

# TOOLS OF *Her* TRADE



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VOLUME 1, NUMBER 1

## Why “Tools of Her Trade”?

Women in Resource Development Corporation (WRDC) is committed to increasing women's participation in trades and technology. Women continue to be under-represented in these fields, and there are still many challenges facing the women choosing these exciting and rewarding occupations. WRDC offers an effective and comprehensive set of “tools” to support women as they select, train for, work and advance in trades and technology careers. From career exploration workshops to career development, as well as employer services for the creation of respectful diverse workplaces ... WRDC has a “tool” to assist you.

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**SUBSCRIBE TO OUR E-NEWSLETTER (<http://bit.ly/TwT0ez>)**

Receive our quarterly e-newsletter, *Tools of Her Trade*, which highlights relevant information on upcoming events, upcoming opportunities, our FREE programs and services, and the latest news related to trades and technology.

## NLESD Educators Forum - low female enrolment, key findings

WRDC-Educational Resource Centre (WRDC-ERC) Educator's Forum 2014



The WRDC-ERC held the Educator's Forum to better understand the current issues surrounding the low enrolment of female students in secondary trades and technology courses. Providing the teachers an opportunity to share their knowledge and experiences was effective in identifying possible initiatives to increase the enrolment rates. From the discussions with teachers, and the completion of surveys, we were able to gain a better understanding of the issues. The forum also provided a platform for the WRDC-ERC to introduce our current programs and express our commitment to the improvement of future programs.

The forum also provided a platform for the WRDC-ERC to introduce our current programs and express our commitment to the improvement of future programs.

### Main reasons, as cited by participants, why enrolment is low:

- Girls are intimidated by the male dominated environment. Confidence level plays a big role in which courses are selected by girls.
- Scheduling conflicts often occur between trades/tech-

nology courses and Academic or French Immersion streamed courses, eliminating the option to enroll in both.

- Students/Parents/Teachers/Administration often have misconceptions about the trades/technology courses and careers, leading to a gender-bias. Career misconceptions include things such as pay, educational requirements, available opportunities, and the nature of the work.
- There is a lack of early-exposure to trades/technology components in Junior High.
- There is a lack of female role models connecting with students.
- Parents/Teachers/Administration still have work to do in encouraging trades/technology careers as a first choice option.

The WRDC-ERC will continue offering hands-on experiences for girls, including the use of role-models, to allow them to explore the endless career options available in trades/technology. We will also be developing programs which allow girls to further explore trades such as plumbing, welding, and machining, just to name a few. These will be modular sessions which can be completed in two to three hours or combined to create a longer workshop. WRDC-ERC continues to collaborate with industry partners and the schools to create programs that reflect the current labour market trends.

### Where We've Been...(April 1, 2014 - June 30, 2014)

- **CWF National Skills Institute, 2014**  
April 23-25, 2014: Three day conference with topics surrounding girls mentoring programs.
- **GUSTO (Girls Understanding Skilled Trades Opportunities) offerings:**
  - **April 2, 2014:** St. Kevin's High, Goulbs
  - **April 17, 2014:** St. Micheal's High School, Bell Island
  - **May 13, 2014:** Corner Brook Regional High, Corner Brook
  - **June 8, 2014:** Carpenters Millwright College, St. John's
- **Techsploration: NL**  
Two day event, St. John's, May 28-29, 2014  
Participants included grade nine girls from schools across province as well as teachers, role models and partners/supporters.
- **Educator's Forum 2014:** June 18, 2014  
15 educators, five female trades/technology students, and three guest speakers. Purpose of the event was to engage teachers in an active discussion regarding the lack of female students selecting the trades and technology courses in high school.

**FEATURE: Techsploration: Newfoundland and Labrador**

*Helping girls understand the significance of high school math and science*



Techsploration: Newfoundland and Labrador is a three to six month career exploration program that provides grade nine girls with the opportunity to explore career options in skilled trades and technology through industry research, interaction with female role models, work-site tours, hands-on workshops, and demonstrations. At the end of the program, participants present their career findings to their peers, teachers, role models, and industry representatives at the "Techsplorers Event".



**The benefits of this outstanding program are many, and include:**

- introducing young women to career options that they may have never considered;
- empowered perspective of career options by interacting with role models and touring real worksites;
- enhanced appreciation of the value of science, math, technology and trades in our world;
- enhanced ability to make informed decisions about high school courses and post-secondary education/training;
- strengthened communication, leadership, teamwork, and presentation skills;
- increased self confidence and self esteem.

Over 700 girls have participated in the Techsploration NL program since its inception in 2001. It is a highly organized, well-orchestrated program that would not be possible without industry's generous support.

