

# **Women in Engineering & IT Program**

**2024 - 2025 IMPACT REPORT**

# Thank You to Our Partners

The Women in Engineering & IT (WiE&IT) Program is proud to celebrate its fourth year of success. Since the launch of this first-of-its-kind program in Canada in 2021, Carleton University and the Faculty of Engineering and Design have driven an incredible amount of impact. In collaboration with our 23 industry and government partners, we've made strides in empowering and equipping women students in engineering and information technology with the knowledge, network and skills to thrive in their future careers. Through the WiE&IT Program, women students have formed relationships with other women students, women leaders and allies in the industry. Students have also built their competencies, experience and confidence, and have stated that because of this program, they feel better prepared to transition from university into the workforce. Carleton University and the Faculty of Engineering and Design would like to thank the following 23 industry and government partners for their support of the WiE&IT Program. Your partnership and continued support have made the WiE&IT Program incredibly successful and helped achieve collective equity, diversity and inclusion (EDI) commitments. With continued investment from passionate partners like you, we can extend our impact to create positive change now and into the future to create pathways for success for women students in engineering and IT fields.



# About the Program

Carleton University is committed to advancing women in the engineering and information technology (IT) fields along every step of their journey. The WiE&IT Program is one of the first of its kind in Canada and aims to:

- equip women students with the tools and knowledge for a successful transition into the workforce;
- identify and increase awareness of women role models;
- and offer allies and influencers the resources to support women in engineering and IT.

The program runs throughout the academic year, from September to April, and provides women students with the ability to:

- Attend a series of networking events to build their professional network (Career and Networking Fair, Open Houses)
- Learn from leading engineering and information technology professionals through informal mentorship circles (Mentorship Nights)
- Develop their career-ready skills to gain a competitive edge for future opportunities (Resume Book, Workshop Day)
- Develop personal connections and access graduate level women study support (Study Lounge)

## Our Mission

To help close the gender gap by connecting women to industry and government professionals, equipping students with the tools and knowledge to succeed in the workplace, and foster inclusion in engineering and IT.

## Our Vision

To support women in engineering and IT, which helps increase diversity and inclusion in the workforce of tomorrow.



# Program Elements

For the 2024-2025 year, the WiE&IT Program continued to deepen the connection between students and you, our industry and government partners, through our networking, mentorship and career-ready skill development events.

Partners also received branding recognition through the Faculty's website, social media platforms, digital campus screens, posters, and word-of-mouth promotion. In addition, your support was acknowledged at high school outreach events, where Carleton University's Faculty of Engineering and Design promoted the WiE&IT Program to prospective students and their families—highlighting you, our valued program partners.

## Study Lounge

The Study Lounge is a space in the Engineering Design Centre (EDC) for women students to develop personal connections, access graduate-level women study support and complete their schoolwork in a safe, welcoming space. Nine women graduate-level students were hired, each representing an engineering or IT department at Carleton, to facilitate this work. They are known as program ambassadors among our women students. During promotional weeks, companies were featured on the digital screen in the lounge and materials were distributed by the graduate assistants to attendees. The Study Lounge is only accessible through swipe access and women students must sign up to gain access.

## Mentorship Nights

Mentorship Nights are intimate conversations for women students to access informal mentorship opportunities. Four times during the academic year, women students can participate in a roundtable discussion with working professionals from leading engineering and IT companies on topics like networking, the job application process, communicating effectively, and transitioning from university to the workplace.

## Career and Networking Fair

This is an in-person event hosted on campus for women students in STEM who want to establish and grow their professional network. Students who attend the event will get to speak to representatives who work at leading engineering and IT organizations. Participants will learn what these organizations do, future employment opportunities, and how to establish employability skills.

## Resume Book

Students can connect with potential employers through the Resume Book. Their resumes will be put in front of our program partners, you, who are looking for women students for upcoming co-op, internship, and job opportunities.

## Workshop Day

Workshop Day helps women students in STEM develop their employability skills. Students who attend the event will learn how to brand themselves to potential employers and how to make their resumes stand out from the crowd. Participants will leave the event with tangible takeaways that they can immediately implement. This year, students learned about the imposter complex and how to show up as their most authentic selves.

