



McGill

University
Advancement

Inclusive Communications

Prefixes, Pronouns,
Salutations, and Gender



PROJECT OVERVIEW

University Advancement (UA) is developing an inclusive communications and data capture strategy to ensure that McGill's over 300,000 constituents worldwide are addressed respectfully and in the manner of their choosing.

This project will help remove barriers by further recognizing diverse identities and remain free of words or terms that excludes any constituent. This project will also align UA's data practices with the University's Strategic Equity, Diversity & Inclusion Plan. In practice, this will involve reworking how UA collects, stores and uses data relating to prefixes, pronouns, salutations and gender.



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PROJECT PILLARS



McGill Principles and Strategic EDI Plan 2020-2025

- Ensure UA communications, records, and forms reflect McGill's principle of inclusiveness
- Embody and project McGill values outward



Removal of Barriers

- Remove barriers to full inclusion and participation and eliminate harm to constituents
- Enhance relationship between McGill and stakeholders

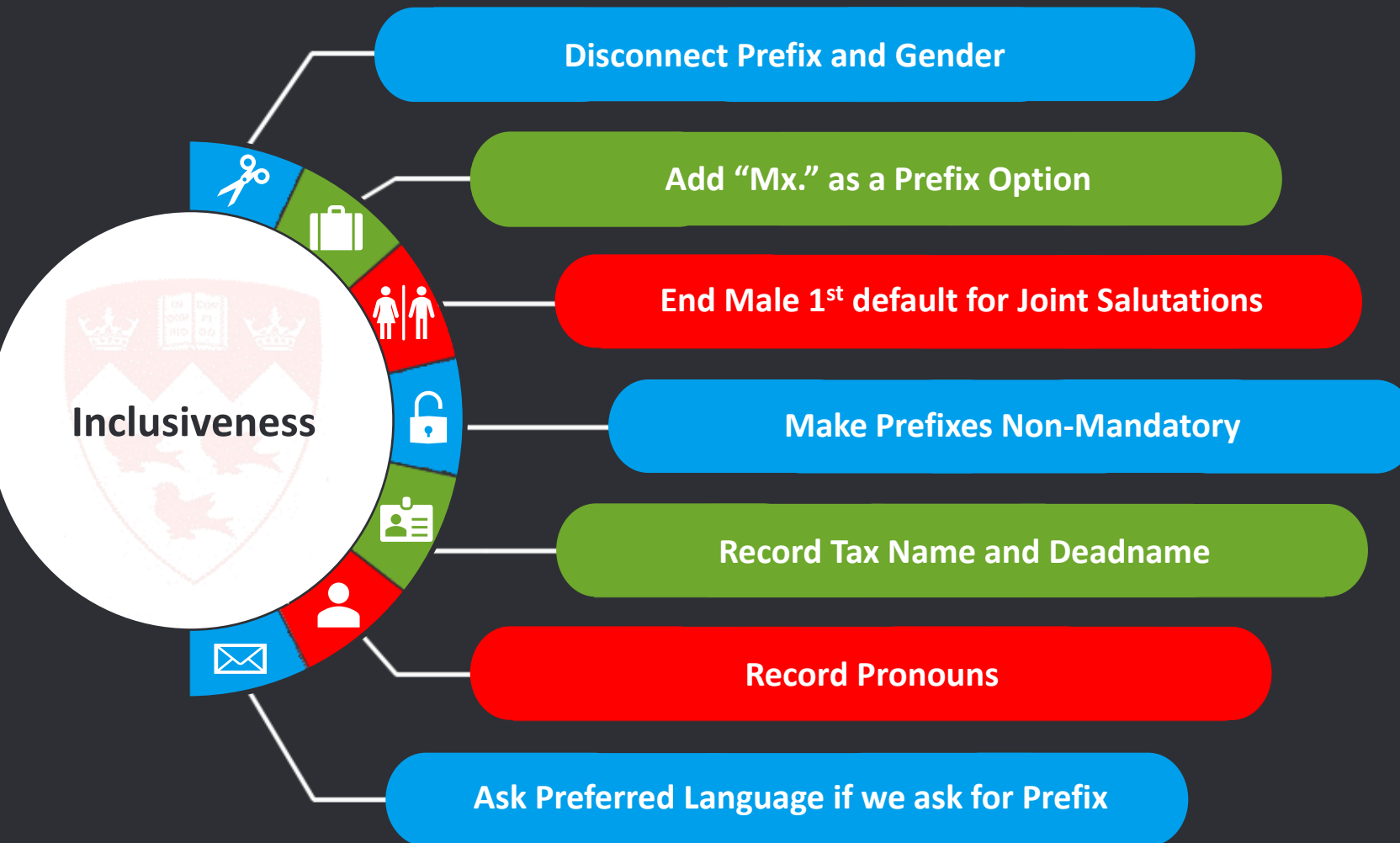


Social Responsibility

- Value and respect each individual identity
- Listen to the needs and expectations of stakeholders



CHANGES: Data Capture



Aim

Stakeholders should be free to express their identity to us, rather than conform to our expectations.

Self-Identification Only

No changes to personal information such as gender, prefix, or pronoun unless requested directly by constituent (on a form, or if they tell us).

CHANGES: Gender



Before

- Gender as biology (Male, Female)
- Binary: Male/Female
- “Unknown” as third option
- Request gender on forms
- Analyses based on gender



After

- Gender as identity (Man, Woman)
- Non-binary option added*
- “Undisclosed” replaces “Unknown”
- Gender not requested on forms*
- Analyses expanded to consider pronouns and prefixes*

In progress



**Gender collection and options to be re-assessed in 3-5 years*

Phase 1 will see UA and Enrollment Services aligned on:

Tax/Legal Name

Clear distinction made between someone's primary and legal name

Mx. Prefix

Offer a gender-neutral prefix option

Optional Prefixes

Not require prefixes for those who do not identify with one



Unlink Gender/Prefix

Allow any prefix to be used with any gender selected by a constituent

Pronouns

Introduction of pronouns, including options for selecting multiple or none

Expanded Genders

Offer a non-binary gender option

DEVELOPING ORGANIZATIONAL COMPETENCE

Foundation

- Held discussions with subject matter experts
- Sought best practices from peer institutions
- Consulted with internal teams and units
- Consulted with external stakeholders

Goal: Define project scope & deliverables

Procedural Revisions

- Coordinated process updates with data users
 - Created FAQs and best practice guidelines
 - Reviewed data storage and collection points
 - Gradual rollout of updates

Goal: Become & stay current

Project Development

- Trainings and workshops
- Internal memos and updates
- Presentations for internal stakeholders
- Incorporated McGill values and EDI principles

Goal: Staff understanding & buy-in

Stakeholder Engagement

- Leveraged surveys for feedback
- Communicated outcomes externally
- Refined processes and practices as needed
- Agility in responding to constituent needs

Goal: Improve constituent experience & awareness

