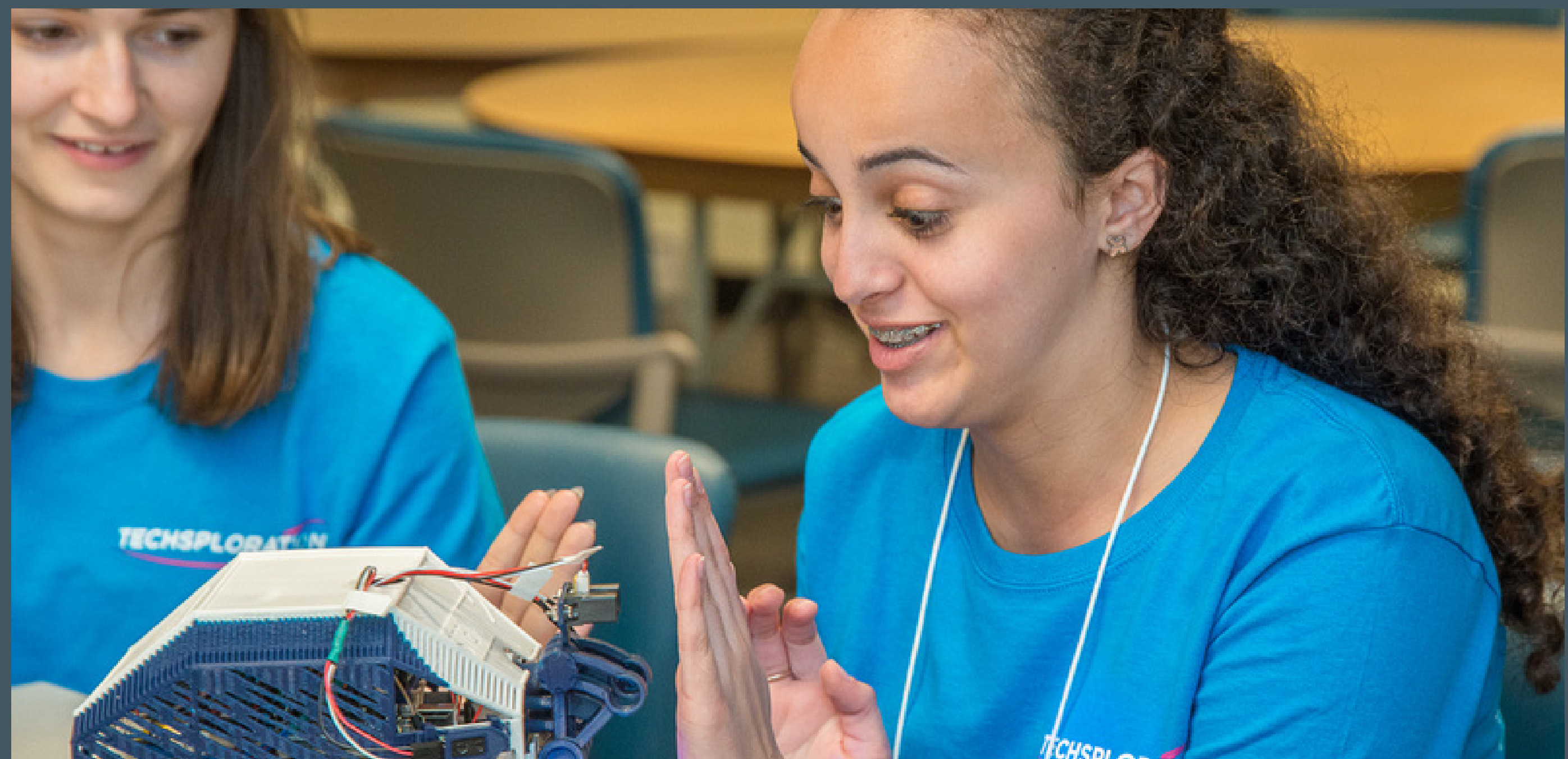


# TECHSPLORATION<sup>®</sup>

## 2022 Partnership Prospectus



**EMPOWERING** *young women*  
TO EXPLORE CAREERS IN SCIENCE,  
ENGINEERING, TRADES, & TECHNOLOGY

[techsporation.ca](https://techsporation.ca)



# About Techsploration

For 24 years, Techsploration has successfully delivered empowering educational content to young women in Grades 9 through 12 through hands-on, mentor-led programming and, more recently, two incredibly impactful online video series. Techsploration is actively breaking barriers to ensure more women are exploring and entering in-demand careers in science, engineering, trades, and technology; fields where women are still significantly underrepresented. In addition to exploring in-demand careers and varying career pathways, young women benefit as their skills are enhanced in the areas of **communication, technology, leadership, entrepreneurship, and teamwork**. Teachers also indicate that the young women achieve increased levels of **self-confidence, self-esteem, and cultural awareness** – vital skills to every occupation.

