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# WINSETT ANNUAL REPORT 2018



Winsett  
Centre

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

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

Annual Report  
2018



Message from Dr. Margaret-Ann Armour, WinSETT Chair

*Although I was born an optimist, I do not think that was necessary for me to believe that the WinSETT Centre is making change happen and will continue to do so. Our current Status of Women Canada project on moving towards inclusive and respectful workplaces requires a culture change and we know that is always slow.*

*Much of our work goes according to Ursula Franklin's earthworm theory - preparing the ground to be fertile and that takes time. At first, we see little difference. Then, when the seed falls, it can grow, and change happens. I think that we are close to the seed taking root.*

*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. It is still slow progress, but when the plant has grown stronger roots and is given more nutrients, change will accelerate. The WinSETT Centre will be at the forefront when that happens.*

A handwritten signature in black ink that reads "Margaret-Ann Armour". The signature is written in a cursive, flowing style.

WinSETT Centre acknowledges the Platinum Sponsorship of Husky Energy



## WinSETT Vision and Mission

**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, grow and lead in science, engineering, trades and technology careers, with the goal of maximizing Canada's human resource potential, increasing innovation, and driving Canadian economic development.

## Executive Summary

- In 2018 the WinSETT Board of Directors charted a course to increase the sustainability of the Centre through marketing of workshops, customization of sponsorships, outreach to new partners, and grant proposals.
- Delivery of WinSETT's Leadership Program has more than doubled in recent years. WinSETT Facilitators delivered 30 workshops and 16 Special Topics across Canada in 2018.
- Husky Energy renewed its two-year Platinum sponsorship with the WinSETT Centre on March 23, 2018, with a value of \$75,000. The sponsorship benefits for Husky in the Atlantic and Alberta regions include a set of workshops and special topics/workplace culture advisories, plus recognition in promotional materials and through social media.
- WinSETT directors in Alberta provided leadership for the biennial Conference of the Canadian Coalition for Women in Engineering, Science, Trades and Technology held in Edmonton in June. The conference brought together 450 participants and many sponsors from SETT industries to share their experiences with diversity and inclusion.
- Funding from Status of Women Canada moved into year two. The project - *Improving Workplace Culture in Alberta Science, Engineering, Trades and Technology Companies by Decreasing Implicit Bias and Stereotype Threat* - completed a literature review, developed logic models and held planning sessions with representatives from Husky Energy, Enbridge, Sherritt Metals and Norquest College.
- WinSETT's partnership on the Engendering Success in STEM research consortium yielded new knowledge tools and infographics. Our facilitators collaborated on the development of workshops on leadership and inclusion set to launch in 2019.
- Three major funding proposals were submitted.

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- WinSETT presented in a panel discussion at the Canadian Apprenticeship Forum's *Supporting Women in Trades* event in Halifax in November 2018.
- Ten Roberta Bondar Scholarship recipients took part in the WinSETT Leadership Workshop Series in Halifax in April 2018.



### 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 in 2009 after regional consultations and three national forums with key stakeholders. Incorporation was continued under the Canadian Not-for-profit Corporations Act in 2014, and WinSETT is now registered in Alberta and Newfoundland and Labrador.

### 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.

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2. Be recognized as a national resource on matters relating to women in science, engineering, trades and technology.
3. Achieve sustainability.

We collaborate on projects with like-minded organizations, industry sponsors, and academic research initiatives, and promote and celebrate the leadership of women through speaking engagements, as role models and mentors, and through our Leadership Letter.

### Women in SETT Leadership Program

Through our flagship Women in SETT Leadership Program, WinSETT delivers high value professional development workshops tailored to early- to mid-career female engineers, scientists, tradeswomen and technologists. Graduate students and senior undergraduates have also benefited. The program is developed by professionals based on the experiences of women in SETT and grounded in current research and practice.

