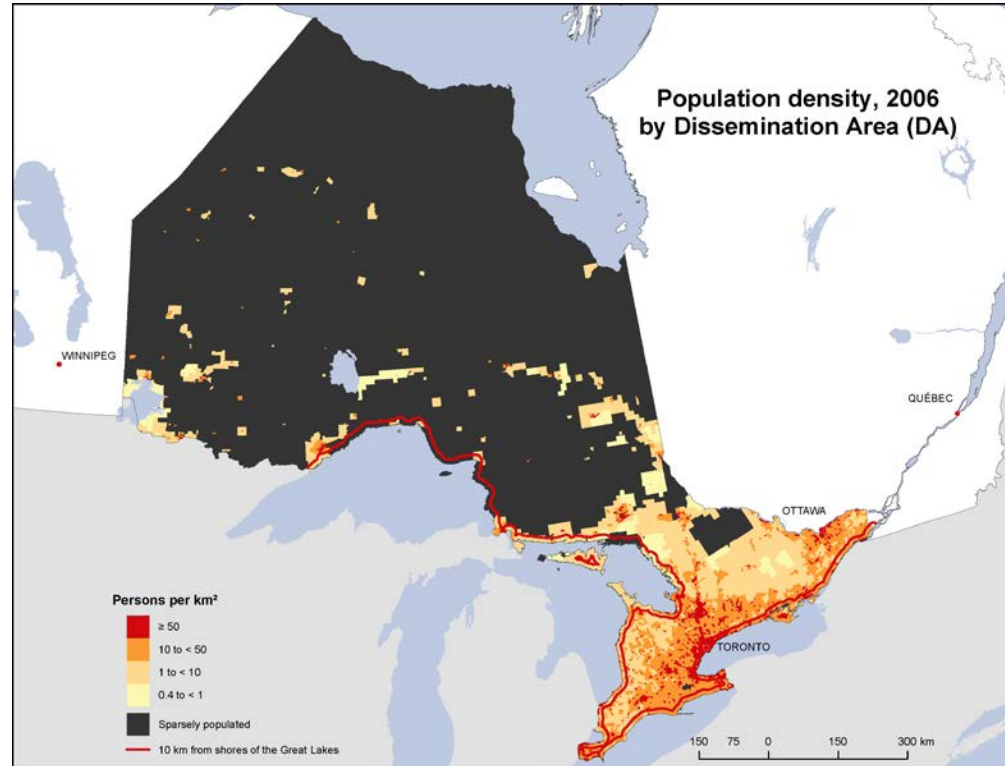


NSERC / Pratt & Whitney Canada Chair for Women in Science and Engineering for Ontario



www.scieng-women-ontario.ca

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



Pop: 13.5M
Area: 1M km²
GDP: \$654B

“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”





Catherine Mavriplis
Chairholder

Key Team members:



Kaleigh Maclaren
Communication Strategy



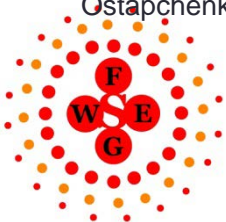
Jerie Shaw, Emily McGinnis
Communications



Program assistants /researchers:
Angeline Blais, Lacy Caron, Oksana
Ostapchenko, Michelle Boucher, ...

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

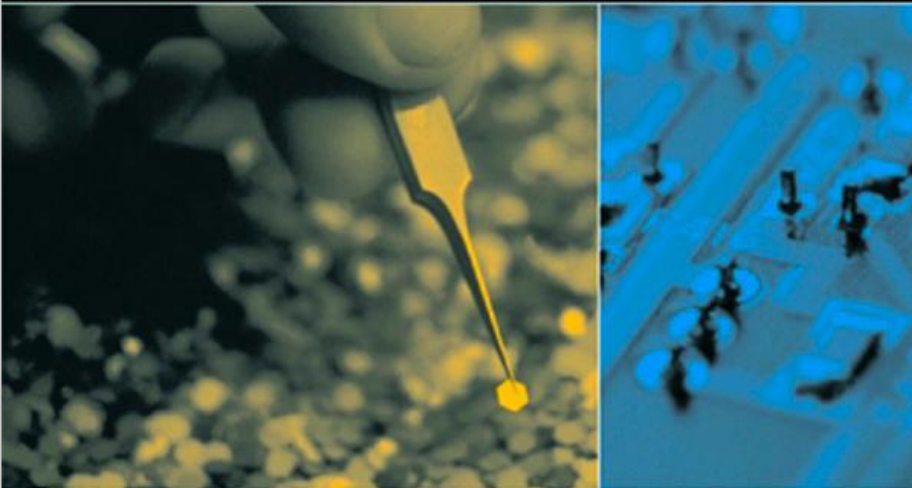
- Activities for men and women – non-threatening discussions
- Empowering women through career development activities and awareness campaigns
- A positive and multi-faceted communications campaign



A Positive Approach

- Activities for men and women – non-threatening discussions

Managing Cultural Diversity in Technical Professions



Lionel Laroche, Ph.D., P. Eng.



