



Professional Engineers  
Ontario

# Engineers Canada 30 by 30 Initiative

PEO 30 by 30 Task Force  
Action Planning Session for Employers

November 28, 2019





# Introductions

- **Helen Wojcinski, P. Eng., FEC, FCAE, MBA, CMC** President, Wojcinski & Associates Ltd; Chair, PEO 30 by 30 Task Force; PEO 30 by 30 Champion, Engineers Canada; and Former Member, Engineers Canada's Equitable Participation in Engineering Committee
- **Christian Bellini, P. Eng., FEC**, Principal, Blackwell Structural Engineers; Vice Chair, PEO 30 by 30 Task Force; PEO Vice-President; and Engineers Canada Board Director
- **Bob Dony, PhD, P.Eng., CEng, FIEE, FEC**, Associate Professor, School of Engineering, University of Guelph; Former Council Liaison, PEO 30 by 30 Task Force; and Former PEO President, Vice Chair Canadian Engineering Accreditation Board
- **Lola Mireya Hidalgo, P.Eng., PMP**, Construction Contracts Engineer, Ministry of Transportation Ontario; Member, PEO 30 by 30 Task Force; and Former PEO Councilor



# Overview

- Equity in engineering
- Keynote Speaker – Dr. Sonia Kang, Rotman School of Management
- Engineers Canada 30 by 30 Initiative – Recap
- PEO 30 by 30 Action Plan – Employer Proposed Actions and Metrics
- Exercise – Employer Action Planning Framework and Metrics
- Thoughts/Feedback
- Next Steps for 2019-2020





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# Equity in engineering



Regulating and advancing engineering practice to protect the public interest.



## Why is equity important?

- To ensure the outcome of engineering is beneficial for all
- Women are not a diversity group but instead comprise over 50% of the population
- Not tapping into the full talent pool in serving the public's best interest
- Chronic underrepresentation continues to portray our profession unfavourably to the public
- Other licensed professions such as law and medicine have already attained gender parity
- Progress toward gender parity in engineering remains slow



# Why is equity important – Keynote Speaker

- Dr. Sonia Kang,  
Associate Professor of Organizational Behaviour and HR Management and Canada  
Research Chair in Identity, Diversity, and Inclusion at the University of Toronto  
Faculty Research Fellow, Rotman Institute for Gender and the Economy
  - the "business case" for gender diversity
  - her research
  - recommendations for implementation



# Women in engineering

- Nationally, 18.1% of newly licensed engineers were women in 2018
- In Ontario, 17.8% of newly licensed engineers were women in 2018
- **The challenge:** this percentage has stagnated for the past five years



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# Engineers Canada

## 30 by 30



Regulating and advancing engineering practice to protect the public interest.



