

TECHSPLORATION®



2019 COMMUNITY REPORT



A MESSAGE FROM OUR PRESIDENT



On behalf of Techsploration's Board of Directors, I am honoured to launch our latest Community Report. This document outlines our unique program model, while also highlighting its impact on our alumnae and our broader community. You will see colourful and inspiring photos from many of our events over the past year -- photos that capture life-changing experiences and moments. You will also see numbers -- numbers that quantify and measure the power of our programming.

With a wait-list of schools in Nova Scotia, a growing network of alumnae across the country, and multiple requests from other provincial jurisdictions to expand Techsploration programming beyond Nova Scotia, much of 2019 was spent preparing our organization for growth in 2020. That's right, we have some very exciting news! 2020 brings us an incredibly significant partnership with the NSCC Foundation, which will enable Techsploration to accept charitable donations

-- a first for the organization. Fundraising efforts with this partnership will focus on supporting core programming in Nova Scotia and scholarships and bursaries for Techsploration alumnae who pursue trades and technology studies at NSCC.

If that wasn't enough exciting news for the New Year, Techsploration is officially going national! We are thrilled to announce federal funding in the amount of \$319,620 from Employment and Social Development Canada for the launch of a National Expansion Pilot. The aim of this pilot is to test the feasibility of national expansion by delivering Techsploration's core career exploration program to young women in Ontario and to provide new supports for Techsploration alumnae, including an online mentorship portal!

We always encourage our Techsplorers and our alumnae to go outside their comfort zones, to experience new challenges and overcome them. We tell them that they can do anything. This year, we're taking our own advice. We're exploring uncharted territory -- if you're not already involved with Techsploration, now is the time to join us on what is sure to be an epic Canadian adventure!

SHERRY DONOVAN - President, Techsploration Board of Directors

About Techsploration

Our hands-on, mentor-led programming introduces young women in grades nine through twelve throughout Nova Scotia to in-demand careers in science, engineering, trades, and technology. We believe in the power in possibilities, so we encourage our program participants to explore careers they may not have considered otherwise, while also helping them understand the significance of math and science for their future careers.

Whether it's through the popular Power in Possibilities online video series or a worksite experience with a Techsploration role model, the impact of Techsploration's programming is significant. Hundreds of volunteers, role models, and teachers donate their time and resources to help make Techsploration a thriving, community-led organization. Together, we work with industry to build Nova Scotia's next generation of skilled female leaders!

In 2019, we reached...

3,500
STUDENTS

40
SCHOOLS

and worked with...