When we connect young women from diverse backgrounds with female role models and employers who embrace diverse and respectful workplace culture, we open doors to future career opportunities that many young women may not consider otherwise. Techsploration is often the spark that ignites passion for exciting career paths that are often considered uncharted territory for women. Our network of industry partners/sponsors, alumnae, teachers, role models, and volunteers has enabled young women in our region to reach their full potential. Together, we are changing lives through a simple concept: the power in possibilities.

Statistics from our most recent alumnae survey indicate that nearly **60 per cent of our alumnae** have pursued or are in the midst of pursuing a career in one of our four areas of focus. There is a reason so many of our alumnae return to participate in Techsploration as role models: **our programming works**. Working with underrepresented populations, rural schools, First Nations communities, African Canadians, persons with disabilities, immigrants, and members of other ethnic and culturally diverse backgrounds, we believe it is imperative that ALL young women see themselves reflected in Techsploration.

**Techsploration's mission and mandate is more important than ever. Youth in our region 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 who are maintaining and building essential infrastructure, and software programmers ensuring we remain secure and connected in a period of unprecedented isolation.**

**We remain committed to showcasing the power in possibilities and continue our legacy of our impactful programming. Thank you for your support.**

## ► How does our program work?

*Our core programming is delivered in 4 phases throughout the school year in Nova Scotia and PEI:*

### TECHSPLOURATION GOES TO WORK



*A hands-on worksite experience and career exploration event with an assigned role model/mentor. School teams then research/develop a presentation on their respective role model/mentor.*



### TECHSPLOURATION GOES TO SCHOOL

*School teams present on their assigned role model/mentor to their school and meet additional role models in a round-robin (speed learning) session.*



### TECHSPLOUNDER EVENTS

These divisional conferences gather young women from across the province gather with their teachers, role models, and invited guests to participate in exciting, interactive presentations and workshops, and provide the platform for their final presentation on their respective role models.



### ALUMNAE CONFERENCE

This annual one-day event is for young women in grades 10, 11 and 12. It provides Techsploration alumnae with the opportunity to meet more role models working in exciting and challenging science, engineering, trades, and technology careers and participate in hands-on workshops.



**No student, no  
school pays to  
participate in  
Techsploration**



## ► How does our program work?

Our programming model in Ontario is a revised version of our traditional model (noted above) to align with the various schedules of school boards in Ottawa and Hamilton.

### TECHSPLOURATION CAREER QUEST



A speed version of our 4-phase model in one epic online event! This program boasts hands-on career exploration workshops with industry partners, a round robin (speed learning session) with inspiring female role models, and a pitch competition highlighting skilled trades and STEM careers!



### TECHSPLOURATION GOES LIVE

This YouTube live series features Q and A style interviews and insight on various career paths with inspiring female role models. Teachers, parents, and students alike are invited and encouraged to view in real-time and pose questions to our role models!



### TECHSPLOURATION GOES VIRTUAL

In partnership with Mohawk College in Hamilton, Techsploration Goes Virtual is a series of interactive 360-degree virtual experiences designed to promote and showcase exciting careers in skilled trades and technology.

This initiative, made possible with the support of the Natural Sciences and Engineering Research Council of Canada PromoScience Grant, showcases inspiring women and their worksite environments as a form of career exploration for female high school students.



## TECHSPLOURATION GOES LIVE!



WEDNESDAY MAY 26  
@6PM EST / 7PM ADT



**MANISHA  
WANNIARACHCHIGE**

SOFTWARE ENGINEER  
@ CEM BENCHMARKING





## ► Our Annual Reach

The benefits of Techsploration are multi-fold. Young women are introduced to careers they may never have considered.

In addition, young women benefit as their skills are enhanced in the areas of communications, information technology, leadership, teamwork, and public speaking.

Teachers indicate that our program participants achieve increased levels of self-confidence, self-esteem and cultural awareness – which are all vital skills to every occupation.

