



TECHSPLORATION[®]

COMMUNITY REPORT 2022



Message From Our President

Sherry Donovan

On Behalf of Techsploration's staff and Board of Directors, I am pleased to introduce our 2022 Community Report! This document provides highlights from our 2021-2022 program year, including our major events, new projects (including a number of "firsts" for our organization), and the most recent statistics from our alumnae outreach surveys. Together, our community of partners, teachers, role models, alumnae, and volunteers, have enabled this organization to continue to thrive in one of the most challenging periods of time. The ingenuity and perseverance of our team and community network have made our 24th year one of the best yet!

As COVID-related public health measures were lifted, one of our most significant achievements this past year was our return to in-person programming in Nova Scotia with our Techsplorer Events and our most recent Alumnae Conference. The energy and enthusiasm as we gather again is inspiring. For Ontario students, we were also able to continue delivering our popular online Career Quest program and launched our new Techsploration Goes Virtual project with Mohawk College, an initiative funded by NSERC PromoScience. Our team is currently finalizing plans on how to further expand our presence in Ontario, so please stay tuned for updates!

One of the most momentous developments over the past year was the launch of Techsploration's first-ever French-language website and the



development of new French-language Power in Possibilities videos. This important initiative, which aims to build the foundation for eventual French-language program delivery, was made possible through funding from the French-Language Programs and Services Branch with the Department of Education and Early Childhood Development. We look forward to growing this partnership and expanding our French-language resources throughout our Techsploration communities and beyond.

Another first this year, Techsploration welcomed Kinkora Regional High School from Kinkora, PEI to our network of Techsploration schools. This marked the launch of Techsploration PEI, a new expansion project in partnership with the PEI Business Women's Association (PEIBWA) and generously funded by the Atlantic Canada Opportunities Agency (ACOA). This initiative has allowed us to identify opportunities for interprovincial programming as PEI students participated in our Nova Scotia-based events. This is an exciting Island adventure we hope to continue!

As we wrap-up our 24th program year and reflect on the legacy of this organization in communities across Nova Scotia, Ontario, and now PEI, I want to extend my sincerest thanks and gratitude to the leaders and community members who helped build this amazing program into the national best practice that it has become.

To our dedicated team and network of partners and volunteers, thank you for your commitment to the continued growth and sustainability of Techsploration as we enter our 25th anniversary year. Here's to 25 more years and a very bright future!

Thank you!



About Techsploration

Our award-winning hands-on, mentor-led programming introduces young women and non-binary youth in Grades 9 through 12 to in-demand careers in science, engineering, trades, and technology (SETT). We believe in the power in possibilities, so we encourage our program participants to explore careers they may not have considered otherwise, while also helping them understand the significance of math and science for their future careers.

Whether it's through our popular Power in Possibilities online video series or a worksite experience with a Techsploration role model, the impact of Techsploration's programming is immeasurable. Hundreds of volunteers, role models, and teachers donate their time and resources to help make Techsploration a thriving, community-led organization. Together, we work with industry to build the confidence, knowledge, and skill-sets of Canada's next generation of female leaders!

In 2023, we are set to reach:

4,000+ STUDENTS

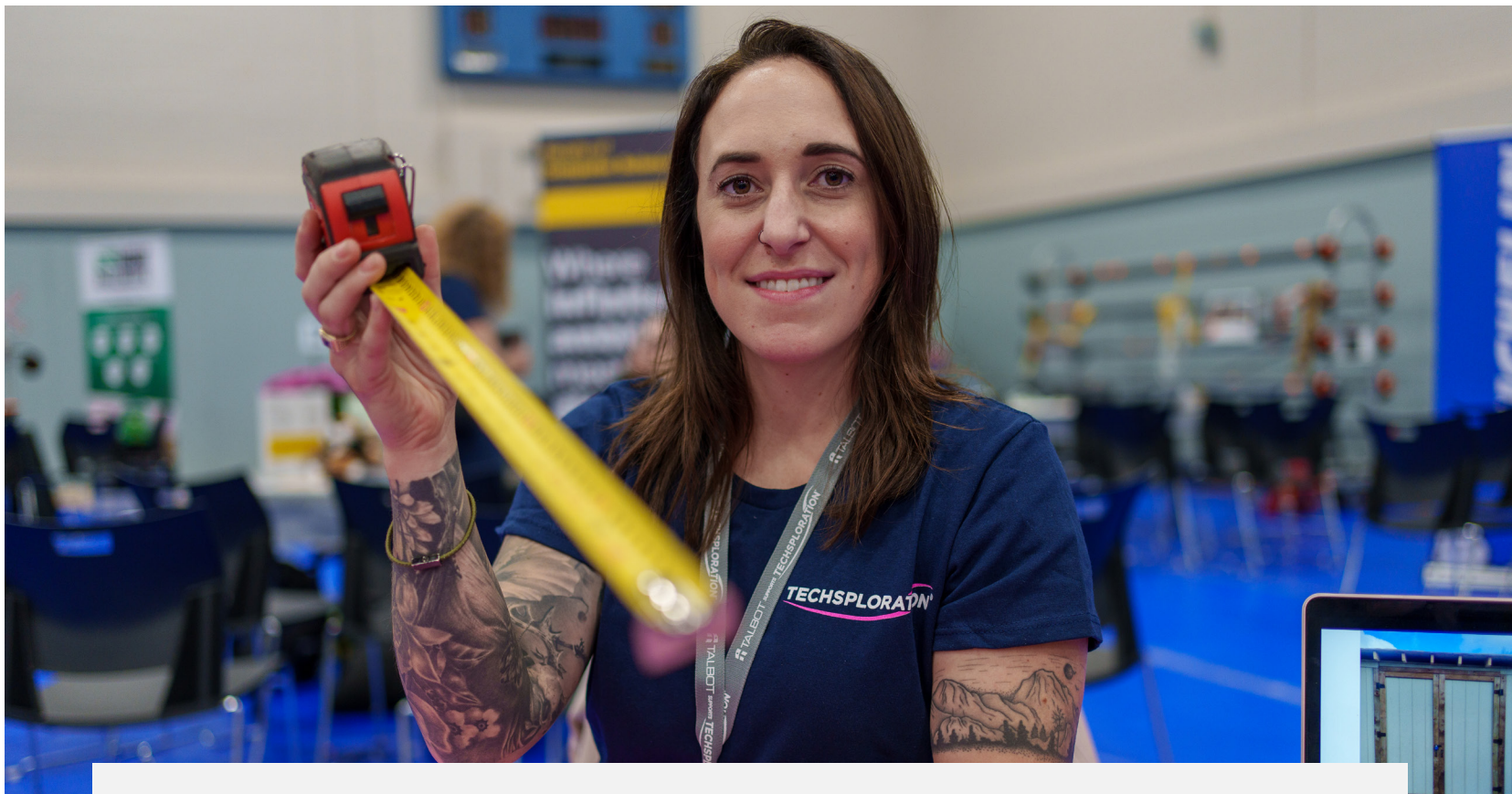
50+ SCHOOLS

with support from...

200+ VOLUNTEERS

to deliver

50+ EVENTS



Lynsee Misner

"After I achieved my nursing degree, my Techsploration experience was always in the back of my mind, remembering how inspiring and strong all the women were that I met. I reminded myself that if all these incredible women can excel in fields where women are significantly underrepresented, then so can I!"

*2nd-year Carpentry student at NSCC Marconi Campus
Techsplorer at Central Kings Rural High School, 2009-2010*

The Program

Techsploration Goes to Work

December – March

After applications are submitted, a teacher selects six to eight students in grade nine to be on their school's Techsploration team. Together, they research a science, engineering, trades, or technology career assigned to their team. With the help of a female role model working in that field, the team spends a day at her workplace, learns about her work, and creates a presentation.

Techsploration Goes to School

February – April

The Techsploration team shares their experience and presentation with students at their school. Participants, staff, and invited guests are introduced to in-demand careers by participating in a round robin session with women working in these fields. Students ask the role models questions about their jobs, training, and education.



