



Canadian Nuclear Society Société Nucléaire Canadienne

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WiN-Canada Report for the Canadian Nuclear Society Annual General Meeting 01 June 2009

Role of WiN-Canada in the Canadian nuclear industry

- WiN helps build public support amongst a female demographic
- WiN promotes our industry as an attractive career choice for women in our traditionally male-dominated industry

WiN's Strategy

- Public Education about nuclear through an Outreach program
- Promote career interest in our industry – especially among women & young people
- Showcase women's contribution to the industry – identifies positive ways to increase women's participation & success
- Professional development
- Break down barriers – build an inclusive & diverse membership base
- Be seen as a credible voice in the industry – grow the membership and demonstrate innovation

Membership – 832

- WiN-Canada has over 832 Members
- WiN-Canada is made up of 5 local chapters – Bruce, Durham, Eastern Ontario, Golden Horseshoe West and New Brunswick.

Interfaces

- GIRLS Science Club – 125 girls aged 9-12 reached and excited about science
- Skills Canada – WiN spearheaded the incorporation of the Nuclear Operator career in all Skills Canada literature, targeted to young men and women in high schools across Canada.
- WiN reached over 700 young women aged 12-18 and introduced them to the trade and technology positions in the industry
- World Nuclear University – Hosted WiN event for WNU Fellows

Communications

- WiN-Canada website www.win-canada.org – Over 5,000 page views/month

- Media Coverage –over a dozen positive stories generated by WiN
- Position Paper - developed to support the industry in attracting and retaining a diverse workforce(available on the WiN-Canada website)

Meetings of local chapters

Each local chapter holds 2-4 meetings per year. Each meeting provides an opportunity for members to become more educated about the industry to better enable them to talk to the public and provides an opportunity for networking. Topics discussed over the past year include:

Nuclear education:

- Nuclear waste
- Facts about the nuclear industry
- Nuclear applications and its uses
- New build
- Nuclear medicine applications
- Engineers without Borders
- GIRLS Science Club

Professional Development:

- Taking a Lead
- Mentoring
- Status of Women in Nuclear Today
- Leadership Skills
- Public speaking skills

Strategic Plan – Charting the course of future success

The WiN-Canada Board has finalized the 5-Year Strategic Plan and has presented it to the members at the WiN Canada annual conference in February, 2009 in Ottawa. The Strategic Plan will act as the framework for the WiN future activities. The plan addresses four key focus areas:

- Business Literacy,
- Outreach,
- Career Promotion, and
- Networking.

The plan will cover 2009-2013.

Since the adoption of the WiN-Canada Strategic Plan, the progress reporting includes tracking of the four focus area and is presented in the attachment below.

Cheryl Cottrill
 Executive Director WiN-Canada
 Jad Popovic
 The CNS Liaison with WiN-Canada

