

# THE / SHIFT

WEST  Inc.

NEWSLETTER

## LEADERS IN POSITIONING WOMEN FOR SUCCESS

SPECIAL EDITION 2022

“The Shift” is a quarterly newsletter to share exciting news about events, programs and services at WEST. The Shift will also celebrate through story our clients, individuals and Community Partners working to create a stronger more inclusive Windsor-Essex.

**Women’s Enterprise Skills Training of Windsor Inc. (WEST)** provides support to women in Windsor-Essex County and working to aid them in achieving their goals through acquiring employment, training and skill development plus aiding newcomers and immigrants with their settlement into our community.



## WOMEN’S HISTORY MONTH

During the month of March, we celebrate Women’s History month and acknowledge the contributions and the impact that women around the world have made in history and today. This year the theme is “Providing Healing, Promoting Hope” and is a time to honour the ceaseless work of the caregivers and frontline workers during the pandemic, along with recognize how women throughout history have provided healing and hope within their communities.

*“Life is not easy for any of us. But what of that? We must have perseverance and above all confidence in ourselves. We must believe that we are gifted for something and that this thing must be attained.”*

– Marie Curie

## STRATEGIC PLAN 2021-2023

As WEST Inc. continues its efforts to create services that meet the expanding needs of staff, clients and our community, as an organization the development of a

2021-2023 strategic plan was designed as a framework to support the work of WEST Inc. and the progression of the organization as a whole.

 [VIEW STRATEGIC PLAN](#)

# SETTLING IN... CONNECTING INDIVIDUALS TO THE COMMUNITY



Putting a smile on the face of a child, a woman in need, or a newcomer family - this was the target for the members of WEST's Management Steering Committee (MSC) for the holiday season of 2021. The MSC members volunteered their time to organize the "Gift of Giving Fundraiser" that was sponsored by Tim Hortons on 800 Wyandotte St. E.,

who donated 280 cups of coffee and 250 cookies. A total of \$749 was raised, and the committee was able to purchase toys and gift cards for families and their children. WEST's MSC members also organized a Food Drive. Language and Skills Training participants and staff generously donated 564 non-perishable items to NISA Homes, a local shelter for women and their children. These two events were a success based on kindness demonstrated by everyone. Thank you all - WEST MSC members, students, staff and management!

## THE EMPOWERING WOMEN FOR EMPLOYMENT PROGRAM (EWE)

The EWE intake 5 completed on November 5th, 2021 and intake 6 completed on February 25th, 2022. The program consists of 8 weeks full-time training in Employability, Computer, Public Speaking, WHMIS, CPR/First Aid; and Networking opportunities with local employers & professionals plus a 5-week volunteer placement.

Poornima Jeyaram Navaneethan, a participant in intake 5 had the opportunity complete her EWE Volunteer Placement at St. Clair College with the Genesis Entrepreneurship Centre under the supervision of Susan Taylor, Program Manager of Innovation, Entrepreneurship and Student Experience. Poornima stated that the Volunteer Placement experience

at St. Clair College enabled her to improve not only her communication and organizational skills, but also allowed her to enhance her presentation skills. Poornima was given an opportunity to use the graphic designing tool Canva, attend executive meetings, as well as present CRM to St. Clair College team. Poornima had a wonderful learning experience due to the welcoming atmosphere created by Susan Taylor, who was friendly, helpful, and a supportive mentor.

Cynthia Padilla, a Century 21 Realty Agent and an EWE Volunteer Placement hosts, was very delighted with

the EWE program. Cynthia mentored Rua Kheder during her placement at Century 21 last November 2021 and was later hired part-time as an Administrative Assistant, effectively after completing her placement. Cynthia mentioned that the EWE program had prepared the client well to be job ready and she will definitely recommend the EWE Volunteer Placement to other businesses.

This program is funded by Immigration, Refugee, Citizenship Canada (IRCC).