In 2014, the program concluded with a two-day "Techsplorers Event" that was held on May 29th and 30th, with 47 girls participating in the program, from seven different schools, and with eight teachers.

*I loved how they introduced us to different jobs that I would have never considered before I joined the program, such as a welding technologist or geologist.*

*Techsploration: NL participant*

**WHERE WE'RE GOING ...**

**Outreach Presentations:** WRDC-ERC will provide an overview of our programs and introduction to trades/technology careers.

- MUN Engineering Camps (Girl Quest Age 9-12): August 4., 2014, and August 12, 2014.
- WISE: NL Student Summer Employment Program, Developmental Day: August 16, 2014 1:00p.m.-2:00p.m. WRDC-ERC will be bringing one/two tradeswomen to share their experience with approximately 60 grade 11 students.
- Multicultural Women's Organization of NL (MWONL): September 18, 2014, 6:30p.m.-8:00 p.m. An information session on women in trades and technology, with WRDC-ERC and EAS.

**September 2014:** Recruitment of our GUSTO program for high school girls, dates of Fall 2014 GUSTO offerings.

## Resume writing and interview tips for trades and technology

*WRDC's Career Development Coordinators help you prepare for the next step to find employment*

When it comes to looking for employment, the first two key elements to start with are your resume and preparing for an interview.

### RESUME:

A resume is a way to sell yourself, your skills and what you have to offer to an employer. Highlight what makes you the best person for the position. Make sure your resume looks good, can be read easily, and is up-to-date. If you change your phone number, address or email, make sure you update your resume with your current contact information.

When you are seeking any type of job – the resume needs to be specific to that job!

A resume for a trades, technology or operations position needs to be detailed and precise. You should always highlight your education and work experience to show employers that you have the skills required for the job. If you are applying for a job as a heavy equipment operator, include all experience and training relevant to that position. Your resume should outline the work that pertains to the position that you are looking to fill. Anything before five years that isn't relevant can be removed.

Highlight your trades and safety certifications, and make sure those certifications are up to date. Safety on job sites is crucial, and an employer wants to know that you will keep yourself and co-workers safe at all times.

Make sure your email is not prohibiting you from finding full-time employment. The email address provided on your resume to contact you for an interview should be professional.

Examples of trades resumes can be found online, some websites include:

- <http://redsealrecruiting.com/job-seekers/how-to-write-resume/>
- <http://career-advice.monster.com/resumes-cover-letters/Resume-Samples/sample-resume-electrician/article.aspx>
- <http://www.eresumes.com/building-trades-resume.html>
- <http://www.workopolis.com/content/advice/article/how-to-craft-a-skilled-trades-resume/>

### INTERVIEW:

An interview for some people can be very stressful! Keep calm and confident. You will impress employers if you know about their company, so do your research. Familiarize yourself with what the company does, how long they have been in operation and if they are known to hire women. This will give you some ease going into an interview and will give the employer the right impression.

Always dress appropriately and professionally when going for an interview. If you are applying for a position as an electrician, wear dress pants and a nice shirt that covers your arms, wear your hair up, no dangly earrings and always wear covered shoes. Safety first!

Always be on time for the interview. This will show your punctuality and reliability. When doing your research, make sure you know exactly where to go for the interview. Always be respectful and show that you are 100% committed to the position and making it your career.

### Where We've Been...(April 1, 2014 - June 30, 2014)

#### Community Outreach / Information Sessions / Presentations for women:

**Avalon Region:** Community sessions (Ferryland, Carbonear, Cape Broyle, Placentia and St. John's), College of the North Atlantic (Prince Philip Drive, Seal Cove), Stella Burry, Murphy Centre, and Choices for Youth.

**Central Region:** Women's Correctional Centre, Cape Freels Development Association, Advanced Education and Skills (AES), Conne River, Teck Resources Limited, College of the North Atlantic (Baie Verte), Discovery Partners Network.

**Western Region:** Office to Advance Women Apprentices (OAWA) Conference (Stephenville), Education Forum (Petroleum Industry of Canada), College of the North Atlantic (Corner Brook, Stephenville, Port Aux Basques), Academy Canada (Corner Brook), Western College (Stephenville) and NAWN (Newfoundland Aboriginal Women's Network)

**Labrador Region:** Nunatsiavut Government, Innu Nation, Labrador Aboriginal Training Partnership, Town of in Happy Valley-Goose Bay, Lower Churchill Project (SNC-Lavalin), Department of Advanced Education and Skills (AES), Spinal Cord Injury NL, Avalon Employment

**FEATURE: TOTT program graduate helps her local community**

*Three TOTT women use their skills to help out a local animal shelter*

Carpentry students in Happy Valley-Goose Bay have turned an educational experience into an opportunity to contribute to animal welfare.

