

Diversity, Equity, Inclusion and Anti-Racism Survey – Frequently Asked Questions

1. What is diversity, equity, inclusion, and anti-racism (DEIA)?

For the purposes of this survey, we define DEIA as:

- Diversity - all elements of human difference.
- Equity - fair treatment, access, opportunity and advancement for all people.
- Inclusion - the degree to which diverse individuals have a voice, power and decision-making authority.
- Anti-racism - the practice of actively opposing racism and promoting racial inclusion.

2. What does DEIA mean to CREB[®]?

At the strategic planning session in May 2021, CREB[®]'s board of directors and staff leadership team established a new [strategic plan](#) to guide the organization through the next four years.

Diversity, equity, inclusion, and anti-racism emerged as a strong theme throughout our mission, vision, values and strategic priorities. Gathering member insight is a critical next step in building CREB[®]'s DEIA strategy.

3. What is a DEIA survey?

A DEIA survey aims to collect demographic data and lived experiences of survey respondents. It is designed to uncover critical insights about diversity, equity, inclusion, and belonging in an organization.

4. Why is CREB[®] conducting a DEIA survey?

Our members and their success guide every decision we make at CREB[®]. We believe that DEIA efforts should be designed with member feedback to ensure it is reflective of the community it is meant to serve. To better support our members through DEIA, we need to learn more about who our members are and what their needs are. By filling out the DEIA survey, you will help CREB[®] better understand our membership, which will support future programs and initiatives.

5. Who will be conducting the DEIA Survey?

CREB[®] has contracted an external consultant, [Lunaria Solutions](#), to support us with our DEIA work. Lunaria developed the survey with our input and once complete, will compile the results and present them to CREB[®].

6. Who is Lunaria Solutions?

Lunaria Solutions is a Canadian-based company that works alongside organizations, like CREB®, to help them use data to advance equity, inclusion and diversity efforts.

They specialize in DEIA audits (by evaluating the current state of DEI in the organizations and uncovering areas that need attention), creating DEIA programs (based on audit outcomes), developing DEIA education plans (based on the unique needs of an organization) and tracking DEIA progress.

7. What will be asked in the DEIA survey?

Members will be invited to share various aspects of their identity, their level of engagement with CREB®, their perspectives and experiences surrounding DEIA at CREB®, and their perceptions of inclusion and belonging in their profession and the wider real estate industry.

8. Why is it important to collect demographic information that speaks to respondent identity?

Demographic information is helpful so that we can understand:

- How CREB®'s diverse community mirrors that of Calgary and surrounding areas.
- If members of certain identities have a different experience or perspective on DEIA.
- How we might create an organization that is representative of and inclusive towards all members.
- If there are any barriers to certain identities that are interested in becoming a member of CREB®.

Demographic information is key to understanding how various identities might influence members experiences with CREB®. Being able to combine demographic questions with other questions, such as gender identity or race with feelings of belonging, we can provide an understanding of who is or is not feeling supported within CREB®.

9. How will survey information be used?

The results from this survey will be managed and collected by [Lunaria Solutions](#) to create a DEIA Audit Report with themes and insights, as well as a DEIA Plan with recommended actions to grow DEIA at CREB®. The results of the Audit Report and DEIA Plan are meant to be used in parallel to improve CREB® 's culture of inclusion, to attract more amazing members and ensure that all members have what they need to succeed in their careers.

10. Why should I complete the DEIA Survey?

By completing this survey, you are sharing your personal experiences, knowledge, and

opinions. This information will help to ensure that all members feel they each belong to our diverse member community and have equitable access to programs, resources and business tools to help them succeed.

Examples of what the DEIA results can help influence are:

- Member services and support
- Professional development
- An inclusive member environment
- An impactful and diverse membership base
- Policies, practices and trainings offered by CREB®
- How CREB® might grow as membership grows

The more respondents that choose to participate in the survey, the more representative and accurate the results and subsequent efforts will be.

11. Is it mandatory to complete the survey?

No, the survey is voluntary. All questions may be skipped if desired and the survey can be exited at any time.

12. How will my information be protected?

There are several ways CREB® and Lunaria Solutions are working together to protect those who participate in the survey:

Confidentiality

Lunaria Solutions will collect and store all data confidentially; confidentiality means that individual data will be kept private, and no raw data on individual respondents will be disclosed.

Limited collection of personal information

Within the survey, you will be invited to disclose identity markers (e.g., gender, race, family status, role) that could suggest your identity. You will not be asked to disclose information that is exclusive to you, like your name, email or member ID.

Analysis Rule

Analysis rules are put in place by Lunaria Solutions to protect participants. Within these analysis rules, a minimum of five responses are required for any given option to enable administrators to filter by that option. In the first example below, the number of individuals who responded 'no' is less than five, which means that administrators would not be able to see how those who responded 'no' responded to other questions.

However, in the case of the second example, where 11 individuals responded yes and 11 individuals responded 'no' administrators would be able to filter by those who selected 'no' because the number is greater than five. In some cases when there are not enough responses to pass the anonymity rules, options might be combined and filtered together.

In the third example, a third option of 'maybe' was added and four individuals selected that option, administrators would not be able to combine those who selected 'maybe' with those who selected 'no' and filter by those options together, but not separately.

Example 1:

Are you a parent or primary caregiver?

A. Yes - 18 responses

B. No - 4 responses

Example 2:

Are you a parent or primary caregiver?

A. Yes - 11 responses

B. No - 11 responses

Example 3:

Are you a parent or primary caregiver?

A. Yes - 14 responses

B. No - 4 responses

C. Maybe - 4 responses