## Open House

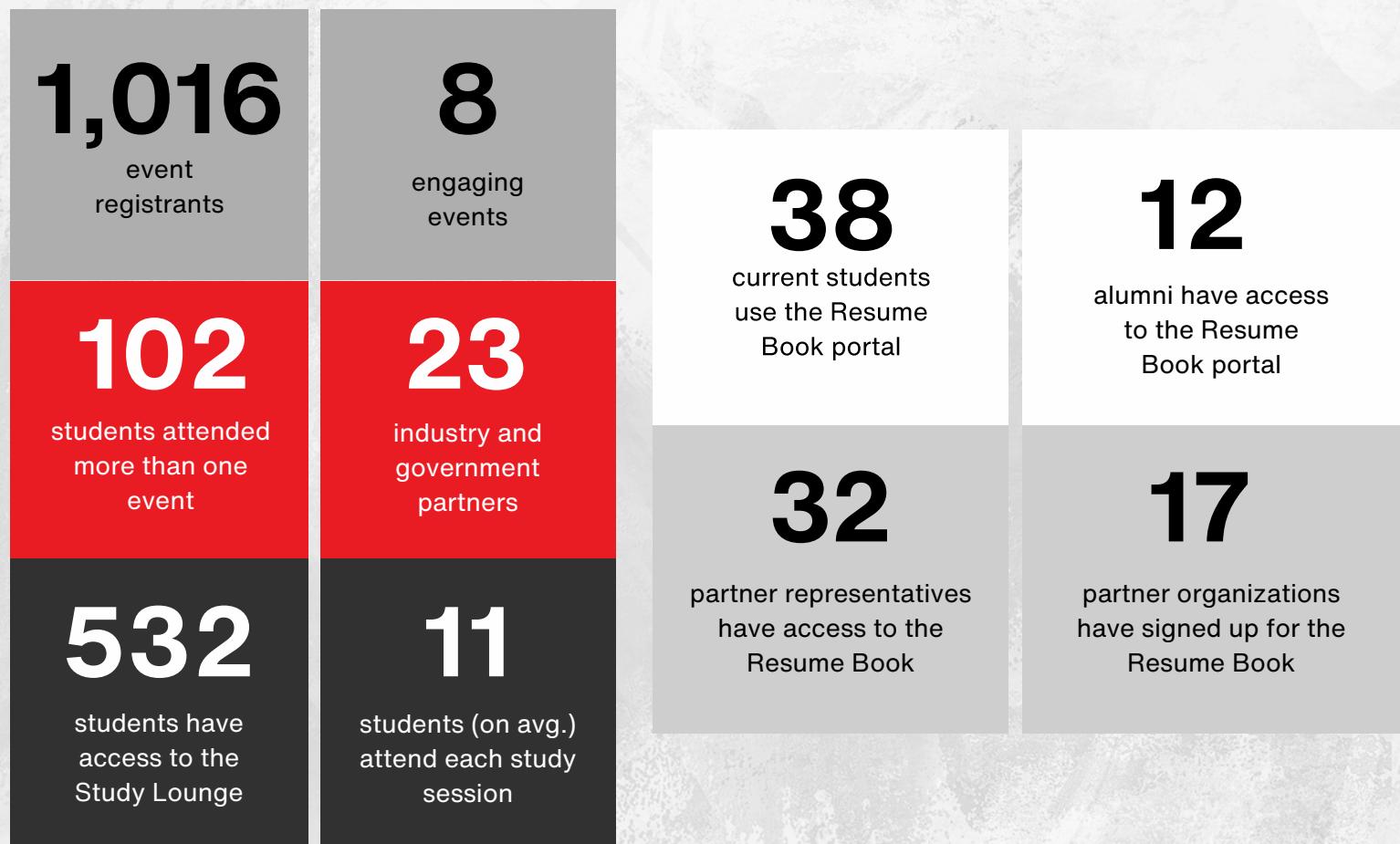
The Open House is a tour of a company partner's office space, where students get a snapshot of what it's like to work for leading engineering and IT companies. Women students were able to chat with employees and see the organization from the inside.



# What we've accomplished

2024 - 2025

# Overall participation stats



**Most popular URL in 2024-2025**



**Past, Present, Future of Women in STEM**

WiE&IT Program

# Social Media & Email Stats



**91,800**

impressions



**3,174**

engagements\*

\*engagements are defined by likes, comments, shares and saves



**3.46%**

average engagement rate\*

an increase of 2.26% from the previous year

\*data suggests a healthy engagement rate is between 1-5%



**57.9%**

average email open rate

comparable to the previous year



**18.71%**

average click-through rate

comparable to the previous year

# Year-end survey results

**Q1****What elements of the WiE&IT Program did you enjoy the most?**

81% of respondents found networking opportunities to be the most beneficial. A notable mention—68% of respondents found mentorship nights to be beneficial.

**Q2****Did the WiE&IT Program help you build a network of women connections in STEM?**

More than 74% of respondents shared that the Women in Engineering and IT Program helped them build a network of women connections in STEM.

**Q3****Program participants were asked to rate the following statement:**

*"I think that the Faculty of Engineering and Design is an inclusive environment that supports women with diverse and intersecting identities (race, gender, sexual orientation, religion and financial status) at every step of the academic journey."*

More than 74% of respondents expressed that the statement is very true or true.

**Q4****Did the WiE&IT Program positively impact your choice to stay in an engineering and IT program?**

74% of respondents said that the Women in Engineering and IT Program positively impacted their choice to stay in an engineering or IT program at Carleton.

**Q5****How familiar are you now with the WiE&IT Program partners' EDI commitments?**

More than 81% of respondents shared that they are very familiar or somewhat familiar with the program partners' EDI commitments.

An increase of 1% over the previous year.