Techsplorer Events

April – May

Techsploration teams from across the province gather together to share their presentation with participants from other schools. The young women get an in-depth look at multiple science, engineering, trades, and technology careers and participate in interactive presentations and workshops that aim to build confidence and leadership skills.

Techsplorer Alumnae Conference

October/November

Students in grades 10 – 12 are invited for follow-up activities such as interactive workshops and a round robin session to learn about more career options, while also developing leadership and teamwork skills. They are encouraged to help teachers select the new school team and assist with the program. In grade 12, all participants can also apply for scholarships created especially for Techsploration by our sponsors and volunteers.

Techsplorers who participate in all of our programming from grade 9 through to grade 12 will have had the opportunity to meet over 125 different role models!



Ardena Paul
Architectural Engineering Technician
Fathom Studio
Techsplorer, East Antigonish Academy
2012-2013

Ready, Set, INSPIRE!



nsc

SKILLED TRADES

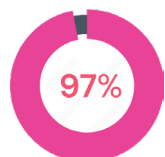
S.T.E.M.



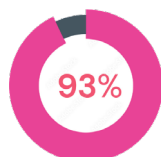
TECHSPLORATION®

Inspired. Empowered.

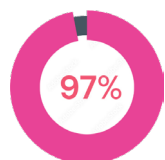
Below are percentages of Techsploration alumnae who agreed these events either 'taught them a great deal' or 'sparked their interest' in science, engineering, trades, or technology careers.



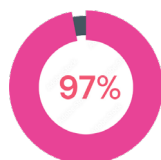
Techsplorer Events



Worksite tour/experience



Workshops

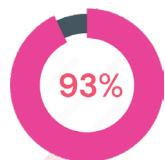


Team Presentations

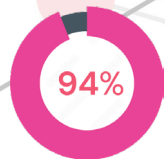
Below are the latest percentages of Techsploration alumnae who said they either 'slightly agree' or 'agree' with the following statements:



Introduced me to career opportunities I didn't know about.



Encouraged me to pursue fields of education I wouldn't have considered.



Improved my confidence about future career possibilities.



Taught me how successful women can be in any career.



**So happy
together**





**So happy
together**





Set for Safety

In January 2022, Techsploration and Construction Safety Nova Scotia (CSNS) launched a social media campaign to promote construction safety to youth across the province. Developed as a joint initiative, *Set for Safety* targets Techsploration participants, primarily young women and non-binary youth in Grades 9 through 12, with vital construction safety education, and addresses the need to lower the injury and incident rates for youth in the construction sector.

At the beginning of the initiative, Techsploration's Executive Director, Emily Boucher, was interviewed live on Global TV's Morning Show.

Emily and host, Alyse Hand, discussed the importance of the messaging and best safety practices being accessible to youth entering the construction industry, as they are more vulnerable due to lack of experience.

The campaign not only outlined the importance of physical safety and PPE, but also mental health resources and rights on the worksite.



"It was an amazing experience, nothing like I've ever done before. It was crazy that I had the opportunity to be able to attend such a well organized, friendly, and educational event."

Gabi, St. Agnes Junior High

"You guys did an amazing job with planning this event. I hope to be back in the future as a role model"

Maylene, We'koqmaq' Mi'kmaw School

Techsplorer Event participants



Start earning right away while
you are being trained

Choose Apprenticeship



NOVA SCOTIA
APPRENTICESHIP
AGENCY

French Language Programming

In May 2022, Techsploration received funding from the French-Language Programs and Services Branch of the Nova Scotia Department of Education and Early Childhood Development to support **Techsploration's French-language Foundation Project**. This initiative supported the French-language translation of our website in July and the creation of three new French-language videos as part of the popular Power in Possibilities online video series.

With this initiative, French-speaking youth will have increased access to online resources and program information about exciting careers in science, engineering, trades, and technology (SETT).

Hosted by Uneath Education Éveillée's Katie Belanger, our Power in Possibilities French-language videos feature stories on Laurie Hicks, a Fiberglasser with A.F. Theriault & Son Ltd. and Aurélie Ye, an Apprentice Product Manager with Shopify; there are additional videos in production.



