

## **Dr. Marcia Braundy - A Work Biography**

Marcia Braundy is a university-educated journeylevel carpenter. After developing four alternative schools (Antioch University West & The Whole School in Winlaw, B.C. are still in operation), she started in construction in 1974, working on the [Vallican Whole Community Centre](#) in the Slocan Valley. Braundy completed pre-apprenticeship in 1977. BCIT identified her as the first woman in BC to receive a Red Seal qualification (1981). She continues in the trade to the present. Braundy was the first woman in the construction sector of the B.C. Carpenter's Union (1980), building Victorian renovations, hospitals, seniors housing, a shopping mall and a coal silo 278' tall. She continues in the trade to the present, working with a team to rebuild the wheelchair ramp at the Vallican Whole!

She received her PhD in Technology Studies from the University of British Columbia (2005), exploring the vulnerable underbelly of male resistance to women in trades & technology. Dr. Braundy traveled with the DVD of her play, [Men & Women and Tools](#), to union halls and technical schools in BC, Yukon and Northwest Territories exploring challenges in integrating women successfully into trades and technical work (2005-06). The book, [Men & Women and Tools: Bridging the Divide](#) is published by Fernwood Publishing (November, 2011).

Marcia Braundy founded the newsletter of the Nelson Women's Centre, which became [IMAGES – Kootenay Women's Newspaper](#) (1973-1991). She became part of the Collective formed to produce the paper in 1975, documenting the Women's Movement in Canada as it was practiced in the lives of rural women in the West Kootenays, telling both personal and political stories, sold in bookstores across Canada. She managed the project (2009) funded by the BC150 Heritage Legacy Fund, to create the [searchable CD of 85 issues](#) of the newspaper, available from the [Nelson Women's Centre](#). She received the [2011 Barbara Roberts Award](#) from the Canadian Research Institute for the Advancement of Women for her current work on the digital history of 2nd Wave Feminism in rural British Columbia: <http://kootenayfeminism.com>, with historical audio/video and textual materials, sponsored by the West Kootenay Women's Association, the Barber Historical Digitization Program at UBC, and the Kootenay Columbia Cultural Alliance. She presented this in the Digital Lab at the Berkshire Conference of Women Historians (2014).

In the early 1980's, she worked for several years with a group of 13 women to develop [EMMA's Jambrosia](#) as a business to support chronically unemployed women in the West Kootenays, under the auspices of first LEAP and then LEAD programs of the federal government. The product was distributed throughout Canada and the US. Working with the owner of the property, she built the factory in Crescent Valley, where they produced a wonderful fruit product that couldn't be called jam because it was 70% fruit instead of 70% sugar! The building now houses Mountain Sky soaps.

Braundy developed/instructed Women In Trades & Technology (WITT) exploratory courses at Selkirk College (1983), the College of New Caledonia (1986), and Yukon College (2006). She authored [Orientation To Trades and Technology, A Curriculum Guide and Resource Guide With A Special Emphasis On The Needs Of Women](#) (1987, revised 1997) sponsored by the Government of British Columbia, WITT National Network and Human Resources Development Canada. It has been modified for use in Northwest Territories, Nova Scotia, Newfoundland & Labrador. The

Canadian Vocational Association published "[Out of the Stream and Into the River](#)" (1992), highlighting Canadian issues for exploratory courses.

Working with Sally Mackenzie and Valerie Ward, she developed and delivered over 40 one-day sessions of [The Workplace In Transition: Integrating Women Effectively](#), a seminar for trades instructors, job stewards, apprenticeship counsellors & supervisors, to assist them to deal more successfully with women training and working in the technical workforce (She delivered it at BC & Ontario colleges, DND Union, Ontario Hydro Staff Trainers, BC & Yukon Building Trades Apprenticeship Coordinators etc). She produced the A/V "What Happens to Women In Tradesland," now available in VHS & DVD, as a tool for the seminar.

Braundy worked with equity group integration efforts on major B.C. construction projects. A founding member of the Equity Integration Committee of the \$1.3 billion Island Highway project on Vancouver Island, and the Women's Ad Hoc Committee on the Columbia Basin Trust (1994-1998), she worked to ensure a gender impact analysis and jobs for women. The Island Highway achieved a high of 22.9% equity hours worked, with an average equity participation of 16.8%. The Columbia Basin Power Projects are working towards targets under a similar collective agreement, partly as a result of her discussion paper: [Employment Equity, Women's Needs and the implications for the Columbia Basin Trust](#).

After putting together a national advisory committee, she organized "Surviving and Thriving - Women In Trades and Technology and Employment Equity" (1988, 240 participants), and managed "Surviving & Thriving II - The Sequel" (1992, 300 participants), and "Building Bridges – Building Partnerships" (1994, 374 participants), national conferences with 60-80 workshops over 4 days, uniquely attended and funded by business, labour, education, provincial and federal governments and women working and training in trades and technology. She was managing editor of [Surviving & Thriving – Women In Trades and Technology & Employment Equity](#) (Kootenay WITT, 1989), and a writer on Winning With Women in Trades, Technology, Science and Engineering - the Report of the National Advisory Board on Science and Technology presented to the Prime Minister of Canada in 1993.

