#### YOUTH LEADERSHIP COUNCIL

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Jessica Gigliotti Mandeep Bumbra Teodora Slijepcevic

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#### **COMMUNITY ADVISORY COMMITTEE**

AlphaKor **Reko International Group** 

St. Clair College of Arts and Applied Technology Auto21

**Unifor Local 444** 

**Canadian Armed Forces University of Windsor Department of Education** City of Windsor Employment and Social Services **University of Windsor Odette School of Business** 

City of Windsor Fire and Rescue Services **Valiant Machine and Tool** 

Collège Boréal We Can Do It!

**Conseil scolaire catholique Providence WEtech Alliance** Conseil scolaire Viamonde Windsor Essex Catholic District School Board **Excellence in Manufacturing Consortium** Windsor Essex Economic Development Corp.

**Greater Essex County District School Board Windsor Essex Local Immigration Partnership** Hackforge **Windsor Essex Regional Chamber of Commerce** 

**Windsor Police Service** 

Wireless Ronin Technologies Inc. NYN DESIGNS INC. **Women's Enterprise Skills Training** 

Workforce WindsorEssex

**Lori Newton Consulting** 

**Municipality of Learnington Economic Development** 

**Ontario Provincial Police** 

Radix Inc.

**BASF** 

#### **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

This project is funded by:



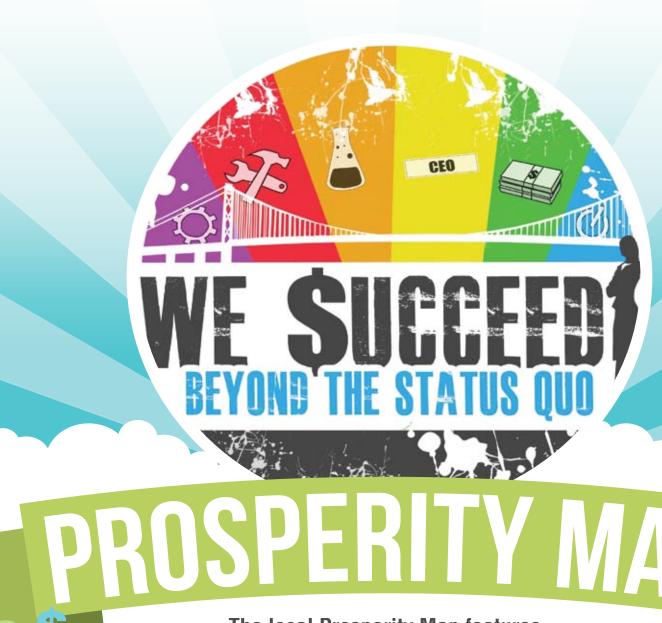
Status of Women Condition féminine Canada





This project was led by:





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.



## WE SUCEED: BEYOND THE STATUS QUO

# PROSPERITY MAP

Our Road to Increasing Economic Prosperity



# 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.workforcewindsoressex.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 Allicance; 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 underrepresentated 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 underrepresntation 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!