Activity	Metric	Notes
Business Literacy		
Goal: Educate 25 percent of our overall membership on the topics of safety, economics, comparison of technologies, spent fuel storage and WiN's objectives.		
Actual: 397 members reached in past six months, which is 47.77% of our membership		
WiN-Canada 6 th Annual Conference – presentations on the entire industry – cradle to safe storage. The Honourable Lisa Raitt, Minister of Natural Resources, attended & spoke at our luncheon & was very supportive of WiN. Pre-Conference tours to MDS Nordion, NuTech/GE Hitachi & AECL.	212 members	Excellent feedback on learning opportunity, calibre of speakers & networking opportunities presented. First ever Call for Papers was very well received.
WiN-Canada/NAYGN session at CNS conference. Information & professional development session for members & students.	35 delegates – 6 members	Learning opportunity, reach to students, professional development & networking.
Local Chapter meetings: Educational component at each meeting. Topics covered: Chernobyl; Networking, Economic impact on business, WNU Summer Institute, & WiN.	179 members	Opportunity to educate ourselves so we can educate others & networking opportunities.
Outreach		
Goals: Close the gender gap in public opinion by five percent within five years. Expand GIRLS Science Club concept to each chapter.		
Actual: 2007 gender gap was 13 points (last measure) down from 17 points in 2005.		
GIRLS Science expanded to GHW – upcoming summer camp & NB with their presentation to schools		
WiN-NB spent day talking to students about WiN & keeping science in their studies at Post Secondary Days.	350 students reached	Expansion of GIRLS Science Club to WiN-NB.
WiN-Durham presented \$900. raised at WiN-Canada Golf Tournament to Big Sisters Clarington; WiN-GHW participated in International Women's Day; WiN-Eastern ON entered team in Upper Ottawa Valley Chamber of Commerce Golf Tournament.	9 members	Good opportunity to talk about nuclear industry with those outside the industry.
WiN-Bruce GIRLS Science Club program – 4 sessions.	59 girls	Opportunity to present girls with real life science experience with female mentor successful in topic field.
WiN-GHW participated in National Engineering Week at Ontario Science Centre.	250 people	Promote the work of engineers & raise awareness of impact on our quality of life.
WiN-Canada member Anne Giardini from AECL receives Glenn Beatty Award for her involvement with Skills at Ontario Technology Skills Competition.	300 people attended closing ceremonies when award was presented	Good opportunity to raise awareness of women working in the skilled trades & careers in the nuclear industry.
WiN-Canada booth at Electricity Sector Council conference & helped CNS with booth at Science Teachers Association of Ontario conference.	550 attendees	Talk about industry & broaden WiN's reach outside generation & report back to WiN on activities outside of industry.
WiN-Canada speaking opportunities at Society of Energy Professional's Women's Committee, Bruce Power's White Ribbon Campaign, and Electricity Sector Council conference.	230 people	Opportunity to broaden reach & speak to other groups about WiN.
WiN-Canada's website – industry & WiN events, news & resources, blog posts, membership sign up & women in nuclear.	2,200 per month average viewers	Opportunity to promote industry to public & help promote industry events.

Career Promotion

Goals: Reach out to 10,000 school-aged young people, primarily females, within the next five years. Work with industry to develop strategies to increase suitable female candidates for all positions by 25%, increase average number of women in leadership positions by 25% & increase number of female presenters at industry conferences by 25% all within five years.
Actual: 2,208 students touched over past six-months – well on our way to meeting our 5 year goal of 10,000 students

WiN-NB attended University Career Fair to talk about WiN & opportunities for careers in the nuclear industry.	500 students reached.	Opportunity to talk to young people about careers in nuclear industry.
4 Skills Canada Young Women's Networking Dinner sponsored by WiN-Bruce & Bruce Power; WiN-NB, NB Power & IBEW; WiN-Eastern Ont. & AECL; WiN-Durham & OPG.	392 students reached. Approx. 20,000 reached through media coverage.	Opportunity to show young female high school students 'a day in the life' of a career in the skilled trades & industry.
WiN-Canada booth at Ontario Technology Skills Competition at RIM Park in Waterloo in partnership with PWU Trades UP & CNS.	800 students reached by interaction at booth. 30,000 community, students, teachers at event.	Opportunity to speak to young people Grades. 7-12 about career opportunities in the trades & nuclear industry.
WiN-Canada participation at Skills Canada Young Women's Conference in Kitchener.	300 students grades 7-12. 5 WiN members mentored students over 2 days.	Opportunity to speak to young women about a day in the life career in the skilled trades & the nuclear industry.
WiN-Canada website – women in nuclear industry featured on website.	37 women featured to date	Opportunity to recognize women in various careers & database of a variety of careers & companies for young women looking at industry as a career choice.
WiN-Durham New Grad Recruitment information session.	216 engineering students over 4 days	WiN information set up for new engineering grads attending interviews.
WiN-Canada Position Paper on Women and the Nuclear Talent Pool.	Distributed over 400 copies to members, industry	Opportunity to help industry better understand how to attract, recruit & retain women in the industry.

Networking

Goals: Increase membership to 1,500 over five years with four active sub-committees & a new leadership team in place with a succession plan.
Actual: On course to achieve 15% or more, in increased membership during 2009

2004 – 12 members who were registered with WiN-Global; 2005 – 150; 2006 – 330; 2007 – 519; 2008 – 729; 2009 – 831; Increase to 1,500 by 2013 (@15% per year).	End of 2008, 729 members. Increase to 1,500 members by 2013	On course to achieve 15% or more in increased membership during 2009.
WiN-NB partnership with Women in Trades committee in Saint John.	1 new organization to partner with	Good opportunity to raise awareness of women working in the skilled trades & careers in the nuclear industry.
WiN-GHW participated in Earth Day at Halton Conservation Area.	40 members	Great opportunity to promote "green".