**408****women students received the survey**

an increase of 14.3% over the previous year



# WiE&IT Program events at a glance

# Overall participation stats

**1,016**

Event Registrants

**591**

Event Attendees

**408**

Unique Event Attendees

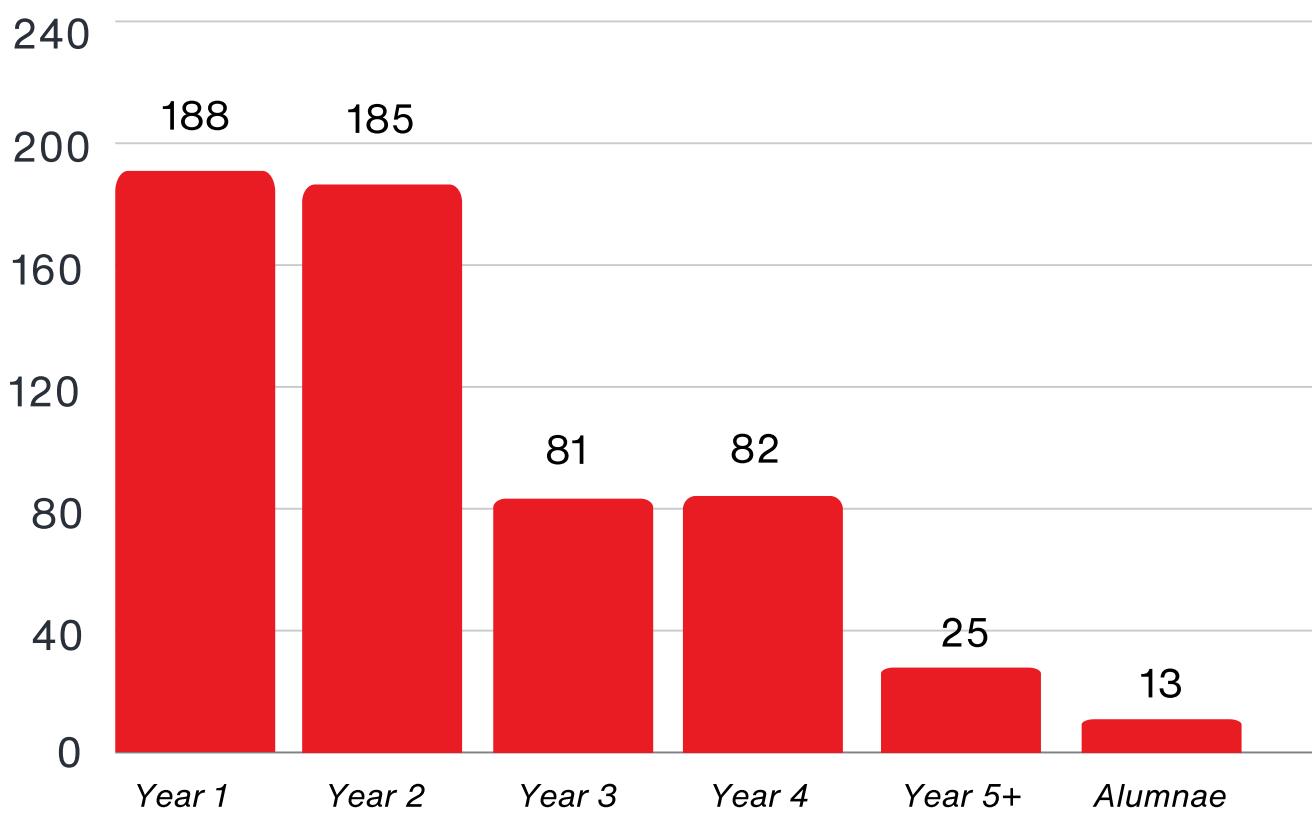
**102**

Students attended more than one event



# Overall Participation Stats

## Attendees by year of study



# Overall Participation Stats

## Attendees by department/faculty

Department	Number of Attendees
Azrieli School of Architecture and Urbanism	15
Department of Civil and Environmental Engineering	93
Department of Electronics	31
Department of Mechanical and Aerospace Engineering	88
Department of Systems and Computer Engineering	141
Engineering Practice	24
Faculty of Arts and Social Sciences	8
Faculty of Global and Public Affairs	5
Faculty of Science	103
School of Industrial Design	1
School of Information Technology	35
Sprott School of Business	5
Technology Innovation Management	12
Alumnae	30
<b>Total</b>	<b>591</b>

