

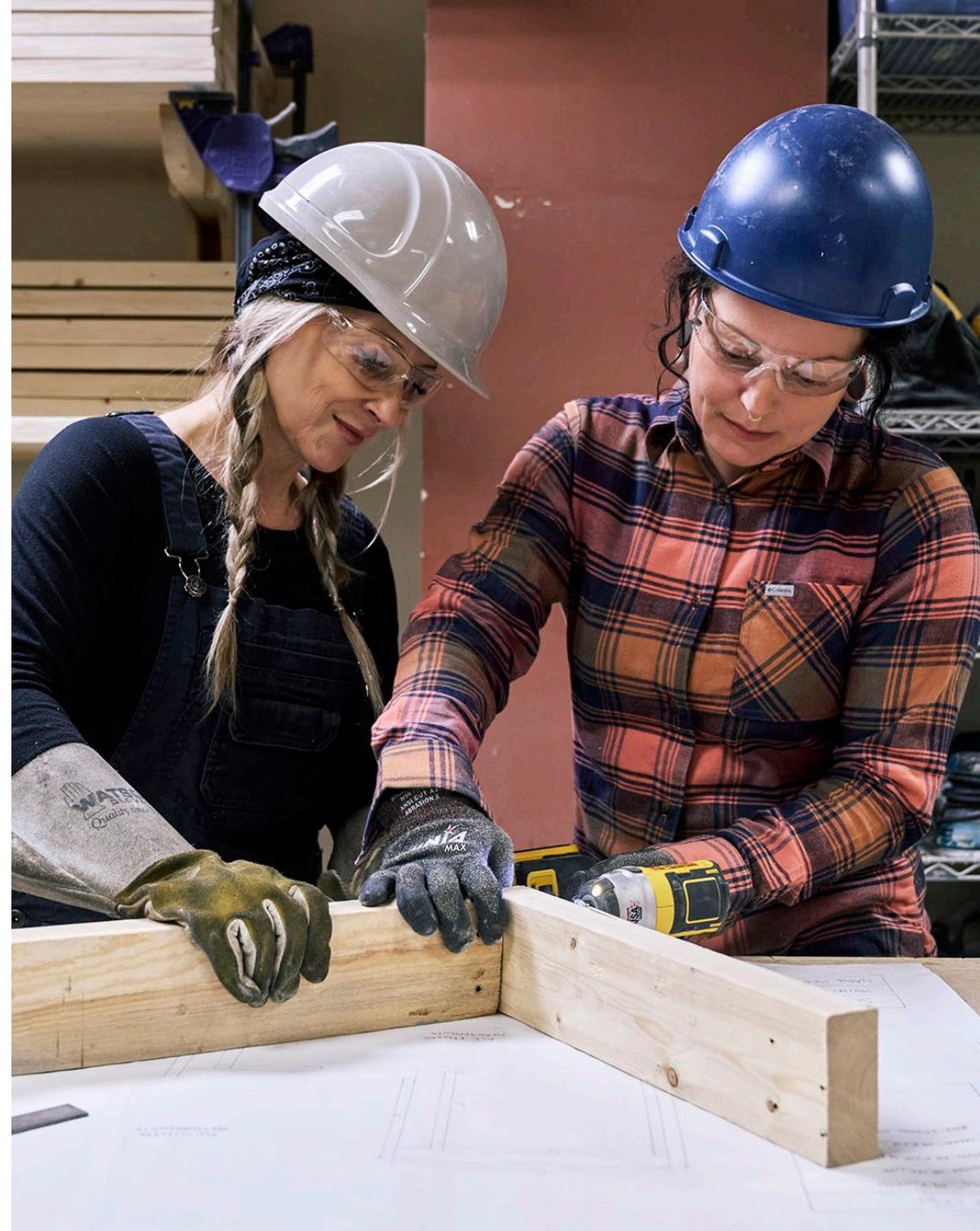


Supporting critical transportation industry resource needs while addressing economic security for women

June 3, 2024

About Women Building Futures

For more than 25 years, Women Building Futures has surrounded women with the support they need to get into resilient careers that improve their economic security and help industry meet the demand for skilled workers.



Getting women ready for industry and industry ready for women

- Raising awareness of opportunities
- Confidence & capability building
 - Readiness supports
 - Financial supports
 - Employment training programs
- Workforce inclusion efforts
- Connection to employment with WBF Employers of Choice
- Continued alumni and employer supports





**BESIDES BEING RIGHT, WHY DO WE
NEED WOMEN IN INDUSTRY?**

WBF supports closure of critical resource gaps and diversification of workforces



Why are women important in workplaces?