The local SPCA needed help constructing a new shelter. Carpentry instructor at the College of the North Atlantic, Ron Budgell, put his students to the task – giving them a prime opening for hands-on experience.

Of the 13 students involved in the project, three women - Elizabeth Forsey, Judy Bird and Mary Ann Selma - shared in the excitement of the experience.

Elizabeth Forsey, or Liz as she likes to be called, completed the *Techsploration: Orientation to Trades and Technology (TOTT)* program with Women In Resource Development in partnership with Hebron, Hibernia and College of the North Atlantic in Happy Valley-Goose Bay. She has always enjoyed working with her hands and being creative, so the carpentry class was a perfect fit.

"I really like watching a project come together, when you do something right and it fits together beautifully, it's extremely satisfying," said Liz.

Being from the North Coast of Labrador, Mary Ann Selma is ready to bring her skills back to her home town in Natuashish. She is determined to find employment after the program is finished and really enjoys framing and roofing.

Desiring a physically demanding occupation, Judy Bird thought carpentry would be a great fit and was quick to apply



*TOTT participant, Elizabeth Forsey along with her female classmates getting ready to put their carpentry skills to use to help the local SPCA sheleter.*

when the program was offered in Happy Valley-Goose Bay.

"I wanted a physically challenging job, I wanted to learn how to use power tools correctly and how a house is buildt from the ground up," said Judy.

The women are pleased to be a part of the project. "It is a great hands-on experience, it is going to be something to be very proud of," Liz commented.

Mary Ann said that all she thinks about is the animals, "building a new home for the animals means a lot and I am part of it all"

"I like working in the fresh air," said Judy, "the SPCA volunteers need a good place to work"

Budgell praised the women for stepping outside the traditional occupations. "It is becoming normal to find women on construction sites now, it's not the 1960's anymore," he said. "Women who I have worked with don't look at themselves as pioneers anymore, just as a worker. Women can be on sites as much as men can and they can do the same job."

**WHERE WE'RE GOING ...**

- Advancing Women in Non-Traditional Occupations Public Forums - Stephenville, Happy Valley-Goose Bay, Clarenville, St. John's (see **upcoming events** section for dates and locations)

**REGISTER TODAY AT:**  
[rsvp@wrdc.nf.ca](mailto:rsvp@wrdc.nf.ca)

- **Labrador West Information Sessions** - WRDC/Nalcor Energy/Advanced Education and Skills (AES) - September 10, 2014
- **Orientation to Trades and Technology (OTT)** - Corner Brook Graduation - August 14, 2014
- **Techsploration: Orientation to Trades and Technology (TOTT)** - St. John's Graduation - August 28, 2014
- Booth at **Office to Advance Women Apprentices (OAWA) conference** in October 2014 in Happy Valley-Goose Bay

**OTT START UP DATES:**

- **Orientation to Trades and Technology (OTT)**
- Seal Cove - August 25, 2014
- Stephenville - Winter 2015
- Corner Brook - Winter 2015
- Grand Falls - Winter 2015
- Baie Verte - Winter 2015
- St. John's - Winter 2015

**APPLY TODAY! Contact:**  
[info@wrdc.nf.ca](mailto:info@wrdc.nf.ca)

**Orientation to Trades and Technology (OTT) Graduates:**

- **OTT Stephenville - May 2014** - 12 graduates; 11 pursuing further training
- **OTT Grand Falls - June 2014** - 10 graduates; 8 pursuing further training

