Women in Science, Engineering and Research (WiSER)

Sponsorship Package

2021-2022

Updated April, 2021

In this Sponsorship Package

About WiSER

The WiSER (Women in Science, Engineering, and Research) network is composed of individuals at any stage of their careers in the fields of science, technology, engineering, and mathematics (STEM) from academia, government, industry, and non-profit organizations. WiSER is a sub-community of Women in Scholarship, Engineering, Science, and Technology (WISEST), which is an organization under the Dean of Students at the University of Alberta. WISER supports the retention and advancement of women and underrepresented individuals in STEM careers by providing opportunities for networking, mentoring, information exchange, and professional development. WiSER encourages the participation of all gender identities to promote the awareness of equity and diversity.

Activities organized by the WiSER Network are overseen by the WiSER Executive Committee, which is composed of volunteers from the WiSER community.

WiSER's Impact

13 years | **100+** events hosted | **1000+** individuals impacted | **50+** organizations partnered

Events and Programs at WiSER

Seminars, panel discussions, networking activities, and workshops for the WiSER community are planned monthly in the WiSER executive meetings. The topics and themes of the activities reflect the needs of WiSER's target audience and collaborators. Through these activities, WiSER provides timely support for opportunities in information exchange, networking, mentoring, and professional development.

All our events are listed on our website: https://wiseredmonton.ca/news-events/.

Virtual Transition and Future Programs

Due to the COVID-19 pandemic, WiSER has decided to transition opportunities supporting early-career professionals from an in-person format to virtual delivery since May, 2020. WiSER has delivered several online workshops and will continue to host activities and events virtually until further notice.

When it is safe to do so, WiSER plans to take a hybrid approach for future events; some events will be in-person, while others will be virtual. In addition, some of the events will be designed to offer both in-person and virtual options for participation.

Virtual Programs at a Glance

WiSER events are designed to help students and professionals improve their professional skills and enhance their career prospects. Even during challenging times such as the COVID-19 pandemic, WiSER has continued to create personal development and career advancement opportunities for working professionals via a series of virtual webinars, workshops, and mixers. These events focused on issues stemming from the pandemic, including maintaining work-life balance, developing skills for virtual interviews, building better mental health, and overcoming challenges encountered during the pandemic.

These virtual events were held monthly with engaging Q&A sessions and interactive discussions between panelists/speakers and participants. The invited speakers and panelists are experts related to STEM fields and career development.

Keeping Things in Balance During the Pandemic (May 5, 2020)

This event was sponsored by Alberta Women's Science Network. Fifteen attendees participated in a small group discussion with experts surrounding topics of work-life balance during a pandemic. Topics included in discussion were: balance of professional-personal life during the new normal and management of mental health and physical well-being.

Evolving Professionally for the New Normal (June 11, 2020)

This event was sponsored by Alberta Women's Science Network and attended by 120 participants. The attendees received advice and feedback on topics related to building professional relationships, managing a career, maintaining productivity, branching for networking activities, and developing strategies in effective job search.

Improv Skills for Job Interviews (September 16, 2020)

The event was sponsored by Shell. The interactive session was facilitated by improvisation experts from Rapid Fire Theatre, Edmonton's most experienced improvisation company. The event aims to help graduate students and unemployed individuals to improve their communication skills, listening, confidence, and adaptability—all of which are essential for job interviews and workplace. The event was attended at the maximum capacity—14 participants. This event was extremely popular and has been held twice more in February 2021.

Virtual Industry Mixer (November 26, 2020)

The event was sponsored by BioWare, with additional door prize sponsors from Levven, WinSETT, and Udacity. The event was attended by 315 people and 41 STEM-related companies across Canada. The mixer offered virtual networking opportunities and rapid resume reviews for early-career professionals. Some of the attending companies included Gilead Sciences, Tevosol, Canada Learning Code, Kraft Heinz Company, and Shell. BioWare, as the main sponsor of the event, was offered a keynote speech at the event.

Virtual UA-WISE/WiSER Mentorship Program (October, 2020 to April, 2021)

WiSER's flagship Mentorship Program, in collaboration with University of Alberta's Women in Science and Engineering, consists of trios including one undergraduate student, one graduate student or early-career professional, and one experienced professional. This year, the Program ran from October, 2020 to April, 2021. The Program was pivoted to a virtual format due to the pandemic. However, this has removed a lot of geographic barriers, and in turn improved accessibility and participation of the Program. There were three formal events on the topics of: 1) Mentorship training, 2) Online networking, and 3) Panel discussion: online interviews. There were a total of 45 experienced mentors, 91 early-career professionals/graduate students, and 48 undergraduate students, from across Canada and the globe, including participants from Nigeria and Qatar. The virtual platform helped the trios network and grow professionally during the pandemic. The Program was sponsored by Shell and BioWare.

Tell Your Story: How to Develop and Communicate Your Personal Brand (March 25, 2021)

This event was sponsored by Alberta Women's Science Network. Ninety attendees participated in a panel discussion focused on building skills related to communicating complex ideas and pitching one's personal brand to potential employers. Following the panel, a breakout session gave participants opportunities to practice communicating their personal brand.

Data Science 101 Series: Introduction to Python (April 17, 2021)

The event was sponsored by BioWare and co-hosted by Enverus. One hundred attendees participated in this event to learn about data science and possible career paths within data science. Presentation was followed by a case study where participants learned how to use Python.

