



STRATEGIC PLAN

2025 – 2028

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WinSETT's 2025-2028 Strategic Plan was developed by the Board of Directors to provide a focused approach for the organization. It reflects WinSETT's ongoing commitment to advancing the participation, leadership, retention, and belonging of women in science, engineering, trades, and technology.

Over the next three years, WinSETT will focus its efforts on four strategic priority areas: Empower, Enable, Visibility, and Capacity & Resources . Together, these priorities will guide our work with women in SETT, employers, industry partners, community organizations, and others who share our commitment to creating more inclusive and sustainable workplaces.

Background

The Canadian Centre for Women in Science, Engineering, Trades and Technology (WinSETT) is a progressive, action-oriented non-profit organization, aspiring to support the recruitment, retention and advancement of under-represented people in SETT. Since 2010, we have worked to make an impact by amplifying the voices and celebrating the achievements of women in traditionally male-dominated sectors.

Through partnerships with government, business, industry, and community organizations, WinSETT creates opportunities to strengthen leadership, advance inclusive workplace practices, improve working experiences and support long-term culture change.

WinSETT envisions a future where women and under-represented groups can participate fully in SETT fields. Our work is grounded in the belief that meaningful equity requires both individual support and systemic change - empowering women to lead while enabling workplaces to become more inclusive, responsive and sustainable.

Vision	A world where women participate fully in science, engineering, trades and technology
Mission	WinSETT supports, empowers, and enables women to enter, stay, grow and lead in science, engineering, trades, and technology
Values	Include. Inspire. Empower.

WinSETT focuses its work on three key audiences:

- Women in or preparing to enter SETT careers
- Employers seeking to create more inclusive and equitable workplaces
- Community, industry, education and government partners aligned with WinSETT's mandate

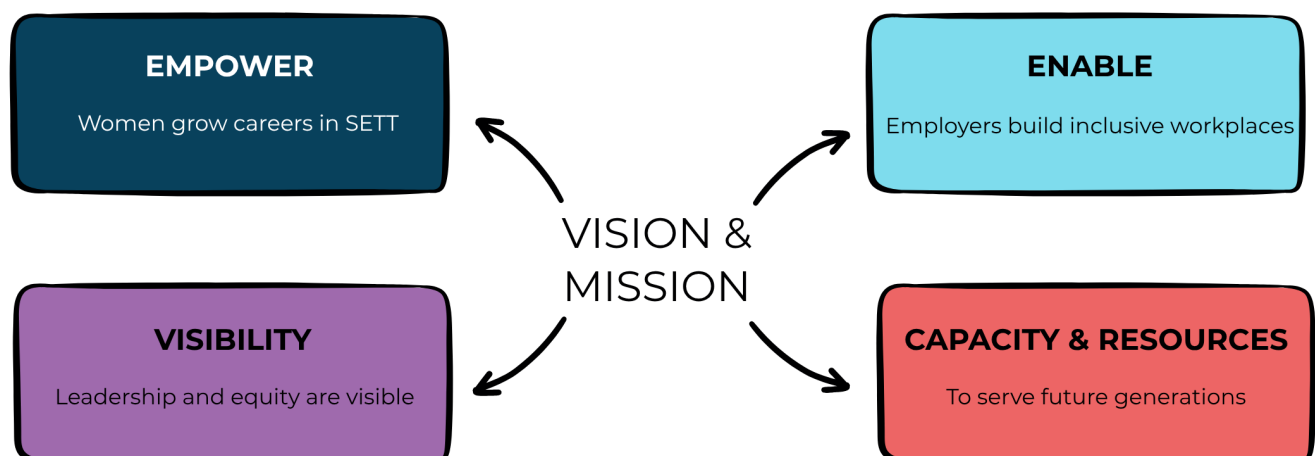
Guiding Principles

WinSETT is guided by a set of principles that ground our work, inform our decisions, and support our commitment to equity, inclusion, leadership, and lasting systems change in SETT.

- Foster inclusivity and respect
- Represent the diversity we promote
- Listen to others to learn what we don't know
- Build on what others have done
- Strive to be better and accomplish more
- Step out of our comfort zone
- Find new ways to share and collaborate
- Understand and value intersectionality

Strategic Priorities at a Glance

The strategic priorities work together as a connected framework. **Empower** focuses on women in SETT. **Enable** focuses on employers and workplaces. **Visibility** ensures leadership, impact, and equity remain visible. **Capacity & Resources** strengthens the systems and sustainability required to serve future generations.