- Unique perspectives, talents, life experiences and solutions
- Sensitivity, intuition, compassion and emotional intelligence makes teams better
- Team spirit and togetherness
- Ability to handle tensions and complexities
- Givers, want others to excel
- Strong morality and ethics, fairness
- Analyzers, negotiators, communicators
- Collaborative style of management
- Optimism



Our programs

- **READINESS WORKSHOPS AND SUPPORTS**

Prepare women to enter our programming by addressing academic barriers and personal readiness.

- **JOURNEY to TRADES**

- **PRE-APPRENTICESHIP HEAVY EQUIPMENT TECHNICIAN**

- **DRIVER & OPERATOR**

- **PROFESSIONAL CLASS 1 DRIVING**

- **CONSTRUCTION BOOTCAMP**

- **WORK PROUD & EMPLOYER OF CHOICE**

Workshops for organizations to gain insight and tools to create more engaged, safe, and inclusive workplaces. A certification program to help enhance workplace diversity and inclusivity efforts to retain women in the workplace.

- **ALUMNI SUPPORTS**

After completing a training program, graduates have access to ongoing supports as long as they want.

- **INDUSTRY-SPONSORED PROGRAMS**

Industry partners seeking programs designed to meet their workforce development needs and align with their project timelines:

- BHP Trades Readiness
- Suncor Haul Truck
- Power Engineer Career Accelerator



Our partners



Industry

Program sponsors, employers of choice, investors, trainers and donors.



All levels of government

Funding of core mission and programs.



Other non-profit and community agencies

As ambassadors and connectors to WBF mission and programming.



For a full list of our partners, please visit [WomenBuildingFutures.ca](https://www.womenbuildingfutures.ca)

WBF Employer of Choice Membership

Phase I: Organizations meet a minimum score on an assessment of their internal Diversity, Equity and Inclusion (DEI) practices in 4 value areas:

- Health and safety. Ensuring safe workplaces and promoting a safety culture.
- Respect and inclusion. Cultivating work environments for all employees to feel valued, respected and included.
- Equity and gender. Identifying barriers to workplace diversity.
- Growth and advancement. Promoting training and advancement opportunities for staff at all levels.

Phase II, which is under development, will seek a level of verification



To learn more, visit www.wbfeoc.com



By the numbers : 2022-23

Giving women the tools to take control of their lives

Readiness and coaching

533
times

The number of times women accessed coaching and readiness services



48
women

who entered employment training programs previously participated in coaching and readiness services



Working with our partners to lead positive change in the workplace

44 Employers of Choice members committed to creating safe and inclusive work environments

Training programs

18 employment training programs

94%
graduation rate

188 women graduated from employment training programs (up 15% from last year)

38% were previously unemployed (the balance was largely underemployed)

35% had dependents or children - 1/5 were single parents

21% were Indigenous

87% of graduates were hired in fields related to their training within six months of graduation

1.3X The average starting wage for our graduates was \$27.78 per hour or 1.3X the average living wage*

22 alumni who graduated in previous years connected with WBF to find new employment

