



2021 Community Report





Message From Our President

Sherry Donovan

On behalf of Techsploration's Board of Directors, I am pleased to introduce our 2020 Community Report! As we all continue to grapple with the challenges and new realities presented by COVID-19 this past year, Techsploration remains committed to delivering our award-winning programming. Like many of our partner organizations, Techsploration had to adapt to COVID-19 restrictions and develop our program model to a virtual format. While it has not been an easy feat and we are still learning what works best, our community of partners, teachers, alumnae, role models, and volunteers have rallied around us to ensure youth in our region, and beyond, have access to Techsploration.

Despite the challenges that come with developing (and redeveloping) new methods of delivery for programming, there were two rather significant and incredibly positive milestones in 2020: our team unveiled an incredible new website with REDspace and launched our first-ever Online Alumnae Mentorship Program with En Point! Both initiatives were made possible through funding from Employment and Social Development Canada and

provide further supports to our community and our alumnae to better navigate career pathways in skilled trades, science, engineering, and technology.

We hosted the first online version of our Alumnae Conference on November 6th, and are now ready to launch our new online program model in Nova Scotia this January! While our National Expansion Pilot in Ottawa and Hamilton was put on hold due to COVID-19 restrictions this past spring, we're also preparing for Techsploration Career Quest: our online program for young women in Ontario, which is set to launch on March 8th in alignment with International Women's Day. Our team is also working in partnership with WISEatlantic to host our new Insight2Inspire Speaker Series: stay tuned for the next session!

Techsploration's mission is more important than ever. Youth need to understand that career paths and possibilities are still limitless and math and science vital to essential services. Techsploration's

network of inspiring role models includes scientists who are developing vaccines for COVID-19, engineers who are creating innovative PPE, skilled trades professionals and apprentices who are maintaining and building essential infrastructure, and software programmers ensuring we remain connected in a period of such isolation. We remain committed to showcasing the "power in possibilities" and to continue the legacy of our impactful programming with our new online model.

If you aren't already following our social media feeds, please do. Our feeds are committed to sharing positive stories and news that will lift each of us up during this difficult time. I would like to take this opportunity to thank our Founding Program Partners, the Nova Scotia Apprenticeship Agency and the Nova Scotia Community College, and all Techsploration sponsor and partner organizations. We are grateful for your continued support and commitment to our organization.

Thank you!



About Techsploration

Our award-winning hands-on, mentor-led programming introduces young women in Grades 9 through 12 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 the confidence, knowledge, and skill-sets of Canada's next generation of female leaders!

In 2021, we are set to reach:

15,000 STUDENTS

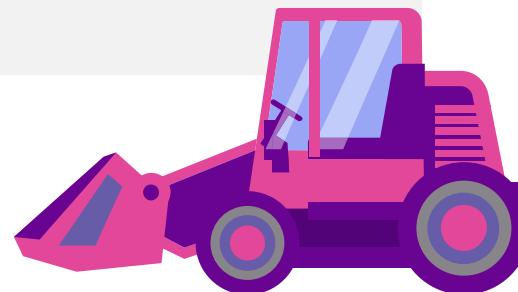
60+ SCHOOLS

with support from...

400+ VOLUNTEERS

to deliver

60+ ONLINE EVENTS





Ronda Frigault

“ I love participating in Techsploration because I can see the impact of the program first-hand. I have seen alumnae choose NSCC’s Pipe Trades program after experiencing Techsploration – knowing that you can inspire young women to pursue a career in the trades is so rewarding! ”

NSCC Plumbing Instructor and Red Seal Certified Plumber;
Techsploration Role Model

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 session 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, engineering, trades, and technology careers and participate in interactive presentations and workshops that aim to build confidence and leadership skills.

Techsplorer Alumnae Activities

October

Young women in grades 10 – 12 are invited for follow-up activities such as interactive workshops and a round robin session 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! opportunity to meet over 125 different role models!