Techsploration positively affects the entire community as it encourages involvement among students, teachers, partners, role models, government and industry.

Young men also participate in a portion of our programming, as it's just as important for them to meet female role models and breakdown gender-based stereotypes in the workforce.

50+

SCHOOLS

3800+

STUDENTS

200+

VOLUNTEERS

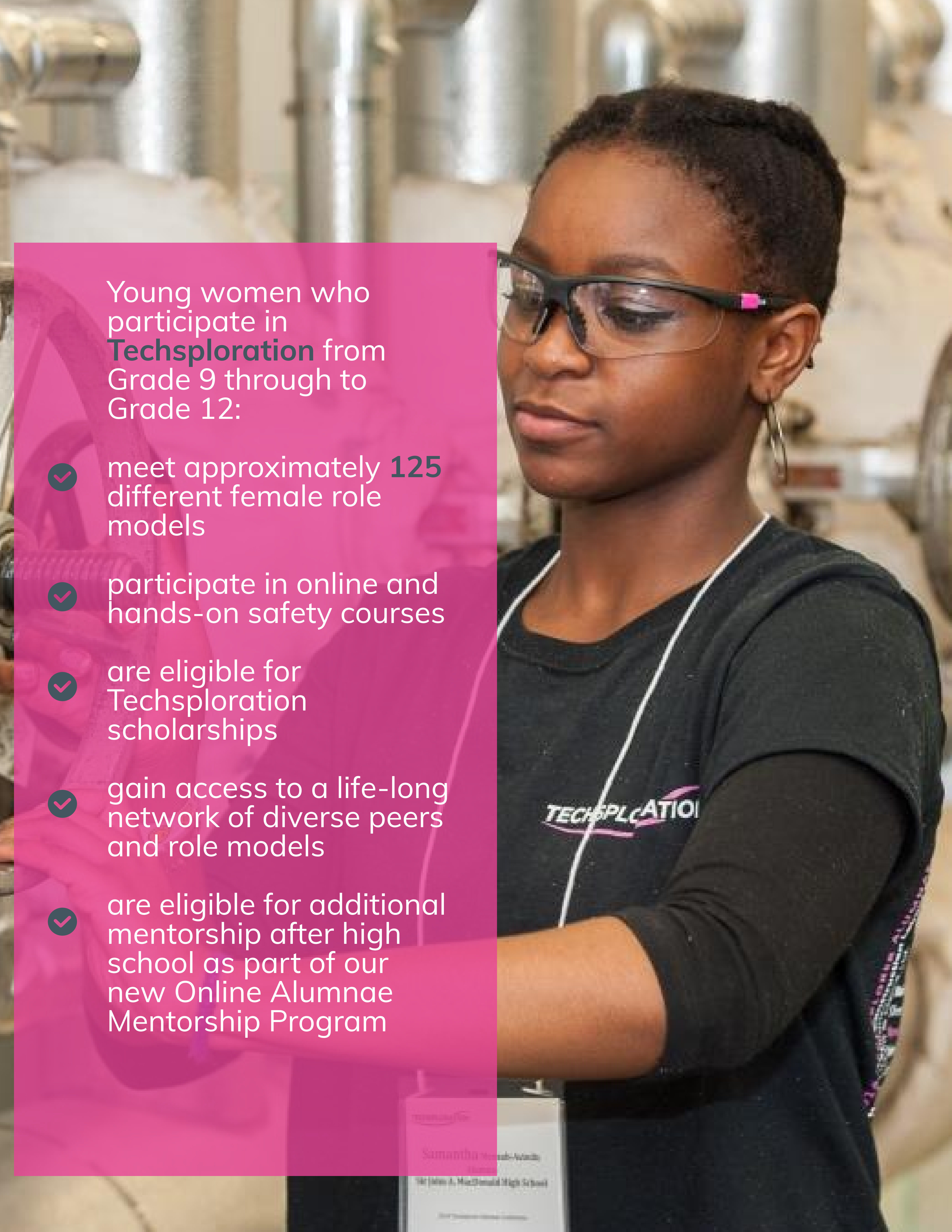
350,000+ VIRTUALLY

**Diversity matters: we work closely with First Nation schools & diverse communities**

Each year, Techsploration engages more than 40 schools; 200 role models, teachers, and volunteers; and 3,800 students (both young women and young men) who participate via 50 plus events across Nova Scotia and Ontario. This year, we're also thrilled to launch programming in PEI!