Our core operations

Fort McMurray

Core operations of trades and related programs

Greater Edmonton

Core operations of all trades and transportation programs

Greater Calgary

Establishing core operations of all trades and transportation programs

Saskatoon

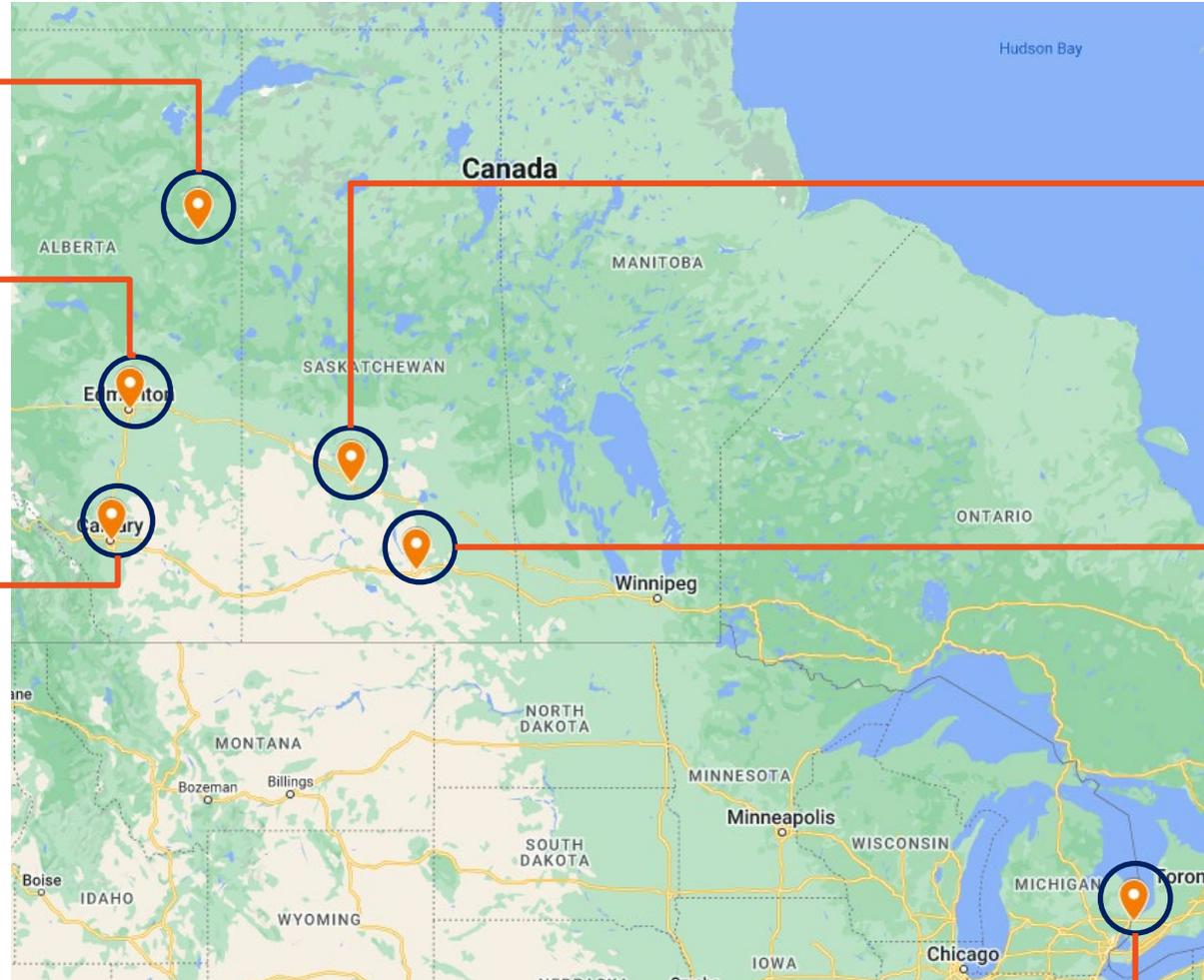
Employer-sponsored programming for J2T. Evaluating core operations for trades and likely transportation programs

Regina

Upcoming pilot of J2T via government and industry partnerships. Plans to establish core operations for trades programming