Get Involved

Provide a Female School Team Role Model

Each school team is assigned a science, engineering, trades, or technology-related career to research with the assistance of a team role model employed in that career. She will:

- facilitate and host a 'Techsploration Goes to Work' day
- participate in a 'Techsploration Goes to School' event
- participate in a Techsplorer Event

Provide a Female 'Techsploration Goes to School' Role Model

Each year, up to 200 role models participate in Techsploration Goes to School events across the province. Role models present on a science, engineering, trades, or technology-related career to female and male students, teachers and invited guests. Employers support role model participation by providing the time to attend the event and covering the hands-on workshop kits for our online programming.

Provide In-kind Products or Services

Techsploration relies on support from industry and educational organizations. If you can provide an in-kind donation of services, promotional products, or participate on a Techsploration committee, please feel free to contact the Techsploration office at 902.817.6428. We would be thrilled to discuss this with you.

Provide Financial Support

Your financial support will ensure the ongoing success and expansion of the Techsploration program, particularly as we continue with a hybrid model with a blend of in-person and augmented reality worksite experiences. While considering the benefits to your organization, we want to assure you that your contribution can be flexible; payment for your contribution can be in one or more installments. You can also donate to Techsploration and secure a charitable tax receipt through our new partnership with the NSCC Foundation.

If you decide that Techsploration is a great fit for your organization,
please contact Emily Boucher at **902.817.6428**
or at emily.boucher@techsploration.ca

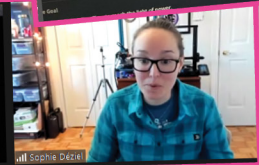
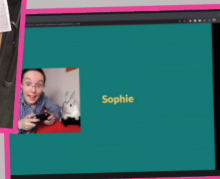
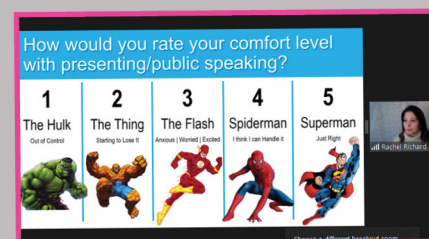


Techsploration Ontario Career Quest

On April 28th, Techsploration Ontario hosted its popular Career Quest. This half-day virtual conference included inspiring and motivating speakers, conversations with professional women and entrepreneurs in science, engineering, trades, and technology (SETT) careers, and dynamic hands-on workshops.

Young women and non-binary youth in grades 9 through 12, also known as Techsplorers, were introduced to careers they may never have considered, learned the significance of high school math and science for their future careers, and gained confidence through public speaking.

Facilitated by Uneath Education Éveillée, and in partnership with Shopify, Mohawk College, and NSERC PromoScience, Career Quest hosted **75 students** and **21 role models**, as well as room hosts, workshop facilitators, and a keynote speaker.





