



## A Checklist of Strategies: Welcoming Women into Trades & Technology Workplaces

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## Presentation Outline



- Background
- Checklist and Workshop
- Workbook Sample Participant exercises
- Consulting model → new pathways  
→ new partnerships
- Facilitation process, next steps

## Who We Are



- Canadian Centre for Women in Science, Engineering, Trades and Technology (WinSETT Centre)
- Incorporated, revenue-generating, non-profit social enterprise



## Evolution



- Developed as initiative of CCWESTT
- Saskatchewan Women in Trades & Technology
- Women in Resource Development
- Hypatia Association
- Simcoe County Women in Trades
- Women Building Futures
- Yukon Women in Trades & Technology
- Trade HERizons (Women's Network PEI)

## WinSETT Centre



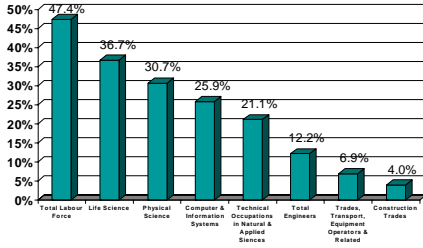
- Catalyst for sustained employment and progress of women in SETT fields
- Develop and disseminate the resources and services useful to women, industry, educational institutions, associations, unions
- Collaboration and partnerships

## Skills Shortages



- Shortage of over 320,000 skilled tradespeople by 2019
- Aging workforce, expanding demands
- Oil and gas, mining and the construction sector are the fastest growing economic sectors
- Women only 2.2% of registered apprenticeship completions in the construction, electrical, industrial and mechanical, metal fabrication, motor vehicle and heavy equipment trades

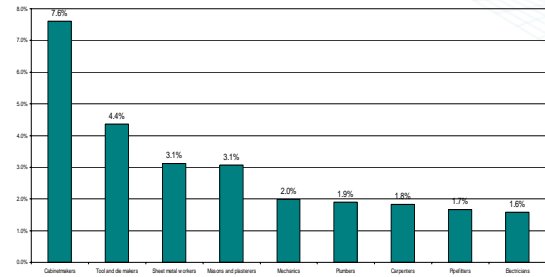
## % Women in Canadian Work Force (Canadian Census 2006)



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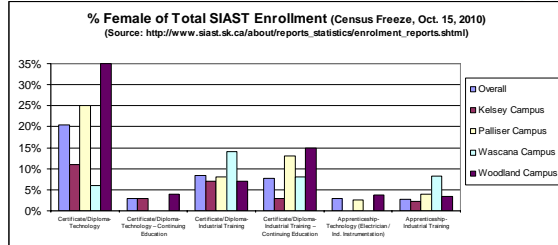
## Women in Skilled Trades (2006 Census)



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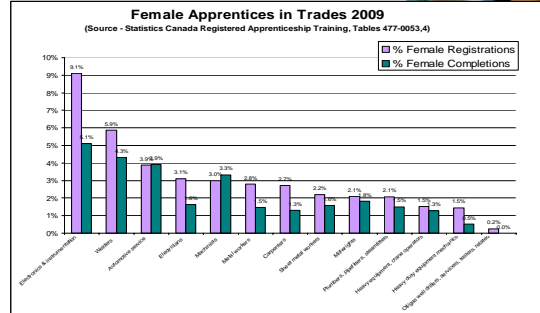
## College Enrolment SIAST



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## Apprenticeship



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## Women in SETT Leadership Program



- Comprehensive; series of modules
- One key objective is to contribute to creating SETT work environments that are respectful and inclusive
- Checklist of Strategies module

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## Checklist of Strategies



- Compact and easily administered first step to raise awareness and initiate the process of change
- Grounded in the experience of women, informed by WITT NN resources

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## Checklist Content



- Current research and effective practices
- Questions to help guide employers in developing their own action plans
- 7 subject sections with a Summary Sheet in the back

## 1. Recruitment



- Internal Recruitment
- External / Outreach Recruitment \*
- Succession Planning
- Marketing
- Critical Mass