# #YQG YOUTH

## SEAT (SCIENCE, ENGINEERING, ARTISTRY & TECHNOLOGY)

The past few months have been quite exciting for our SEAT participants. As a team we continue to find ways to engage the youth in our community, and give back through the Card Making for Seniors program. The SEAT program staff distributed over 400 greeting cards to the Devonshire Retirement Residence, Marentette Rest Home, Chartwell Oak Park Terrace Retirement Residence, Sunrise Senior Living – Sunrise of Windsor, and the Riverside Place Long Term Care Home by Revera. The goal of this initiative is to bring a smile to the faces of our seniors in Windsor-Essex.

The participants and staff of the SEAT program attended the Diana Bereford-Kroeger (DBK) Book Cub Tree Planting activity, which took place on November 6th, 2021 in Amherstburg. The Women in STEAM Panel Discussion was held on December 8th, 2021. We would like to thank the following panelists for sharing their inspirational journeys with our participants: Kit O'Sullivan (Nav Canada), Anesha Santhanam (Likeable STEM, USA), Annika Santhanam (Likeable STEM, USA), Catherine Wilson (University of New Brunswick), Kelsea Gust (Wrk Technologies Inc., Montreal) and Dr. Olga Palazhchenko (University of New Brunswick) and Lorraine Steele (Sho Art, Spirt & Performance Studio).

Our intake 6 participants also completed their 3-Day Leadership Training with the Richard Peddie Leadership Initiative with the Odette School of Business, University of Windsor. A special thank you to Dr. Martha Reavley and her team! Some of our participants also attended the Master Shot Summit, as well as the University of Windsor-UWindsor Engineering Display Day.

The SEAT program in collaboration with the Art Gallery of Windsor hosted the RISE UP project where the students participated in two bread-making workshops with Jude Abu Zaineh, a Palestinian-Canadian interdisciplinary artist and cultural worker. Stay Tuned for our Cookbook!

For more information about the SEAT program, please connect with [seita@westofwindsor.com](mailto:seita@westofwindsor.com).

This program is funded by the Government of Canada under the Canada Service Corps, Science, Ingénierie, Art et Technologie est financé par le gouvernement du Canada dans le cadre de Service jeunesse Canada.



The participants in LEAD 3 intake 8 completed the Science of Well-Being course on Coursera, delivered by a Professor of Psychology at Yale University. The course engaged the participants weekly in a series of challenges designed to increase their happiness, build more productive habits, learn about stress management, and the necessary coping skills to balance their professional and personal lives. Each participant created their own customized vision board to have a physical reminder of their goals. The participants were given supplies and clear instructions for designing a vision board that would incorporate their aspirations for their future endeavours. The participants loved the experience

of producing a visual prompt to aid, encourage and conceptualize the lessons learned from the course. In addition, each participant presented their vision board at their graduation ceremony on December 31st 2021, making it a success. The LEAD Program continues to effectively prepare its participants to integrate into the workforce by being well-equipped to achieve their objectives.

This program is funded by the Federal Government.

# SKILLS + TRAINING + NETWORKING = A CAREER WIN!

## EMPLOYMENT SERVICE

Employment Service at WEST provides customized support to job seekers. Our team of Job Developers/ Employment Counsellors assist job seekers from all backgrounds by providing coaching and support in taking the next step towards obtaining and maintaining a job. All services are offered at no cost to both job seekers and employers.

We have been successfully providing virtual services for the safety of our clients, visitors and employees. To get connected, book an Orientation session or to find out more about how our programs can assist your company, please contact (519) 256-6621, via email at [info@westofwindsor.com](mailto:info@westofwindsor.com) or visit our website [www.westofwindsor.com](http://www.westofwindsor.com).