In-Person Program at a Glance

The events below took place prior to the COVID-19 pandemic.

WiSER Family BBQ (July 7th, 2019)

The event was sponsored by [Nanostics](#) and [Alberta Women's Science Network](#). The family-friendly event included science activities, arts and crafts, photobooths, and team building games, while having a BBQ lunch in the park. Attendees were encouraged to join WiSER and participate in upcoming WiSER events.

#LETSTALK Mental Health (September 26, 2019)

This event was sponsored by [Kirsten Oates](#) and attended by 73 participants. The panel discussion aimed to raise awareness and start comfortable conversations around mental health. Panelists shared personal stories and advice to reduce mental health stigma.. Following the event, there was an optional yoga session which attendees participated in.

In-person UA-WISE/WiSER Mentorship Program (October, 2019 to April, 2020)

The Mentorship Program was held in-person between October 2019 and April 2020. The Program was sponsored by [Shell](#). The three formal events covered 1) Mentorship training, 2) Speed networking, and 3) Team building. Because the formal events occurred in the evenings, catered meals were provided and childcare was arranged if needed. There were a total of 17 experienced mentors, 15 early-career professionals/graduate students, and 10 undergraduate students in the Program.

In-person Industry Mixer (November 21, 2019)

The Industry Mixer provides an opportunity for undergraduate students, graduate students and early-career professionals to explore career options while allowing employers to interact with potential talents. Brinda Narayan, CEO of CGI , presented a keynote speech about career development. This event was sponsored by Levven, and attended by 250 participants and 21 companies. Some of the attending organizations included Amii, ATCO, and TELUS. The event was highlighted on National Research Council's website "Helping make the Nano community a bit WISER."

Conflict Resolution in the Workplace (February 15, 2020)

The event was sponsored by Shell and co-hosted by the University of Alberta Office of the Student Ombuds. The interactive workshop, attended by 34 students and early-career professionals, focused on resolving conflicts at the workplace in a productive and professional manner.

Feedback from Participants

WiSER seeks feedback from participants after events and workshops in order to improve future planning. Below are some testimonials from participants who attended in-person and/or virtual events.

"The Mentorship program is very helpful to get instructions from experienced mentors that are specifically matched with me. My mentor is an experienced professional who has the same background as me and works in the industry I would like to join after my graduation. Her instruction on both graduate studies and career development are very constructive. I would highly recommend the program to any graduate students who are preparing to start the career."

"Speed networking format is an awesome experience to connect with peers and be without formalisms to get to know each other."

"Being able to continue with my mentorship trio has helped me stay sane and keep me grounded in a chaotic time."

"The mental health workshop raised my awareness that anxiety is real and it exists and to learn how to embrace it in a positive way."

"Great presentation and discussion; a timeless topic and amazing panelists. Thanks for providing the recording and the extra resources discussed during the meeting."

"It would be wonderful if people could form small groups and support each other through the job search process"

"I loved the tips about LinkedIn. Great event and speakers!"

"The questions at the end related to interview strategies and advice were better suited to a career advisor who can give targeted advice about interviews based on employment research and data."

"The ability to chat directly with the different booths during industry mixer and not have to wait in line like in person. It was more of a general conversation with multiple people. I felt more at ease with this format than the in-person kind."

Sponsor Benefits

Acknowledgement of Sponsors

We appreciate our sponsors for giving us in-kind and/or cash support to our programs. Here are the ways that we acknowledge our sponsors:

- **Sponsor logo will be included in the event poster**, which is advertised on Eventbrite at least for the duration of one month, WiSER's website, WiSER's social media (Twitter, Facebook, and LinkedIn), WiSER's newsletters, and other organizations' mailing lists and social media
  - Examples of organizations that cross-promote WiSER's events: University of Alberta Women in Science and Engineering, Alberta Women's Science Network, University of Alberta Faculty of Medicine and Dentistry, University of Alberta Faculty of Engineering, WinSETT, CCWESTT, WISEST, STEAM ecosystem BC, Women and Children's Health Research Institute, The Association of Professional Engineers and Geoscientists of Alberta, Praxis Science Outreach, and many more.
  - Where print posters are needed, approximately 50 posters are printed and distributed around the University of Alberta (where WiSER is headquartered)

- **Sponsor logo will be displayed on event presentation slides**
- **Sponsor logo will be listed on WiSER's website** under [Sponsor webpage](#)
- **Sponsor will be verbally acknowledged during the event**
- **Sponsor will be acknowledged on social media posts after the event**
- **Sponsor will be offered 2-3 free tickets to the the event**

Note: Other sponsor benefits can be discussed in detail should a sponsor express interest in supporting an event and/or a program.

Improvement of Community and Corporate Social Responsibility

As WiSER's mandate exhibits, we offer your company/corporation a broad spectrum of opportunities to support early-career women and under-represented groups in STEM. Your support will help our audience increase their exposure to potential employers, advance their careers, gain competitive skills to build professional relationships and networks, and cultivate a sense of belonging in the STEM community.

Increase of Employee Satisfaction

The opportunity for your corporation and employees to participate in activities that involve sharing their experiences and mentoring will help build a stronger and more diverse STEM community. By supporting WiSER's programs, you serve as a role model for your employees to engage with and directly contribute to the vitality of the STEM community. By participating in our events your employees can gain valuable mentoring experience to advance their own careers.

Tax Benefits

Tax receipts can be provided through our parent organization, WISEST, if desired.