

CSPG / GeoWomen

Facing one of its worst crises in a generation, the oil industry is trying to open up - to women. As the oil industry's gloss is fading further with a collapse of oil prices to the lowest levels in more than a decade, executives realize something needs to change to widen the talent pool. – Dimitry Zhdannikov – Davos, Switzerland, January 20 2016,
<http://www.reuters.com/article/us-oil-industry-women-idUSKCN0UY2HM>

As the corporate structure evolves it will take women of ability paired with men of ability to make the best and most profitable business. However, few women make it to the top management positions. – Roxanne Baston – “Top 7 Reasons Why Women Business Leaders are Needed”, in *Communicating as a Leader*, <http://leadershiptrainingtutorials.com>

Companies With More Women Board Directors Experience Higher Financial Performance, According to Latest Catalyst Bottom Line Report – Fortune 300 Companies with the highest representation of women board directors attained significantly higher financial performance, on average, than those with the lowest representation of women board directors, according to Catalyst’s most recent report, The Bottom Line: Corporate Performance and Women’s Representation on Boards. <http://www.catalyst.org/media/companies-more-women-board-directors-experience-higher-financial-performance-according-latest>

GeoWomen is a group formed in 2014 by Jocelyn Keith-Asante, Mandy Williams and Robynn Dicks, professional geologists, who were motivated to help women in geoscience in Calgary progress from new graduate to retiring at the top of their game. Yulini Arediningsih administers the website and the GeoWomen LinkedIn Group. Anyone in the geoscience and energy community in Calgary is welcome. The group meets to network and share stories and strategies on navigating a career in geoscience in Calgary.

In February, the CSPG Board unanimously passed a motion to designate GeoWomen as a committee of the CSPG with Co-Chairs Mandy Williams and Jocelyn Keith-Asante. CSPG’s Geoscience Women, chaired by Rochelle Longval together with Astrid Arts, will continue their initiatives as part of GeoWomen. In March, Mandy and Jocelyn met with the CSPG Corporate Liaison Director John Cody, GeoWomen’s Board contact, to discuss their shared vision for leveraging the work done by GeoWomen to date to guide building capacity for inclusive organizations and workplaces where CSPG members work.

The number of women geoscientists in companies drops as their careers progress. Women are not as likely to progress into technically higher levels, management, or the board of directors in any size company. We gather to share knowledge and strategies to change this. While our audience is predominantly women, men are welcome to share and learn. It is by developing a strong knowledge base as well as educating allies that our vision will be realized.

With better information and support women have a better chance of succeeding and progressing within our industry; when women succeed in an industry the industry succeeds. The following are the results of a study performed by Catalystⁱ quoted above: On average, companies with the highest percentages of women board directors outperformed those with the least by:

53%	Return on Equity
42%	Return on Sales
66%	Return on Invested Capital

To address how organizations can become more inclusive to women and other underrepresented populations Catalystⁱⁱ and its partners at Davos, Switzerland released a “playbook” called *The Modern Guide to Equality*. (<http://www.catalyst.org/knowledge/modern-guide-equality>)

GeoWomen is currently a Member Program of the AWSN (Alberta Women’s Science Network) – a non-profit umbrella organization supporting STEM programs in Alberta that foster diversity and inclusion who funded us in our first year. We will maintain our relationship with AWSN to benefit from their network of programs aimed at women and minorities in STEM in Alberta. Some of these important programs are: **Operation Minerva** – one day job shadowing event for girls, **AVE Network** – Adding Value in Energy’s goal is to foster our GeoScience, Engineering & Technologist community with passion for our jobs while supporting each other as we grow in our careers, and **Work Re-Engagement Program** – assists STEM women with gaps to reengage in the workforce.

GeoWomen will continue the CSPG’s Geoscience Women’s initiatives to:

- Develop CSPG Helen Belyea Award – including the criteria and terms of reference for the award.
- Canvass for a volunteer to administer the CSPG’s Women in Geosciences GeoMatch Program
- Bring our information and learning to CSPG and members from other geoscience groups.
- Motivate continuous participation of women on the CSPG Board and other geoscience boards

We focus on topics of interest to women, to highlight the achievements of women in the geoscience and energy community of Calgary, and to both inspire and educate.

Since our inception in 2014 we have organized and presented talks and discussions that include soft skills such as Employment Terminations & Maternity/Parental Leaves, work/life balance, resume writing, job search guidance, career navigation, leveraging diversity, successful negotiations, and different work arrangements for women. We have had Susan Eaton, P. Geol., P. Geoph., B.Sc. Hon., B.J. (Journalism) Hon., leader of the SEDNA expedition, Marian Hanna, President of the CSEG, ICD.D, Jessica Vandenberghe, P.Eng., MSc., APEGA Director, Catherine McAteer, LLB, Rachel Pettigrew, PhD, Bissett School of Business, Mt. Royal University. We have had women in industry share their stories of successes, failures, strategies and rewards of geoscience careers. Marian Hanna shared her journey to becoming board ready by attending the Institute of Corporate Directors training program. Jackie Forrest from ARC Financial Energy Research spoke about *Emerging Strategic Trends Related to Canadian Oil and Gas*.

In October 2016, during AWSN’s WinSTEM Week, GeoWomen was acknowledged with a Recognition Award presented to Jocelyn Keith-Asante, P. Geol, PMP. In January 2017, GeoWomen recognized two of

its founding members with Volunteer Awards: Mandy Williams, P. Geol., for her enthusiastic, continuous participation, creative speaker ideas, positive management capability. Mandy's ideas for speakers and finding the appropriate venue was largely responsible for GeoWomen's success over the last three years. And Yulini Arediningsih, CC, MSc., P.Geo., for outstanding organization and IT skills. Yulini designed GeoWomen's website: www.geowomen.org and keeps it up to date – posting the talk summaries and information about other relevant groups. Knowing that communication is the key to success Yulini took on organizing many email lists and the LinkedIn group pulling it all together into an organized communication vehicle that keeps our membership informed.

Changing minds and power structures are difficult but necessary to evolve our industry and effect global change. While this may seem daunting, first steps are to “...change the conversation at work. And that's how we begin to turn exclusion into inclusion. Fairness and gender parity don't happen by accident. Business leaders need tools to use dialogue to build bridges across differences and foster inclusion in order to change minds, change behaviors, and create opportunities for all women – one workplace at a time. . . .” (Deborah Gillis, February 8, 2017, *A Path Forward For Women's Rights*, <http://www.catalyst.org/blog/catalyzing/path-forward-womens-rights>)

Join us with your ideas, your energy, and your commitment to learn how we can change what needs to change, and to work together as geoscientists without bias in industry and academia.

Jocelyn Keith-Asante, P. Geol., PMP

Mandy Williams, P. Geol.

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ⁱ Catalyst is the leading nonprofit organization with a mission to accelerate progress for women through workplace inclusion. We are dedicated to creating workplaces where employees representing every dimension of diversity can thrive.

We act as a catalyst through our pioneering research, our tools and services, our events, and our recognition programs. Together, our offerings raise awareness of how inclusion benefits today's global business, and provide guidance and solutions on how to enact real change.

Catalyst invites women, men, and organizations to join with us in building the inclusion that will change business, society, and lives for the better. <http://www.catalyst.org/who-we-are>