

2021 SPONSORSHIP OPPORTUNITY



WOMEN
in Resource
Development Corporation

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**2019
Alumni**



TABLE OF CONTENTS

Women in Resource Development Corporation	4
Educational Resource Centre (ERC)	4
STEMforGIRLS Club	5
Monthly hands-on activities	5
Regional Events	6
Provincial Conference	6
Digital Clubhouse.....	6
Champions.....	7
Impact and Reach	8
Sponsorship	9
Contact Information	10

WOMEN IN RESOURCE DEVELOPMENT CORPORATION

Women in Resource Development Corporation (WRDC) is a provincial non-profit organization committed to increasing women's participation in **trades and technology**. With private and public funding, WRDC offers a variety of programs and services to address the challenges surrounding the attraction, recruitment, retention, and advancement of women in these sectors. In 2002, WRDC created a charitable arm, the **Educational Resource Centre (ERC)**.

Our key activities include:

- **career exploration** programs for female youth,
- **career development** and **employment assistance services** for women,
- **equity, diversity, and inclusion (EDI) consultation services** and **training** for employers, and
- **collaborating with key stakeholders** such as training institutions, employers, labour unions, government departments and community groups to identify solutions to issues commonly identified by women in trades and technology.

Over the past 20 years, WRDC has positioned itself as a key partner for advancing gender equity in the workplace. Our career practitioners have provided thousands of young girls and women throughout the province with the knowledge, resources and supports they need to make informed career choices, and successfully train and advance in STEM and skilled trades. Our workplace diversity specialists have delivered diversity and inclusion training to hundreds of employers, provided linkages to skilled and qualified women, and worked directly with the operators, contractors and sub-contractors of our province's natural resource projects. WRDC is creating a local diverse skilled workforce and supporting industry in their efforts to create and maintain inclusive workplaces.

Educational Resource Centre (ERC)

WRDC's Educational Resource Center (ERC) offers practical career exploration programs, creating awareness of the exciting opportunities in trades and STEM, and empowering girls with the information and self-confidence needed to pursue these careers. Ensuring that girls have the knowledge and resources needed to pursue any educational or career path they wish is critical. All STEMforGIRLS programs engage girls in **hands-on interactive learning activities**, provide opportunities to hear from **female role models**, and instill the confidence required to make **informed career choices**.

Our team of professionals work in collaboration with the Newfoundland and Labrador English School District, public and private post-secondary education institutions, community organizations and local industry. We have developed strong relationships in communities throughout the province and generated great interest in our programming and services. We engage our network of partners in the development and delivery of our STEM programs, and we have experienced staff located in all regions of the province, allowing direct access to girls throughout the province, including Indigenous communities on the island and in Labrador.

ERC programs have provided opportunities to thousands of girls in urban, rural, and remote communities, giving them valuable hands-on experience in science, technology, engineering, math, and trades. Ongoing evaluations have shown these programs are relevant, educational, and empowering.

STEMforGIRLS CLUB

STEMforGIRLS Club is an interactive province wide STEM community. It includes an online resource base for skill development, post-secondary exploration, and career discovery. It is about building confidence through community and continuity.

STEMforGIRLS Club highlights:

- online and in-person STEM community with female youth, professional role models, and other local STEM champions
- available to all youth grades 7 to 12 (ages 12-17) identifying as female, non-binary, two-spirit, gender fluid, agender, or third gender inclusive.
- participants reside throughout Newfoundland and Labrador in urban, rural, and remote communities
- everyone’s level of participation may be based on individual interest and additional commitments
- continuous long-term engagement opportunities – available year-round and year over year
- leadership development – participants become club mentors and champions as they grow with us

STEMforGIRLS Champions can form a local STEMforGIRLS Club chapter, or girls can register individually and join an online chapter. Either way, WRDC team members and trained volunteers get to know the girls and provide fun and relevant content to improve their skills and boost their confidence. Each month, girls will receive a STEM activity designed to show how their strengths and interests lend themselves to STEM-related careers.



MONTHLY HANDS-ON ACTIVITIES

With a digital and virtual delivery format, STEMforGIRLS Club has no physical boundaries nor limit on how many chapters can be created across Newfoundland and Labrador. An expected 200 girls will receive materials each month that will include hands-on STEM activities and information on related career paths, introduce female role models, and point to additional online resources. Activities range from basic STEM experiments to more complex kits.

Female STEM professionals and post-secondary students will upload videos of themselves completing the activities and encourage the girls to upload video commentary on their own experience completing the project.