powered by



shopify

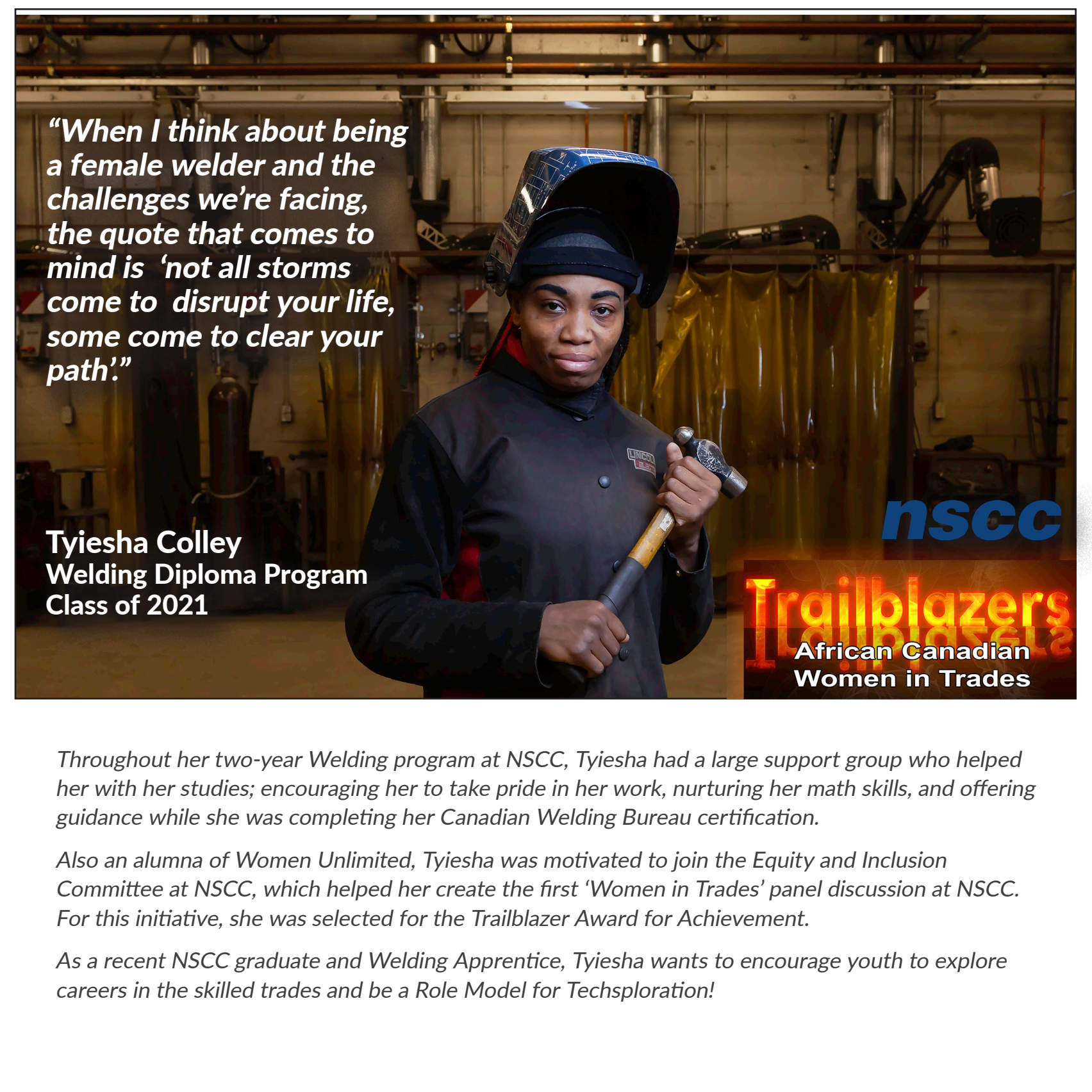
Shopify's **Dev Degree** is a unique way to earn a degree in computer science while working at Shopify, and gain thousands of hours of real-world experience. Even better? Shopify covers tuition and pays you a salary!

Shopify even tracks Techsploration alumnae who apply and register for Dev Degree! The information is on our Scholarships page.

Since Techsploration's launch in Ontario in 2019, our partnership with Shopify has strengthened with thier upheld support and participation in our programming. Shopify's team continues to inspire the next generation of women in tech, and those already in the workforce.

Liz Duff, Shopify Engineering's Community Manager, designed a public speaking workshop for Techsploration students which focused on the creativity and confidence needed for future public speaking opportunities.





“When I think about being a female welder and the challenges we’re facing, the quote that comes to mind is ‘not all storms come to disrupt your life, some come to clear your path.’”

Tyiesha Colley
Welding Diploma Program
Class of 2021

nsc

Trailblazers
African Canadian
Women in Trades

Throughout her two-year Welding program at NSCC, Tyiesha had a large support group who helped her with her studies; encouraging her to take pride in her work, nurturing her math skills, and offering guidance while she was completing her Canadian Welding Bureau certification.

Also an alumna of Women Unlimited, Tyiesha was motivated to join the Equity and Inclusion Committee at NSCC, which helped her create the first ‘Women in Trades’ panel discussion at NSCC. For this initiative, she was selected for the Trailblazer Award for Achievement.