Strategic Framework

Priority Area	Goal	Strategic Direction
Empower	Empower women to grow careers in SETT	Strengthen learning, leadership development, career navigation, peer connection and long-term program impact for women across SETT sectors
Enable	Enable employers to advance the inclusion and retention of women	Develop and share employer-facing tools, resources and learning opportunities that support inclusive workplace cultures and improved retention
Visibility	Raise visibility of leaders and gender equity	Amplify women's leadership, sponsor and partner contributions, WinSETT's impact and the importance of gender equity in SETT
Capacity & Resources	Build capacity and resources to serve future generations of SETT	Strengthen governance, systems, financial sustainability, partnerships and internal capacity to support national delivery and long-term organizational resilience

STRATEGIC PRIORITIES & OBJECTIVES

Empower

Strategic objectives:

- Strengthen and refresh WinSETT's leadership development offerings to meet the evolving needs of women across SETT careers
- Expand dynamic and accessible learning through updated program materials, digital delivery tools and a consistent learner experience
- Complete and transition the Connecting Tradeswomen work into a sustainable ongoing opportunity for tradeswomen across Canada
- Increase opportunities for student retreats and early-career supports that help women and other under-represented groups to prepare to enter and navigate the SETT workforce
- Strengthen evaluation practices to better understand the long-term impact of WinSETT programs and inform future development

What this means in practice:

Ensures women and other under-represented groups are supported not only to enter SETT fields, but to stay, grow, lead and build sustainable careers

Enable

Strategic objectives:

- Deepen understanding of employer needs, market opportunities and partnership possibilities to ensure WinSETT's offerings are relevant, distinctive and responsive
- Develop employer-facing tools and services that help organizations assess, strengthen and sustain inclusive workplace practices
- Define and advance new learning opportunities for managers and workplace leaders who influence culture, belonging and retention
- Support employers to move from intention to action through practical resources, facilitated learning and evidence-informed approaches

What this means in practice:

Recognizes that lasting change requires employers and workplace leaders to build cultures where women can thrive

Visibility

Strategic objectives:

- Strengthen WinSETT's communications strategy to consistently recognize women in SETT, share thought leadership and invite engagement
- Grow WinSETT's digital and social media presence to increase awareness, connection and national reach
- Celebrate sponsors and partners whose support helps advance opportunities for women and under-represented groups in SETT
- Ensure public-facing marketing materials and website content are current, accessible, aligned and reflective of WinSETT's impact
- Use storytelling to amplify leadership, lived experience and the ongoing importance of gender equity in SETT sectors

What this means in practice:

Keeps women's leadership, organizational impact and the need for culture change visible to partners, employers and the broader SETT community

Capacity & Resources

Strategic objectives:

- Strengthen governance, onboarding, Board processes and organizational decision-making to support clarity, continuity and accountability
- Improve internal systems, knowledge management, documentation, policies and contractor practices to support consistent and sustainable operations
- Build a stronger funding, sponsorship and sales pipeline by engaging past and current clients, identifying new priority markets and cultivating strategic partnerships
- Pursue grants, sponsorships and collaborative funding opportunities that support strategic initiatives and expand WinSETT's reach
- Maintain strong financial, reporting and regulatory processes that support transparency, compliance and long-term sustainability
- Invest in staff, contractor and Board capacity to support effective program delivery, organizational learning and future growth

What this means in practice:

Builds the foundation WinSETT needs to deliver high-quality programs, steward partnerships and remain sustainable for future generations

Measuring Progress

WinSETT will measure progress through a combination of program, partnership, communication, operational and financial indicators. The intent is not only to track activity, but to understand whether WinSETT is strengthening leadership, increasing employer engagement, expanding reach and building the internal capacity required for sustainable impact.

Area of Progress	Indicators
Program reach and impact	Participants reached, workshops delivered, learner satisfaction, skill application and emerging impact stories
Employer and partner engagement	Employer participation, repeat clients, new partnerships, sponsorships, collaborative initiatives and sector engagement
Visibility and communications	Website updates, newsletter engagement, social media reach, thought leadership content and recognition of women in SETT
Organizational sustainability	Funding pipeline, grant and sponsorship activity, governance improvements, policy review, documentation practices and internal capacity-building

Looking Ahead

The 2025 - 2028 Strategic Plan positions WinSETT to continue evolving from a trusted training provider into a broader partner in leadership development, retention, workplace culture and systems change. By focusing on women, employers, visibility and organizational sustainability, WinSETT will continue to support meaningful progress across science, engineering, trades and technology.

WinSETT invites employers, funders, industry partners, community organizations and champions of gender equity to work with us to strengthen opportunities for women in SETT and build workplaces where people can fully participate and lead.

Partner with WinSETT

Together, we can support women to enter, stay, grow and lead in SETT
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