Concurrent Presentations

Theme:
Recruitment / Retention

Better Together: Accelerating SETT Women's Personal and Professional Success through Group Coaching and Online Community

Presenters
Erica Lee-Garcia, Women in Science, Engineering, Trades and Technology (WinSETT)
Christina Gale, Women in Science, Engineering, Trades and Technology (WinSETT)

WinSETT is contributing to the recovery from the impacts of COVID-19 for Canadian women in SETT. Working virtually added a new complexity and getting noticed can be more difficult than ever. We have all had to acclimatize to remote work and may find ourselves cut off from normal opportunities to socialize and build relationships. Leadership, communication, career management and other so-called 'soft' skills are important tools that propel women toward their career objectives. Generic leadership training may help but fail to illuminate the gender-based obstacles that may be holding SETT women back. In May 2022, we'll kick off the pilot of a new 8-week program for women in SETT and their allies (all genders welcomed). Through the combination of online learning, online group coaching sessions and an online community, we'll help our participants find: -clarity on their most important professional and personal goals, -confidence on the actions they need to take to make their goals happen, and -community and practical support to get them done: thus, providing each participant an accelerated path to success – as they define it for themselves. Our programs attract a wide array of SETT women and their allies across Canada. Our participants will connect and network, share stories and discover which challenges they share. Each group coaching will be led by an expert facilitator who will provide personalized insights and recommendations, as well as practical, actionable tips and strategies. Most importantly our participants will lift each other up and watch each other succeed.

Building a Diverse and inclusive Talent Pipeline for the Ocean and Marine Sector of Atlantic Canada

Presenter
Tanya Lush, COVE

COVE boasts a well-established history of championing EDI (Equity, Diversity, and Inclusion) in the blue economy, not only demonstrated internally at COVE through our programming and with our 60 resident businesses, but also with far-reaching partnerships and initiatives nationwide with corporate Canada and equity seeking groups. Since our core workforce development work began, education and outreach has been fundamental to its purpose and mandate. We have built and delivered very successful workforce development programming focusing on career education, exploration and diversifying the talent pipeline for close to a decade. Our outreach ranges from elementary school pupils and educators to mid-career professionals and industry leaders. Our session will share the best practices and examples

of talent pipeline activities for inclusive and diverse recruitment and retention in our sector(particularly focusing on high school and post-secondary students), as well the mindful approach in of project/program development in how we weave EDI into all of our workforce development projects and initiatives.

Let's Talk: Women in STEM and Science Teaching

Presenters
Donatille MUJAWAMARIYA, Université d'Ottawa
Janelle Fournier, Université d'Ottawa

How many women in STEM in the contemporary era? What were/are their major contributions to STEM fields? And how can science teaching, at the elementary, secondary and university levels, contribute to a better promotion/participation of women in STEM for the benefit of all society? These are some of the questions we want to address with the audience, during the talk to which women and men are all invited. The floor is yours!

Collaborating for Greater Gender Diversity in University Engineering Programs

Presenters
Joëlle Pelletier-Nolet, NSERC Chair for Women in Sciences and Engineering (Quebec Region)
Eve Langelier, NSERC Chair for Women in Sciences and Engineering (Quebec Region)
Jade Brodeur, NSERC Chair for Women in Sciences and Engineering (Quebec Region)
Vincent Belletête, École de gestion
Nolwenn Crozet, Faculté des lettres et sciences humaines

Since 2011, Engineers Canada has set a national target of 30% women newly admitted to provincial orders by 2030. Engineers Canada's 30 by 30 initiative shows the need to take concrete action in our universities. Indeed, the focus on increasing the number of women in engineering mainly concerns Canadian universities that are mandated with graduating more women students in these fields. To this end, the Chair for Women in Science and Engineering in Quebec has developed a project to identify recruitment, retention and academic support practices for women students in engineering faculties, schools and departments in Quebec. In this proposed presentation, we will present the report Collaborating for Greater Gender Diversity in University Engineering Programs as a result of this project. This report is a tool that universities can use to devise an action plan. It is divided into three parts. The first presents the design of the inventory, the practices collected and the key findings. The second features a discussion of the measures proposed in the inventory, supported by a literature review, and gives examples of promising or proven practices in Western countries. The third part concludes with 14 recommendations for the university community in order to effectively guide efforts to improve women's representation in engineering. Although the project was conducted for the engineering field at the university level, it could be transposed to science programs and college programs in science and engineering. Moreover, this report sets forth findings and information that could inspire the field of science.

COVID-19 and it's effect on our tools stop the leaky pipeline

Presenter
Lori Wareham, University of Saskatchewan/McInnes Cooper

Mentorship has long been found by research to be the best method for retention, when done correctly. Before the concept of 'bias' and ' " were terms used commonly in workplace trainings, social science research had found them integral to why minorities in male-dominated workplaces left in disproportionate numbers. While the concept of the workplace has continue to evolve- none so rapidly as by the catalyst of COVID-19. With more people working from home (large numbers of them identifying as women), and more social programming being cut for safety reasons- we are potentially hitting a new leak in the 'leaky pipeline'. This presentation will look at the research we have, as well as the stats coming out of COVID-19 to project new issues employers and alike may wish to keep aware of to avoid more women leaving WESTT fields.

