

## Canadian Centre for Women in Science, Engineering, Trades and Technology (WinSETT Centre)

### Who we are

The Canadian Centre for Women in Science, Engineering, Trades and Technology (WinSETT Centre) is an action-oriented organization that aspires to recruit, retain and advance women in science, engineering, trades and technology. WinSETT Centre takes a national focus on advocating for women's full inclusion in SETT workplaces and fosters links between academia, industry, governments, associations, unions, and non-governmental organizations.

The Centre was incorporated as a Canadian not-for-profit corporation in 2009 after regional consultations and three national forums with key stakeholders.

**Our Vision** is a world where women participate fully in science, engineering, trades and technology.

**Our Mission:** Through collaboration and partnership, the WinSETT Centre creates and fosters opportunities that encourage women to enter, stay and grow in science, engineering, trades and technology careers, with the goal of maximizing Canada's human resource potential, increasing innovation, and driving Canadian economic development.



*SETT industries depend on innovation and they  
need the diverse skills  
and perspectives of women to compete in the  
global economy.*

*– Dr. Margaret-Ann Armour  
Chair, WinSETT Centre*

### What we do

WinSETT achieves its mission by developing and disseminating - through collaboration and partnerships - the tools, services and expertise useful to women, industry, governments, associations, unions, educational institutions and non-governmental organizations.

The Centre has three Strategic Priorities:

1. Increase the leadership of women at all levels of the science, engineering, trades and technology workforce.
2. Be recognized as a national resource on matters relating to women in science, engineering, trades and technology.
3. Achieve sustainability.

On a day to day basis, WinSETT markets and delivers workshops and interactive presentations in cities and at conferences across Canada to advance the retention and leadership of women in SETT, and to create a positive culture for women in the workplace.

The Centre collaborates on projects with like-minded organizations, industry sponsors, and academic research initiatives, and promotes and celebrates the leadership of women through speaking engagements, as role models and mentors, and through its quarterly Leadership Letter.

## Highlights of 2017

- Launch of a three-year project titled *Improving Workplace Culture in Alberta Science, Engineering, Trades and Technology Companies by Decreasing Implicit Bias and Stereotype Threat*, with funding from Government of Canada.
- Husky Energy Platinum Sponsorship, 2015-2017.
- Successful delivery of the WinSETT Workshop Series in Toronto, St. John's and Vancouver.
- Translation and delivery of two WinSETT workshops in Québec, with collaboration of NSERC Chair, Women in Science and Engineering and support from the Government of Québec.
- Development and piloting of a workshop on Emotional Intelligence, now added to the WinSETT Workshop Series
- New workshop facilitators recruited in Ontario and Alberta, to meet the growing demand for our workshops and special topics.

## Women in SETT Leadership Program

Through its flagship Women in SETT Leadership Program, WinSETT delivers high value professional development workshops tailored to early- to mid-career female engineers, scientists and technologists. Since 2011, the Centre has delivered more than 110 workshops (full day), and 22 Special Topics (2-hour) across Canada. More than 2,500 women have taken part in the workshops, special topics and in the online Women in SETT Leadership Network.

In 2017 the Leadership Program began marketing its six workshops as a Series. Industry and post-secondary institutions have come forward to sponsor the Series, providing marketing, location and logistical support. Feedback on the Leadership workshops is gathered, analyzed and utilized to improve the content and delivery. Managers and leaders also benefit from customized workshops and special topic sessions to cultivate and advance a positive culture for SETT workplaces.

## Building Respectful and Inclusive Workplaces

WinSETT Centre is committed to improving workplace culture and building respectful and inclusive workplaces in SETT fields across Canada. Since 2009, the Centre has gathered feedback from women and employers who have participated in its workshops on Leadership and Towards Respectful and Inclusive Workplaces. These individuals have repeatedly and consistently identified SETT workplace cultures as a challenge in their workplace. A Needs Assessment completed by WinSETT in 2014 reinforced the important influence workplace culture has on the retention and advancement of women in SETT.



*My issue with negotiating and being respected as a woman is having my thoughts heard and respected in an office full of older males.*

*– Workshop participant, Calgary, 2017*

In 2017 WinSETT received \$354,128 in funding for a three-year project to challenge gender biases and stereotypes impeding women from joining and staying in the SETT sectors in Alberta. The Improving Workplace Culture Project is working with industry partners to develop strategies to address these stereotypes and implicit biases. These will then be shared with stakeholders, including potential employers.