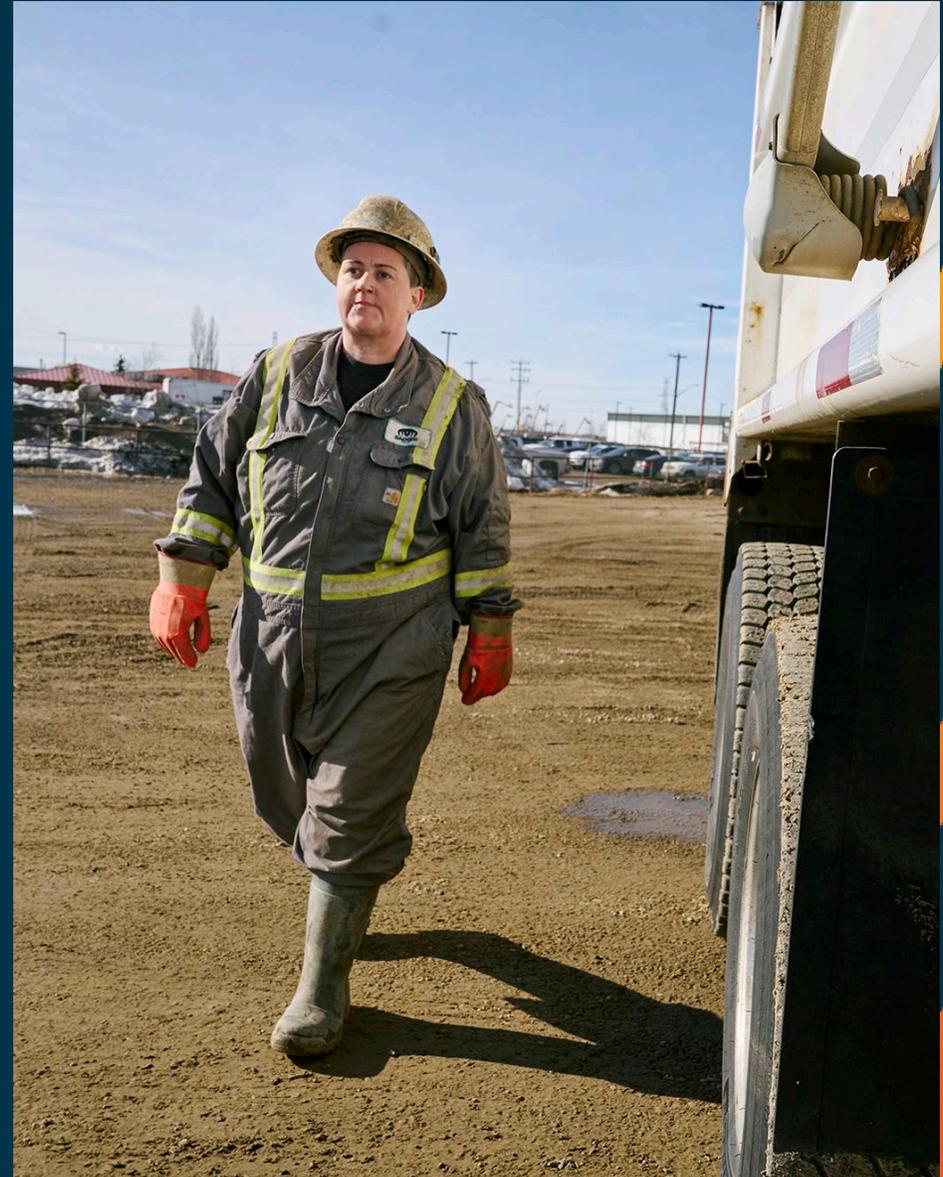
Sarnia Lambton

Plans to establish core operations for trades programming



Transportation industry demographics: Alberta

- Alberta Class 1 licensing from 2018 to 2022:
 - AB dropped in all age and gender categories for under 55-year-olds
 - Largest loss in the 25 – 34 categories losing 62 women and 3,455 men.
 - The total number of female Class 1 drivers dropped by 52
 - The total number of male Class 1 drivers dropped by 2,127



Women are an untapped resource for this industry

- Of all Class 1 drivers in AB, only ~ 3% are women, 97% are men.
- Of all the Class 3 drivers in AB, only ~ 8.6% are women, 91.4% are men.





WHY ARE WOMEN UNDER-REPRESENTED IN THE TRANSPORTATION INDUSTRY?

Big barriers exist

- Esteem of the career
- Perceived culture across the industry
- Awareness of opportunity and it being right for them – seeing themselves in the driver's seat
- Confidence to step into a career where they are under-represented
- Functional knowledge surrounding the work
- Financial position
- Lack of support systems



History of WBF and Transportation

- Long-standing success with Class 3 Driver Operator
- In 2016, WBF and partners kicked off Professional Class 1 Driver programs.
 - Funded through employer sponsorships and Canada Alberta Job Grants program.
- From 2017-2021 1,000 applications, 132 women qualifying, 69 students through programs. 92% of those entering graduated and obtained their Class 1 license.
- WBF initiated and grew the WBF transportation alumni support network.



Challenges were experienced

- Complications with the implementation of MELT
- Applicant qualification and readiness
- Road test scheduling issues
- Frequent road test experience and challenges
- Training partner challenges re DEI culture deficiencies, inadequate issue management and communication, instructor inconsistency
- Significant student confidence issues sacrificing success
- Graduates leaving due to the experience/role not being acceptable

Program pause

- WBF paused Class 1 programming and advocated for needed systemic change across the industry in order to attract youth and diverse individuals.



WBF received **\$2.78 million** over 22/23 and 23/24 with expected deliverables based on four pillars

GOA TEC and WBF: Putting more women into the driver's seat

- Support with systemic change:
 - 5 Employers of Choice in year 1, 15 in year 2
 - Develop and deploy WBF Trainers of Choice program
- Increased awareness of women about opportunity in the industry
- WBF Class 1 Driver training programs:
 - 12 students enrolled in year 1, 36 students enrolled in year 2
- WBF's thought leadership and influence:
 - Commercial Driver Competency Training Project
 - Driver Trade Committee
 - Alberta Commercial Driver Shortage Taskforce

Opportunities we see



ATTRACTING YOUNG AND DIVERSE WORKERS

We need people to choose the transportation industry to satisfy critical and on-coming resource gaps. A challenge when people don't readily see themselves in the role and then don't see a career they could be proud of.



CULTIVATING A NEW INDUSTRY CULTURE

The trades and transportation industry cultures needs to evolve to ensure that inclusive, welcoming environments are more of a standard.



WRAP AROUND SUPPORTS FOR WOMEN IN INDUSTRY

Keeping women in the industry may require supporting them at points throughout their careers.





How can you support our mission?

Together, we can surround women with the support they need to change their careers – and their lives.

- Share our story
- Embrace the concept of barriers in between diverse people and industry
- Advocate for women. Help get the industry ready for women.
- Invest in our mission, hire our grads.



WOMEN BUILDING FUTURES®

THANK YOU

Let's stay connected:

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