As a recent NSCC graduate and Welding Apprentice, Tyiesha wants to encourage youth to explore careers in the skilled trades and be a Role Model for Techsploration!

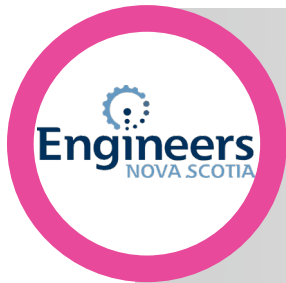
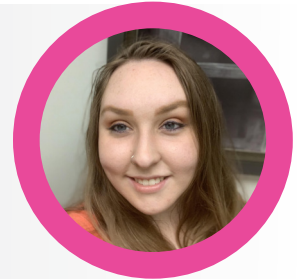
2022-2023 Scholarship Recipients



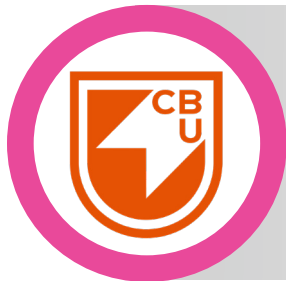
Jenna MacLeod
Northumberland Regional High
(formerly attended Pictou Academy)



Ruthann Burke
Cole Harbour District High



Fiona Morris
Springhill Junior-Senior High



Ainslie Trimm
Sydney Academy



Impact

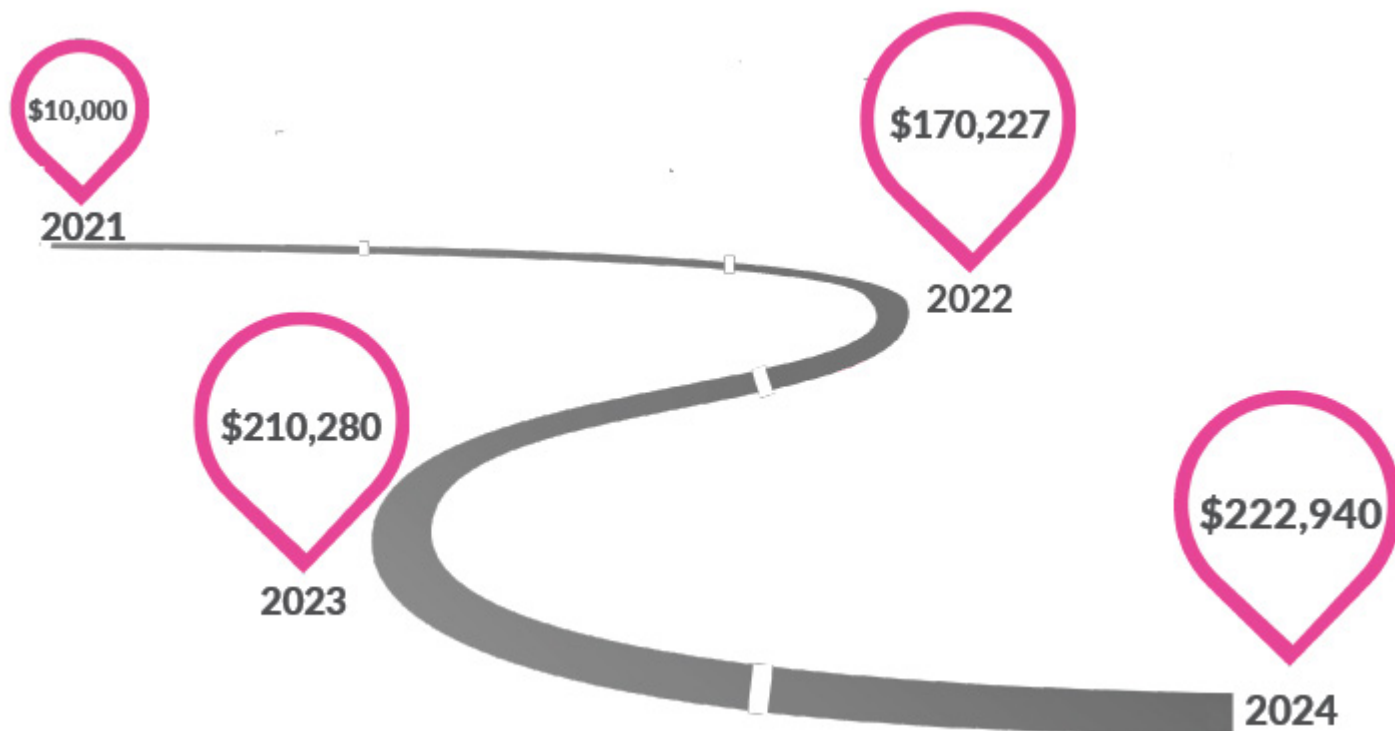
Are you curious about your social return on investment (SROI) with Techsploration?

