

# 2022 Sponsorship Opportunity

# wie can

women in engineering residential programme





## Background

As a founding partner of the Diversity Agenda, the College of Engineering at the University of Canterbury (UC) is committed to increasing the representation of women in the engineering workforce and, therefore, increasing the number of females graduating with a Bachelor of Engineering with Honours (BE(Hons)).

In order to demonstrate this commitment, the College took action with the development of WiE CAN – the Women in Engineering Residential Programme. There are two meanings behind the WiE CAN name:

- WiE is an acronym for Women in Engineering, while CAN represents Canterbury. Therefore, WiE CAN = Women in Engineering at Canterbury
- WiE CAN is a play on the words “We can”. The purpose of the programme is to provide a fun and inspiring experience that encourages female secondary school students the opportunity to explore engineering as a study and career path, proving that “We [Women in Engineering] can change the world”, “We can make a difference”, “We can be engineers”.

In January 2019, we welcomed 60 young women heading into their final year of secondary school on campus, where they stayed for five days and four nights, experiencing life as a UC engineering student and participating in various hands-on workshops. From this 2019 cohort, we hoped to see 25% of attendees enrol in a BE(Hons) at UC in 2020. That target was exceeded with 45% enrolled.

Following the success of the inaugural year, WiE CAN has again taken place in 2020 and 2021. The 2020 cohort saw the previous year’s results maintained with 45% joining us at UC to start their BE(Hons) in 2021.

## About WiE CAN 2022

Dates	Location
Sunday 16 January – Thursday 20 January 2022 (Applications open 5 July 2021)	Te Whare Wānanga o Waitaha University of Canterbury
Attendees	
60 female students (and those who identify as female) entering Year 13 at a NZ secondary school in 2022, interested in pursuing a career in engineering	

### The 2022 WiE CAN programme will feature:

- **Nine hands-on workshops** showcasing the different engineering disciplines offered at the University of Canterbury. These will give a taste of study in that particular discipline, and will be as interactive as possible while also reflecting UC’s graduate attributes.
- **Three interactive challenges** will give the attendees the opportunity to work in small groups. Two challenges will build on skills learnt in the workshops, while the third will be a fun, ice-breaker ‘Amazing Race’ style event that will showcase the UC campus, including the bicultural narrative.
- **Inspiring presentations** from 3–4 women working in the engineering industry, featuring a range of experience levels.
- Various after-hours **social activities** to allow attendees time to create friendships with fellow students from across Aotearoa. These will include a quiz night, movie night, Christchurch city tour, and farewell dinner.
- Ten current Bachelor of Engineering with Honours students who will work as **residential assistants** to supervise students, share their UC engineering study experience, and be available to answer any questions about student life at UC.
- Five days and four nights of **meals and accommodation** on campus, at a Hall of Residence.

The programme will be actively promoted to current Year 12 female secondary school students, Careers Advisors, STEM subject teachers, and parents/whānau of students.

Applications will open 5 July 2021 with successful applicants confirmed by mid-September. Following this, we will engage with both successful and unsuccessful applicants via email and Facebook group communications in the months leading up to WiE CAN 2022, and throughout their final year at secondary school.



## Sponsorship opportunities

With WiE CAN now a firm fixture on the College of Engineering's schedule of events, we need the help of like-minded industry partners to continue to produce a high-calibre programme that will encourage young women to consider an engineering career.

It is vital that all sponsors align with the values and ethos of WiE CAN. Sponsors must be members of the Diversity Agenda or equal opportunity employers with demonstrated commitment to increasing diversity in the field of engineering.

The WiE CAN project team is committed to ensuring a positive experience for attendees and sponsors alike, and is available to assist sponsors by recommending leverage ideas to maximise their investment.

### Gold – \$12,000 (limited to 3 sponsors)

- Opportunity to nominate an industry speaker to present as part of the WiE CAN 2022 programme (subject to approval by the WiE CAN project team)
- Naming rights for one of three WiE CAN challenges
- Opportunity to provide judges and prizes for named WiE CAN challenge
- Access to WiE CAN attendees or staff for creation of new, exclusive, ownable content – eg video interview with attendee to promote sponsor's commitment to increasing diversity and inclusion (subject to approval by the WiE CAN project team)
- Promotion of relevant sponsor content via WiE CAN emails and Facebook groups to attendees and applicants – eg articles, videos, podcasts, any exclusive content relevant to future female engineers
- Opportunity to host relevant sponsor online events via WiE CAN Facebook groups to attendees and applicants – eg live videos
- Promotion of relevant sponsor leverage activities through WiE CAN attendee Facebook group
- Featured article in WiE CAN attendee email communications
- Access to pre and post event research, related to attendee engineering interests
- 4x tickets to attend WiE CAN on one day of workshops
- Opportunity to provide sponsor branded promotional item in attendee packs (subject to approval by the WiE CAN project team)
- Sponsor logo on all WiE CAN promotional material
- Sponsor logo and link to sponsor website on WiE CAN website
- Inclusion in all press releases and other media activities

### Silver – \$6,000

- Promotion of relevant sponsor content via WiE CAN emails and Facebook groups to attendees and applicants – eg articles, videos, podcasts, any exclusive content relevant to future female engineers
- Opportunity to host relevant sponsor online events via WiE CAN Facebook groups to attendees and applicants – eg live videos
- Promotion of relevant sponsor leverage activities via WiE CAN attendee Facebook group
- 2x tickets to attend WiE CAN on one day of workshops
- Opportunity to provide sponsor branded promotional item in attendee packs (subject to approval by the WiE CAN project team)
- Sponsor logo on all WiE CAN promotional material
- Sponsor logo and link to sponsor website on WiE CAN website
- Inclusion in all press releases and other media activities

### Bronze – \$3,000

- Promotion of relevant sponsor leverage activities via WiE CAN attendee Facebook group
- 1x ticket to attend WiE CAN on one day of workshops
- Sponsor logo on all WiE CAN promotional material
- Sponsor logo and link to sponsor website on WiE CAN website
- Inclusion in all press releases and other media activities



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## Contact

To find out more about this exciting sponsorship opportunity, please contact:

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[www.canterbury.ac.nz/wiecan](http://www.canterbury.ac.nz/wiecan)



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