The project partners include Husky Energy, Enbridge and Sherritt Metals. Their representatives are working on improving workplace culture in their organizations. The same representatives, along with 150 other delegates from Status of Women Canada projects, are taking part in the Gender Equality Network Canada, developing policies that will enable the federal government to move forward on its agenda to improve the status and lives of women in Canada.

## Partnerships

In 2017 WinSETT Centre entered a partnership with an NSERC-funded Canadian research project to foster women's inclusion and success in STEM (Science, Technology, Engineering, and Mathematics). Over a six-year period, the project will explore how adults can be educated about implicit bias in a way that fosters mutual respect and creates a more inclusive culture in the workplace. WinSETT Centre will be involved in workshop development and delivery.

### What Makes WinSETT Unique?

- Exclusive focus on women in science, engineering, trades and technology – our research, studies and best practices focus on SETT workplaces
- 100% Canadian – our focus remains on the Canadian reality as well as insights from international research
- From coast to coast – more than 100 workshops have been delivered to 2,000+ women
- Led by mission, driven by values of collaboration, equity, inclusion, fairness and respect
- Working with all stakeholders – we collaborate with industry, academia, professional associations and organizations that promote women in SETT
- Our goals are to strengthen the women and to contribute to creating SETT work environments that are respectful and inclusive of all people.
- Removing the isolation – WinSETT Leadership Network – for workshop participants to stay current, keep connected and contribute to the community.

### Structure and Governance

The WinSETT Centre is run by a national Board of Directors that meets five times per year, including one face to face meeting. The Chair of the Board is Dr. Margaret-Ann Armour, Associate Dean of Diversity at the University of Alberta; and the Vice-Chair is Marg Latham, President of Aqua Libra Consulting Ltd. in BC.

Among the thirteen WinSETT Directors are university deans and professors, senior managers of government agencies, Natural Sciences and Engineering Research Council (NSERC) Research Chairs, women working as civil, mechanical and computer engineers, educators, chemists and soil scientists, information managers, financial managers, and CEOs.

WinSETT Directors hold two-year terms. As a Working Board, they guide and support the consultants and project managers who deliver WinSETT Centre programs

### Committees of the Board

**Policies and Procedures Committee** – This committee developed WinSETT's Policies and Procedures Manual in 2013, with revisions in 2015. In 2017 the committee added a new

section on Succession Planning, proposing avenues for internal leadership development, as well as strategies for achieving diversity and balanced representation of the four pillars of science, engineering, trades and technology on the Board. A Champion and a Shadow Champion were identified for each initiative that WinSETT is involved in and Directors have stepped forward to volunteer for these positions.

**Fundraising / Funding Committee** – The Fundraising Committee is charged with finding the resources to make the WinSETT Centre sustainable over the long term. A Sponsorship Program developed in 2015 was fine-tuned to allow for customized sponsorships. The committee worked hard to prepare marketing tools for attracting, renewing and monitoring sponsorships. We were delighted when Husky Energy decided in 2017 to renew its Platinum Sponsorship of WinSETT Centre for 2018-2019. Workshops and Special Topics will be offered to their employees in Alberta and Newfoundland and Labrador as part of the sponsorship. Fundraising is one of WinSETT’s top priorities, especially as it aims to recruit an Executive Director by 2020.

**Knowledge-Base Project Committee** - This committee’s goal is to offer a web-based database including Canadian statistics, research papers, reports, articles. This will improve WinSETT’s capacity to respond quickly to media/public requests for information, comment on current issues, identify and develop timely project proposals, and keep our products current.

Reflecting on 2017 and looking to the future, WinSETT Chair Dr. Margaret-Ann Armour observed: *I have seen dramatic changes in attitude especially towards gender diversity in selection committees in the Faculty of Science at the University of Alberta, and as a result, increased hiring of women into Departments where they were few. Change will accelerate, and the WinSETT Centre will be at the forefront when that happens.*

The WinSETT Board of Directors is currently developing its new strategic plan that will come into effect in January 2019.