# Mentorship Nights Event Stats

**4**

Mentorship  
Nights

**433**

Event  
Registrants

**20**

Partner  
Organizations

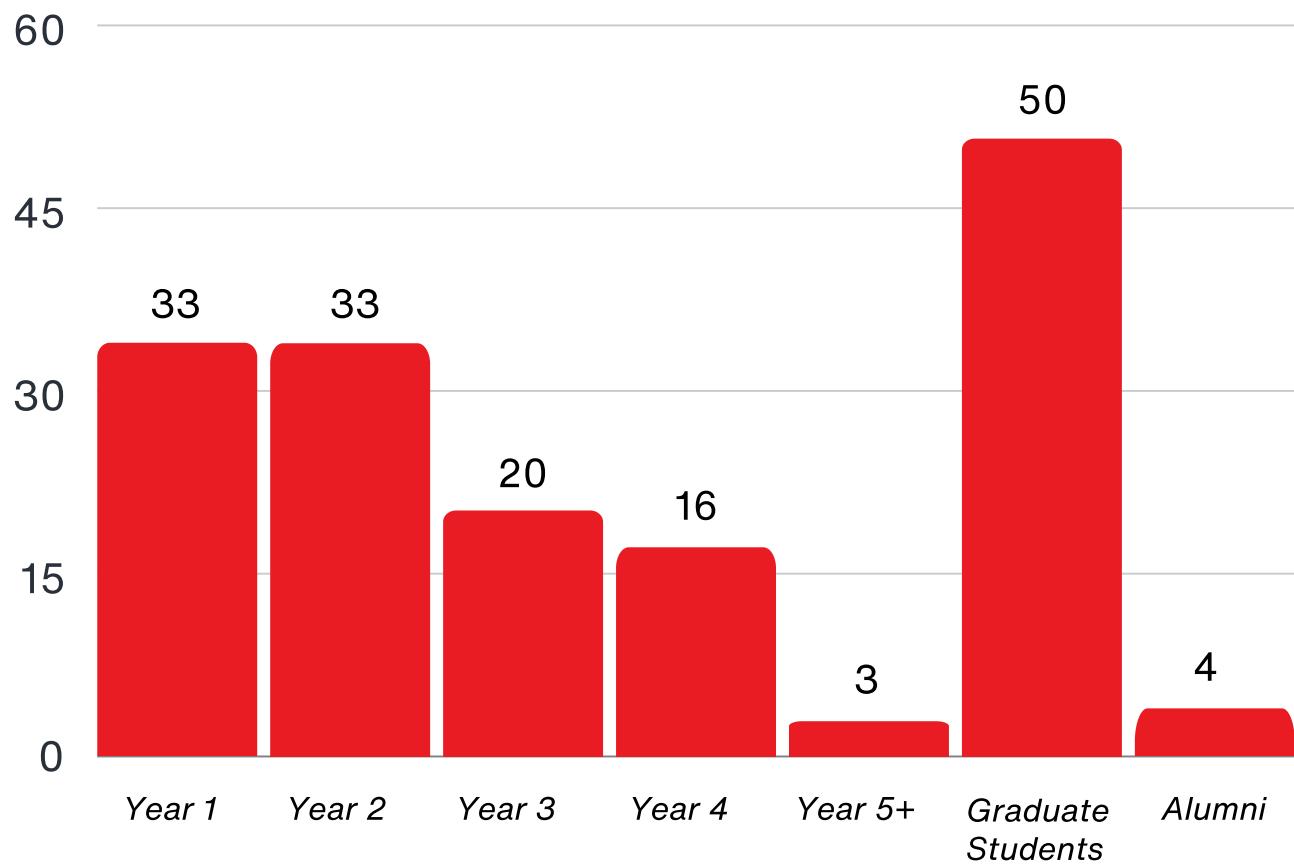
**40**

Partner  
Representatives



# Mentorship Nights Event Stats

## Unique attendees by year of study



# Mentorship Nights

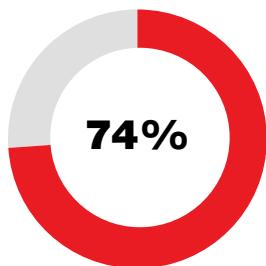
## Event Stats

### Unique attendees by department/faculty

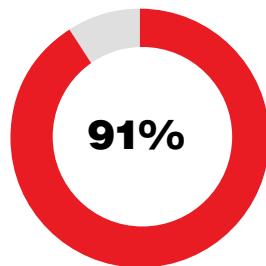
Department	Number of Attendees
Azrieli School of Architecture and Urbanism	5
Department of Civil and Environmental Engineering	26
Department of Electronics	6
Department of Mechanical and Aerospace Engineering	20
Department of Systems and Computer Engineering	40
Engineering Practice Program	11
Faculty of Science	32
School of Information Technology	11
Technology Innovation Management Program	3
Sprott School of Business	1
Alumni	4
<b>Total</b>	<b>159</b>

# Mentorship Nights Event Stats

## Mentorship Nights survey results



of students were likely or very likely to seek a co-op position or job after graduation with the Women in Engineering and IT Program partners.



of students were satisfied or very satisfied with the Mentorship Night overall.

**That's a 6% increase from the previous year.**



of students were likely or very likely to attend another Mentorship Night event.