## The Kami (Kamistiatusset) Project

*Taking the steps to encourage employee retention and women's employment*

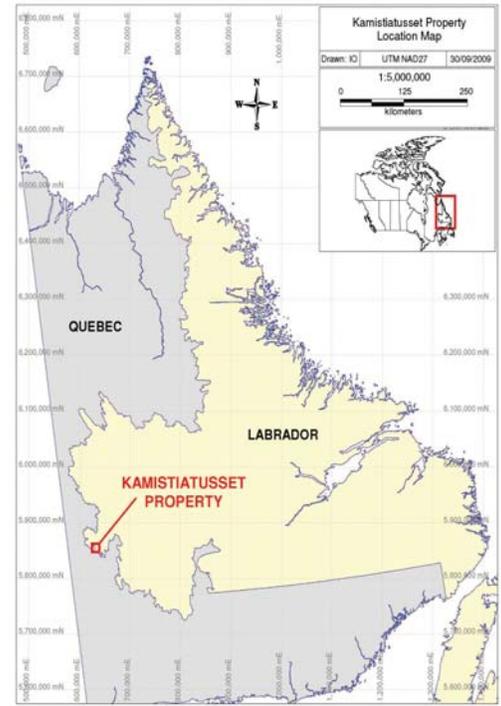
The upcoming Kami (Kamistiatusset) Project is a proposed iron ore mine in Western Labrador being developed by Alderon Iron Ore Corp. It is owned 75% by Alderon and 25% by Hebei Iron & Steel Group Co. Ltd. ("HBIS") through The Kami Mine Limited Partnership. The construction phase of this project will take approximately two years to complete, with the mine life lasting over 25 years. The construction of the project will result in approximately five million person-hours of employment, and labour force requirements are anticipated to peak between 2019 and 2033 requiring up to 817 workers.

On May 27th, it was announced that Alderon and the Government of Newfoundland and Labrador had reached a benefits agreement for the Kami mine, one that promotes equity and diversity. Preference will be given to workers from Labrador, with residents from the island portion of the province given second preference. There will be equal opportunity employment at the site, a promise that includes training and education, a recruitment and selection

process that emphasizes fairness and equal opportunity, and steps to encourage employee retention and targets for women's employment. There will also be an on-site daycare facility with the capacity to accommodate 40 children. Alderon acknowledges that there are many social and economic benefits of gender equity as it can "contribute to a stable and prosperous operating environment." WRDC applauds the steps being taken to ensure that equal opportunity is given to women and is committed to working with Alderon to help them achieve their diversity commitments.

For more information on the Kami Project, or to find upcoming opportunities, please visit the project website at <http://www.alderonironore.com/projects/kami/>

For information on the benefits agreement, please visit: <http://bit.ly/1oyCWVS> and <http://bit.ly/1pvUoJp>



For more information on the Labrador West Region, including Wabush and Labrador City, please visit: <http://bit.ly/1lwX4n9>

### Where We've Been... (April 1, 2014 - June 30, 2014)

#### Conference & Trade Show:

- Baie Verte Mining Conference
- Expo Labrador
- NOIA Play on the Edge Conference
- NLCA NL Economy luncheon

#### Other Outreach services:

- Emera Diversity Consultation
- Association for New Canadians Diversity Symposium
- Mining NL AGM
- NLCSA AGM

#### Professional Development

##### Workshops:

- Offered to members of the The Construction Labour Relations Association of Newfoundland and Labrador Inc., Dare to be Diverse – Recruitment and Retention Best Practices
- Training Institution

#### Recruitment and Retention Tools:

- Worked with several companies on the development of a Climate Survey.
- Provided consultation services to several companies to assist with Diversity Plans and Women's Employment Plans.
- Meetings with several industry stakeholders to provide information about our services.

**FEATURE: Workplace Climate Survey**

*Assessing current workplace cultures in terms of diversity and inclusiveness*

A Workplace Climate Survey provides a picture of an organization's needs.

This survey can be used to solicit employee opinions on a variety of issues such as the company's success in communicating its mission to employees, or local issues such as quality of the working environment and whether basic needs are being met with facilities and equipment (including PPE), safety, respect in the workplace, diversity, opportunities for training and advancement, management styles, leadership, innovation, concern for employee well-being and appreciation and recognition.

The results of this type of feedback process provide an understanding of how employees perceive the organization along different dimensions.

**Topics addressed in a Workplace Climate Survey can include:**

- Innovation;
- Satisfaction;
- Diversity;
- Respectful Workplaces;
- Management Style;
- Interpersonal Relations;
- Safety;
- Harassment and Discrimination;
- Policy Assessment;
- Compensation;
- Benefits;
- Communication;
- Mentoring;
- Teamwork;
- Adaptability;
- Staff Development;
- Leadership.

**Benefits of Workplace Climate Survey feedback:**

- Essential to facilitating development and organizational change;
- Allows the organization to focus on needs and leverage its strengths;
- Informs the organization on which actions will create problems for the employees;
- Provides management with employee feedback on the internal health of the organization;
- Provides a direct means of assessing employee opinions that would otherwise be unreported;
- Measures the impact of current programs, policies and procedures;
- Provides financial benefits for the company in increased productivity and decreased time off and turnover;
- Can be a motivator of performance since it shows the employee that their opinions and views are considered important;
- Can be used to motivate employees and improve job satisfaction.

WRDC can help you develop and conduct Workplace Climate Surveys to assess current workplace cultures in terms of diversity and inclusiveness, and monitor results over time.