350
VOLUNTEERS

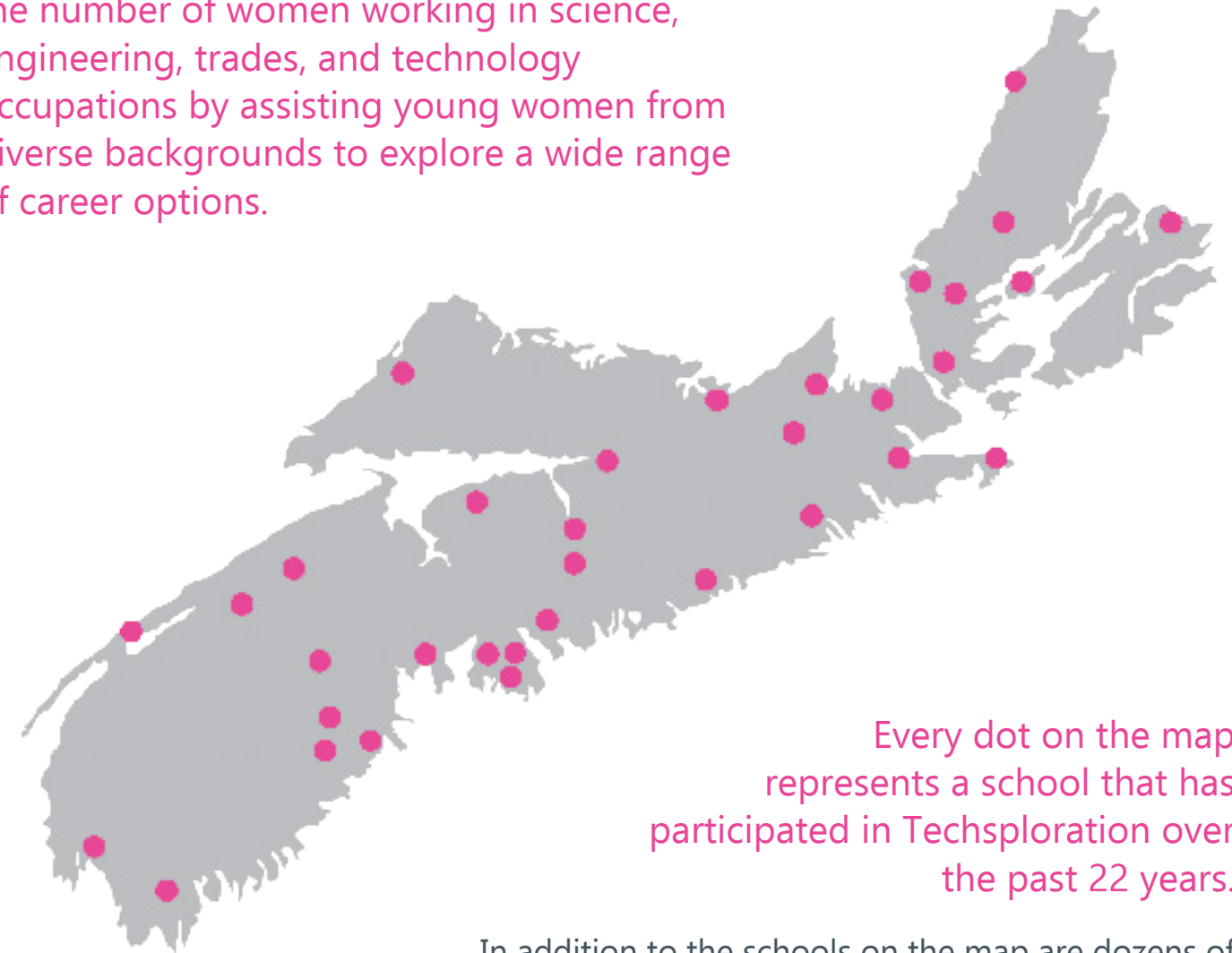
and delivered...

50
EVENTS

"I'm an aircraft maintenance apprentice and when I complete my apprenticeship I would like to become a mentor. My experience at Techsploration is the reason I'm excelling in my career and why I would like to influence other girls."
- K-Leigh Murray-Merrill
Techsploration Alumna '12

"The whole experience made me feel part of something bigger than myself. We worked as a team, it was amazing!"
- Nikayla Rosnok
Techsploration Alumna '11

The goal of Techsploration is to increase the number of women working in science, engineering, trades, and technology occupations by assisting young women from diverse backgrounds to explore a wide range of career options.



Every dot on the map represents a school that has participated in Techsploration over the past 22 years.

In addition to the schools on the map are dozens of other schools that have participated as guests at Techsploration events.

With your support, our reach is set to grow in **2020** (and the map is going to look quite a bit bigger)!



SANDRA TERAN
Investigator
Enforcement & Intelligence
Canada Border Services / Government of Canada

ROLE MODEL

"While every year, each experience is different, unique, and rewarding, I have to say that this year, our experience mentoring young women from the We'koqma'q Mi'kmaw School was something that is simply 'incredible'. My team and I wanted to ensure that these young women felt the energy and pride we have when we do our work and put on our uniform or wear our badge or simply identify ourselves as a Canada Border Services Agency (CBSA) investigator, CBSA intelligence officer, CBSA Instructor, or CBSA Border Officer. We wanted these young women to know and experience just how rewarding a lifelong career in law enforcement really is.