**That's an 8% increase from the previous year.**

# Career & Networking Fair Event Stats

**311**

Total Registrants

**230**

Total Attendees

**20**

Companies Represented

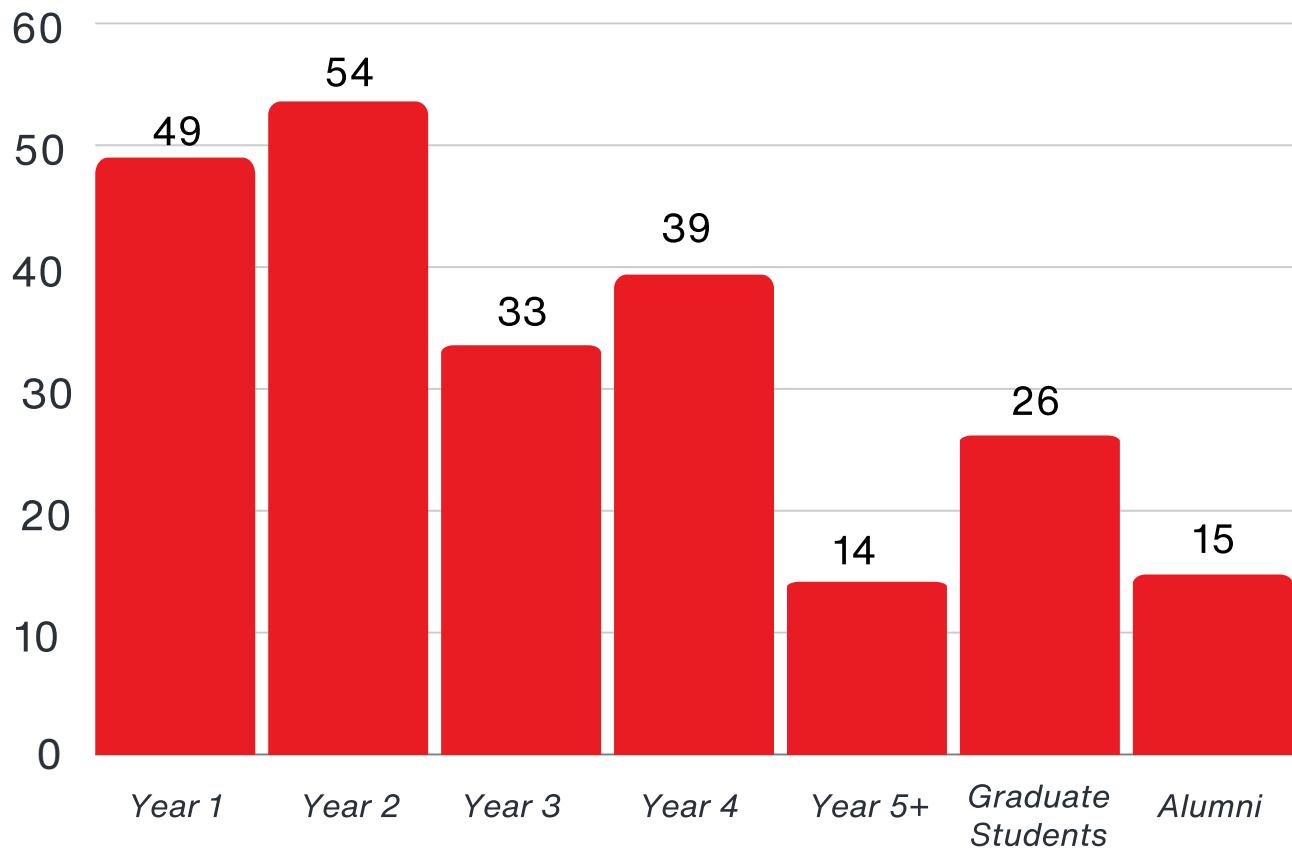
**43**

Company Representatives Attended



# Career & Networking Fair Event Stats

## Unique attendees by year of study



# Career & Networking Fair Event Stats

## Unique attendees by department/faculty

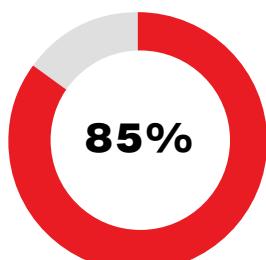
Department	Number of Attendees
Azrieli School of Architecture and Urbanism	5
Department of Civil and Environmental Engineering	39
Department of Electronics	16
Department of Mechanical and Aerospace Engineering	35
Department of Systems and Computer Engineering	58
Faculty of Arts and Social Sciences	6
Faculty of Global and Public Affairs	4
Faculty of Science	51
School of Industrial Design	1
School of Information Technology	8
Sprott School of Business	1
Technology Innovation Management	6
Total	230

# Career & Networking Fair Event Stats

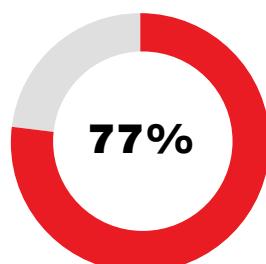
## Career & Networking Fair survey results



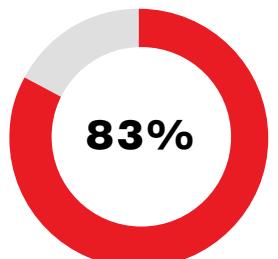
were satisfied or very satisfied with the Career and Networking Fair overall.



of students were likely or very likely to seek a co-op position or job after graduation with the Women in Engineering and IT Program partners.

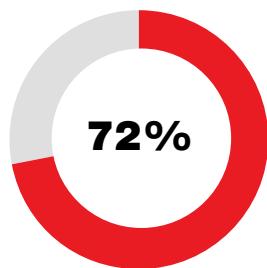


of students said that there was a program that a partner offered to support women in STEM that appealed to them.



of students said that they'd like to see companies share their growth opportunities in their job postings.

**That's a 6% increase from the previous year.**



saying that they'd like to see companies highlight the benefits of working at the organization in their job postings.