## 2. Selection



- Application Procedures
- Formal Application
- Interviews
- Testing and Simulations
- Physical Demands Analysis
- Credentials
- References

## 3. Orientation



- Orientation Information
- Isolation
- Role of Existing Personnel in Orientation\*
- Code of Conduct / Respectful Workplace Policies
- Integration

## 4. Retention



- Supervisory Perceptions and Actions
- Balance of Paid Work and Personal Responsibilities
- Support Strategies
- Evaluation

## 5. Career Development



- Promotion Patterns & Opportunities
- Skill Transferability
- Career Planning and Development
- Mentorships & Networks
- Exit Interviews

## 6. Training



- Gender-Sensitivity Training
- Access to Training
- Role Modelling in the Community

## 7. Health & Safety



- Tool, Equipment and Work Station Design
- Safety Equipment
- Washroom, Shower Facilities & Work-Site Accommodations
- Harassment & Risks to Mental Health
- Balancing Work & Family Demands
- Wellness
- Reproductive Health
- Pregnancy

## Workbook Activity



### External / Outreach Recruitment

- Is outreach recruiting done as part of the recruitment strategy for women?
- Does marketing material specifically recruit women?
- Have partnerships been developed with training and other organizations representing women?
- Have external recruitment agencies been notified about the organization's interest in interviewing qualified women?
- Do collective agreements include credited seniority clauses for SETT positions?

## Workbook Activity



### Role of Existing Personnel in Orientation

- Have supervisors and co-workers been prepared for the participation of women in SETT positions?
- Are managers and supervisors trained to introduce women into a predominantly male environment?
- Are crew chiefs and supervisors evaluated for their performance in integrating new female employees?

## Module Deliveries



- SK Construction Ass'n members, Regina, Saskatoon SK
- Administrators from union training schools, college, union, St. John's NL
- Managers, supervisors, Ministry of Government Services, Regina SK
- HR, supervisors, reps of trades employers, employment counsellors, Barrie ON

## Workshop Outcomes



- Workshop well organized, delivered
- Moved from lack of acknowledgement of gendered experience to recognition of unique challenges faced by women
- Information was useful; plans for implementation of a number of the practices

*Made me aware of strategies.*

*The interactive format was good and the take away material was beneficial.*

## Consulting Model Inclusive and Participatory



- Building capacity in local SETT groups
- Creating new pathways
- Developing new partnerships

## Simcoe County



- SCWIT / Georgian College
- Employers Network workshop
- Local organization laid the groundwork
- Hosted at Georgian College for extended network of local employers
- CAF partnership – Employer Toolkit

## Ambassador Program



- SCWIT / Georgian College
- Employment Consultants workshops
- Excellent attendance
- Excellent feedback
- Follow-up 3-month survey

## SaskWITT



- SK Gov't Services Unit
  - Provincial Status of Women Office
  - Recommendations for delivery to other units
- Claiming Our Territory
- SaskWITT AGM

## SaskWITT



- Transition 2012 – Attracting Women to Saskatchewan Building Trades
- Unionized Construction Industry
  - 3 audiences
    - Construction Labour Relations Ass'n (CLR)
    - Unionized building trades (SBTC)
    - Women inductees

## Future Activities



- Build regional facilitation capacity
  - Facilitation Orientation process and guide
  - Facilitation Orientation workshops
- Expanded Checklist Workshop deliveries nationally
- Post-workshop initial action plans
- Workplace audits / organizational action plans

## Facilitation teams



- Process is underway
- Independent team in Ontario
- Manual under development
- Two options in process
  - Mentoring and co-delivery
  - Group orientation for teams from across Canada

## WinSETT Centre Program Support



Status of Women  
Canada

Condition féminine  
Canada



Canadian Apprenticeship Forum  
Forum canadien sur l'apprentissage



SUNCOR  
ENERGY  
FOUNDATION



West Coast Women in Science and Engineering  
West Coast Women in Engineering  
Science & Technology



WorleyParsons

