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WINSETT ANNUAL REPORT (2019)



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
2019



Message from Marg Latham, P.Eng, CMC, WinSETT Chair

I became Chair of WinSETT earlier this year after our founding Chair, Dr. Margaret-Ann Armour, Associate Dean of Diversity at the University of Alberta passed away. Her heartbreaking loss made 2019 a tumultuous year for WinSETT and its many Board members and contractors. However, the Board and I have not wavered in our commitment to the WinSETT Vision and to continuing Margaret-Ann's legacy.

The business case for increasing women in SETT has been made over and again. Better results, more ethical decision-making, more creative solutions, mirroring the clients that organizations serve and many other powerful reasons why increasing women in these areas should be an imperative for any organization. As with any long-ingrained issue, the difficulty is in the how. What actions are needed and how successful are they?

Our annual report describes how WinSETT Centre has worked towards a world where women participate fully in science, engineering, trades and technology in 2019. We look forward to working with our partners and sponsors to continue this journey in 2020.

A handwritten signature in cursive script that reads "Marg Latham". The signature is written in black ink and is positioned to the right of the main text block.

Executive Summary

- In 2019, the WinSETT Board of Directors continued to make WinSETT more sustainable through marketing of workshops, customization of sponsorships, outreach to new partners, and grant proposals.
- Delivery of the WinSETT Leadership Program has more than doubled in recent years. WinSETT Facilitators delivered 60 workshops and 25 Special Topics across Canada in 2019.
- In the second year of Husky Energy's two-year Platinum sponsorship of the WinSETT Centre (value of \$75,000), the sponsorship benefits to Husky in the Atlantic and Alberta regions included workshops and special topics, plus recognition in promotional materials and through social media.
- Funding from Status of Women Canada moved into year three for the project *Improving Workplace Culture in Alberta Science, Engineering, Trades and Technology Companies by Decreasing Implicit Bias and Stereotype Threat*.
- WinSETT continued its partnership on the Engendering Success in STEM research consortium delivering several workshops to consortium partner companies in 2019.
- Due to the timing of the federal election, no major federal funding opportunities were available to WinSETT in 2019. A proposal to the newly named Department of Women and Gender Equality was submitted in December 2018 with a focus on capacity-building. Though this proposal was not successful, WinSETT continues to actively pursue funding that will ensure the organization is positioned for long-term financial sustainability.

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.

WinSETT was launched in 2010 after regional consultations and three national forums with key stakeholders including women in SETT. Incorporation was continued under the Canadian Not-for-profit Corporations Act in 2014, and WinSETT is now registered in Alberta and Newfoundland and Labrador. We will be celebrating WinSETT's 10th year at the 18th Biennial CCWESTT conference, May 21-23, 2020 in Winnipeg.

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Our Vision: 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.

Guiding Principles in support of our Mission

- Fostering inclusivity and respect
- Representing the diversity we promote
- Being aware of what we don't know
- Listening to others who do know
- Building on what others have done
- Using what we have learned to be better and accomplish more
- Stepping out of our comfort zones
- Finding new ways to share and collaborate
- Understanding and valuing intersectionality

What we do

The WinSETT Centre takes a national focus on advocating for women's full inclusion in science, engineering, trades and technology workplaces and fosters links between academia, industry, governments, associations, unions and non-governmental organizations. The WinSETT Centre creates and fosters opportunities to advance women's leadership in the technically skilled workforce by:

- Delivering workshops to support the retention and advance the leadership of women in science, engineering, trades and technology fields, creating a positive culture for women in the workplace;
- Partnering on specific projects with like-minded organizations such as the Canadian Coalition of Women in Engineering, Science, Trades and Technology (CCWESTT) member groups, universities, professional associations and governments on projects to improve the participation of women in SETT careers; and
- Promoting and celebrating the leadership of women in science, engineering, trades and technology organizations and as role models and mentors.

The Centre has four Strategic Priorities:

- Provide women with the skills they need to grow their careers and lead at all levels of SETT organizations
- Help SETT employers make their workplaces more respectful and inclusive for women
- Be recognized as a national resource on matters relating to women in science, engineering, trades and technology
- Achieve sustainability

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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 nine facilitators across the country (based in Vancouver, Edmonton, Calgary, Toronto, Waterloo, Ottawa, Halifax and St. John's).

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As of December 2019, over a period of nine years, we have delivered more than 200 full-day workshops and 50 Special Topics (1-2 hours) to over 4,600 participants in Canada. For the first time in 2019, we delivered a full six-workshop series in Houston, Texas to employees of a Canadian-based company.

