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1.0 ELEMENTARY SCHOOL

SHE'S GOT IMAGINATION

Innovation takes imagination and a workforce as diverse and creative as the engineering field itself.

There's compelling evidence that she'll reduce "groupthink"¹ and boost team innovation in radical research.

But the tendency to encourage boys more than girls in math and sciences starts early, despite the fact that she can at least hold her own.² By Grade 6, will she still be able to imagine herself as an engineer?³

SHE'S YOUR ANSWER, AND YOU'RE HERS.

¹Torchia, M., Calabrò, A., & Huse, M. (2011).

²Baron, A. S. et al. (2014).

³Cheryan, S. et al. (2009); Cheryan, S., Drury, B. J., & Vichayapai, M. (2013); Diekman, A. B. et al. (2010).



**HER
FUTURE
IS
OUR
FUTURE**



The impetus for a career in engineering can start in childhood. But there are still too many points along the way where she could be thwarted.

If you hope to hire her one day, invest in her future now and ensure that she thrives every step of the way.



2.0 HIGH SCHOOL

SHE'S A HIGH ACHIEVER

Canadian engineers are a high-achieving lot. But there aren't enough of them right now to fuel innovation,⁴ especially in BC.⁵ A big part of the problem is that qualified women make up just 12 percent of the engineering workforce.⁶

She's got the grades in every subject, and she's a passionate achiever in sports, arts, and community service. But this is high school. Like everybody, she wants to fit in, and like all high achievers, she needs affirmation if she's going to stay the course. Gendered socialization in STEM classes can turn her off a future in engineering.

Don't lose her now—you need her. High achievers with a wide range of talents provide the diverse skills and leadership your organization needs to win.⁷



HER ENERGY CAN CHANGE THE WORLD.



3.0 UNIVERSITY

SHE'S A GLOBAL CITIZEN

Today's top engineering organizations are committed to protecting the environment and bettering lives around the world.

She wants to make a career of helping others, so in university, she's pursuing engineering. She's tuned in and wired up, a global citizen and a community leader, a part of everything from design teams and semesters abroad to Engineers Without Borders.

She's tailor-made for engineering's global knowledge economy. But gender stereotypes are operating at full force now, so she has to work harder than her male friends just to stay even.

She's better off using her energy to change the world, don't you think?

⁴Government of Canada (2012).

⁵Engineers Canada (2015).

⁶Fouad, N. et al. (2012); OECD (2012); Corbett, C., & Hill, C. (2015).

⁷Mannix, E., & Neale, M. A. (2005).

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4.0 IN THE FIELD

SHE'S A LEADER

Success belongs to leaders. Your dynamic, diverse consumer base demands an open, enlightened engineering culture.

Powerful women are a powerful ingredient of success. Companies with the most women directors on their boards outperform those with the least, and promoting women to executive positions spurs high long-term profitability.⁸

She's now a highly educated, capable engineer. But she is still more likely to leave her profession than women in other STEM fields. What's pushing her out? A status-quo work culture that tolerates small exclusions, every day.⁹

Zero tolerance for bias and stereotyping levels the field and creates a workplace where she thrives. Everybody wins.

⁸ Catalyst (2011); Catalyst (2004); Catalyst (2007); Adler, R. D. (1999); Adler, R. (2009).
⁹ Fouad, N. et al. (2012).



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WiE-BC is raising \$5M to support the talent that will push the frontier of engineering innovation—today, tomorrow, and in 2050.

A 50-50 engineering workforce will build a promising future for girls and women—and a successful, sustainable future for engineering businesses.

We can build a better profession, a better bottom line, and a better BC.

With her.

WiE

British Columbia's network of Women in Engineering (WiE-BC) is an initiative of the schools and faculties of engineering across BC.

Our aim is to work collaboratively, using research, advocacy, and education, to promote the evolution of the engineering field, to support female engineers and engineering students, and to encourage and inspire the next generation of girls and women to pursue careers in engineering.

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