In 2009, Techsploration embarked on a video project entitled "Women in Action", a series of career videos highlighting women in underrepresented careers. In 2019, Techsploration launched a new video series entitled "The Power in Possibilities", which has already garnered global views. With these two series, our videos now have nearly one million combined views on YouTube alone. In 2021 -- our videos had more than 370,000 combined views. The videos are also featured in over 18,000 classrooms across North America through Xello, an online resource for guidance counsellors.





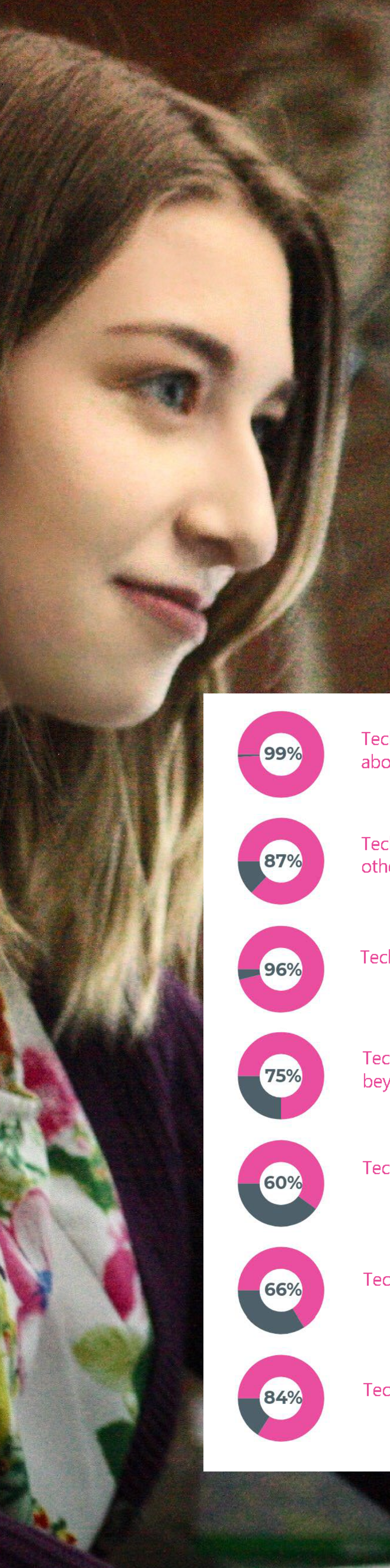
Young women who participate in **Techsploration** from Grade 9 through to Grade 12:

- ✓ meet approximately **125** different female role models
- ✓ participate in online and hands-on safety courses
- ✓ are eligible for Techsploration scholarships
- ✓ gain access to a life-long network of diverse peers and role models
- ✓ are eligible for additional mentorship after high school as part of our new Online Alumnae Mentorship Program

TECHSPLORATION

Samantha Williams-Isaacs  
Alumnae  
The John A. Macdonald High School  
New Brunswick Community College

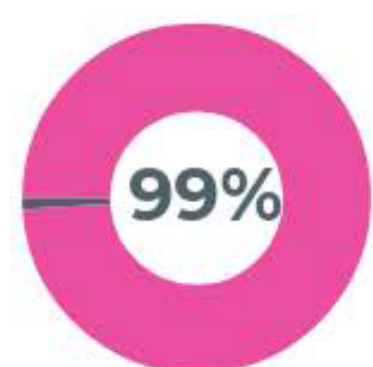




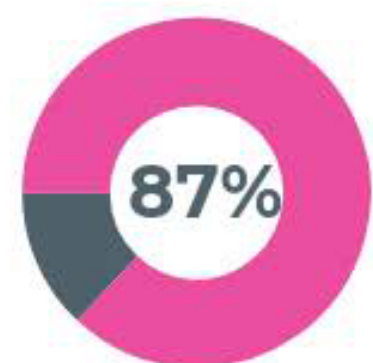
## ► Metrics

Our alumnae  
tell us...