**That's a 7% increase from the previous year.**

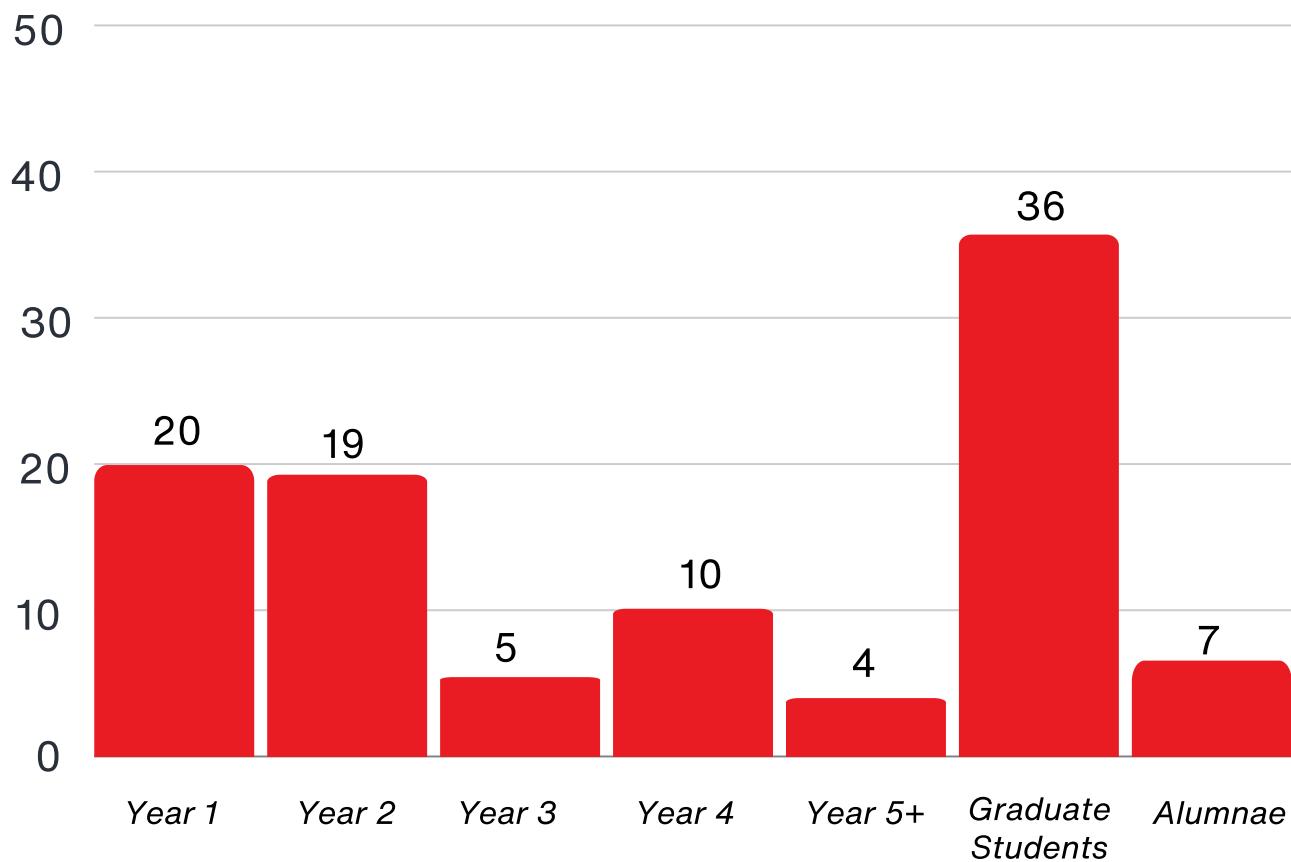
# Workshop Day Event Stats

<b>1</b>	<b>183</b>	<b>101</b>	<b>5</b>	<b>9</b>
Workshop Day	Total Registrants	Total Attendees	Companies Represented	Partner Representatives



# Workshop Day Event Stats

## Unique attendees by year of study



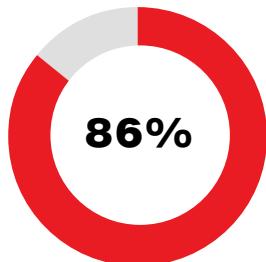
# Workshop Day Event Stats

## Unique attendees by department/faculty

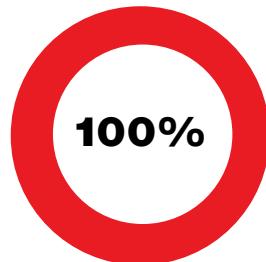
Department	Number of Attendees
Azrieli School of Architecture and Urbanism	1
Department of Civil and Environmental Engineering	23
Department of Electronics	2
Department of Mechanical and Aerospace Engineering	14
Department of Systems and Computer Engineering	25
Engineering Practice Program	6
Faculty of Arts and Social Sciences	3
Faculty of Global and Public Affairs	1
Faculty of Science	4
School of Information Technology	10
Sprott School of Business	2
Technology Innovation Management	3
Alumnae	7
<b>Total</b>	<b>101</b>

# Workshop Day Event Stats

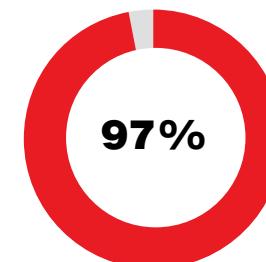
## Workshop Day survey results



of attendees were very likely to attend another Workshop Day event.



of attendees were very satisfied or satisfied with the Workshop Day event.



of attendees found the Workshop Day topic relevant and helpful to developing their understanding of the imposter complex and how to overcome it.