ENGINEERING YOUR TEAM

Full day workshop in teambuilding and communication skills

FRIDAY, MARCH 8, 2013

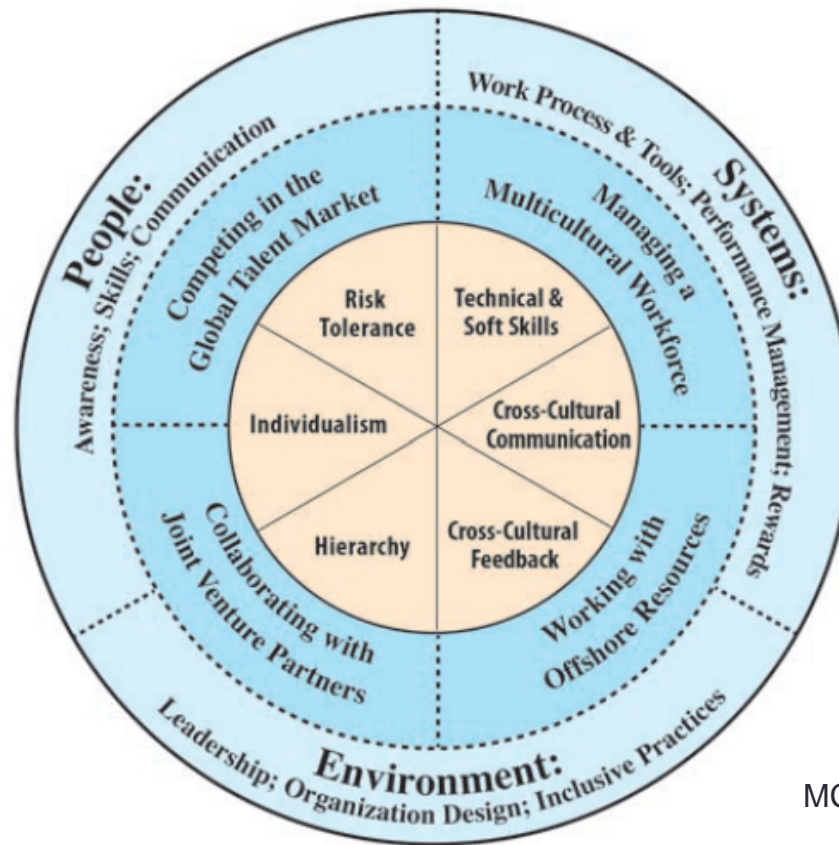


JOIN US
March 8th for a day of
teambuilding activities
as we celebrate
**National Engineering
Month**



A Positive Approach

- Activities for men and women – non-threatening discussions

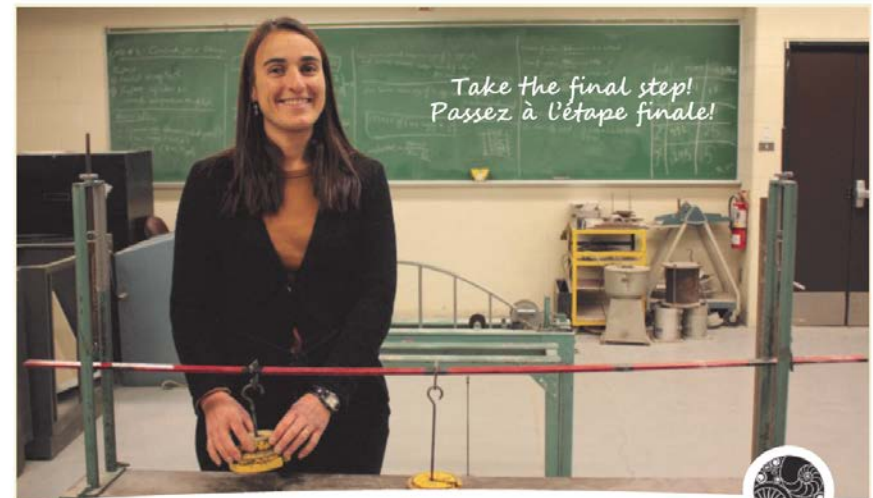


A Positive Approach

- Empowering women through career development activities and awareness campaigns

30 Inspiring Women for 30 Days of National Engineering Month

Welcome to 30 in 30, our way of celebrating 2013 National Engineering Month! We hope you will join us in exploring the achievements and contributions of these inspirational engineers. Check back each day as we reveal our next showcased engineer.



Save the date!
Notez la date!

18.01.2013, Ottawa



A Positive Approach

- A positive and multi-faceted communications campaign

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



Pratt & Whitney Canada

Une société de United Technologies / A United Technologies Company



uOttawa

