



## MAEGHAN DUBOIS

Manager, Communications & Corporate Affairs  
K+S Potash Canada

### QUICK FACTS

Maeghan holds a Bachelor of Arts Degree with a Major in Communications from the University of Calgary. She also obtained a Public Relations certificate from the University of Mount Royal in Calgary. Maeghan has been practicing communications since 2007 and has been in the mining industry since 2013. Her love of communications is seen through her passion for design and her commitment to engaging with all stakeholders through various forms of communication, including events, digital communication and media relations.

Since 2018 Maeghan has led the Corporate Affairs portfolio at K+S Potash Canada which includes government affairs, business strategy and Indigenous relations. One of her favorite aspects of her job is Community Investment, where she manages giving back to the community through sponsorships and donations, which she likes to refer to as “purposeful partnerships”. The highlight of her career to date was leading the grand opening event for the Bethune mine, the first new potash mine in Saskatchewan in almost 50 years. The Girls In The Classroom project was fortunate to have Maeghan share her zest for mining and communications at the following event:

**Company:** K+S Potash Canada

**School:** Princess Alexandra School

**Target Mine Cycle:** Discover, Plan, Mine, Reclaim

**Grade Level:** 6 & 7

**Date:** January 8, 2019

**Event:** Environmental Engineering, Corporate Social Responsibility & Virtual Reality Mine Tour

### Q&A WITH MAEGHAN

**Why did you want to be a part of the “Girls in the Classroom – Unearthing Career Opportunities in Mining” project?**

Recently I’ve been very interested in enhancing diversity and inclusion in the mining industry, specifically attracting more women to the mining industry, which currently has approximately 17% women compared to the 48% representation industry-wide.

I was already part of the IMII Innovation video series where we were going to feature the use of virtual reality at K+S Potash Canada for community engagement. The idea was floated to incorporate

the Girls in the Classroom project so that students could try out the virtual reality equipment and visit our mine site virtually as a way of learning more about what we do.

Through this visit I had a chance to present the highlights and main points of my job to the students, show them around the office and answer their thoughtful questions.

**From your perspective, what was the most meaningful information that you shared with the class?**

Perhaps the most meaningful information that I shared was that there is room for creativity in mining. My position is forever changing and is very dynamic and fast-paced. For individuals who crave the opportunity to showcase their creativity and be involved in a forever expanding and changing profession – communications is a great option. I always say, it's the perfect job for those who want to be in business but desire the ability to be creative.

Part of my presentation to the students was showing them how communications plays a role in mining – whether it's engaging with key stakeholders in the community or looking at ways to give back in a meaningful way. The function of communications is critical in ensuring the organization is properly communicating externally with all stakeholders and building and maintaining a positive brand and reputation.

Another aspect of communications in mining has to do with internal communications, specifically how employees receive and transmit information. As with most mining companies, the positions across the organization vary and it's critical that employees receive accurate and timely information. The function of communications can play a huge part in ensuring that employees feel engaged in their jobs through receiving the right information through the correct channels. We know that engaged employees are productive employees – and that always matters at the end of the day.

**How does the project benefit the various stakeholders (teachers, student, industry reps/company and industry as a whole)?**

I think the Girls in the Classroom project plays a vital role in breaking down the barriers between the community / education system and the mining industry. There's a problem with perception in mining. A large part of the population still believes that mining is old school, unsafe and unsophisticated. The opposite is true, actually! However, we need to work harder to get that message out that we are an excellent place to work and our industry is very innovative and safe.

Participating in the Girls in the Classroom project is an excellent way to change the perception of the mining industry and help attract the next generation of employees to the industry. Specifically, there is a need to attract young women to the industry so that we can become a more inclusive and diverse employer. This is critical for success of any business! And Girls in the Classroom can help by allowing industry and students to meet, learn and break down misperceptions.

Mining is an excellent career choice and it would be wonderful to see more women enter the mining industry. Everyone would win!