Workshops presently in delivery are:

- Becoming Leaders: An Introduction to Leadership Skills and Strategies
- Effective Communications
- Negotiating for Success
- Navigating the Politics of the Workplace
- Networks, Mentors and Sponsors
- Emotional Intelligence

The Leadership Program is managed and delivered by our National Coordinator Susan Hollett, an Assistant Coordinator and seven facilitators across the country (Vancouver, Edmonton, Toronto, Halifax and St. John's).

As of November 2018, we had delivered more than 135 full-day workshops and 30 Special Topics (1-2 hours) to over 4,000 participants over a period of eight years, in ten provinces across Canada.

In 2018 alone, the Women in SETT Leadership Program delivered 30 workshops in Victoria, Vancouver, Calgary, Edmonton, Toronto, Halifax and St. John's. In the larger cities, workshops were packaged into series of six. Local sponsors and hosts assisted with venue, catering, travel and printing.

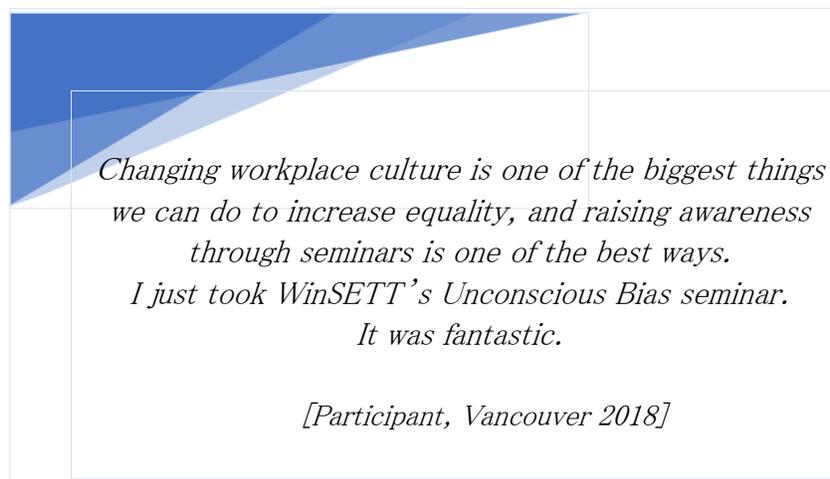
Our Special Topics are sessions for mixed gender audiences. They examine an aspect of the workshop in a shorter time. The 11 Special Topics cover themes such as Addressing and Understanding Unconscious Bias; Leading Change; Creating Respectful and Inclusive Workplaces; and Addressing and Understanding Microaggressions.

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In 2018, Special Topics were hosted by colleges and universities, government agencies, professional associations, companies and local women in science, engineering, trades and technology groups in Brandon, Charlottetown, Edmonton, Halifax, Port Hawkesbury, St. John's and Vancouver.

### Improving Workplace Culture

In addition to our Women in SETT Leadership Program, WinSETT is highly committed to improving workplace culture and building respectful and inclusive workplaces in the SETT sector across Canada. Since 2009, the Centre has gathered feedback from women and employers who have participated in its workshops. These individuals have repeatedly and consistently identified SETT workplace culture as a challenge.



2018 was the second year of WinSETT's *Improving Workplace Culture* project. Funded by Status of Women Canada, the project's purpose is to challenge gender biases and stereotypes that impede women from joining and staying in the SETT sectors in Alberta. A literature review explored recent studies on bias, discrimination and attitudes towards women in science, technology, engineering and math (STEM) professions and ways that some workplaces have actively diminished these issues.

WinSETT is sharing knowledge and working with industry partners Husky Energy, Enbridge and Sherritt Metals to improve workplace culture. Representatives from this project are also taking part in the Gender Equality Network Canada, developing policies that will enable the federal government to improve the status and lives of women in Canada.

### Success in STEM Partnership

WinSETT Centre is proud to be partnering on a SSHRC-funded Canadian research consortium - *Engendering STEM Success* – that is building paths to women's inclusion and success in science,

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technology, engineering and mathematics. Over a six-year period, the project is exploring 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 is involved in developing and delivering workshops for the project.

