



Chair for Women in
Science and Engineering
BC and Yukon Region



Lead Sponsors:



Teck



Dr. Ken Spencer

Henry F. Man



Westcoast Women in
Engineering, Science
& Technology

Developing Deliverers

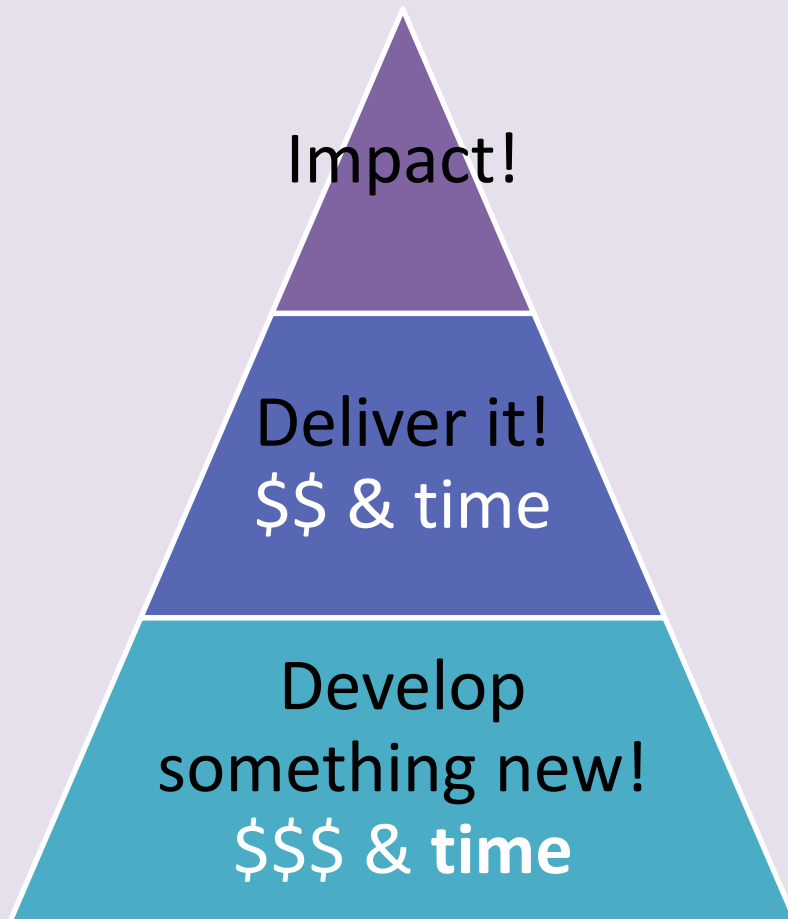
Dr. Elizabeth Croft, P.Eng., FASME, FEC
wwest@mech.ubc.ca



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

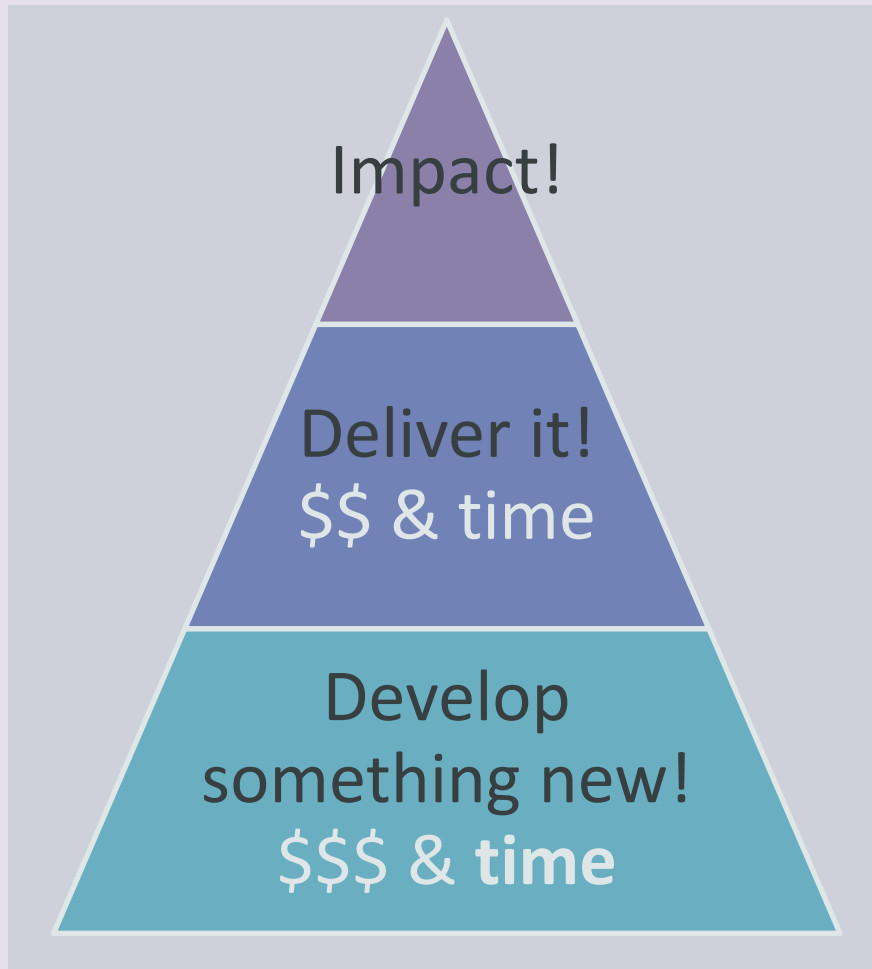
Instead of making a single major investment into something new





