

YOUTH LEADERSHIP COUNCIL

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COMMUNITY ADVISORY COMMITTEE

AlphaKor
Auto21
BASF
Canadian Armed Forces
City of Windsor Employment and Social Services
City of Windsor Fire and Rescue Services
Collège Boréal
Conseil scolaire catholique Providence
Conseil scolaire Viamonde
Excellence in Manufacturing Consortium
Greater Essex County District School Board
Hackforge
Lori Newton Consulting
Municipality of Leamington Economic Development
NYN DESIGNS INC.
Ontario Provincial Police
Radix Inc.

Reko International Group
St. Clair College of Arts and Applied Technology
Unifor Local 444
University of Windsor Department of Education
University of Windsor Odette School of Business
Valiant Machine and Tool
We Can Do It!
WEtech Alliance
Windsor Essex Catholic District School Board
Windsor Essex Economic Development Corp.
Windsor Essex Local Immigration Partnership
Windsor Essex Regional Chamber of Commerce
Windsor Police Service
Wireless Ronin Technologies Inc.
Women's Enterprise Skills Training
Workforce WindsorEssex

COMMUNITY PARTNERS

Academy Transport
Caesars Windsor - IT Department
Centreline
Cypher Systems
Dakkota
Ford Motor Company
Great Lakes Training Institute
Lab4Leaders
Laval Tool

MSJ Automotive
Ontario Truck Driving School
Platinum Tool
PowerTrax
Springboard Management
Union Gas
University of Windsor Faculty of Engineering
Windsor Equipment Training Facility Ltd.
Windsor Mold

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PROSPERITY MAP

The local Prosperity Map features Call2Action strategies, opportunities, and existing resources to address community gaps to increase economic prosperity of young women in Windsor-Essex.



For Women. For Success.



WE SUCCEED: BEYOND THE STATUS QUO

PROSPERITY MAP

Our Road to Increasing Economic Prosperity

START HERE

Challenge

The under-representation of women in the skilled trades & STEM*

Youth Engagement

- 36 young women from across Windsor-Essex aged 14 - 25 joined the Youth Leadership Council
- Facilitated workshops and surveyed over 313 youth in the region
- Over 6,500 volunteer hours committed

Community Partnerships

- 48 Stakeholders joined the Community Advisory Committee
- Representation from industry, government and education
- Community support through project events

Research

- 3 Focus Groups conducted. 313 surveys completed.
- Needs Assessment Report Published (visit www.westofwindsor.com OR www.workforcewindsor.com for more information)
- Call2Action Strategies created and implemented
- Community dialogue & media attention generated

#Call 2 Action

KNOWLEDGE: Only 42% of young women knew what the skilled trades are.

PERCEPTION: 30% of young women thought there are some jobs that women should not be doing.

INFLUENCE: 58% of young women stated their parents influence their career choices and decisions.

KNOWLEDGE MENTORSHIP

Created formalized mentorship model between young women and successful female and male role models in the community. Over 20 stakeholders involved as mentors.

Future Recommendation:

Continue established mentorship connections. Support and participate in other mentorship models existing in the community.

KNOWLEDGE LEADERSHIP

Leadership course curriculum developed at University of Windsor that was completed by students and Youth Leadership Council.

Windsor Essex Youth Advising City Councilors internship program developed with 5 young women from the YLC participating as interns.

\$5,000 funded through "Impact"

Stakeholders: University of Windsor Odette school of Business; City of Windsor and Tecumseh councilors

Future Recommendation:

Continue to provide skills enhancement opportunities to youth.

PERCEPTION RECRUITMENT

Compiled best practices and strategies used for recruiting women into underrepresented occupations.

Stakeholders: Windsor Fire Department, Windsor Police, Ontario Provincial Police, Canadian Armed Forces, Reko International Group, BASF.

Future Recommendation:

Create campaign for local industry to learn about best practices and suggestions for recruiting females. Continue to take gender from occupations.

PERCEPTION TECHNOLOGY

Day Camp for Females: technology-related activities.

Partners/Stakeholders: WEtech Alliance; AlphaKor, Wireless Ronin, NYN DESIGNS INC., Hackforge

Future Recommendation:

Continue support and participation in targeted initiatives to recruit young women in FIRST Robotics and other technology events.

INFLUENCE EDUCATION

Build A Dream Event:

Grades 9 & 10 students and their parents met employers, heard from successful women in underrepresented occupations and learned about opportunities. Over 150 individuals attended

Stakeholders: GECDSB, WECDSB, CSC Providence, St. Clair College.

Goal: Increase female enrollment and retention in OYAP, Co-op, skilled trades and STEM-related courses.

Future Recommendation:

Local school boards support 'Build A Dream' as an annual event to continue to provide awareness and education to community about opportunities in underrepresented occupations

INFLUENCE COMMUNITY EDUCATION

Increased community awareness (esp. diverse populations) of opportunities with presentations.

Over 75 community stakeholders connected through the Windsor Essex Local Immigration Partnership.

Over 10 presentations made to community about the underrepresentation of women in the skilled trades and STEM

Future Recommendation:

Continue to engage diverse populations in discussion regarding STEM & skilled trades; Encourage service providers to promote STEM & skilled trades to their female clients.

BREAKING DOWN BARRIERS!