Developing Deliverers

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Dr. Ken Spencer
Henry F. Man
Instead of making a single major investment into something new

Impact!

Deliver it! $$ \& \text{time}

Develop something new! $$$ \& \text{time}
A Strategic Approach

Instead of making a single major investment into something new

Make many small investments in existing groups

They make a BIG impact!

Invest in training, development and seed funds $$$ & time

Find groups doing good outreach

Develop something new! $$$ & time

Deliver it! $$$ & time

Impact!
WWEST Works in Many Contexts

- WWEST Partners
- Non-Profits
- Workshop Pilots
- High School Teacher Training
- Co-Branded Marketing Materials

Shared investment builds sustainable capacity
Goal: To increase the **capacity and sustainability** of **existing organizations**, and build a network

- **Create or expand programs**
- **Increase sustainability**
- **Prove efficacy**

- **Up to $6000 over 3 years**
  - Allows for long-term planning and stability

- **Support and collaboration network**
- **In-person training meetings**

- **Fundraising**
- **Reporting**
- **Measuring Efficacy**
- **Succession Planning**
WWEST Partners Impact

Youth
- GIRLsmart
- Girl Guides of Canada
- Girls Exploring Physics
- GEERing Up!
- Physics Outreach
- IEEE WiE STAR
- Science Adventures

Post-Secondary
- UBC-O WISE
- UBC-O Mentoring
- UBC WISE
- Leadership Through Diversity
- ABC WIE
- SFU WEG & WICS

Industry
- WIE-VR
- SCWIST

Conferences
- BC Young Women in Physics (2 years)
- Canadian Undergraduate Math Conference
- SWEET (Ecology and Evolution)
- NCWIE
- PIMS (Math) Young Research)
Workshop Pilots

Partner
- Find existing resources and help bring them to your region.

Build Relationships
- Create bridges with industry and professional associations

Show Value
- Measure efficacy to show value to industry leaders
  - Occupational Self-Efficacy is a strong predictor of career persistence

Mainstream
- Goal to mainstream targeted P.D. opportunities & make them sustainable
High School Teacher Training

**Teachers**
- Attended event on Pro-D day
- Have a large **impact** on career decisions and student self-efficacy

**University**
- Organized event **logistics**
- **Invited teachers** and provided lab tours, networking lunch

**WWEST**
- Provided **content**: engineering-related activities directly tied to Prescribed Learning Outcomes for Science 8, 9, & 10
- Provided **supply kits** to teachers (~$10/teacher)

Low investment → Large impact

More likely to recommend engineering to female students:
- Yes 84%
You’re making that up!

I need to see proof.

Co-Branded Marketing Materials

Need

• Clear, powerful, cited visuals on key topics

Issue

• High time investment to do the research & summarize for non-experts

Solution

• Create fact sheets, and help strategic partners co-brand for wider distribution