JOB SEEKERS	EMPLOYERS
<ul style="list-style-type: none"><li>• Individualized employment counselling.</li></ul>	<ul style="list-style-type: none"><li>• One-stop shop for recruitment and retention.</li></ul>
<ul style="list-style-type: none"><li>• Resumes and cover letter assistance.</li></ul>	<ul style="list-style-type: none"><li>• Access qualified and motivated candidates that have been pre-screened based on your company's needs.</li></ul>
<ul style="list-style-type: none"><li>• Access to job postings and referrals.</li></ul>	<ul style="list-style-type: none"><li>• Space for job fairs and one-on-one interviews with candidates.</li></ul>
<ul style="list-style-type: none"><li>• Employment workshops.</li></ul>	<ul style="list-style-type: none"><li>• Industry council meetings and opportunities to connect with other local companies.</li></ul>
<ul style="list-style-type: none"><li>• Second Career applications.</li></ul>	<ul style="list-style-type: none"><li>• Financial training incentives to assist your company in subsidizing some of the hiring and training costs.</li></ul>
<ul style="list-style-type: none"><li>• Resource Centre and access to computers.</li></ul>	<ul style="list-style-type: none"><li>• Canada Ontario Job Grant applications to assist you in funding the training of your new and existing employees.</li></ul>
<ul style="list-style-type: none"><li>• Job placements and employment supports.</li></ul>	<ul style="list-style-type: none"><li>• Apprenticeship signing and retention bonuses for employers hiring a registered apprentice.</li></ul>



*“My experience with WEST has been excellent. They have been very informative, helpful and supportive on my journey in my change of career. I would highly recommend them to any woman looking for help in re-entering the workforce.”*

*“My counselor was very interested in my process. She helped me to organize my resume, preparing for interview and her suggestions were very helpful during my hiring process.”*

*“My counselor’s help was extremely useful which can be described as life changing. I was very fortunate to have been paired up with an experienced and devoted person.”*

This program is funded by the Government of Ontario.

## WOMEN IN SKILLED TRADES (WIST)

The participants from the 8th intake of our CNC/ Industrial Mechanic Millwright Pre-Apprenticeship Program completed their in-class training on December 17, 2021. Together, we are now working on obtaining work placements in order for them to apply the skills they have learned during the in-class training. The participants from this intake were also given the opportunity to obtain their CWB Welding Certificate, which was received as a very beneficial addition to the program. We wish all our participants the best of luck and continued success as they progress with their journey in the skilled trades. #WomenInSkilledTrades #WhyNotHer

To register for our next intake, please contact WEST at (519) 256-6621 or apply on-line at our website <https://www.westofwindsor.com/women-in-skilled-trades/>

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This program is funded by the Government of Ontario, with additional funding support from the Canadian Women’s Foundation.

### Success Story:

*“A few years ago I had dropped out of nursing school with no idea what I wanted to do with my life. I then worked a few minimum wage jobs with no career in sight until my friend found an advertisement for WEST and thought I might be interested. Applying for the program has been one of the best decisions I’ve ever made, I’ve gained so many skills & finished school with multiple job offers that will actually turn into a career. This program is the reason I went from living pay cheque to pay cheque to actually being able to save and invest my money. I will forever recommend this program to all women I know looking for a rewarding career.”*



## INTRODUCTION TO CONSTRUCTION AND CRAFT TRADES FOR WOMEN

The Introduction to Construction and Craft Trades program for Women (ICCTW) is a new program that started at WEST in April 2021. This program is offered in partnership with Labourers’ International Union of North America (LIUNA 625). It is specifically designed to facilitate women’s entry without them having prior experience or knowledge to the Construction, Craft

Worker and Cement (Concrete) Finisher Trades. This short-term training program provides participants with basic knowledge and exposure to apprenticeship training. ICCTW is a sector specific training that prepares them for employment in the construction sector, ultimately leading them to pathways for obtaining their RED Seal designation. We have successfully

completed two intakes of this program training 20 women to pursue careers in trades. Since the start of this program, we have gained great success. Some of our participants secured employment with the International Gordie Howe Bridge project, where they are currently pursuing apprenticeship opportunities, along with others displaying continuous accomplishments in their career journeys as they are completing their work placements with local and regional construction firms.