Arylene Reycraft

After a dedicated career with Techsploration spanning nearly two decades, Arylene Reycraft retired this past July. To celebrate her significant contributions to Techsploration, we asked Arylene to share some of her career highlights with us and our community.

What was initially set to be a three-month gig ended up being a lengthy and impactful stay with Techsploration, which Arylene led between 2017 and 2020 as the non-profit's Executive Director. Arylene first began her role with Techsploration recruiting volunteers to serve as role models for the program, many of whom still volunteer to this day.

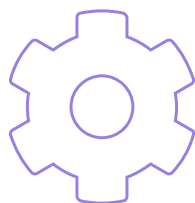
"In the beginning I was just doing my job to recruit women to act as role models for Techsploration. However, as I learned more about their stories and challenges, I became angry and hurt for them and the barriers they had to face. Those experiences early-on really made me reflect on the challenges I had encountered in my own life and the realities my two daughters would meet while on their respective career paths," says Reycraft.

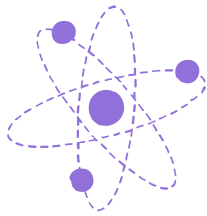
It was those experiences that fostered Reycraft's passion for Techsploration and the belief that anyone should have the opportunity to pursue

whatever career they choose or are interested in, without it being defined as pioneering or radical. Each role model Arylene has met throughout her career has had a cumulative impact on her: one woman's story would lead to the next, and that would lead to the next, and so on. Techsploration's vast and incredibly talented pool of role models can largely be attributed to Arylene and the meaningful connections she created throughout her career.

"I'm a little astounded when I look back at the things the team and I have accomplished while we've worked together. I wouldn't have believed it if someone had told me the Prime Minister's office would call and request a meeting, that an incredible leader like the Honourable Bernadette Jordan would be an advocate for our program, or that we'd be delivering programming in Ontario. These achievements still amaze me!"

Arylene's impact on Techsploration is undeniable and, according to Arylene, the organization has also shaped her in return. "It has given me confidence in my ability to trust my decisions. I met a mentor of mine, Ruth Goldblum, through Techsploration. She taught me to trust my instinct - all women should have a Ruth in their lives."







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.

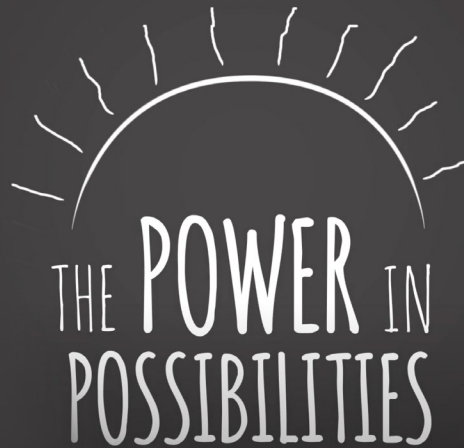
In 2020, Techsploration launched our first-ever Online Alumnae Mentorship Program to further support our alumnae as they navigate studies and careers post High School graduation. This initiative is funded by Employment and Social Development Canada. Contact Maureen Duffy-Mason, Techsploration's Alumnae Outreach Coordinator, for more information on how to participate as a mentee: maureen.duffy-mason@techsploration.ca.



Power in Possibilities Video Series

In 2020, Techsploration began the expansion of our popular Power in Possibilities online video series, which aims to inspire interest and promote exciting career opportunities to young women. This expansion allows us to launch five new videos in 2021. Our first video in the expansion features Bethany Locke, an inspiring Powerline Technician with Nova Scotia Power. Visit our website or YouTube Channel to check out our videos from this series, as well as our earlier Women in Action video series.

This series was made possible through the financial support of the Natural Sciences and Engineering Research Council of Canada (NSERC) PromoScience and Employment and Social Development Canada.



