

# PROGRAMS & SERVICES

## AN OVERVIEW



Increasing  
Women's Participation  
in Trades and Technology

**WOMEN**  
in Resource  
Development Corporation

**WRDC**  
Educational  
Resource  
Centre



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# WHO WE ARE

## Women in Resource Development Corporation

Created in 1997, 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.

Successfully increasing the participation of women in these fields requires a comprehensive "lifecycle" approach, supporting women at all points in the career cycle. Our charitable arm, the Educational Resource Centre (ERC), was created in 2002, to provide hands-on learning and career exploration opportunities for younger women and girls in science, technology, engineering and math (STEM) as well as skilled trades.





## Our key activities include:

- career exploration programs;
- career counselling and employment assistance services;
- recruitment and retention consultation services and training for employers to enhance diversity and inclusion; 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.

# CAREER EXPLORATION

WRDC's Educational Resource Center (ERC) offers a series of practical, hands-on 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 STEM for GIRLS programs engage girls in hands-on interactive learning activities, provide opportunities to hear from real female role models, and instill the confidence required to make informed career choices.

Our educators work in collaboration with the Newfoundland and Labrador English School District (NLESD), the Department of Education, public and private post-secondary education institutions, industry, and community organizations to provide girls and young women with practical experience and information regarding training and careers in skilled trades and technology. Formal feedback methods and external evaluations indicate that ERC programs have been highly successful inspiring girls to consider STEM and trades related training and employment.



# STEM FOR GIRLS

## Coding with Rosie

This 1.5-hour session was designed for girls in grades four to six as an introduction to coding using binary and robotics. With interactive hands-on activities, participants use binary numbers to design a bracelet, and drag and drop programming to make a mBot come alive. The activities are age appropriate, engaging, and fun. The session is facilitated in a step-by-step fashion and ends with a spirited competition.



**I loved the session and it increased my hopes of becoming a game designer.**  
*- Student Participant*



**Check out our online**  
**#STEMforGIRLS Educator Resources**  
<http://wrdc.ca/explore-careers/stem-girls-resources/>

# STEM Safety Relay

Girls in grades 4 to 6 are introduced to women working in STEM (Science, Technology, Engineering, Math) related fields who highlight their careers and the importance of math and science in school. In a gym setting, role models talk to young girls about their careers, answer questions, engage the girls in interactive dialogue and conduct a fun filled safety relay activity.



# Engineering Solutions

This is a day-long workshop for grade seven and eight girls with hands-on activities, presentations and demonstrations.

With its modular design, girls explore the various engineering disciplines and career and education opportunities through the building and coding of robots, designing roller coasters and presentations and demonstrations with support from female role models.





# Techsploration NL

A four-month program providing grade nine girls with opportunities to explore careers in skilled trades and technology through industry research, interaction with female role models, work-site tours, and hands-on workshops and demonstrations. Presentations and research begin in the school environment, and the program ends with an exciting and empowering two-day event in St. John's.



**I really enjoyed all the activities we did during the 2-day event. I learned a lot about diverse careers in the skilled trades that are very interesting, and I loved spending time with my Techsploration team and meeting new people from other schools.**



# 2,338

**To date, almost 2,500 girls in urban, rural, remote and Indigenous communities throughout Newfoundland and Labrador have participated in STEM for GIRLS programs.**

**(as of March, 2018)**

## Tech Tours

Tech Tours is a two-day day post-secondary career exploration experience for high school girls from grades ten to twelve. The event is hosted by College of the North



Atlantic and Marine Institute. The primary goal of the event is to raise awareness about the various post secondary opportunities available to female students, allowing them to explore career options in the technology sector.

## GUSTO - Girls Understanding Skilled Trades Opportunities

This program is designed for high school girls interested in learning about apprenticeship and career opportunities in skilled trades. In a workshop setting, participants receive six to eight hours of instruction in a skilled trade. GUSTO incorporates female role models from the construction trades as mentors during these sessions. GUSTO workshops have been conducted in schools and other venues throughout the province.