To register for our next intake, please contact WEST at (519) 256-6621 or apply on-line at our website <https://www.westofwindsor.com/introduction-to-construction-and-craft-trades-for-women-icctw/>

*“All 3 of us here at BNA have been offered employment until March and are part of LiUNA now. Thanks very much securing these positions for us. It’s been really special to be part of the project especially getting our foot in the door with the trades.”*

*“We are all extremely impressed with our new hires. They have been prompt, polite and eager to learn. I have never had one new hire learn as quickly as these students let alone two. They have fit in well with the rest of the crew and we look forward to seeing them learn and improve in the weeks to come.”*

<https://www.westofwindsor.com/introduction-to-construction-and-craft-trades-for-women-icctw/>



## COMPUTER TRAINING

WEST has been providing training opportunities to help participants gain essential computer skills, and enhance their confidence to utilize them. Our programs range from introducing basic knowledge of computer hardware and commonly used computer applications, to online safety and computing in the cloud, as well as certification courses in Microsoft Office applications.

Our Microsoft Excel course started on January 4th, 2022. Students have embarked on learning this valuable

software using daily lessons and packages as well as receiving ongoing instructor support. Lessons include written and video instructions, which allow students the flexibility to complete their work in their own time and in the comfort of their home. Students also have access to Jasperactive, to help them test the skills they are learning and get instant feedback.

To register for our next intake of Microsoft Office training, please contact WEST at (519) 256-6621.

# EMPLOYER HUB

Women's Enterprise Skills Training of Windsor Inc. (WEST) would like to express a sincere "Thank you" to the employers, who during the pandemic have continued to support our clients by providing volunteer and work placements. We understand that the past two years have been challenging for the Windsor-Essex community and through your assistance with training and employment opportunities for our clients, you have enabled them to develop skills, build confidence and aid them towards self-sufficiency.

*"None of us got to where we are alone. Whether the assistance we received was obvious or subtle, acknowledging someone's help is a big part of understanding the importance of saying thank you."*

– Harvey Mackay



## CHILD'S PLAY



### WEST CHILD CARE & CNC CENTRE

Exercising is very important for children and is a great way to improve their mental and physical health along with their overall well-being. It can be challenging to find time to ensure that your kids are getting the exercise, especially with COVID-19 restrictions and cold weather—limiting time outside, but there are many activities that can be done together during family time, to help keep your children moving.

The website [At-Home Exercises for Kids \(himama.com\)](https://www.himama.com) provides a variety of easy and fun exercise videos that children can follow along to at home. This is a fun way to ensure that your children are getting the exercise that they need while having fun and being creative.



# COMMUNITY FEATURE

On Tuesday March 8th, Women's Enterprise Skills Training of Windsor Inc. (WEST) celebrated International Women's Day with our annual IWD Gala, which was held virtually for the second year. The theme this year was "#BreakTheBias";

Imagine a gender equal world.

A world free of bias, stereotypes, and discrimination.

A world that is diverse, equitable, and inclusive.

A world where difference is valued and celebrated.

Together we can forge women's equality.

Collectively we can all **#BreakTheBias**.



International Women's Day  
*Virtual Gala, 2022*  
#BreakTheBias

WOMEN'S ENTERPRISE  
SKILLS TRAINING  
OF WINDSOR INC.

## International Women's Day 2022

[www.internationalwomensday.com](http://www.internationalwomensday.com)

International Women's Day continues to be a great opportunity to recognize and highlight the women, champions and female leaders in Windsor-Essex that are committed to gender equality and inclusivity in our workplaces and community. Although, we know there are still many challenges and work to do, IWD is celebration of our commitment for positive change, while we come together as a community.



This year WEST had the pleasure of Dr. Beverly Jacobs as the keynote speaker for the event.

**BEVERLY JACOBS, CM, LLB, LLM, PHD** MOHAWK NATION OF THE HAUDENOSAUNEE CONFEDERACY, BEAR CLAN Lawyer, Scholar, Senior Advisor, Safety and Anti-Violence Advocate for Indigenous Women and Girls, International Speaker, Consultant, Researcher, Writer & Public Speaker.

