

OF ALL



# TRADES

A DAY FOR WOMEN

DAY-LONG EVENT TO INSPIRE  
YOUNG WOMEN IN GRADE 9-12



CONESTOGA  
Connect Life and Learning

Founding Institution



## Vision

“Through hands-on experiences in skilled trades, encouraged by a network of community partners, we will lead a movement that empowers young women to make informed career choices.”





# Jill of All Trades™

- A collaboration of colleges across North America to **promote careers in skilled trades to young women in Grades 9-12**
- Each day-long event is hosted by a college, with support from Conestoga, and includes:
  - **AWARENESS:** creating awareness about the opportunities for women in the skilled trades through guest speakers and mentors
  - **EXPERIENCE:** Hands-on workshops in the motive power, industrial and construction trade sectors, led by college faculty and supported by mentors
  - **OPPORTUNITY:** Industry exhibitors and mentors sharing about employment
  - VIP Reception with networking and a workshop tour



# The Story of Jill of All Trades™

- Started as a one-day event at Conestoga College in 2014
- Designed to bring together students, teachers, employers, industry/community partners, and government
- In 2022, interest from other communities led Conestoga to trademark the logo/event and begin supporting other colleges to host a Jill of All Trades™ event on their campus
- **4000+** youth will have participated in 44 Jill of All Trades™ events at 18 colleges by the end of 2024
- Aiming to deliver 100+ events at 45 colleges, reaching over **10,000 student participants** by the end of 2026

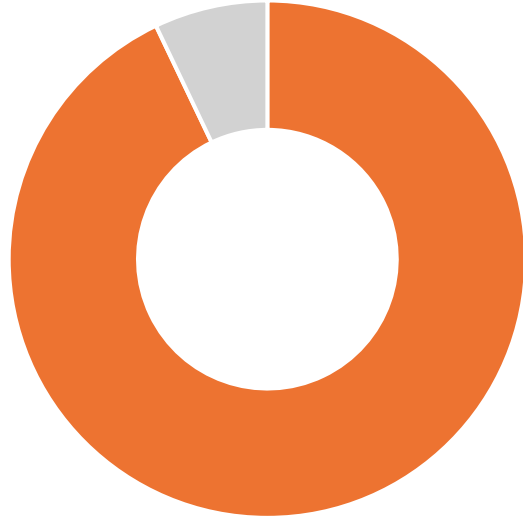


## Our Model

- As the founding institution, Conestoga organizes the following on behalf of all colleges hosting a Jill of All Trades™ event, ensuring a consistent message and impact:
  - **Promotion:** shared website, social media channels, and North American Brand Ambassador (Mandy Rennehan)
  - **Operational Support:** logistical package and planning support
  - **Procurement:** distributing branded shirts, signage and other material
  - **Steering Committee:** to inform and shape the program's future
  - **Program Evaluation:** shared data collection tools

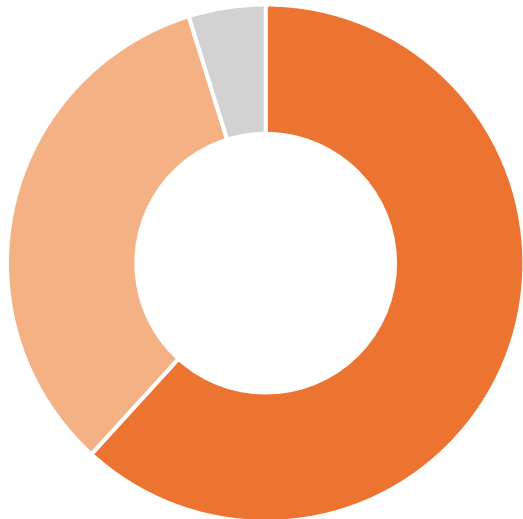


# Impact



# 93%

of participants are considering a career in the skilled trades after attending (32% increase from pre-event)



# 95%

of participants will (62%) or might (33%) consider pursuing an apprenticeship after participating



# Questions?

## Rosie Hessian

Director, Jill of All Trades  
Conestoga College

[rhessian@conestogac.on.ca](mailto:rhessian@conestogac.on.ca)

## Scott Verhoeve

Program Manager  
Conestoga College

[sverhoeve@conestogac.on.ca](mailto:sverhoeve@conestogac.on.ca)

