



Canadian Centre for Women in
Science, Engineering, Trades and Technology

EVALUATING THE WOMEN IN SETT LEADERSHIP PROGRAM IN NL

Request for Proposals

WinSETT Centre
winsettcentre@gmail.com

1 Overview

The Canadian Centre for Women in Science, Engineering, Trades and Technology (WinSETT Centre, www.winsett.ca) is seeking a qualified evaluator to design and implement an evaluation of the WinSETT Leadership Program for Women.

The Program has never been formally evaluated. We have received feedback from participants and have data on how to contact them, but WinSETT has not had the resources to do a proper impact assessment and evaluation. With funding provided by Newfoundland and Labrador Workplace Innovation Centre (NLWIC) we now have the resources to contract an independent evaluator to analyse our eight years of participants and data from deliveries in NL (2010 – 2018) where we have worked with an estimated 400 women in many different workplaces throughout the province.

2 Background

2.1 WinSETT Centre

The WinSETT Centre emerged as a project of the Canadian Coalition of Women in Science, Engineering, Trades and Technology (CCWESTT) to undertake action beyond the scope of activities of CCWESTT. Its creation was a series of consultations with women in SETT and other stakeholders across Canada, funded by Status of Women Canada, culminating in a national meeting that identified the need for more action to recruit, retain and advance women in science, engineering, trades and technology (SETT).

While recruitment is in our mandate, WinSETT activities have focused primarily on retention, advancement and leadership of the women already in SETT careers. Including Trades with Science, Engineering, and Technology is different from most organizations operating in the field. Typically, it is STEM (Science, Technology, Engineering and Math) and Trades is separate. WinSETT feels strongly Trades has a home with STEM in Canada.

The WinSETT Centre was incorporated as a national not-for-profit organization with a Board of Directors from across Canada and from all sectors of SETT and officially launched in May 2010 at the CCWESTT Conference.

The first action was to further develop a leadership workshop for women in SETT that provides women with the tools to successfully navigate the male-dominated SETT industries and workplaces. This first workshop had already been developed by Dr. F Mary Williams and Carolyn Emerson based upon their best-selling book, Becoming Leaders: A Handbook for Women in SETT and they generously allowed WinSETT to base its first workshop (Becoming Leaders) on their work.

2.2 Women in SETT Leadership Program

Since 2010, the Women in SETT Leadership Program has grown to six workshops on critical skills needed to advance in SETT workplaces, as well as 12 Special Topics - slices of the workshops. To date, we have delivered 150 workshops to over 2,000 women from St. John's to Victoria.

<u>Workshop</u>	<u>Number of offerings</u>
1. Becoming Leaders	35
2. Effective Comms	28
3. Emotional Intelligence	12
4. Negotiating	27
5. Navigating Politics	22
6. Networking, Mentorship and Sponsorship	22
Total	147

Workshops and Special Topics are delivered by ten professional facilitators across the country and managed by a National Coordinator and Program Assistant (both located in NL).



www.winsett.ca

WinSETT Centre

Special Topics are slices of workshops – typically 90 minutes long – and are for all genders and up to 200 people. We currently have 12:

1. Communication Styles
2. Difficult Conversations
3. Introduction to Negotiation
4. Leading Change
5. Mentors vs. Sponsors
6. Microaggressions
7. Navigating Politics
8. Networking and Professional Presence
9. Respectful and Inclusive Workplaces
10. Unconscious Bias
11. Working with Challenging People
12. Allyship

3 Evaluation Scope

3.1 Purpose of the evaluation

The evaluation results will improve and enhance the future deliveries of the WinSETT Leadership Program in NL, in turn providing women with the skills to successfully navigate the SETT Workplace to reach the positions, responsibilities and challenges to which they aspire. This in turn will lead to more women in the field. The main purposes of the evaluation are:

- a) Determine the impact the WinSETT Leadership Program has had on women, particularly those in NL, who have taken the program.
- b) Determine the impact the WinSETT Leadership Program has had on the workplaces of women who have taken the program, particularly those in NL.
- c) Ensure the program is being delivered effectively and efficiently
- d) Recommend ways the program can be improved for future deliveries.

3.2 Who will use the evaluation and how?

Who will use the evaluation?	How?
WinSETT Centre Board	The WinSETT Centre Board will use the evaluation to determine the future course of the Leadership Program. As it is the flagship program for WinSETT and its largest people facing project, it is critical we are delivering a quality program.
WinSETT Project Team	To make improvement to the program and its delivery based on key learnings.

3.3 Timing of evaluation activities

The evaluation will begin upon contract award (anticipated to be September 2019) and will be completed by June 2020.