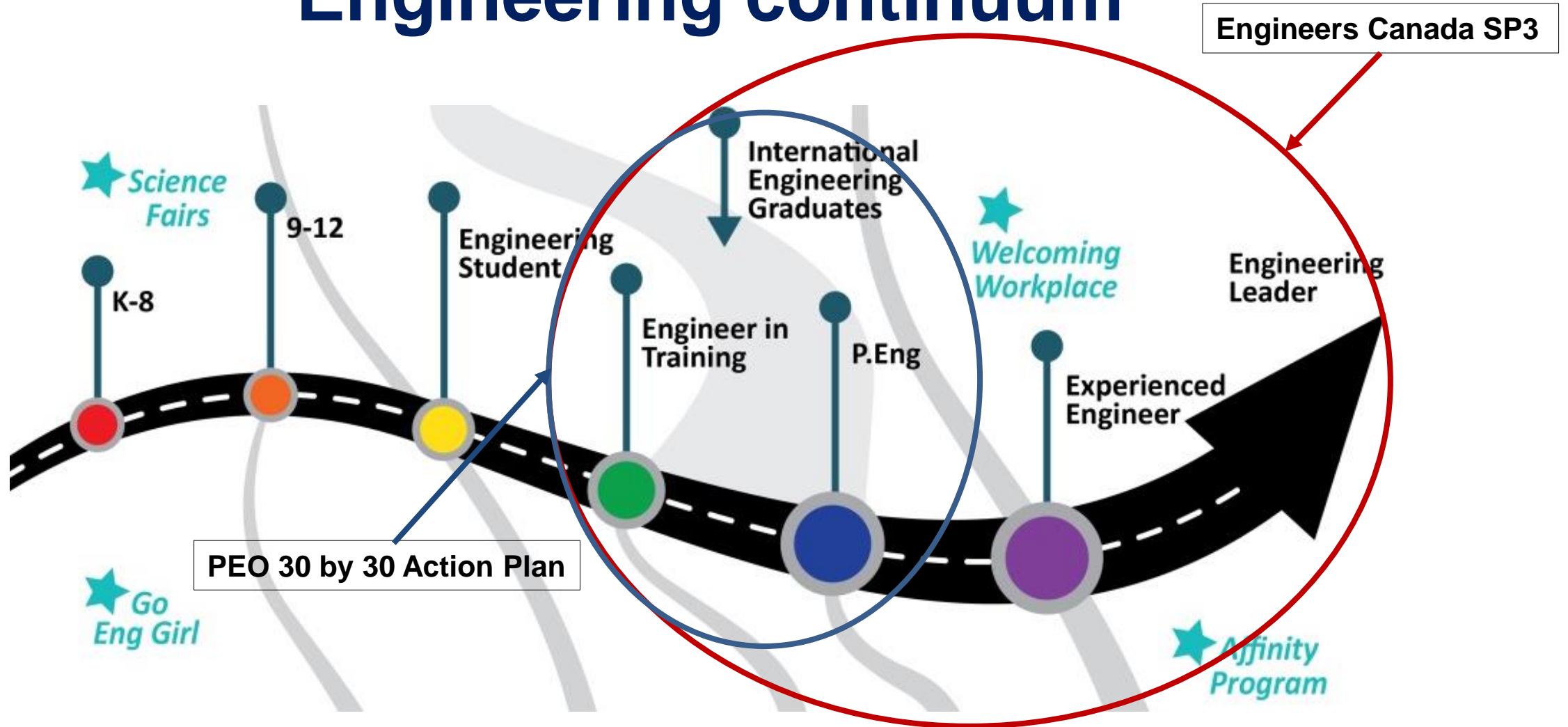


# Equity and taking action

- Pressing need to address the lack of representation
- In 2011, Engineers Canada launched a bold initiative, the 30 by 30
- 30 by 30 seeks to increase the number of newly licensed engineers who are women to 30 per cent by the year 2030
- In 2018, initiative was further expanded through Engineers Canada's Strategic Priority 3 (SP3) to include recruitment, retention, and professional development of women in engineering



# Engineering continuum





## 30 by 30 Key Success Factor

“It is...critical that the unacceptably low number of women in the profession be regarded as not just a women-in-engineering issue, but an issue of concern for the entire engineering profession, for **both women and men.**”

*PEO Action Plan, September 2018*



# **PEO Action Plan – PEO and Stakeholder Proposed Actions**





# 30 by 30 Action Plan – Employers Actions

- Employer Actions focus on the recruitment, professional development and retention objectives of the 30 by 30 initiative, such as:
  - Aim for 30% recruitment of women engineering and internationally educated graduates
  - Develop an EIT/Engineering Development Program that facilitates new recruits', especially women's, pathway to licensure
  - Be cognizant and deliberate in selecting women engineers for assignments that will develop both their engineering and leadership skills, and position them for licensure and advancement
  - Showcase women engineers as role models in the practice of engineering and in leadership positions in the organization; demonstrate possible career paths
  - Establish a mentorship program, formally or informally, to cultivate a welcoming environment
  - Conduct a Gender Audit of human resources and engineering practices
  - Be prepared and fluent in responding to backlash or debunking myths (e.g. candidate only got the job because they are a woman); acknowledge the historical imbalance
  - Establish and track 30 by 30 metrics and report them annually to senior management and the Board of Directors



# Examples of Best Practices for Employers

## (for Action Planning Framework Exercise)

- Engineers Canada Welcoming Workplaces:  
<https://engineerscanada.ca/sites/default/files/Diversity%20Vision—English.pdf>
- MTO Engineering Development Program:  
[www.mto.gov.on.ca/english/about/opportunities/edp.shtml](http://www.mto.gov.on.ca/english/about/opportunities/edp.shtml)  
MTO EDP presentation and handouts
- Catalyst – 10 Actions To Build Workplaces that Work for Women:  
<https://www.catalyst.org/knowledge/10-actions-build-workplaces-work-women-0>
- Closed Shops: Making Canada’s engineering profession more inclusive of international engineers:  
<https://www.6degreesto.com/wp-content/uploads/2018/09/6Dii-Engineering-Report-Digital-Preview.pdf>



# Exercise: Action Planning Framework

- In small groups, based on PEO's suggested actions, examples of best practices and keynote speaker presentation, discuss and identify what you think, as employers, are the:
  1. Key elements of an effective Employers 30 by 30 Action Plan
  2. Best Practices that are scalable, transferable, transformative
  3. Potential metrics to measure efficacy of actions in achieving the 30% goal



# Proposed 30 by 30 Metrics for Employers

With these metrics, the goal is to strive for 30%:

- Percentage of new engineering recruits, including internationally educated, who are women
- Percentage of women engineering recruits who obtain their licences
- Percentage of women engineers in leadership positions (C-suite; management)
- Other?





# 30 by 30 Challenge to Employers

- Willingness to consider becoming/become a PEO 30 by 30 Champion for your organization
- As a PEO 30 by 30 Champion:
  - Develop an action plan/actions based on the Action Planning Framework Exercise and shared best practices from peers
  - Develop metrics (three key indicators) to measure and report progress on an annual basis, as recommended by the PEO 30 by 30 Task Force and agreed to in principle at today's session
  - Agree to being included on PEO's 30 by 30 webpage, Wall of PEO 30 by 30 Champions, and part of the larger, collective effort to track and commit to the progress being made on achieving the 30% goal as a profession



# Thoughts/Feedback

- Thoughts on the 30 by 30 initiative?
- What do you need to participate in the initiative and become a 30 by 30 Champion?
- Who else do you think should be included in this engagement – other peers in your network?



# Proposed Next Steps for 2019-2020

- Action Planning Sessions with Stakeholders September to December
- Showcasing of 30 by 30 Champions/Participants September to December
- Chapter Hosted Awareness Sessions 2020 Q1
- Formal Endorsement of Stakeholders as PEO 30 by 30 Champions 2020 Q1-Q2
- Inaugural Annual Check In on 30 by 30 progress 2020 Q2-Q3



# Stay in Touch

- For more information on Engineers Canada 30 by 30:  
<https://engineerscanada.ca/diversity/women-in-engineering/30-by-30>  
<https://engineerscanada.ca/sites/default/files/30by30-en.pdf>
- For more information on PEO 30 by 30 Action Plan:  
[http://www.peo.on.ca/index.php?ci\\_id=32117&la\\_id=1](http://www.peo.on.ca/index.php?ci_id=32117&la_id=1)
- For more information on PEO 30 by 30 Task Force, contact:

Jeannette Chau, MBA, P.Eng., Manager, Government Liaison Programs  
Staff Advisor to the PEO 30 by 30 Task Force

[jchau@peo.on.ca](mailto:jchau@peo.on.ca)

Tel: (647) 259-2262