The look on these young women's faces and the thoughtful gifts they gave each of us showed us that we accomplished what we set out to do. These young women were engaged from the moment we sat down to talk to them until the time the day ended. I knew just by looking at their facial expressions, their body language, their interest in what we were showing them that they were 'getting it'. Their final presentation did capture everything we talked to them about and what we showed them. One of the things that stands out to me during their presentation was when they made the arrest of the traveler. The arrest was made in a calm, polite, non-aggressive manner which is how we 99.9% of the time get things done. They understood this!

I cannot say enough how unbelievably rewarding it is to be part of this program."



Photos (l-r): Sandra Teran speaks to Techsplorers at the Division A Techsplorer Event in Port Hawkesbury; Sandra and her colleagues from CBSA pose for a team photo with their Techsploration Team from We'koqma'q Mi'kmaw School.

The Program

Techsploration Goes to Work

December – March

Students apply and a teacher selects six to eight young women in grade nine to be on their school's Techsploration team. Together, they research a science, engineering, trades, or technology career assigned to their team. With the help of a female role model working in that field, the team spends a day at her workplace, learns about her work, and creates a presentation.

Techsploration Goes to School

February – April

The Techsploration team shares their experience and presentation with students at their school. Young women and young men, staff and invited guests are introduced to in-demand careers by participating in a round robin with women working in these fields. Students ask the role models questions about their jobs, training and education.

Techsplorer Events

April – May

Techsploration teams from across the province gather together to share their presentation with participants from other schools. The young women get an in-depth look at multiple science, trades, and technology careers and participate in interactive presentations and workshops that aim to build confidence and leadership skills.

Techsplorer Alumnae Activities

Ongoing

Young women in grades 10 – 12 are invited for follow-up activities such as interactive workshops and alumnae conferences to learn about more career options, while also developing leadership and teamwork skills. They are encouraged to help teachers select the new school team and assist with the program. In grade 12, all participants can also apply for scholarships created especially for Techsploration by our sponsors and volunteers.

Girls who participate in all of our programming from grade 9 through to grade 12 will have had the opportunity to meet over **125** different role models!



Alumnae Tracking Project

The Alumnae Tracking Project is an on-going, survey-based initiative that was first launched in 2012. The results have not only provided us with the opportunity to learn how to make program improvements, but have also proven that Techsploration works! As we continue this initiative, generously supported by the Nova Scotia Apprenticeship Agency, we aim to highlight trends that emerge from the data, which complements the feedback received through alumnae engagement at Techsploration's in-person events.

In 2020, Techsploration will launch an online Alumnae Mentorship Network to further support our alumnae in the workforce. Stay tuned for details!

Power in Possibilities Video Series

Launched in February of 2019, the Power of Possibilities online video series aims to inspire interest and promote exciting career opportunities to young women. The popular series, which has been shared globally, currently includes three videos – each highlighting an aspirational role model in her field of work. The first video features Dr. Marianne Stanford, Vice President of Research at IMV, who is working on new ways to harness the human immune system to treat ovarian cancer; the second features Dr. Mita Dasog, a chemist at Dalhousie University who is developing ways to store solar energy in chemical bonds using water; and the third features Kristal Ambrose, founder of The Bahamas Plastics Movement, who is working on marine management and reducing plastic pollution in the Caribbean.

Building on Techsploration's tremendously successful first video series, Women in Action, we hope to expand this series in 2020. This series was made possible through the financial support of the Natural Sciences and Engineering Research Council of Canada (NSERC).



INFLUENCE

In our 2018-2019 Alumnae Survey, we asked our alumnae to rate each of our events and activities on their effectiveness. Below, you will find the percentages of respondents who agreed each event either 'taught them a great deal' or 'sparked their interest' in:

- making them more aware of careers in science, engineering, trades, and technology (dark grey)
- making them more interested in pursuing a career in science, engineering, trades or technology (light pink)

WORKSITE EXPERIENCE

93% | 87%

TEAM ROLE MODEL

94% | 89%

TEAM PRESENTATIONS

90% | 82%

TECHSPLOURATION GOES TO SCHOOL

86% | 81%

TECHSPLOERER EVENTS

97% | 93%

WORKSHOPS

95% | 91%

ALUMNAE CONFERENCE

96% | 89%

ROLE MODEL SESSIONS

92% | 87%

2019-2020 Scholarship Recipients

Techsploration is thrilled to offer a number of scholarships and bursaries to provide financial support for Techsploration alumnae and young women in Nova Scotia who pursue post-secondary education in science, engineering, trades, or technology. Congratulations to our 2019-2020 scholarship recipients!