A large industrial workshop with a worker in the foreground. The worker is wearing a blue jumpsuit with reflective yellow stripes, a red hard hat, and safety glasses. They are holding a coiled red and green hose in their left hand and a power tool in their right hand. The background shows a complex industrial structure with multiple levels, scaffolding, and various pipes and equipment. The floor is a dark, textured surface. The lighting is bright, coming from overhead industrial lights.

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Skilled workers like Toshia Crawford, apprentice Metal Fabricator (Fitter), are in high demand.

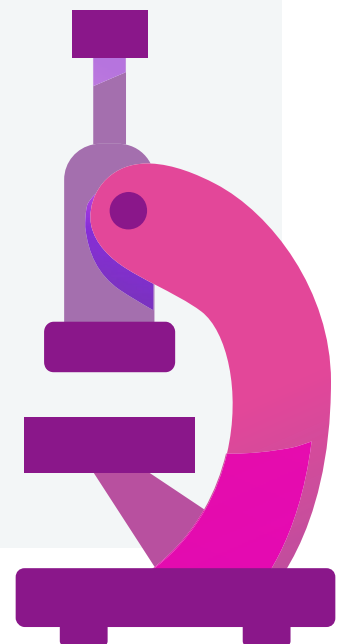
Are you ready for an exciting challenge?

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

Influence

In our most recent Alumnae Survey (2020), 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:

92%	Worksite tour/experience
100%	Team Role Model
92%	Team Presentations
92%	Techsploration Goes to School
92%	Techsplorer Event
100%	Workshops
84%	Alumnae Conference
100%	Role Models (round-robin)
83%	Website (online videos)



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 hands-on workshop kits for our online programming.

Provide In-kind Products or Services

Techsploration relies on support from industry 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, particularly as we move to an online model with virtual reality worksite experiences. 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 at [902.817.6418](tel:902.817.6418) or at emily.boucher@techsploration.ca.





KIERAN WASUEK JOHNSON
NATURAL RESOURCES ENVIRONMENTAL TECHNOLOGY

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Those who push boundaries and themselves.

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2020-2021 Scholarship Recipients

Each year, 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 2020-2021 scholarship recipients!

2020-2021 Recipients

Acadia University and Techsploration Science Award

Sophia Kroezen - Bachelor of Science

Engineers Nova Scotia Techsploration Engineering Award

Peyton Lipsett – Bachelor of Engineering, Dalhousie University

Saint Mary's University and Techsploration Science Award

Brea Campbell - Bachelor of Science

We are grateful for the support and generous contributions of our Scholarship sponsors to our scholarship program. Available scholarships for the 2021-2022 school year will be posted in late-January, 2021.



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 (2020) of respondents who said they either 'slightly agree' or 'agree' with the following statements:

100%	Exposed me to career opportunities I didn't know about	100%	Made me more comfortable speaking in public or with new people
92%	Encouraged me to pursue fields of education I wouldn't have considered	100%	Increased my self-esteem
92%	Influenced my decision to enroll in math and/or science courses beyond the basic requirements	100%	Improved my career research skills
75%	Influenced by parents' views about my career path	100%	Taught me how successful women can be in any career
92%	Affected opinions of my friends and family about women in science, engineering, trades, and technology careers	92%	Influenced my decision to graduate high school
		92%	Influenced my decision to pursue post-secondary education
100%	Improved my confidence about future career possibilities		

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 in your region. 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 postsecondary 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.

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) 817-6428 to learn more about sponsorship and donor opportunities.