3.4 Evaluation activities planned in the project

The evaluation will use a mixed methods approach, combining both quantitative and qualitative research. Activities are anticipated to be:

1. Become familiar with the WinSETT Centre, the movement to retain and advance women in SETT in Canada, and the WinSETT Leadership Program.
2. Review the Jurisdictional Review and Environment Scan of other similar programs (currently underway)
3. Review and improve the draft WinSETT Leadership Program Theory of Change
4. Collect primary Data and feedback from participants via focus groups and/or surveys

(WinSETT maintains a database of contact information of ~2000 women across Canada who have participated in the Leadership Program. All have provided consent for us to contact them.)

5. Review secondary data: the evaluator will develop descriptive statistics from the data gathered from the pre-session engagement surveys and participant evaluations of the NL workshop deliveries since 2010 (n=1000) and analysis of the workshop reports that capture results of the interactive components of the workshops (n=30). This data is available in electronic format, and there have been some summaries and presentations of parts of the data, which will be made available to the successful evaluator.
6. Gathering input from a significant sample of workplaces will be based upon WinSETT data as well as input from program participants survey (“where do they currently work” will be asked in the survey).
7. Collect Data and feedback from SETT employers via telephone Key Informant Interviews (WinSETT will provide electronic introductions to the KIIs)
8. Working with the WinSETT Treasurer and the Leadership Program Coordinator and Assistant, review and analyze the financial and leadership program process information (all of which are in hand at WinSETT) for the last 5 years of Leadership Program operation.
9. Review each of the six Workshop and twelve Special Topics (outline, PowerPoint deck and participant workbook) for currency, comprehensiveness and relevance to the SETT audience. Make specific and overall recommendations on the presentation of the materials.
10. All data to be collected, analyzed and reported on, including draft recommendations, in preparation for a results workshop with all 10 Leadership program facilitators, members of the Project Advisory committee and of the WinSETT Board in May 2020.
11. Travel to Winnipeg and facilitate (with the assistance of the Project staff) a results workshop with all 10 Leadership program facilitators, members of the Project Advisory committee and members of the WinSETT Board in early May 2020.
12. Feedback from the results workshop to be incorporated into the final evaluation report and presentation, to be completed before June 2020.

All activities will be undertaken in close collaboration and with the full support of the Project Manager and Director (who is a Credentialed Evaluator). Regular on-going monitoring of the project will be undertaken by the Project Manager and the Project Advisory Committee, and ultimately the WinSETT Board.

3.5 Qualifications of the Evaluator

The successful Evaluator will demonstrate the following qualifications in the proposal:

- a) Experience developing, leading and implementing program evaluations
- b) Ability to analyze programs for financial efficiency and effectiveness

- c) Experience reviewing similar workshop curricula
- d) Knowledge of a variety of qualitative and quantitative data collection methods
- e) Strong interpersonal abilities and excellent communication skills.
- f) Strong writing and analysis skills
- g) Member of the Canadian Evaluation Society, preferably with the CE Designation, in good standing
- h) Experience in working for not for profits organizations, ideally with feminist organizations.

3.6 Budget

The budget available for this evaluation process is \$15,000 plus applicable tax. In addition to this budget for fees, travel expenses to the Winnipeg workshop will be covered to a maximum of \$2,000 using WinSETT rates and the most economical means of travel.

4 Deliverables

Over the course of the engagement, the evaluator will be expected to deliver the following:

1. Detailed Project Work plan
2. Annotated Table of Contents of Final Report
3. Weekly progress update emails
4. Updated Theory of Change
5. Logic Model
6. Evaluation Framework
7. Data Source Map
8. Protocols for Surveys and Interviews
9. Preliminary Results Report for results workshop
10. Final Report including methods, Logic Model, results, recommendations, observations, appendices with updated Theory of Change, detailed data analysis and PowerPoint deck of results for presentation to the WinSETT Board and Stakeholders

5 Proposal Requirements

The proposal will:

- Demonstrate the qualifications and experience of the consultant(s) in
 - program evaluation
 - protocol design
 - qualitative and quantitative data collection and analysis
 - women in SETT and not for profit sectors
 - feminist analysis
 - not for profit financial analysis
 - reviewing similar workshop curricula
 - planning and facilitating results workshops.
- show membership in CES of all team members and preferably CE designation(s)

- outline a workplan and timeline with level of effort by each team member and cost per team member
- include a summary budget within the maximum project budget (including travel budget for Winnipeg workshop).
- be submitted electronically in adobe.pdf format by the deadline
- not to exceed 10 pages, including appendices.

6 Queries

Please direct any questions about the RFP via email to Melanie Frampton, Project Manager, WinSETT mframpton@hollettandsons.ca by August 15, 2019.

7 To Apply

Please send your proposal to Melanie Frampton, Project Manager, WinSETT mframpton@hollettandsons.ca by August 25, 2019.