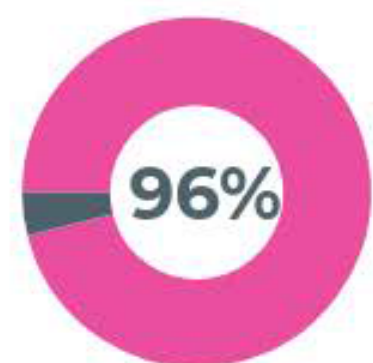
Techsploration  
doesn't just  
**tear down**  
**barriers,**  
it **builds**  
**confidence.**



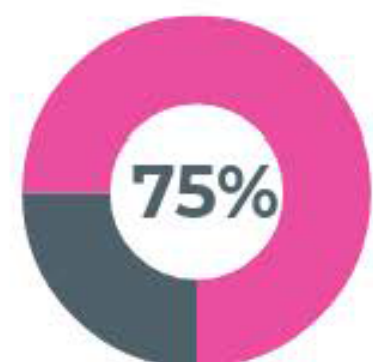
Techsploration introduced me to career opportunities that I don't think I would have known about otherwise.



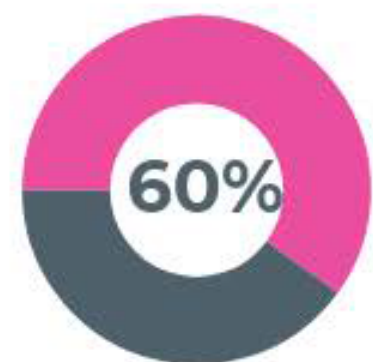
Techsploration encouraged me to pursue fields of education that I would not have considered otherwise.



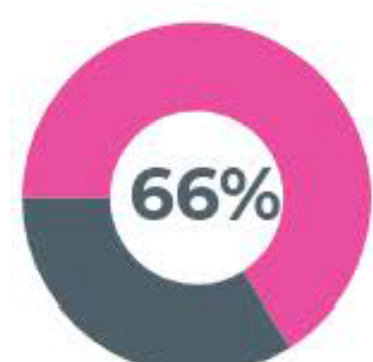
Techsploration improved my confidence about future career possibilities.



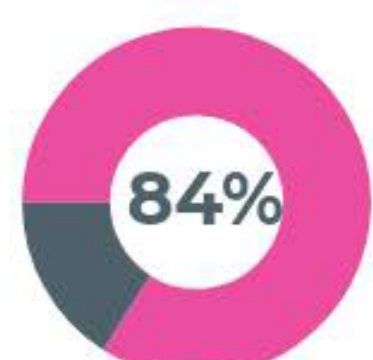
Techsploration influenced my decision to enroll in math and science courses in high school beyond the basic level required for graduation.



Techsploration influenced my decision to graduate high school.



Techsploration influenced my decision to pursue post-secondary education.