**WHERE WE'RE GOING ...**

Professional Development Workshops

**Dare to be Diverse: Recruitment & Retention Best Practices FREE Lunch & Learn**

- Stephenville, NL  
Day's Inn  
September 10, 2014  
12:00 p.m.- 2:00 p.m.
- Happy Valley-Goose Bay, NL  
Hotel North 2  
October 23, 2014  
12:00 p.m.- 2:00 p.m.
- Clarenville, NL  
Clarenville Inn  
November 19, 2014  
12:00 p.m.- 2:00 p.m.
- St. John's, NL  
Holiday Inn  
December 2, 2014  
12:00p.m.- 2:00p.m

**REGISTER TODAY AT:  
rsvp@wrdc.nf.ca**

WRDC Executive Director, Cheri Butt Speaker at the **4th Annual Newfoundland & Labrador & Quebec Mining Forum**



**AUGUST 2014**

**Outreach Presentation:** WRDC-ERC will provide an overview of our programs and introduction to trades/technology careers. MUN Engineering Camps (Girl Quest Age 9-12): August 4., 2014, and August 12, 2014.

**Outreach Presentation:** WRDC-ERC will provide an overview of our programs and introduction to trades/technology careers. WISE: NL Student Summer Employment Program, Developmental Day: August 16, 2014 1:00-2:00 p.m. WRDC-ERC will be bringing one/two tradeswomen to share their experience with approximately 60 grade 11 students.

**Orientation to Trades and Technology (OTT), Seal Cove**  
College of the North Atlantic (CNA)  
Tentative Start Date: August 2014

**SEPTEMBER 2014**

**Labrador West Information Session, For women interested in TTO.**  
College of the North Atlantic  
Labrador City  
September 10, 2014  
6:00 p.m. - 9:00 p.m.

**Dare to be Diverse: Recruitment & Retention Best Practices FREE Lunch & Learn - For employers**  
Stephenville, NL  
Day's Inn  
September 10, 2014  
12:00 p.m.- 2:00 p.m.

**Advancing Women in Non-Traditional Occupations Public Forum**  
Stephenville, NL  
Day's Inn  
September 10, 2014  
6:30 p.m. - 9:00 p.m.

**GUSTO Recruitment** - program for high school girls, offerings Fall 2014.

**Outreach Presentation:** WRDC-ERC will provide an overview of our programs and introduction to trades/technology careers. Multicultural Women's Organization of NL (MWONL)  
September 18, 2014, 6:30p.m.-8:00p.m.

**OCTOBER 2014**

**Dare to be Diverse: Recruitment & Retention Best Practices FREE Lunch & Learn - For employers**  
Happy Valley-Goose Bay, NL  
Hotel North 2  
October 23, 2014  
12:00 p.m.- 2:00 p.m.

**Advancing Women in Non-Traditional Occupations Public Forum**  
Happy Valley-Goose Bay, NL  
Hotel North 2  
October 23, 2014  
6:30 p.m. - 9:00 p.m.

**Orientation to Trades and Technology (OTT)**

- Stephenville - Winter 2015
- Corner Brook - Winter 2015
- Grand Falls - Winter 2015
- Baie Verte - Winter 2015
- St. John's - Winter 2015

Currently accepting applications

**NOVEMBER 2014**

**Dare to be Diverse: Recruitment & Retention Best Practices FREE Lunch & Learn - For employers**  
Clarenville, NL  
Clarenville Inn  
November 19, 2014  
12:00 p.m.- 2:00 p.m.

**Advancing Women in Non-Traditional Occupations Public Forum**  
Clarenville, NL  
Clarenville Inn  
November 19, 2014  
6:30 p.m. - 9:00 p.m.

**DECEMBER 2014**

**Dare to be Diverse: Recruitment & Retention Best Practices FREE Lunch & Learn - For employers**  
St. John's, NL  
Holiday Inn  
December 2, 2014  
12:00p.m.- 2:00p.m.

**Advancing Women in Non-Traditional Occupations Public Forum**  
St. John's, NL  
Holiday Inn  
December 2, 2014  
6:30 p.m. - 9:00 p.m.

**For more information or to register for these or upcoming events contact:**

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**DARE to be DIFFERENT.**  
**DARE to be DIVERSE.**

**HOW HAS WRDC HELPED YOU...  
INSPIRE WOMEN, INSPIRE CHANGE, BECOME INSPIRED.  
SHARE YOUR STORY.**

*to learn more contact:*  
**mhodder@wrdc.nf.ca**

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IN RESOURCE  
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share your story

**Get to know the staff of WRDC..**

*How can we help you?*

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