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FORMÉ POUR RÉUSSIR



CCNB

Quick facts:

6233

Student population in regular and continuing education

1145

International student population from **28** countries

102

Regular programs and continuing education

788

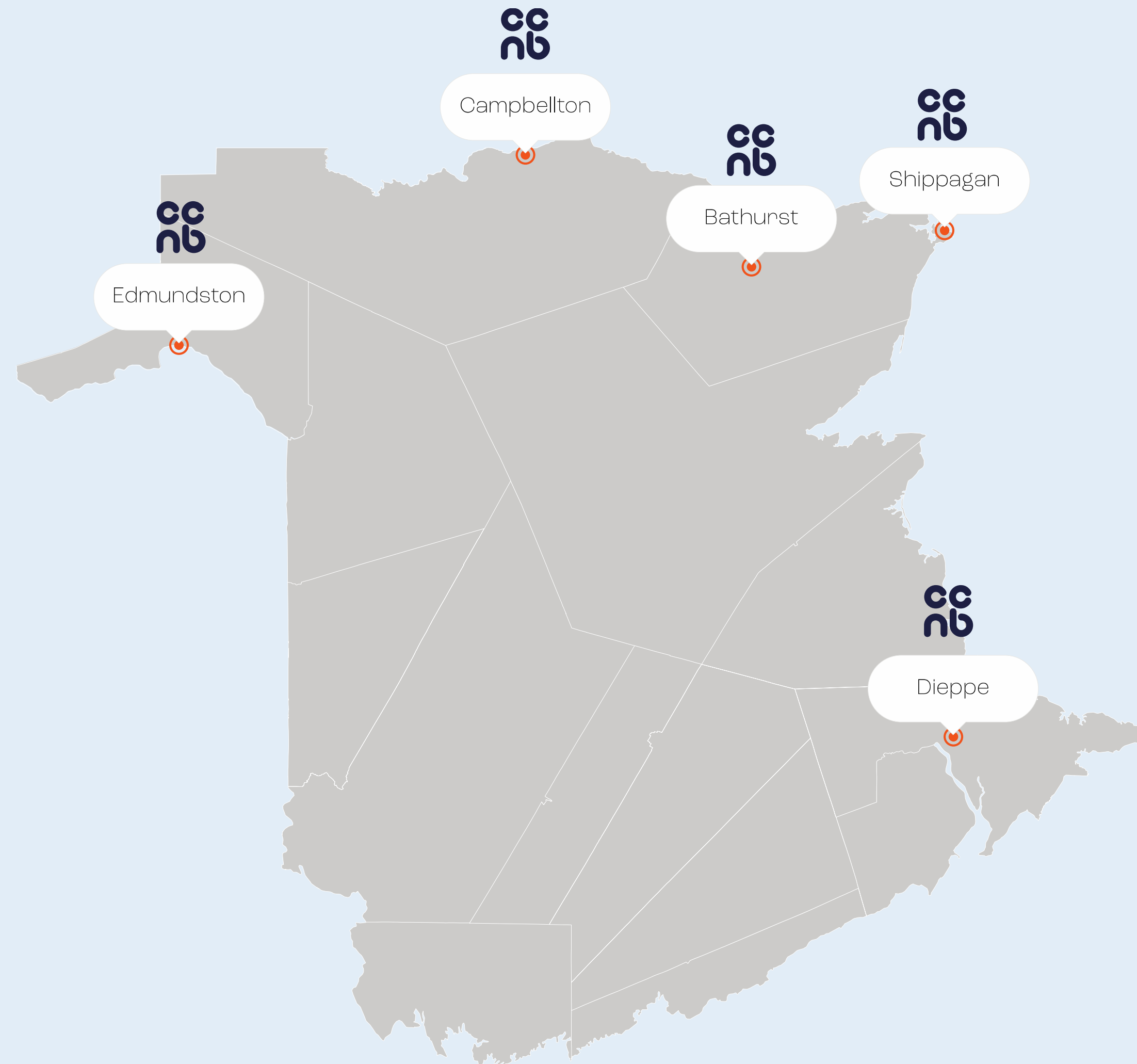
Regular and term staff

95%

Employment rate of CCNB students, one year after graduation

90%

Work in New Brunswick



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Kulasihkulpon! Bienvenue! Welcome!

Your DEIB Strategy: Roadmap to Getting Started

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Game Plan for Today

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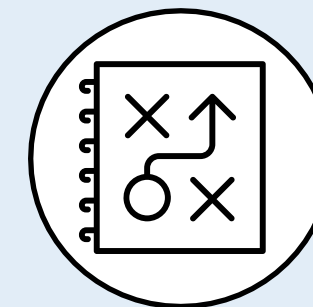
1) Self-Reflection Activity

DEIB Maturity Index



2) Action Plan Roadmap

Step-by-step approach to developing a comprehensive strategy



3) Overcoming Resistance

Common challenges and pitfalls

How to address these challenges



4) DEIB Core Competencies

What competencies are needed to carry out such work?