The Organization

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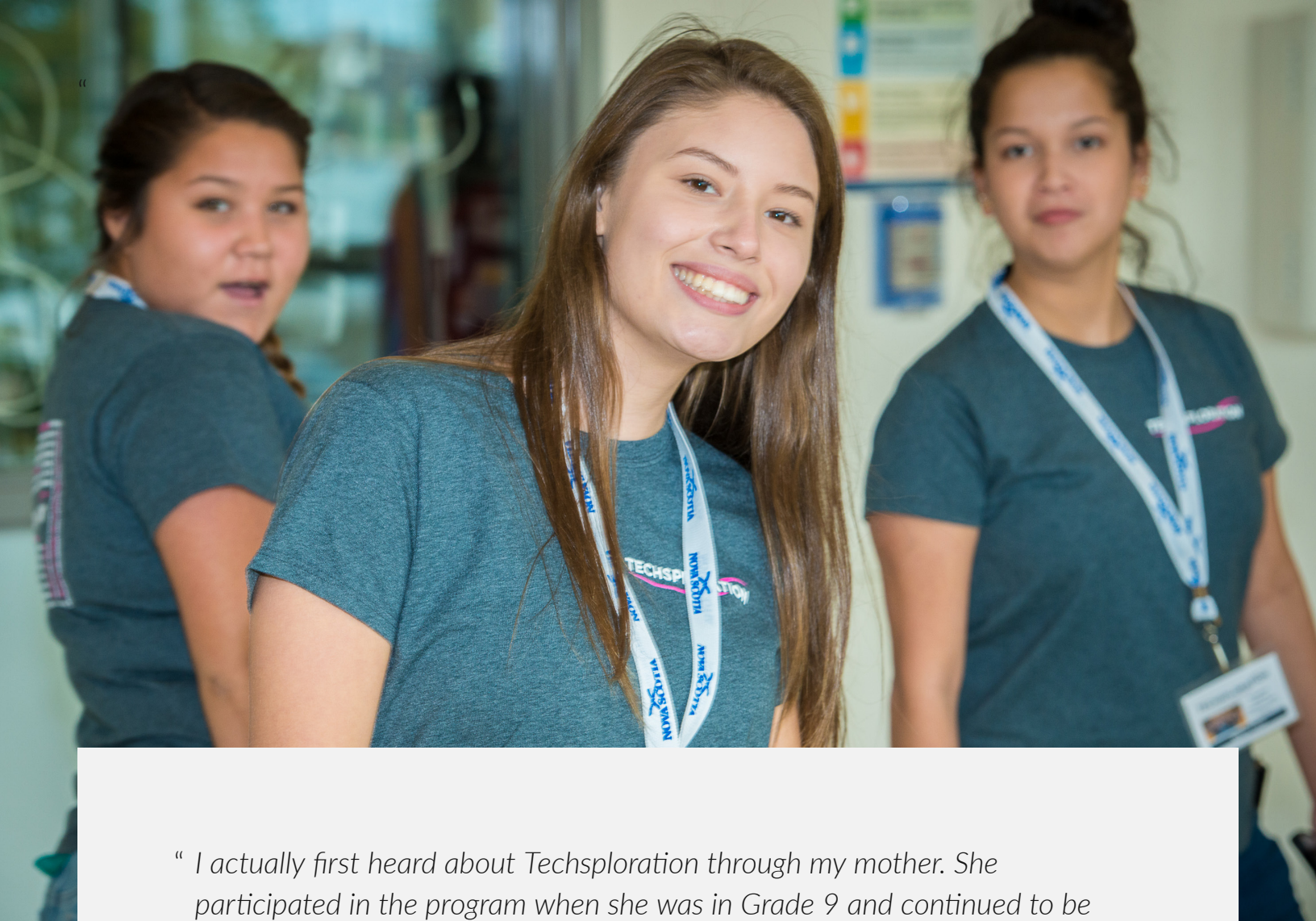
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“ I actually first heard about Techsploration through my mother. She participated in the program when she was in Grade 9 and continued to be involved with it in higher grades. She has talked to me about it for as long as I can remember because she is very proud to be an alumna...She has always said that it was an empowering experience and opened her mind to so many different fields and future employment prospects. I bet that there aren't too many young women who can say that they are Techsploration legacy! ”

Isabella, Dalbrae Academy

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Founding Program Partners



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