



# APPLYING THE STRATEGY

ADVISORY BOARD MEETING

April 14, 1999



Memorial University of Newfoundland  
NSERC/PETRO-CANADA CHAIR  
Women In Science and Engineering



# OBJECTIVES

- October 1998 meeting follow-up
  - applying the strategies
- Reports on projects
  - feature two special projects
- Advisory Board input
  - board members speak



# STRATEGIES

- Women Are **L**eaders
- Science & Engineering Are **E**xciting
- Change the **T**raditions

# Apply the Strategies

|                | <b>LEADERS</b> | <b>MOTIVATE</b> | <b>NEW<br/>TRADITION</b> |
|----------------|----------------|-----------------|--------------------------|
| <b>REACH</b>   | L1             | M1              | T1                       |
| <b>RECRUIT</b> | L2             | M2              | T2                       |
| <b>RETAIN</b>  | L3             | M3              | T3                       |



## LEADERSHIP - L3

- Media workshop with mock radio & TV interviews
- Leadership-track women in science & engineering
- Develop the skills and confidence to deliver their message effectively



# WORKSHOP RESULTS

- Participant evaluations positive
- Mismatch between self and external appraisals
- Recognition by participants of the impacts of different delivery styles
- Call for further leadership workshops



# EXCITEMENT - E1

## ■ Canada Girl Guides

- 10,000 in Newfoundland & Labrador
- 230,000 in Canada
- science is already part of their program

## ■ Leverage

- support Guides in delivering program
- excitement about science



# GIRL GUIDE EVENTS

- AC-UNB providing activities for GG National Summer Camp, July 1999
- CWSE-MUN at N & L Guiders' Conference, October 1999
  - plenary address & booth (NSC & WISE)
  - generate excitement about program
  - increase confidence of leaders





# POSITIVES

- Trend increasing
- Faculty genuinely supportive
- Student awareness increased
- Economic prospects for engineering graduates - men & women



# CHALLENGES

- Public perception
  - subject matter difficult
  - culture (traditions) of engineering
- Recruitment
  - what do engineers do?
- The “there is no problem” problem



# TRADITIONS - T2

- Recognize the culture
  - more beer => more fun; crude humour
  - classroom atmosphere
- Articulate the issues
- Change the ratios proactively
  - target 33%



# MAJOR PROJECTS



Carolyn Emerson  
Conference Chair

STEM Outreach for  
Children at UNB

Jane McGinn-Giberson  
Program Coordinator



# Five Year Plan

Phase 1 Strategy development

Phase 2 Initiate projects

Phase 3 Project management

Phase 4 Evaluate & refocus

Phase 5 Report and renew or close



# Focus Questions

- In your sector, what tradition would you like to change?
- What would be a way to make this happen?
- How would we know that progress has been achieved?