2019-2020 Recipients

Acadia University and Techsploration Science Award

Haley Cross - Bachelor of Science

Dalhousie University and Techsploration Women in Technology Scholarship

Haileigh Barss - Bachelor of Computer Science

Digital Nova Scotia Techsploration #womenintech Scholarship

Jenna Cogswell - Bachelor of Computer Science, Dalhousie University

Engineers Nova Scotia Techsploration Engineering Scholarship

To be announced in 2020!

NSCC Foundation Techsploration Award for Women in Trades and Technology

Ellen MacDougall - Pipe Trades, IT Campus

Kieran Johnson - Natural Resource Environmental Technology, Strait Area Campus

Taryn MacDonald - Power Engineering Technology, Strait Area Campus

Saint Mary's University and Techsploration Science and Engineering Award

Moire Fecteau - Bachelor of Science

St. Francis Xavier University Techsploration Science and Engineering Scholarship

Brooke Breen - Bachelor of Science

We are grateful for the support and generous contributions of our Scholarship sponsors to our scholarship program. Available scholarships for the 2020-2021 school year will be posted in mid-January, 2020.

ALUMNA PROFILE

Dominique Zwicker

*Techsploration 2014-2015 Scholarship Recipient
Radiological Technologist*

"Techsploration is a program that has greatly influenced my life. Through developing skills and researching career paths, it allowed me to explore options that were outside of my comfort zone. My research into the radiological technology field was originally fueled by curiosity followed by serious interest. At first I never saw the technology field as a viable option for a career, but Techsploration showed me differently. I soon realized that working in a medical technology atmosphere where I could use both my scientific skills and my artistic abilities were essential criteria for me to feel fulfilled and successful."



#powerinpossibilities

DENIKA COAKLEY
CARPENTRY



STEP UP. NEVER BACK.

NSCC is made for tomorrow's makers and builders.
Those who push boundaries and themselves.

nscc | STRIVE.

IMPACT

Our Alumnae Tracking Project, an on-going initiative, allows us to better understand how Techsploration has influenced the lives of our alumnae.

Our Alumnae Survey asks the same questions each year so we can identify trends over time. This section provides the latest percentage (2019) of respondents who said they either 'slightly agree' or 'agree' with the following statements:

99% Techsploration introduced me to career opportunities that I don't think I would have known about otherwise.

88% Techsploration encouraged me to pursue fields of education that I would not have considered otherwise.

95% Techsploration improved my confidence about future career possibilities.

74% Techsploration influenced my decision to enroll in math and science courses in high school beyond the basic level required for graduation.

58% Techsploration influenced my decision to graduate high school.

83% Techsploration made me more comfortable speaking in public or with new people.

84% Techsploration increased my self-esteem.

“Anything is possible if you just believe -- Techsploration sponsors make that possible for young women. They open doors some girls may never have thought could be opened. I can honestly say that I’m not sure where my life would be today if I hadn’t participated in this program. When you support Techsploration, you show young women that they belong in your workplace. You have allowed us to be part of a life-long network and support system, one that is especially needed when you enter a male-dominated sector. Thank you. I hope you truly know how much impact you have on the young women in my generation.”

Victoria Henneberry
Techsploration Alumna and Pipefitter
Apprentice, Shelburne Ship Repair



SPONSOR BENEFITS

Development of a Local Workforce

Your support demonstrates leadership in promoting education, training, and youth initiatives that will lead to career and job opportunities for Nova Scotians. Share job opportunities with our skilled alumnae network across the country!