# Resume Book Stats

**50**

Students  
with access

**32**

Partner representatives  
with access

**17**

Companies signed  
up (via reps)



# Study Lounge Stats

**532**

Students  
with swipe card  
access

**11**

Attendees (on avg.)  
per study session

**10**

Promo  
weeks

**41%**

of survey respondents have used the study lounge.

**16%** of those respondents use the lounge multiple days a week.



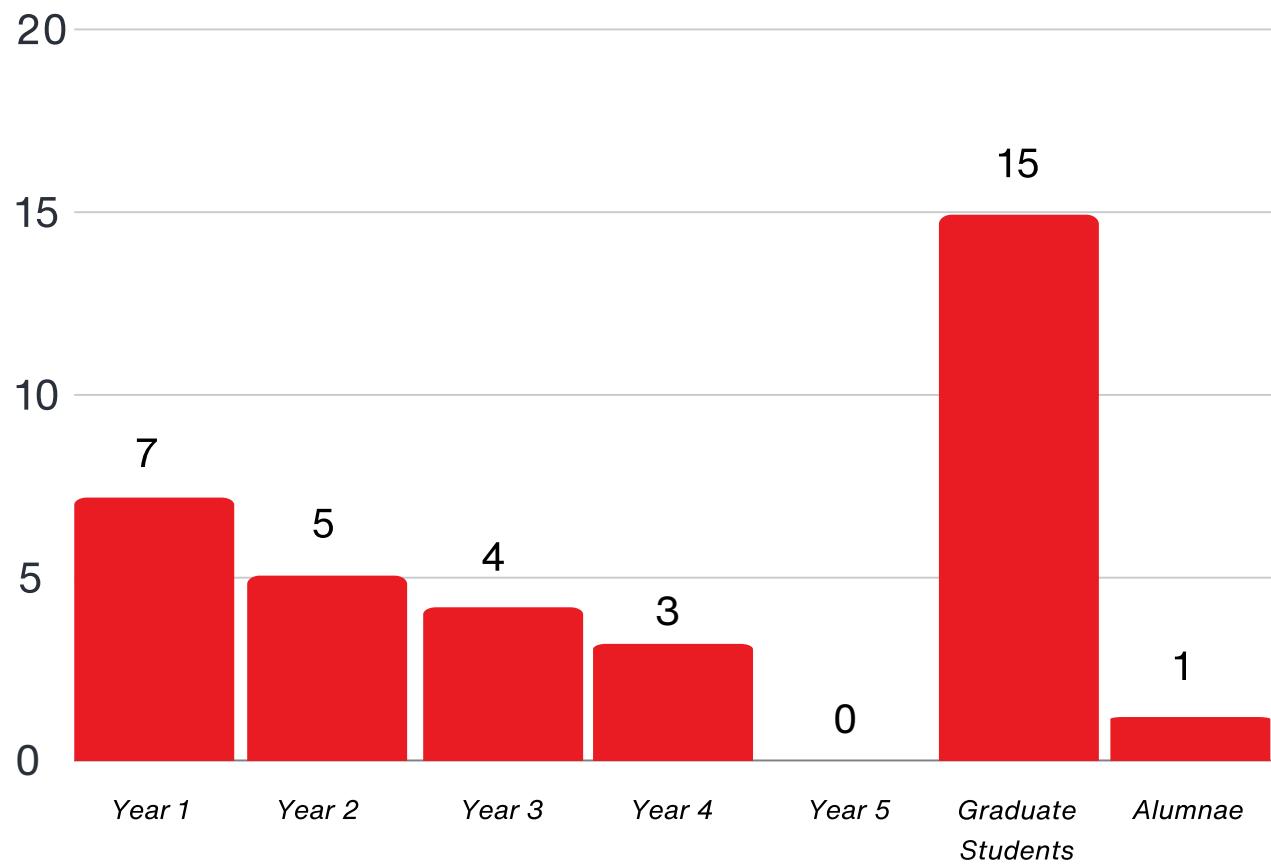
# Open House Event Stats (CAE)

**35** participants made their way to Montreal to attend CAE's hands-on Open House event on February 20, 2025. The students started the tour with an introduction from CAE employees about the history of the organization and its current mandate. Attendees then had the opportunity to tour the manufacturing and production floors and participate in hands-on pilot/flight simulations.



# Open House (CAE)

## Unique attendees by year of study



# Open House Event Stats (CAE)

## Unique attendees by department/faculty

Department	Number of Attendees
Azrieli School of Architecture and Urbanism	2
Department of Civil and Environmental Engineering	6
Department of Electronics	4
Department of Mechanical and Aerospace Engineering	8
Department of Systems and Computer Engineering	11
Faculty of Science	3
Alumnae	1
<b>Total</b>	<b>35</b>