A Strategic Approach

Instead of making a single major investment into something new



Make many small investments in existing groups





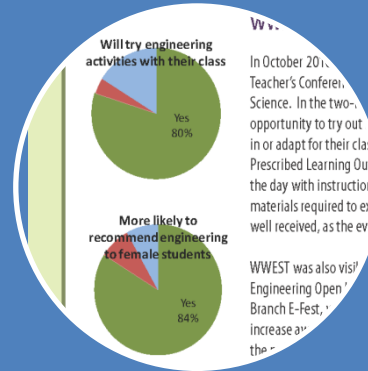
Works in Many Contexts



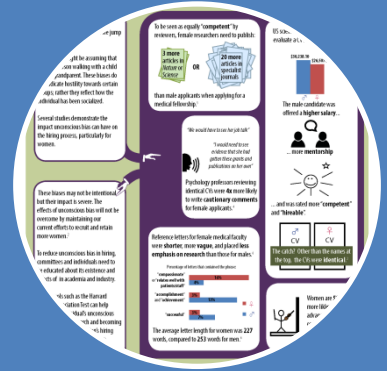
WVWEST
Partners
Non-Profits



Workshop
Pilots



High School
Teacher
Training



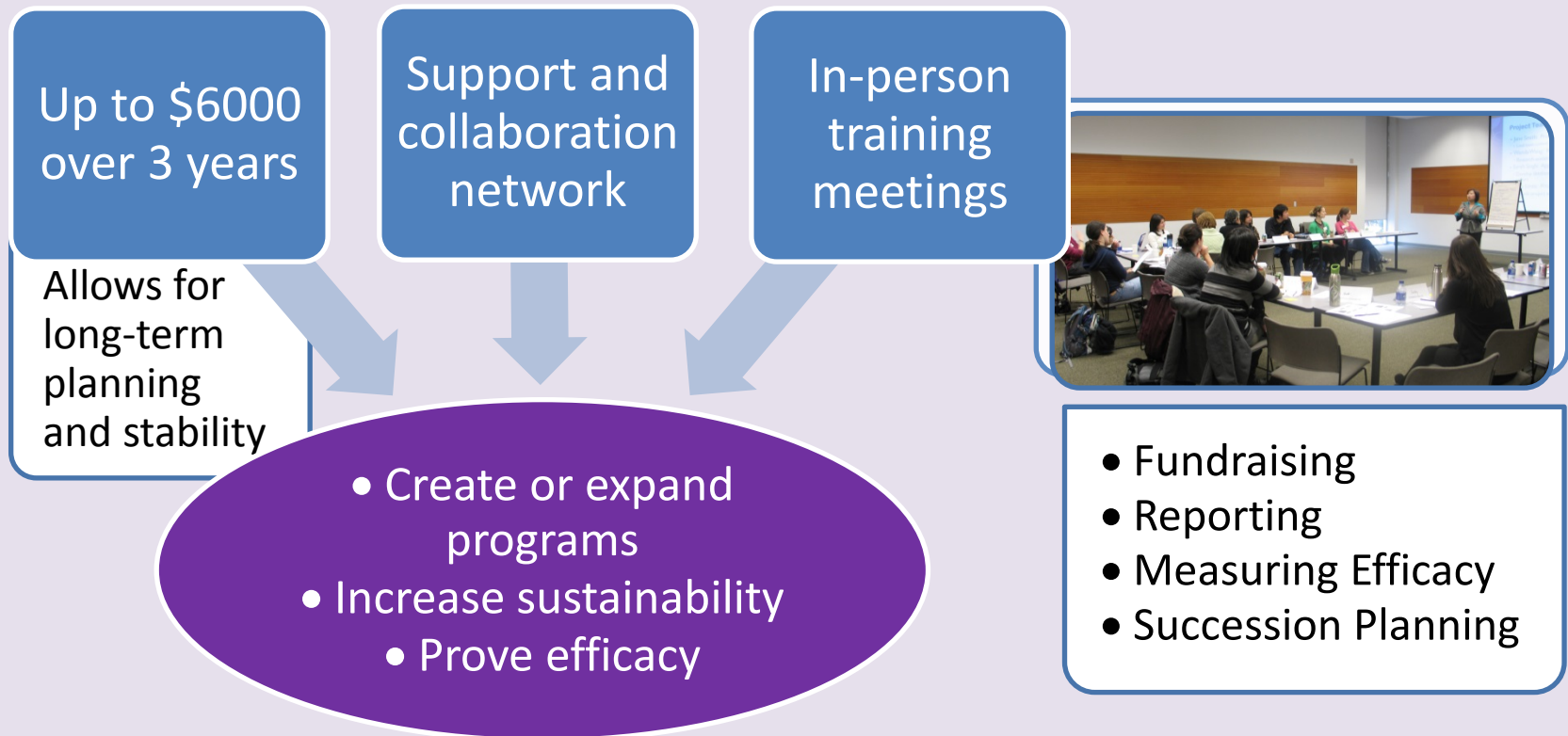
Co-Branded
Marketing
Materials

Shared investment builds sustainable capacity

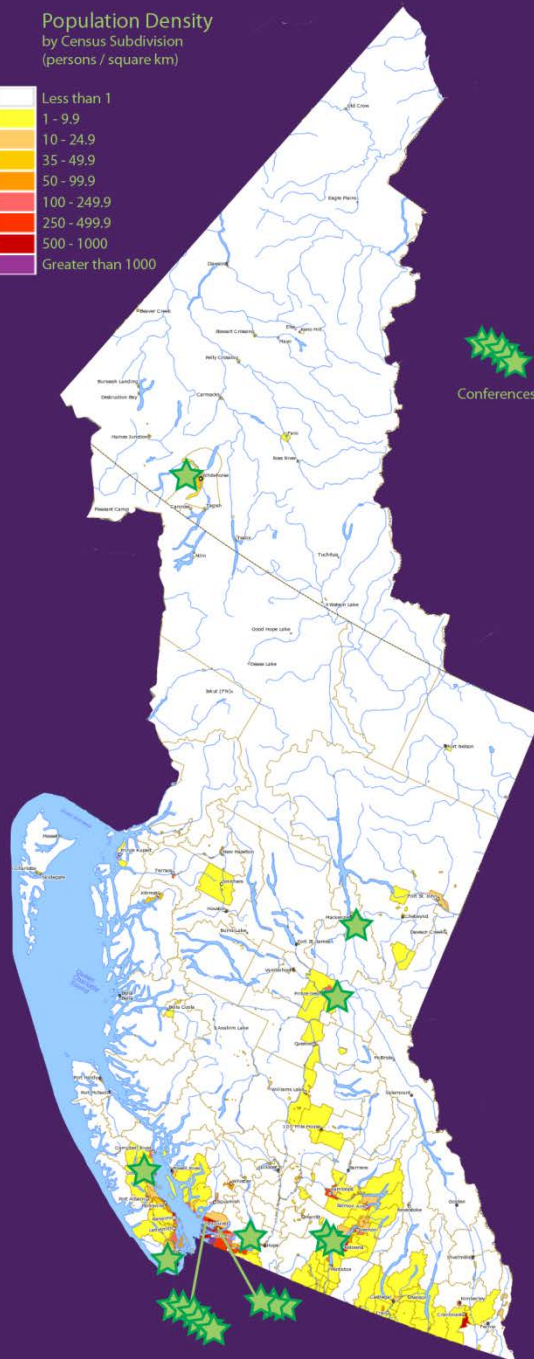
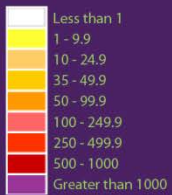


WWEST Partners

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



Population Density
by Census Subdivision
(persons / square km)



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)

More likely to recommend engineering to female students

Yes
84%

Low investment



Large impact



I need to see proof.

- Clear, powerful, cited visuals on key topics

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

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

