li>• Work with other golf organizations to create a campaign to reach out to new Canadians and introduce them to the game and possible careers in golf.</li> </ul> </li> </ol> <p><i>Notes/Recommendations:</i></p> <ul style="list-style-type: none"> <li>• It was noted that there is no reason as to why the D&amp;I course is not mandatory.</li> <li>• Kevin notified the group that there has been discussion with GB&amp;I as well as at a national board level of a non-playing category.</li> </ul>
Next steps	<ul style="list-style-type: none"> <li>• The meeting recording and minutes will be shared with the group in the next few days.</li> <li>• Matt will include some key notes reiterating the implementation of metrics and targets for the working group recommendations.</li> </ul> <p>ACTION: The group was asked to have any specific memberships demographic data that should be captured in the satisfaction survey, sent to Matt by the end of the week.</p>