Exposure to Engineering: High School Participation in Outreach Programs, Role Models, and Recruitment Events and Likelihood of Engineering Program Graduation

Presenter
Nicole Wilson, University of Alberta

Girls and women are under represented in engineering. Researchers recommend building awareness and maintaining interest in STEM careers through more frequent exposure to STEM, including through relationships with role models, participation in outreach programs, and university and program information. However, limited research is available looking at the long term outcomes of this programming for students. We take an occupational fit perspective to look at whether exposure to engineering prior to entry, such as through outreach programs, leads individuals to better assess the fit between their values and interests and ultimately to complete their engineering degree. In this study, we surveyed students about their outreach program, role models, and recruitment event participation in high school and assessed whether they graduated or not 5 years later. Results suggested that there are differences among male and female students and also point to future research directions for understanding girls and women's attraction and retention in engineering.

Reflections on the experiences, challenges, and successes of the L’Oréal laureates: what more needs to be done?

Presenters
Virginie Hotte-Dupuis, L'Oréal Canada
Eleanor Haine, Canadian Commission for UNESCO
Liette Vasseur, Brock University

As the L’Oréal For Women in Science program initiates the process of selection for its 20th edition, it is important to reflect and celebrate the success of the previous laureates and discuss their challenges and the strategies that they have taken to further their careers in science. Where are they now? How did the fellowships help them to be recruited and retained as scientists? L’Oréal For Women in Science fellows are great mentors for young women coming into science. Through their reflections and experience, this session will examine what has been done and what else can be done to continue supporting women in science. L’Oréal Canada and the Canadian Commission for UNESCO will also present their side of the

story as supporters and sponsors of women in science. The brief presentations of the panel will be followed by a question period during which participants may also suggest ideas and strategies to remove the barriers for equity, diversity, and inclusion in science.

She Persisted, or Did She? The Role of Belongingness and Utility Value in Women's Persistence in STEM

Presenters
Randy Lynn Newman, Acadia University, Department of Psychology
Hanna Bincik, Acadia University, Department of Psychology
Joseph Hayes, Acadia University, Department of Psychology
Tamara Franz-Odendaal, Mount Saint Vincent University, Department of Biology, and NSERC Chair of Women in Science and Engineering (Atlantic)

The degree to which women expect, perceive, and are influenced by negative stereotypes pertaining to their abilities or interests acts as a barrier to entry and persistence in science, technology, engineering, and math (i.e., STEM) fields. In this presentation, we will review results from a multi-institutional study examining the impact of stereotype vulnerability on differing aspects of university students' commitment to their academic major (i.e., personal identity versus obligation and perceived costs) along with the potential mediating effects of belongingness, life satisfaction, and utility value. We surveyed Canadian undergraduate students (N = 496) enrolled in a range of academic majors (i.e., physical sciences [pSTEM], life sciences [lsSTEM] and non-STEM). Results of moderated mediation analyses indicate that women are more vulnerable to stereotypes than men, particularly in pSTEM fields. Moreover, women's vulnerability to stereotypes serves as an antecedent to reduced belongingness, a devaluing of their major, and reduced life satisfaction, all of which predict lower levels of identity-based academic commitment. Findings underscore the importance of dispelling negative cultural stereotypes about women's abilities, particularly within pSTEM fields, as a way of encouraging women to enter and persist in these fields.

WinSETT – Who are We? Where We've Been and Where We're Going – Help us shape our future in support of Women and Employers in SETT

Presenters
Marg Latham, WinSETT Centre
Sarah Watts-Rynard, WinSETT Centre
Edna Dach, WinSETT Centre

WinSETT was launched at the CCWESTT Conference in 2010 to develop leadership programming that would enable and encourage early- and mid-career women to enter, grow, stay and lead at all levels in SETT workplaces. Over the last decade, we've built in-person and online leadership programs for women and through our project work with researchers and employers, initiated efforts to influence SETT workplace culture to be more respectful and inclusive. This action-oriented mission is what drives us. We strive for a world where women participate fully in science, engineering, trades and technology. At CCWESTT in 2020, WinSETT had planned a session to celebrate our 10-year anniversary and hoped to engage attendees in a vision of our next 10 years. In this fun interactive session, Marg Latham, Chair of WinSETT along with Sarah Watts-Rynard, Vice Chair and Edna Dach will present the past, present and future of the WinSETT. Come along and discover information about the WinSETT Centre and the work that has been accomplished to date including the most recent project with WAGE, Reducing Systemic Barriers in Science, Engineering, Trades and Technology to Advance More Women In SETT. During the session participants will break into groups to discuss future opportunities for WinSETT. They will also

have the opportunity to see a never-before-seen video of our founder, Dr. Margaret-Ann Armour. We will draw on the collective expertise of CCWESTT attendees to help us chart a path for the next decade and understand where we can build continued impact for women in SETT.