Q&A

Self-Reflection Activity

DEIB Maturity Index

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Instructions for the self-reflection activity:

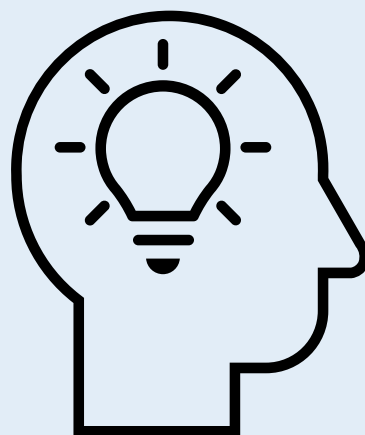
- Please read the descriptions of the four levels of the DEIB Maturity Index to identify which level you think your organisation is at according to these descriptions.
- You have 5 minutes for this individual exercise.
- Question? Raise your hand and I'll come find you to answer your question.

Level 1 – Basic

Level 2 – Emerging (CCNB today)

Level 3 – Advanced

Level 4 – Best Practices



Action Plan Roadmap

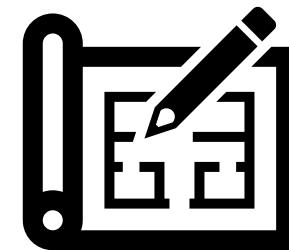
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Step-by-Step Approach to Developing a Comprehensive Strategy



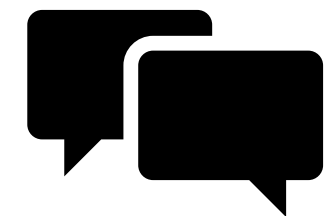
Assessment and Research

- Leadership buy-in
- Conduct a current state assessment
 - Involve people
- Identify gaps and opportunities



Develop your DEIB Strategy

- Align with organizational values
- Set clear DEIB goals and initiatives
 - Create policies and practices
 - Establish a timeline
 - Assign responsibilities
- Communicate the DEIB strategy



Continuous Improvement

- Provide regular updates
 - Track progress
- Solicit continuous feedback
 - Adjust as needed
 - Celebrate successes



Action Plan Roadmap

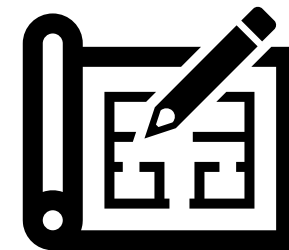
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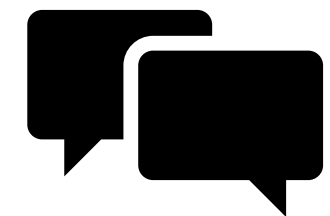
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Tools of the Trade

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Key Performance Indicators (KPIs)

KPIs – Global DEIB Score (CCNB = 82% among staff)

77% of members surveyed strongly agree/agree that CCNB is an *equitable environment*.

87% of members surveyed strongly agree/agree that CCNB is a *diverse community*.

83% of surveyed members strongly agree/agree that CCNB is an *inclusive environment*.

- Demographical Questions
- Data Segregation and Analysis
- Measure Harassment and Discrimination
- Engaging People Methodologies



Ideas to Get you Started

DEIB Goals and Initiatives

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**#ProTip: Define your Goals as SMART Goals
(SMART = Specific, Measurable, Achievable, Relevant, Time-Bound)**

Data and Feedback Loops

Communicating the 'Why' of DEIB

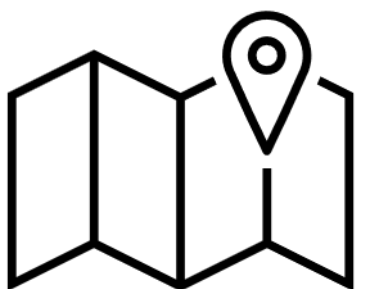
Policy and Human-Resources Processes

Training and Education

Employee Resource-Groups

CCNB in 2025-2026: initiatives on antiracism.

Collaborators & community partners desired!

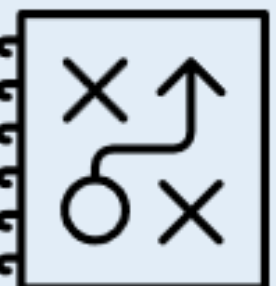


Overcoming Resistance

Common Challenges and Pitfalls

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- Leadership buy-in
- Top-down approach
- One-size fits all solutions
- Neglecting intersectionality
- Superficial/performative commitment
- Ignoring data
- Lack of accountability
- Insufficient training and education
- Overlooking retention and advancement
- Short-term focus
- Humility in receiving feedback
- Lack of clear objectives
- Tokenism
- Lack of authority, budget and resources

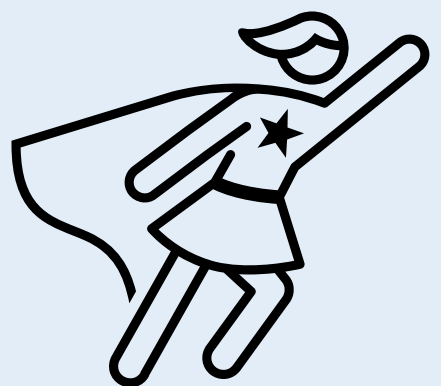


Your DEIB 'Architect'

What are the Core Competencies Required for this Work?

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- Project management
- Training and facilitation skills
- Strategic thinking
- Change management
- Communication skills
- Legal and human rights knowledge
- Conflict resolution
- Advocacy skills
- Cultural humility and empathy
- Collaboration and relationship-building
- Analytical skills
- Adaptability





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Woliwon! Merci! Thank you!

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