In 2019 alone, the Women in SETT Leadership Program delivered 60 workshops and 25 Special Topics. 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.

In 2019, Special Topics were hosted by colleges and universities, government agencies, professional associations, companies and local women in science, engineering, trades and technology groups in Whitehorse, Saint John, Calgary, Edmonton, Charlottetown, Chatham, Ottawa, Bay D’Espoir, Bishop’s Falls, St. John’s, Toronto and Vancouver.

WinSETT Centre recognizes the contributions of the following sponsors, partners, funders and host organizations in 2019:



Improving Workplace Culture Project

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 2010, 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.

2019 was the third year of the WinSETT Centre *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. This project's legacy will help WinSETT build a Respectful and Inclusive Workplace Program to support other SETT employers in making their workplaces more respectful and inclusive.

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, 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. An output of this project is a new Special Topic called Allyship that will help others, particularly men, become allies to support the women in SETT in their workplace.

Priorities for 2020

WinSETT Centre has set priorities for its work in 2020, including:

- Celebrate 10 years since the organization's launch, including efforts to mark this occasion at the 2020 CCWESTT Conference in Winnipeg
- Refresh and update the WinSETT website, helping us reach more women in SETT, ensure resources for women and employers are searchable, and attract support from companies and organizations with an interest in our mandate
- Recruit and engage new Directors to the WinSETT Board, bringing new insights and energy to our work

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- Continue to grow and sustain our Women in SETT Leadership Program
- Continue to seek and engage in projects that build on ways to improve the culture of SETT workplaces by making them more respectful and inclusive

Structure and Governance

WinSETT Centre is governed by a national Board of Directors that meets five times per year. In 2019, WinSETT suffered the heartbreaking loss of our founding Chair, Dr. Margaret-Ann Armour. Marg Latham, P.Eng, CMC, President of Aqua Libra Consulting in British Columbia, who had been the Vice Chair since 2016, became Chair and Sarah Watts-Rynard, CEO, Polytechnics Canada, became Vice Chair.

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

Our Directors are elected to 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

Executive Committee – The Executive Committee is responsible for setting direction and supporting the work of the Board. It includes the Chair, Vice-Chair and Treasurer, who report to the Board on items such as the Strategic Plan, Finances, Sponsorships, Communications and Board recruitment.

Funding Committee – The Funding Committee is charged with making the WinSETT Centre sustainable over the long term. Fundraising is a top priority. In 2019, we fine-tuned our Sponsorship Program and prepared new marketing tools to attract and renew sponsorships.

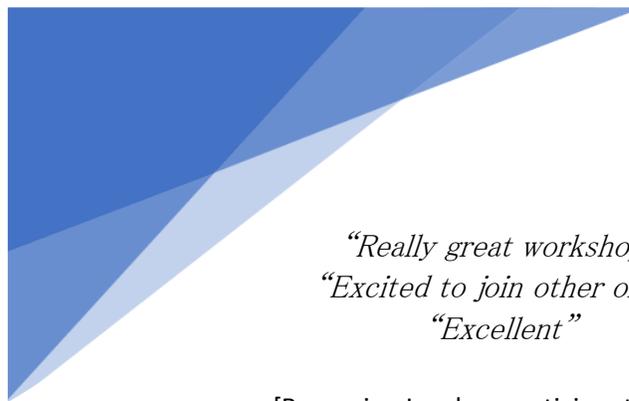
Leadership Program Committee – This Committee was established in 2019 to guide and provide advice related to the Leadership Program's business model. Since moving to the delivery of an entire series of workshops in each location, the program has had to adapt its approaches to promotion, sponsorship and participation rates to remain financially viable over the longer term.

What Makes WinSETT Unique?

- Our focus on women in science, engineering, trades and technology – our research, studies and best practices are focused on the needs of 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 – the WinSETT Centre social media presence and its online Leadership Network help workshop and session participants to stay current, keep connected and contribute to the community.



“Really great workshop”
“Excited to join other ones”
“Excellent”

[Becoming Leaders participants’ feedback,
Calgary 2019]

“Excellent”
“Well organized and time management of material - great work”
“Enjoyed the day - excellent facilitator, looking forward to doing more workshops”

[Emotional Intelligence participants’ feedback,
St. John’s, 2019]

Winsett Centre

For further information contact administrator@winsett.ca

Engage with WinSETT on social media at:

www.winsett.ca

www.facebook.com/WinSETTCentre

LinkedIn: WinSETT Centre Canada

Twitter: @WinSETTCentre

Instagram: @winsett_centre