

## **Purpose and Intent of Demographic Data Collection**

The Law Society of Newfoundland and Labrador (the “Law Society”) is committed to promoting equity and diversity in the legal profession and to enhancing legal services provided by and for equity seeking groups. The Law Society believes that the public is better served by a diverse, representative and inclusive legal community, which reflects the diversity of the people of Newfoundland and Labrador.

In an effort to fulfill this goal, Benchers have struck an Equity and Diversity Committee which is mandated to: i) gather information about issues related to equity and diversity in the legal profession; ii) engage collaboratively with Law Society members to increase recognition and awareness about equity and diversity issues in the legal profession; and iii) develop and implement initiatives related to equity and diversity. It is the hope of the Law Society that the work of this Committee will help raise awareness of the underrepresentation of minority lawyers, and also help to create strategies to overcome the many and often unintentional barriers faced by underrepresented groups – both in the profession and those who are served by the profession.

Some other law societies in Canada have been collecting this data for a number of years with a similar goal of better serving an increasingly diverse population.

The Committee is asking members to self-identify by answering the questions contained in the equity survey. The information collected will be used to: i) enhance the representation of diverse communities in the profession; ii) better understand demographic trends; iii) develop programs and initiatives within the mandate of the Law Society; iv) identify any arbitrary barriers to entry and advancement; and v) to promote equality and diversity in the legal profession. The aggregate non-identifying information will also be shared with the Federation of Law Societies of Canada to monitor changing demographics in the legal profession across the country.

The survey is being distributed through SurveyMonkey and has been designed to exclude all identifying information relating to respondents, including first name, last name, email address, IP address and custom data for all results.

SurveyMonkey may use your data in limited ways in accordance with its Privacy Policy, which may be reviewed at:

<http://www.surveymonkey.com/mp/legal/privacy-policy/>

Participation in the survey is entirely voluntary and the information collected will be kept confidential. The information may be made available only in aggregate form and will not be used to identify the demographic identity of individual lawyers.

We understand that the questions and categories outlined in the questionnaire may not be fully representative of all groups and that the questions asked may not fully capture every demographic. We hope this exercise will help us expand our understanding of other potentially underrepresented populations. Please feel free to offer any comments or suggestions in the comments question at the end of the survey.

If you have any questions about the survey or about the collection of any data, please call Scott Worsfold, the Chair of the Equity and Diversity Committee at 864-7695, or Aimee Rowe, General Counsel of the Law Society of NL and staff representative on the Committee, at 758-0801. The Committee thanks you for your participation in this important endeavor.