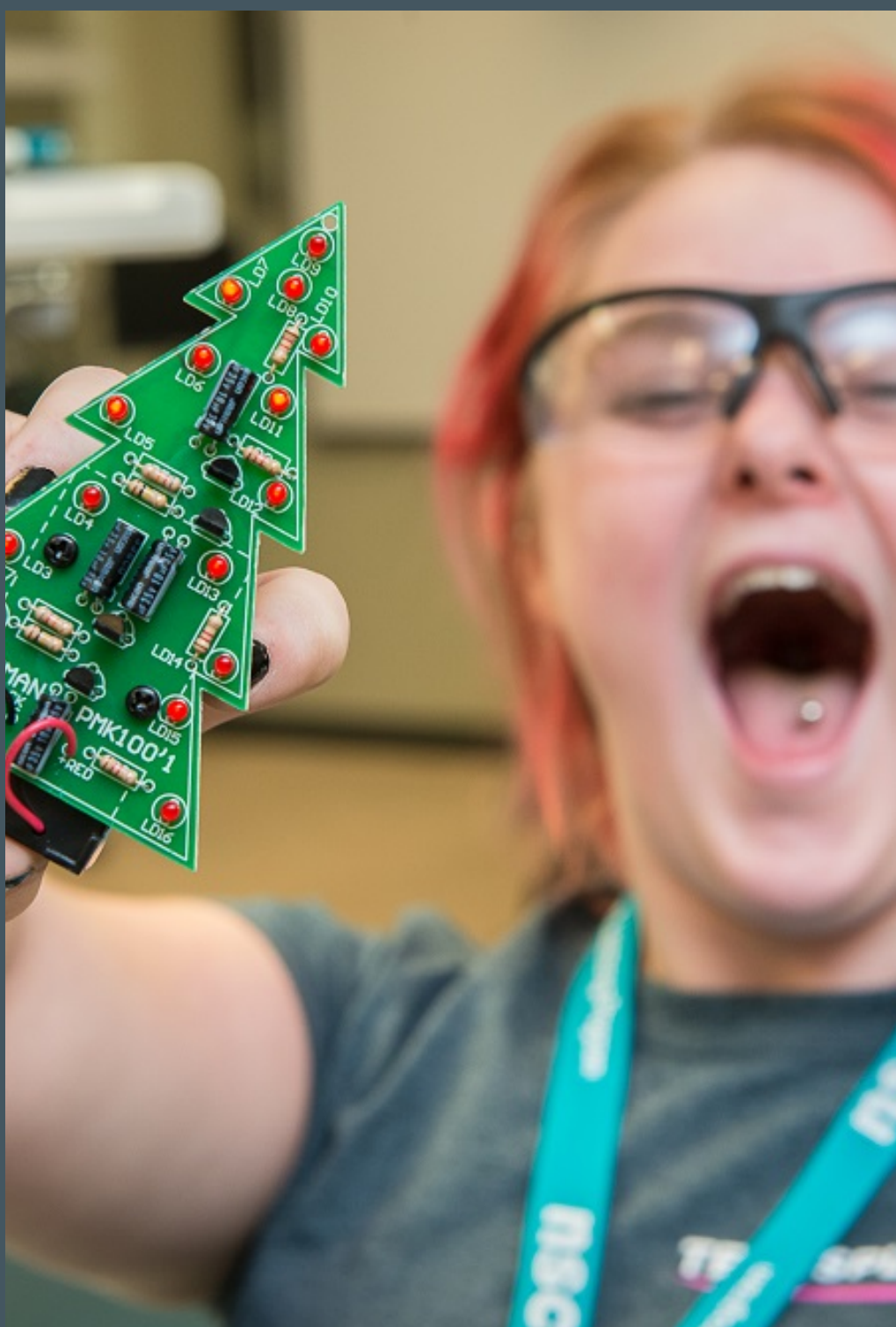
Techsploration increased my self-esteem.



# Help her chart her own course.

Partnership funds go directly to core programming and ensure that no student or school has to pay to participate in Techsploration. Our dedicated sponsors recognize the value of developing a diverse, local workforce that effectively addresses skills shortages in in-demand occupations.