Dr. Beverly Jacobs' work centres around ending gendered colonial violence against Indigenous peoples and restoring Indigenous laws, beliefs, values, and traditions. Her research focuses on Indigenous Legal Orders, Indigenous Wholistic Health, Indigenous Research Methodologies, and Decolonization of Eurocentric Law. Her research combined with her advocacy has translated into national and international recognition, including many awards. Just to highlight a couple, Dr. Jacobs received the Laura Legge Award from the Law Society of Ontario in 2021 and she was inducted as a Member of the Order of Canada in 2018. In 2008, she also received a Governor General's Award in Commemoration of the Person's Case in recognition of her contribution to the advancement of Aboriginal women's equality.



## JOURNEY TOWARDS SUCCESS AWARDS

The Journey Toward Success Award was created by Women's Enterprise Skills Training of Windsor Inc. (WEST) to recognize Community Partners in Windsor-Essex County who are invested in helping WEST and our participants achieve their goals, plus occasionally go the extra mile!

WEST acknowledges the individuals, businesses and organizations in Windsor-Essex that support Women's Enterprise Skills Training of Windsor Inc. (WEST), its mission and assist women on their journey toward success during the IWD Gala.

The following award recipients in each category received a **WEST 2022 Journey Towards Success Award**:

- Break the Bias Award Recipient: Bridging North America
- New Excellence in Partnership Award Recipient: **John Wigle**, Bike Windsor Essex
- The VIP Award - New Business Partner Recipient: Academy Truck Driving
- The Phenomenal Women Award Recipient: **Evon Karayan**, WEST Participant
- Innovation Award Recipient: Priya Chana, WEST Participant
- Diversity Equity and Inclusion Award Recipient: **Bonnie Douglas**, CCWESTT
- Sisterhood Award Recipient: **Sungee John**, ECCCA
- Perseverance Award Recipient: **Dr. Ali Khan**, Advanced Urgent Dental
- Youth Community Leadership Award Recipient: **Fatima Al Hakim**, WEST Participant
- Allyship Award Recipient: **Justin Falconer**, Workforce Windsor Essex
- Influencer Award Recipient: **Marium Tolson- Murtty**, University of Windsor
- Visionary Award Recipient: **Susan Taylor**, St. Clair College, Genesis
- Daphne V. Clarke Trailblazer Award Recipient: **Maryan Amalow**, OPUS - University of Windsor

**WEST would like to also express our gratitude towards the IWD Gala 2022 Sponsors.**



# COFFEE BREAK!

## Gemstone Word Search ... Have Fun!

### Instructions:

Try to find all of the hidden words in the word search puzzle.

- |            |          |
|------------|----------|
| TOPAZ      | OPAL     |
| GARNET     | AZURITE  |
| EMERALD    | CITRINE  |
| TANZANITE  | SAPPHIRE |
| KUNZITE    | AMETHYST |
| PERIDOT    | JASPER   |
| AQUAMARINE | DIAMOND  |
| JADE       | PEARL    |
| ONYX       | RUBY     |

L	I	P	E	A	R	L	A	E	I	A	I	T	D
A	I	E	A	K	P	E	R	I	D	O	T	D	D
R	Q	D	A	R	U	A	Z	U	R	I	T	E	I
U	I	U	L	T	A	N	J	K	A	A	U	S	A
I	Z	N	A	A	A	R	Z	A	G	R	R	A	M
C	R	O	Z	M	R	N	R	I	D	A	T	P	O
I	T	I	T	D	A	E	Z	E	T	E	R	P	N
T	P	O	O	L	Y	R	M	A	I	E	A	H	D
R	R	R	P	D	A	G	I	E	N	J	P	I	Z
I	P	M	P	A	M	A	D	N	K	I	I	R	T
N	L	R	L	L	Z	R	I	E	E	R	T	E	A
E	O	N	Y	X	R	N	E	E	I	O	U	E	E
U	L	A	P	O	R	E	P	S	A	J	L	B	N
A	L	T	S	Y	H	T	E	M	A	X	D	I	Y

### Contact WEST



#### Address

201-647 Ouellette Ave.  
Windsor, ON N9A 4J4

Tel: 519-256-6621

[www.westofwindsor.com](http://www.westofwindsor.com)

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