RIDDL is an SVI (Social Value International) accredited SaaS (software as a service) company that helps quantify, in dollar amounts, your return on investment. It allows us and you - our partners - to clearly see how much value is returned for every dollar invested in our program, as well as project the dollar value of future impact.

In 2021, for every **dollar** invested in Techsploration, there was a **\$10.13** return!

Techsploration's overall projected 5-year SROI is **\$8,477,806**

Below is a scenario for an investment of \$10,000 (Navigator Partnership):



Sponsor Benefits

Development of a Local Workforce

Your support demonstrates leadership in promoting education, training, and youth initiatives that will lead to career and job opportunities in your region. Share job opportunities with our skilled alumnae network across the country!

Addressing the Skills Shortage

The current skills shortage will require a significant recruitment effort to attract new workers to science, engineering, trades, and technology fields. Techsploration directly addresses this challenge. Women make up over half the workforce and present an untapped resource of skilled workers in a wide variety of occupations. Involvement in Techsploration also assists organizations in attracting talented young people to postsecondary educational training opportunities. For employers, this is a way to renew your workforce in future years and to start succession planning.

Workplace Diversity

Your participation demonstrates the value you hold for workplace diversity. Techsploration is a proven program that supports employment equity initiatives and programs.

Commitment to Your Community

The increased popularity of corporate citizenship has meant corporations have become a vital part of community and non-profit organizations. Techsploration offers you the opportunity to make a significant statement about your commitment to the communities in which you operate.

Recognition

Your organization will be recognized in a variety of ways at our events, on our website and printed material, and through our growing social media channels. Contact Emily Boucher at emily.boucher@techsploration.ca or (902) 817-6428 to learn more about sponsorship and donor opportunities.



Our Board of Directors

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Division Vice President
NS Canadian Manufacturers & Exporters

Ardena Paul

Architectural Engineering Technician
Fathom Studio

Heather Cruickshanks

Owner
L.E. Cruickshanks Sheet Metal Ltd.

Our (small but mighty) Team

Executive Director

Emily Boucher

902.817.6428

emily.boucher@techsploration.ca

Marketing & Communications Specialist

Meaghan Matheson

902.830.0365

meaghan.matheson@techsploration.ca

Operations Manager

Natasha Snow

902.491.4768

natasha.snow@techsploration.ca

Alumnae Outreach Coordinator

Maureen Duffy-Mason

maureen.duffy-mason@techsploration.ca

Program Manager

Margaret Davidson

902.403.1649

margaret.davidson@techsploration.ca

Program Assistant

Yaj Suresh

yaj.suresh@techsploration.ca

TECHSPLOURATION

800A Windmill Road, Unit 6

Dartmouth, NS B3B 1L1

P: 902.491.4768

F: 902.491.4500

techsploration@techsploration.ca

Visit us online at **techsploration.ca**

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NOVA SCOTIA CONSTRUCTION SECTOR COUNCIL

The background features a network of thin grey lines connecting various colored circular nodes in shades of teal, pink, grey, and blue. The text 'Ready, Set, INSPIRE!' is rendered in a bold, 3D, comic-style font. 'Ready, Set,' is in yellow with a red outline, and 'INSPIRE!' is in a larger, bold yellow font with a red outline. A thick, curved yellow and red swoosh underline is positioned beneath the word 'INSPIRE!'.

**Ready, Set,
INSPIRE!**

TECHSPLOURATION®

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