

PRESS RELEASE

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FOR IMMEDIATE RELEASE

“Engineering Changes Lives” Initiative Launched to Increase the Number of Women in Engineering

WINNIPEG, MB –

A celebration to launch the “Engineering Changes Lives” initiative, which aims to achieve the goal that 30% of newly licensed engineers in Manitoba are women by the year 2030, was held last night at the RBC Convention Centre in Winnipeg, Manitoba. Honourable Rochelle Squires, Minister responsible for Status of Women, was the guest speaker representing the Manitoba Government’s endorsement of this initiative.

“This initiative is an ideal fit with our government’s priorities to be the most improved province with respect to increased job creation and economic growth, improved education outcomes for our children, and better cooperation with communities and businesses in our province,” said Hon. Rochelle Squires. “These opportunities are key to women succeeding in, and remaining in various male-dominated fields including engineering, science, trades, and technologies and I hope that someday we can get rid of that phrase ‘male-dominated fields’, especially when we’re talking about engineering.”

Lindsay Melvin, P.Eng., FEC, was the Association’s sixth female President in 2016 - 2017 and is a keen advocate for the new initiative: “This initiative is a multi-year program of activities, whose results are to be measured by the number of women participating in engineering. Activities over the immediate years will include a marketing program to share the important message about why engineering changes lives, building partnerships, research, and the development and implementation of strategic plan to be executed over a number of years. Engineers Geoscientists Manitoba is taking a big leap to show that we not only endorse 30 by 30 but we are actively working towards achieving 30 by 30 and beyond. Engineering Changes Lives will demonstrate that we are now a profession that includes all of the population.”



(L-R) Jonathan Epp, P.Eng. FEC, President of Engineers Geoscientists Manitoba, Lindsay Melvin, P.Eng. FEC, Past President of Engineers Geoscientists Manitoba, Ruth Eden, P.Eng., President-Elect of Engineers Geoscientists Manitoba, Hon. Rochelle Squires, Minister responsible for Status of Women, Dr. Jeanette Montufar, P.Eng. FEC, Chair of the Manitoba Women’s Advisory Council, and Kathryn Atamanchuk, P.Eng., Chair of CIPWIE (Committee for Increasing the Participation of Women in Engineering).

The excitement levels throughout the evening were palpable by guests including engineers, government representatives, and industry professionals, as they are among the stakeholders who are critical to increasing the momentum behind this initiative to make it a reality.

Dr. Jeannette Montufar, P.Eng. FEC, Chair of the Manitoba Women's Advisory Council and a member of the 30 By 30 Task Group said: "We need to ensure that we take a bold approach with this initiative, as the status quo has not been achieving the desired results. We need to explain what engineering can mean to everyone, but especially to girls. We must ensure that everyone understands that engineers are enablers of change, that we can have a fundamental impact on our quality of life from providing safe drinking water to protecting our environment, to ensuring that friends and family can stay connected with new technologies, to bringing food to our kitchen tables. Engineering truly changes lives and I am so proud to be an engineer."

The 30 By 30 goal was formally adopted by Engineers Geoscientists Manitoba as a Strategic End for the Association in May 2017, signifying its critical importance to the future of engineering in the province. Their new initiative will increase both the number of women entering engineering and the retention rate of women working in the field, as currently, in Manitoba, women represent 15.1% of newly licensed engineers and approximately 9% of all registered engineers.

Ruth Eden, P.Eng., President-Elect of Engineers Geoscientist Manitoba and the Acting Assistant Deputy Minister of Water Management and Structures Division for Manitoba Infrastructure commented: "For engineering to be the best profession that it can be, the membership needs to be representative of all society. Our profession needs the best suited candidates to take the necessary training to become professional engineers and continue to solve the problems of tomorrow. We are trying to find those grade 7, 8, and 9 students today that will make great engineers tomorrow, and we are also trying to explain to them what the real meaning of our profession is."

Chair of the Association's Committee for Increasing the Participation of Women in Engineering (CIPWIE), Kathryn Atamanchuk, P.Eng., noted: "CIPWIE's grassroots efforts over the past 20 plus years have built a foundation of community building and support, but the Engineering Changes Lives initiative is going to take this to the next level, the level that is required to help us meet the 30 by 30 goal and beyond."

Engineers Geoscientists Manitoba (formerly APEGM) is a public organization charged with the governance and regulation of the practice of professional engineering and professional geoscience in Manitoba.
www.EngGeoMB.ca

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