NSERC / Pratt & Whitney Canada Chair for Women in Science and Engineering for Ontario

www.scieng-women-ontario.ca
“Ontario’s economy thrives through its unique combination of resources, manufacturing expertise, exports and a drive for innovation. Ontario generates 37% of the national GDP and is home to almost 50% of all employees in high tech, financial services and other knowledge-intensive industries”
Objectives / Goals

- **recruitment to the professions** (through outreach at elementary and secondary schools and university-based programs to retain and attract more women in these fields and further develop their capabilities and motivations through active mentoring and role modelling)

- **retention and advancement of those professionals already employed in S&E sectors** (through career development activities for women S&E professionals at large and diversity awareness and career development activities for men and women within the sponsoring company)

- study the status of women and the S&E environment through a research program on Women in Aerospace, IT and Biotechnology and Globalization.
Sample Activities

• Cultural diversity & communications for men & women
  • At sponsor industry site: Pratt & Whitney Canada aircraft engines
  • Day of Teamwork during National Engineering Month – Ottawa

• Activities & resources for professional women
  • Awareness / networking campaigns: 30 in 30, Women in Aerospace, WinIT
  • Communications resources
  • Take the Final Step workshop for promotion to full professor

• Research
  • Communications training: impact and effectiveness
  • De mère en fille: mothers’ influences on STEM women
  • Industry distribution (Aerospace, IT, Biotech)
  • Industry recruitment practices, high potentials
  • History of Canadian Women in CS
A Positive Approach

- Activities for men and women – non-threatening discussions
- Empowering women through career development activities and awareness campaigns
- A positive and multi-faceted communications campaign
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**Messaging Matrix**

**K-12**

There are opportunities for you in STEM.

Science, technology, engineering and math are exciting and fun.

STEM careers are exciting, vibrant, and diverse.

CWSE-ON can help you make your choice for further studies.

There are inspiring female role models in STEM. CWSE-ON is showcasing them.

**Uni. Students**

There are opportunities for you in STEM.

STEM professionals are well-paid and in-demand.

STEM careers are exciting, vibrant, and diverse.

STEM professionals are helping make the world a better place through innovation.

There are inspiring female role models in STEM. CWSE-ON is showcasing them.

**Professionals**

You have the opportunity to share your story and inspire the next gen. of STEM women.

The success of women in STEM should be celebrated.

CWSE-ON is showcasing and celebrating the achievements of women in STEM.

Taking advantage of professional development opportunities can help women in STEM reach their professional goals.
Thank you