Chapters led by teachers or community champions will work collaboratively to complete projects at monthly meetings and discuss related careers. However, with the addition of the online community, the conversations never have to end. Girls learning individually can also participate and connect virtually to an online chapter as well as the larger STEM community.

REGIONAL EVENTS

Regional events will be held to strengthen the STEMforGIRLS community. These events will provide opportunities for current club members to connect with additional role models and engage more girls to join the club.

Sessions and activities at regional events will be based upon WRDC's successful career exploration programs, such as Tech Tours, Coding with Rosie, STEM Safety Relay, GUSTO, Engineering Solutions, and Techsploration NL. New partnerships and program content are in the works to incorporate additional areas of focus. All events include interactive hands on activities and experiences, career development initiatives, as well as connections with female role models.

These events may be delivered virtually or in person in accordance with public health guidelines. As it becomes an option, Program Coordinators will travel to all regions of the province, facilitating multiple events per region, alongside professional development sessions for teachers and other STEMforGIRLS champions.

PROVINCIAL CONFERENCE

An evolution of our annual Techsplorer event, the provincial conference will continue to offer STEMforGIRLS community building activities, post-secondary program tours, hands-on shop activities, panel discussions and interaction with role models and post-secondary STEM students, as well as additional sponsor led activities.

A virtual conference is being planned for spring 2021, to ensure we reach the maximum number of girls during these unique times. Mail out activity kits and live-streamed discussions will engage girls throughout this digital event series.

DIGITAL CLUBHOUSE

While events come and go, the digital clubhouse will allow participants to continue to connect with other girls pursuing their interest in STEM, to see themselves reflected in industry role models and to be curious about what STEM-careers await them. Our digital clubhouse aims to be that place every day of the year.

Given that STEM-based careers are highly diverse, the digital clubhouse is divided into sections so girls can connect their skills to specific STEM-related careers. Each section outlines STEM-related careers, introduces associated female professionals, provides activity recommendations to improve their skills, giving them both the inspiration and confidence to pursue a career in a STEM field.

CHAMPIONS

STEMforGIRLS Champions are the volunteers that make this program everything it can be. They are parents, teachers, community leaders, and can even be the girls themselves. Champions empower participants by providing information, coordinating activities, supporting, and instilling the self-confidence needed to pursue STEM careers. They create a sense of community by connecting the girls with each other, as well as female professionals working in STEM fields.

To provide the best possible experience, champions will be provided with training and professional development sessions on ‘how girls learn’, ‘unconscious bias’, and ‘virtual engagement.’ While WRDC coordinators will provide ongoing support, champions will also develop a network via their own “digital clubhouse” where they can share their experiences, troubleshoot concerns, and support each other.

Types of champions include Role Models, Chapter Coordinators, and Junior Leaders.

Role models are female professionals with experience working in STEM fields. They can participate in varying degrees but start by creating an engaging profile about themselves. They may also do recorded interviews about their experiences, post content about their day-to-day, field participants’ questions in the digital clubhouse, and/or participate in events such as panel discussions. For a sponsor, encouraging their female employees to be role models is a fundamental way to highlight and support diversity in the workplace and in the community. Role models also may choose to be a chapter coordinator.

Chapter Coordinators are the points of contact in local areas. They facilitate monthly programming, recruit club members and chaperone in-person events. The coordinator may be a teacher, parent, or a community leader. Coordinators for online-only chapters actively connect girls who are geographically isolated.

Junior Leaders may be post-secondary students enrolled in STEM programs or senior club members. They add an additional layer of connection in each community chapter. Junior Leaders may directly mentor participants when completing career research, as well as selection of high school courses and post-secondary programs. They may also directly assist a specific chapter coordinator and/or support all club members through the digital clubhouse. Junior Leaders will also benefit from access to our resources as they build their own careers while developing leadership skills in this role.

IMPACT AND REACH

“I learned there's lots of career opportunities. I also learned that there are lots of females rocking male dominated jobs.” Past TechsplorationNL participant

STEMforGIRLS Club is designed to keep girls engaged in STEM while in junior high and high school, leading to more females enrolled in STEM post-secondary programs, and eventually employed in STEM careers. Increasing diversity in STEM is beneficial for everyone because it improves creativity and innovation. Increasing the number of women working STEM careers will also enhance the economic wellbeing of women, their families, and communities.