Addressing the Skills Shortage

The current skills shortage will require a significant recruitment effort to attract new workers to science, engineering, trades and technology fields. Techsploration directly addresses this challenge. Women make up over half the workforce and present an untapped resource of skilled workers in a wide variety of occupations.

Involvement in Techsploration also assists organizations in attracting talented young people to post-secondary educational training opportunities. For employers, this is a way to renew your workforce in future years and to start succession planning.

Workplace Diversity

Your participation demonstrates the value you hold for workplace diversity. Techsploration is a proven program that supports employment equity initiatives and programs.

Demonstrate Commitment to Your Community

The increased popularity of corporate citizenship has meant corporations have become a vital part of community and non-profit organizations. Techsploration offers you the opportunity to make a significant statement about your commitment to the communities in which you operate.

Recognition

Your organization will be recognized in a variety of ways at our events, on our website and printed material, and through our growing social media channels. Contact Emily Boucher at emily.boucher@techsploration.ca or at (902) 491-3535 to learn more about sponsorship and donor opportunities.

FOUNDING PROGRAM PARTNERS



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NAVIGATOR SPONSORS



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Harbr
Nova Scotia Advisory Council on the
Status of Women
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MEDIA SPONSOR



Our Sponsors help young women chart their own course.



KISKAJEIN
READY WHEN YOU ARE

Skilled workers like Shelly Pye, Red Seal Automotive Service Technician, are in high demand.

Are you ready for an exciting challenge?

Contact the Nova Scotia Apprenticeship Agency by calling 1-800-494-5651
or by emailing apprenticeship@novascotia.ca

Produced by the Aboriginal Apprenticeship Advisory Committee (AAAC)



Get Involved

Provide a Female School Team Role Model

Each school team is assigned a science, engineering, trades, or technology-related career to research with the assistance of a team role model employed in that career. She will:

- facilitate and host a 'Techsploration Goes to Work' day
- participate in a 'Techsploration Goes to School' event
- participate in a Techsplorer Event

Provide a Female 'Techsploration Goes to School' Role Model

Each year, up to 200 role models participate in Techsploration Goes to School events across the province. Role models present on a science, engineering, trades, or technology-related career to female and male students, teachers and invited guests. Employers support role model participation by providing the time to attend the event and by covering the cost of travel and expenses.

Provide In-kind Products or Services

Techsploration relies on support from industrial and educational organizations. If you can provide an in-kind donation of services, promotional products, or participate on a Techsploration committee, please feel free to contact the Techsploration office at 902.491.5595. We would love to discuss this with you.

Provide Financial Support

Your financial support will ensure the ongoing success and expansion of the Techsploration program. While considering the benefits to your organization, we want to assure you that your contribution can be flexible; payment for your contribution can be in one or more installments. You can also donate to Techsploration and secure a charitable tax receipt through our new partnership with the NSCC Foundation. If you decide that Techsploration is a great fit for your organization, please contact Emily Boucher, Manager, Communications and Strategic Partnerships, at 902.491.3535 or emily.boucher@techsploration.ca.

EMPOWERING *young women*
TO EXPLORE CAREERS IN SCIENCE,
ENGINEERING, TRADES, & TECHNOLOGY

The Organization

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“Techsploration lights a fire within every girl it touches. It inspires us to reach our full potential and strive to fulfill our goals, because we can be anything we want to be.”

Haley Cross
2019 Techsploration Scholarship Recipient
Bachelor of Science, Acadia University



ALUMNA PROFILE

Danielle Pellerin
Industrial Painter - Apprentice Level 6

"My Techsploration role model always told me to be open-minded and to explore as many types of jobs until I find one that I enjoy. She also taught me that trades are hard work, but that it's also very rewarding. I chose industrial painting after trying residential. I wanted to work in a trade that was both colourful, physical and a bit hardcore. I saw someone sandblasting steel at the shop one day and fell in love!"



We thank you.

Techsploration

Unit 5A - 800A Windmill Road, Dartmouth, NS B3B 1L1

P: 902.491.5595

F: 902.491.4500

E: techsploration@techsploration.ca

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