

WWEST'S GENDER DIVERSITY 101 PUBLICATIONS

When advocating for workplace diversity, it can be difficult to find well-documented facts and statistics to support your position. To help resolve this, WWEST is reviewing current research on topics like unconscious bias and gendered language, and presenting the information in a simplified, visual format.

These literature-based, visual reports on factors that impact women in science, engineering, technology and trades (SETT) are called [*Gender Diversity 101*](#).

Our current publications include:

- [Unconscious Bias](#)
- [Mentoring Works](#)
- [Understanding Workplace Diversity – for Managers](#)
- [The Business Case for Gender Diversity](#)
- [Gendered Language and Stereotype Awareness for Hiring Committees](#)
- [Stereotype Threat](#)
- [What Is Engineering?](#)
- [Gendered Words](#)

THE CO-BRANDING MODEL

WWEST co-branded these publications with several like-minded organizations. The model is outlined below:

For the not-for-profit or education sectors, our basic model is:

- a. Partners are able to use and distribute the reports, which provide evidence-based, cited information on topics related to gender diversity in SETT. Partners may not make direct profit on the material (eg, selling copies at a mark-up) or sub-license the material, but may use the materials within paid programming, on the web, or as part of initiatives. Partners may not remove the copyright information or WWEST logo from the bottom of each page. Partners must have an organizational values that are aligned with WWEST.
- b. WWEST benefits from increased market audience for the papers, and ensuring the information remains available past the end of the NSERC CWSE in the summer of 2015.

CO-BRANDING PARTNERS

To date, we have co-branded with the following organizations and educational institutions:

- Association of Professional Engineers and Geoscientists of British Columbia (APEGBC) – select papers
- eng•cite – full set
- Engineering Leadership Council – full set
- Ontario Network of Women in Engineering (ONWiE) – full set
- Society for Canadian Women in Science and Technology (SCWIST) & Make Possible – full set
- UBC Engineering – full set
- WISEAtlantic (Operating name of the NSERC CWSE Chair for the Atlantic) – full set