# CAREER COUNSELLING & EMPLOYMENT ASSISTANCE

Providing women with exposure to different career possibilities, helping them enroll and succeed in training programs, as well as assisting in job search and career advancement activities are essential to increasing women's participation in trades and technology.

WRDC's highly trained and experienced career practitioners conduct outreach and provide customized career development services and support including information sessions and presentations, participation in local career fairs and industry events, as well as one-on-one career counselling sessions with women. They are located throughout Newfoundland and Labrador, in St. John's, Clarenville, Corner Brook, and Happy Valley-Goose Bay.





**WRDC opened all the doors I needed to start a career in the trades. They helped me with moving forward my career. They changed my ambition level, my education, my skill set and my income. Yes, WRDC helped changed my life!**

## Career Development Services include:

- employment counseling,
- labour market information,
- career decision making,
- job search & interview skill development,
- resume/portfolio preparation,
- personal/social counseling,
- life skills development, and
- employment matching.



# 6,298

**Over 6,000 women have participated in WRDC's career counselling, training and employment assistance services.**

**(as of March, 2018)**



# Orientation to Trades and Technology (OTT)

When women require additional information to make an informed decision about a career in trades and technology, we recommend participation in our Orientation to Trades and Technology (OTT) program. OTT is a 16-week career development program for women, delivered at College of the North Atlantic (CNA) campuses and funded by the provincial government. Participants receive hands-on experience in a range of trades and technology fields, undertake a variety of academic courses, worksite tours and industry presentations. The program also includes personal and professional development components needed to foster success including safety certificates, and respectful workplace training.



**I went into the OTT program with an open mind and a hopeful heart. Maybe this was my future dream job just waiting to be discovered. I felt like in just 16 weeks I was paving a path for a great career.**

***- Kimberly Nippard – OTT Graduate 2013 and Construction/Industrial Electrician Graduate 2014***





# EMPLOYER & INDUSTRY SERVICES

A diverse, inclusive and respectful workplace provides extensive benefits for businesses, as well as the people who work there. Diversity and inclusion lead to innovation and opportunities, increase access to top talent and improve business performance. Many organizations recognize the value of equity, diversity and inclusion (EDI), but they do not know how to implement effective systemic change.

Our specialists support employers in the development and implementation of human resource strategies for diversity and inclusion. We work closely with organizations, industries and sectors to assess their unique environment and provide individualized recommendations and customized tools and supports. In addition to professional development and train-the-trainer sessions on diversity and inclusion, WRDC also provides direct linkages to qualified women and assistance in the evaluation of the impact and effectiveness of EDI initiatives.

## Consultation and Coordination Services include:

- Workplace Assessments, including Policy Review
- Diversity and Strategic Plan Development
- Career Fair Coordination & Labour Market Support
- Climate Survey Coordination, Implementation, and Analysis



**Wonderful workshop. The facilitator was very knowledgeable and did an awesome job communicating and ensuring understanding.**

***- Managing A Diverse Workforce Participant***

# Professional Development & Training include:

- Diversity, Inclusion and You
- Creating a Respectful Workplace (\*CCA Gold Seal Accredited)
- Managing a Diverse Workforce
- Customized presentations and workshops on various EDI topics

WRDC recognizes the importance of engaging all stakeholders in efforts to increase women's participation in trades and technology careers. In addition to our ongoing discussions with our private, public, education, labour and industry partners, WRDC also collaborates with key stakeholders through facilitation and participation in research initiatives, steering committees, advisory councils, community forums, and industry events.



# 3,032

**WRDC has reached over 3,000 professionals to raise awareness of the benefits of diversity and gender equity in the workplace.**

*(as of March, 2018)*



# WOMEN

in Resource  
Development Corporation

**Contact:**

Toll Free: 1.800.738.3713

Phone: 709.738.3713

Fax: 709.738.3743

[info@wrdc.ca](mailto:info@wrdc.ca)

[www.wrdc.ca](http://www.wrdc.ca)