## How can you **help**? Let **us** count the ways...

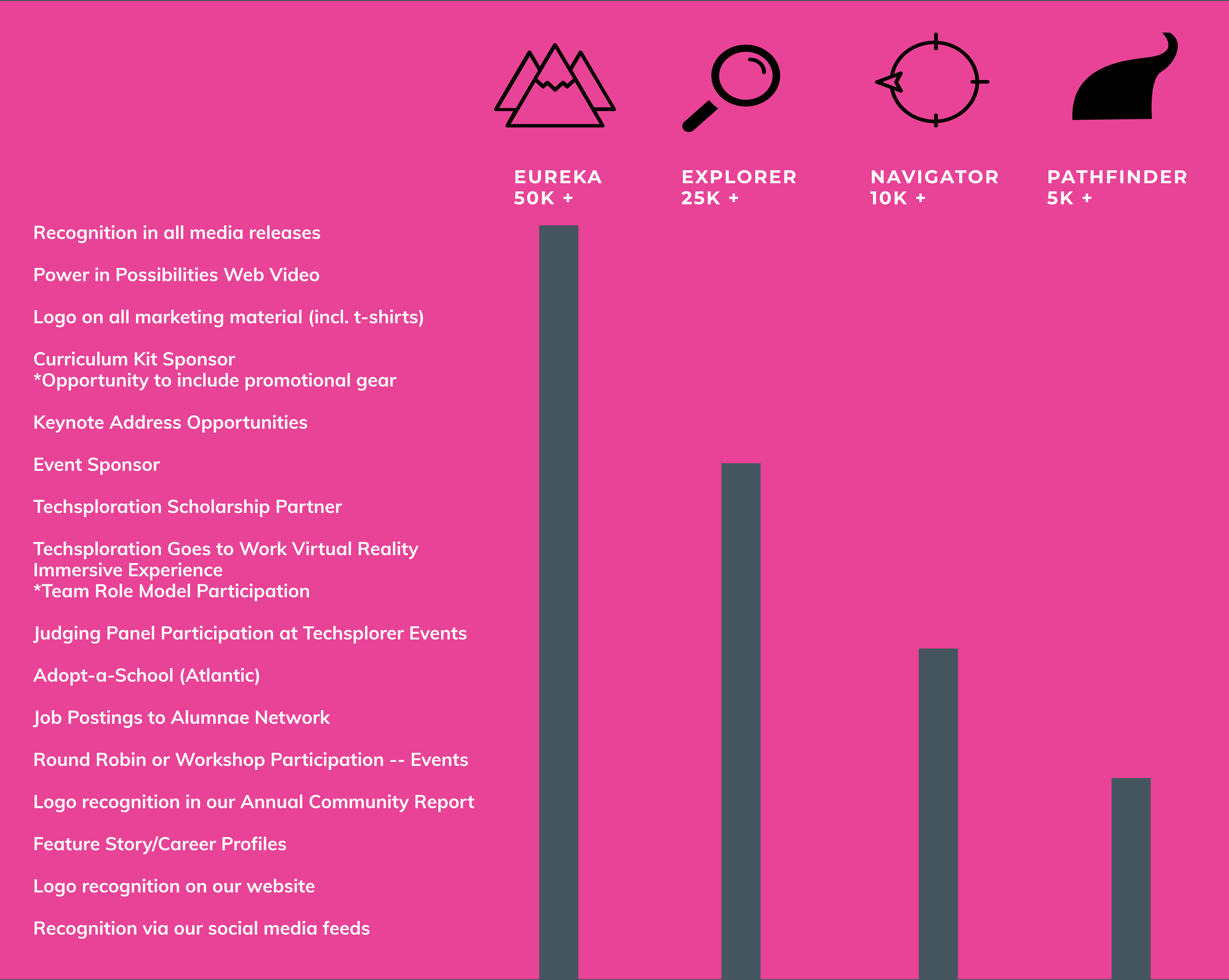




# Partnership Levels

We aim to provide partnership opportunities to match your interests and priorities, and will work closely with you to ensure your organization is recognized in a meaningful way and showcases your investment in our programming and our community.

\*Multi-year and stand-alone sponsorship opportunities are also available.





# Participant Testimonials



## ALUMNA

### Victoria Henneberry

"I can honestly say that I'm not sure where my life would be today if I hadn't participated in this program. When you support Techsploration, you show young women that they belong in your workplace. You have allowed us to be part of a life-long network and support system, one that is especially needed when you enter a male-dominated sector. Thank you. I hope you truly know how much impact you have on the young women in my generation."

Victoria Henneberry - Techsploration Alumna and Pipefitter Apprentice, Shelburne Ship Repair

## TECHSPLOURATION SCHOOL

### Allison Bernard Memorial High School

"Many girls have realized their dreams and have been pursuing them because of Techsploration and their subsequent Alumnae conferences. One former Techsplorer (who's also on many promotional posters) has gone into aviation and is now recording her flight hours! We presently have graduates who are going into degrees in Engineering and Science this upcoming fall.

It is through an awesome program such as Techsploration that our young ladies have had the opportunity to realize other possibilities. They learn a lot of information first hand. We are eternally grateful for Techsploration sponsors, role models, and all those working behind the scene. To those who make this happen, L'pa wela'liek ta'n te'siek wejita'yek."





# Participant Testimonials



TEACHER and ALUMNA

## Alicia Mills

"One of the main reasons I believe so strongly in this program is the impact that I see on the students who participate. Year after year, I see young Grade 9 girls come into the program and gain immense confidence. Most of these girls go on to be future leaders in the school. The girls improve their public speaking, learn how to work together in a team, gain valuable leadership skills, learn to recognize and play to their own strengths in a group setting, and learn so much about new careers."

Alicia Mills - Techsploration Alumna and Techsploration Teacher

ROLE MODEL

## Jessica MacLean

"I am so proud to have my small part in the impact I see Techsploration having in Nova Scotia. The ranks of impressive and successful alumnae speak for themselves, not to mention the inspiring young women I've met personally through this program. Techsploration has provided a community that is not just limited to students, but to all the volunteers who come together and share experiences. Techsploration is helping women build momentum in STEM and skilled trades and offering opportunities to young ladies that might not have been accessible to them otherwise. Before I'm done I fully expect to be sitting at a table and working with women leaders in industry -- I'm certain some of them will be there because of Techsploration."

Jessica MacLean, P.Eng.  
Project Manager, Bird Construction







## ► Connect with us:

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