### Partners, Sponsors and Funders

WinSETT Centre values the collaboration and contributions of the following partners, funders and sponsors to the success of our Leadership Program workshops and special topics, our Improving Workplace Culture Project, the Success in STEM project and other initiatives during 2018:

- Association of Professional Engineers and Geoscientists of Alberta (APEGA)
- Canadian Apprenticeship Forum
- Canadian Coalition for Women in Engineering, Science, Trades and Technology (CCWESTT)
- Emera NL
- Engineers PEI
- Engineers and Geoscientists New Brunswick
- Enbridge
- Husky Energy
- Hydro One
- Marine Environmental Observation Prediction and Response Unit (MEOPAR)
- Memorial University of Newfoundland and Labrador, Faculty of Engineering and Applied Science
- NL Hydro / Nalcor
- Newfoundland Power
- Northern Alberta Institute of Technology (NAIT)
- Nova Scotia Community College (NSCC)
- Natural Sciences and Engineering Research Council (NSERC) Chairs for Women in Science and Engineering, Atlantic, Québec, Ontario, Prairies, BC/Yukon
- Rio Tinto IOC
- Shell
- Society of Canadian Women in Technology (SCWIST)
- Southern Alberta Institute of Technology (SAIT)
- Status of Women Canada
- Suncor
- Taqa North
- Technical Safety BC
- University of Alberta
- University of British Columbia, Social Psychology – Success in STEM
- University of Calgary
- University of Victoria Science
- UVIC Women in Science
- WISE Atlantic

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- Women in Chemistry University of Alberta
- Women in Scholarship, Engineering, Science and Technology (WISEST)
- Women in Science and Engineering, Newfoundland and Labrador (WISE NL)

### Structure and Governance

WinSETT Centre is governed by a national Board of Directors that meets five times per year. The Chair of the Board is Dr. Margaret-Ann Armour, Associate Dean of Diversity at the University of Alberta. The Vice-Chair is Marg Latham, PEng CMC, President of Aqua Libra Consulting in British Columbia.

Among the thirteen WinSETT directors are university deans and professors, engineers, senior managers of government agencies, NSERC Chairs, engineers, educators, chemists and soil scientists, information managers, financial managers, and CEOs.

Our directors hold two-year terms. As a working board, they guide and support the consultants and project managers who deliver the Centre's programs and projects.

### Committees of the Board

**Policies and Procedures Committee** – This committee reviews WinSETT's Policies and Procedures Manual every two years. In 2017 the committee added a new section on Succession Planning, and strategies for achieving diversity as well as balance among the fields of science, engineering, trades and technology. A Champion and Shadow Champion was identified for each major initiative in which WinSETT is involved.

**Fundraising / Funding Committee** – The Funding Committee is charged with making the WinSETT Centre sustainable over the long term. Fundraising is a top priority. To this end, WinSETT submitted three major project proposals in 2018. We fine-tuned our Sponsorship Program and prepared marketing tools to attract and renew sponsorships.

### What Makes WinSETT Unique?

- Our focus on women in science, engineering, trades and technology – our research, studies and best practices address SETT workplaces.
- We are 100% Canadian – our attention remains on the Canadian reality while we draw insights from international research.
- We are led by a vision and mission, and driven by values of collaboration, equity, inclusion, fairness and respect.

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- We work together 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’s social media presence helps workshop and session participants to stay current, keep connected and contribute to the community.

# Winsett Centre

For further information contact [administrator@winsett.ca](mailto:administrator@winsett.ca)  
or [info@winsett.ca](mailto:info@winsett.ca)

Engage with WinSETT on social media at:

[www.winsett.ca](http://www.winsett.ca)

[www.facebook.com/WinSETTCentre](https://www.facebook.com/WinSETTCentre)

Linkedin: WinSETT Centre Canada

Twitter: @WinSETTCentre

Facebook:

Instagram: @winsett\_centre

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