On an annual basis, we anticipate club membership to consist of approximately 200 female youth, as well as an additional 500 participating in one-off promotional events and activities. Through the online resources and virtual offerings, there is unlimited possibilities for engagement with girls, community leaders and teachers. With members graduating into volunteer roles of Junior Leader, member engagement will be accumulative year after year.

Formal feedback methods and external evaluations indicate that our past programs have been highly successful inspiring girls to consider STEM and skilled trades training and employment. Participants have reported increased interest in STEM fields, increased awareness of career opportunities, and increased confidence and self-esteem to pursue them. A summative evaluation of previous programming conducted by Hollett and Sons Inc. revealed that “participants in WRDC’s programs are far more likely than the general female population in the province to pursue a career where females are underrepresented” (2013). Evaluations of our current programs have revealed:

- 100% of participants agreed that Techsploration NL introduced them to different career possibilities in STEM fields,
- 98% felt that the program showed them that women can be successful in these careers,
- 100% felt that Tech Tours for Girls was informative and,
- 95% felt that WRDC-ERC programming provided effective hands-on learning opportunities.

WRDC’s Research and Evaluation Team will monitor and evaluate STEMforGIRLS Club programming through the delivery of various evaluation tools to program participants, and formal feedback processes for new external facilitators. Evaluation tools will consist of exit surveys, key informant interviews and focus groups. This will ensure we are meeting intended objectives and outcomes, as well as delivering effective high-quality programming. Long term impact of individual participation in STEMforGIRLS activities are currently being evaluated through the collection of new data on past participants. We anticipate participation in the STEMforGIRLS Club, will have even more impact due to the ongoing engagement and continuity of support provided by the digital clubhouse.

SPONSORSHIP

Industry support is essential for success of the STEMforGIRLS Club.

That support comes in three forms:

1. access to female role models working in the field,
2. access to worksites / facilities for tours, and
3. the financial support to ensure girls living anywhere in this province gain the confidence and knowledge needed to pursue STEM in post-secondary and beyond.

There are four annual sponsorship levels with corresponding levels of exposure through social media impressions and acknowledgement of sponsorship level in various locations including a company profile page on STEMforGIRLS.ca . Sponsors of all four levels will be recognized in marketing materials, such as for the provincial conference, using logo scaling to indicate sponsorship level.

In-kind support provided through role model engagement and worksite / facilities tours provides additional inherent exposure. Ways employees can become engaged as role models include participating in recorded interviews, responding to student forum questions, and participating in live events both online and in-person. Worksite and facility video presentations are additional content we can use to highlight our sponsors contributions while providing valuable educational resources to the girls.

You may also provide the following in-kind support to promote your company's commitment to STEMforGIRLS and diversity in your workforce:

- Company profile for STEMforGIRLS.ca
- Role model profiles completed by female employees
- Five-minute maximum videos on a range of topics such as:
 - Introduction to the company
 - Donning and doffing personal protective equipment
 - Toolbox talk fundamentals
 - Orientation walking tour of the facilities or field sites
 - Tools and equipment show-and-tell
 - Conversational interviews between interns/employees/supervisors
 - Realistic junior – senior mentorship interactions
 - Time-lapse video of work being completed on a project or a day-in-the-life of a workshop space.
 - Highlight a product or service that you provide from an employee's perspective, such as
 - how they feel it contributes to the community
 - what's interesting about working on it
 - STEM activities demonstrated by role models that students can do at home
- Promotional materials and swag
- Prizes for the virtual provincial conference / regional events

The chart on the following page outlines additional details on annual sponsorship levels.

Sponsorship Benefits	Monthly Activities Directly Sponsored	Provincial Conference Events Sponsored	Regional Events Sponsored	Professional Development Sessions Sponsored
Platinum \$25,000+	Two	Two	Two	Two
Gold \$20,000+	Two	One	Two	Two
Silver \$15,000+	One		One	One
Bronze \$10,000+			One	One
Customized Event Sponsorship*		\$10,000	\$5000	\$2500

*These individual opportunities to sponsor specific events, items, or activities are approximated. Please connect with us if you are interested in a package tailored more specifically to your needs.

Corporate sponsorship assists with travel and accommodation for the provincial conference, monthly activity kits, and supreme STEM kits for schools or community organizations hosting STEMforGIRLS Club Chapters.

The benefits of directly sponsoring monthly activities include the naming rights for the number of months specified, highlighted video content (role model interviews, worksite tours, or other provided content), and distribution of provided swag to all STEMforGIRLS Club members.

CONTACT INFORMATION

To learn more about how you can empower girls to pursue STEM, contact us.

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