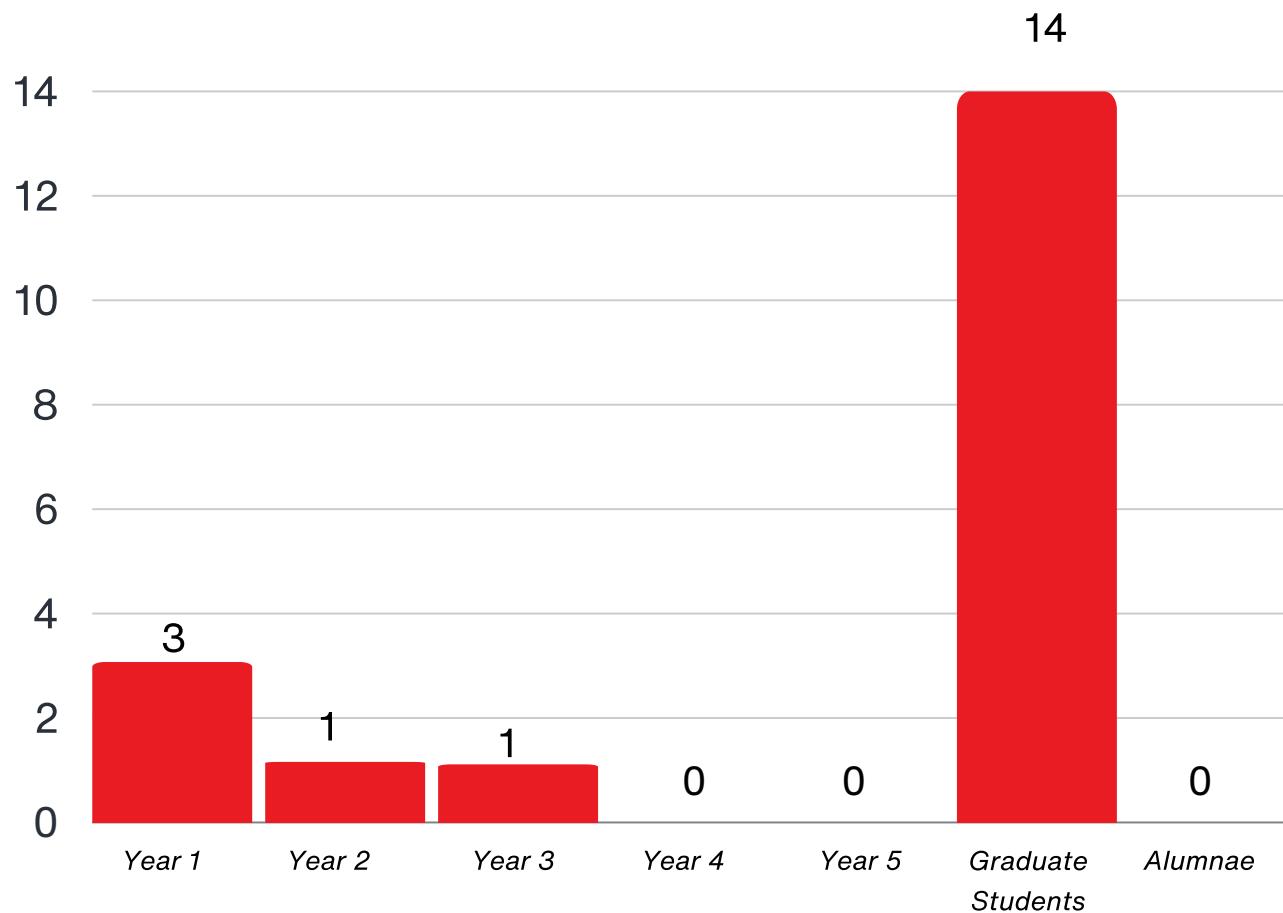
# Open House Event Stats (Gastops)

**19** participants made their way to Gloucester to attend Gastops' engaging Open House event on March 12, 2025. Attendees had the opportunity to see both the manufacturing space as well as the research lab and were able to engage in detailed conversations with the Gastops staff who were leading the tours.



# Open House Event Stats (Gastops)

## Unique attendees by year of study



# Open House Event Stats (Gastops)

## Unique attendees by department/faculty

Department	Number of Attendees
Department of Mechanical and Aerospace Engineering	7
Department of Electronics	3
Department of Systems and Computer Engineering	2
Engineering Practice Program	6
School of Information Technology	1
<b>Total</b>	<b>19</b>

# Student Testimonials



"After an interaction I had with a representative at a company at the Women in STEM Career Fair, my outlook on the company completely changed. Although I hadn't considered working there in the past, I would now!"

**Xuan-En Tan**

2nd year, Architectural Conservation and Sustainability Engineering

“ ”



"As an international student, attending open house tours to companies like CAE and Gastops gave me valuable insight into the Canadian aerospace industry and its expectations of students. These visits, along with mentorship nights, helped me build meaningful connections with professionals in the field. The experience boosted my confidence and clarified potential career pathways. It was a great opportunity to better understand how to navigate and contribute to the industry here in Canada."

**Keerthana Dana Sekaran**

1st year, Master of Applied Science, Aerospace Engineering

“ ”



"Being part of Carleton's WiE&IT Program means being part of a supportive community with incredible and unique opportunities. Including the company tours. They were absolutely fascinating and engaging! This visit solidified my excitement for a future career in this field, including the possibility of a potential internship!"

**Anna Romazanova**

3rd year, Software Engineering

“ ”

# Thank you for your support of the Women in Engineering & IT Program!

## Questions about the program?

Contact the WiE&IT Program team at [wie@carleton.ca](mailto:wie@carleton.ca).