Her small construction and consulting company, Journeywomen Ventures Ltd., started in 1983, trained and qualified two women apprentices to journeylevel. In 1986, Braundy traveled to Grenada, at the request of the Grenada Division of Women's Affairs, for a Canadian-funded project to develop and instruct a technical introduction to a two-year training program for women in electrical, plumbing and refrigeration. She organized the successful implementation of the longer program while there.

From 1988-94, Braundy was a founder and then elected National Coordinator of the WITT National Network, advocates for women in trades, technology, operations and blue collar work. Grassroots WITT groups across the country increased from 6 to over 40. She published the quarterly [Network newsletter](#) and coordinated a national Industrial Adjustment (IAS) committee of WITT women, employers, unions, educators and government, looking at programs, policies and initiatives to increase the successful integration of women in trades, technical and operational (TTO) work. Their focus on Front Line Education, National Standards for WITT Exploratory Courses, Role Modelling, and Employment Equity led to a national Cross-Sectoral

Human Resource Council to work with the other industry sectors, and the publication of "Welcoming Women into Trades, Technology, Operations and Blue Collar Work: A Checklist of Strategies."

Appointed to the Federal Advisory Committee to the President of the Treasury Board of Canada on Employment Equity for Women in the Public Service (1986-91) Braundy chaired their Sub-Committee on Training, recommending the government, as employer, develop a service-wide apprenticeship program with an emphasis on designated groups, and bridging programs to move women into technical occupations. The President then disbanded the Committee, and that recommendation never received a response.

She was a member, nominated by the Canadian Congress on Learning Opportunities for Women, of the Canadian Labour Market & Productivity Centre National Task Force on Apprenticeship (1989/90), the Canadian Labour Force Development Board National Committee on Apprenticeship (1991-94) chairing their Equity Committee, and the CLFDB's Employment Equity Working Group (1993-94). She was appointed by government to the British Columbia Provincial Apprenticeship Board (1992-97), and chaired their Equity Committee.

A member of the National Women's Reference Group on Labour Market Issues (1989-94); the joint Women's Employment Advisory Committee with Employment & Immigration Canada, subsequently Human Resources Development Canada (1985-99); the BC Women's Employment and Training Coalition (1985-1999); [Kootenay Women in Trades & Technology](#) (1983-2002); and the West Kootenay Women's Association (1972-present), she has a long history of involvement working for social and economic equality for women.

An educator and Employment Equity consultant, Dr. Braundy's subject areas include Women's, Men's and Gender Studies, with a focus on Training and Work, Communications and Principles of Teaching for Technical Teacher Education, Technology Studies in Education, Orientation to Trades & Technology, Employment Equity and Human Rights, Apprenticeship, Alternative Education, Qualitative Research Methods and Alternatives in Research Representation.

In 2011, Braundy created Building the Building —Building Community, 40 years of building, maintaining and entertaining community at the Vallican Whole Community Centre, with 140 photographs at the Kootenay Gallery of Art, History and Science, curated by Helen Sebelius, (July-September). [Men & Women and Tools – Bridging the Divide](#) was published by Fernwood Publishing and in 2012 & 2013 she presented at several academic conferences including the American National Conference on Men and Masculinities, The Canadian Historical Society, the Canadian Assoc. for Studies of Women and Education (CSSE), AERA's - Research on Women in Education Sig conference, the Canadian Sociological Association, and the B.C. Technology Educator's Association.

In 2012, she produced the Vallican Whole Slide Show DVD: with over 900 slides, Pied Pumkin's music, and additional scenes and music from the Vallican Whole Community Centre's 40th Anniversary celebration.

**Awards and Other Selected Publications:**

Braundy received The Governor General's Medal for the 125th Anniversary of Confederation in 1992, for service to the community. "Men & Women and Tools: Investigating Resistances to Equity Initiatives", an article based on her dissertation, won First Place in the US based National Association of Industrial and Technical Teacher Educators' (NAITTE) Graduate Student Research competition (2004). "[Dewey's Technological Literacy: Past, Present, Future](#)" won the Journal of Industrial Teacher Education (JITE) Outstanding Conceptual Article for 2003-2004. A joint article with Dr. S. Petrina, Dr. P. O'Reily, S. Dalley and A. Paxton: "[Missing XX Chromosomes or Gender In/Equity in Design and Technology Education? The Case of British Columbia](#)" won the 2001 Silvius - Wolansky Outstanding Scholarly Publication in Technology Education. "[What Needs to Change to Get More Women Into Apprenticeship](#)" appears in the book, *Strategies That Work: Women In Trades, Technology and Applied Science* (Green Dragon Press 1995). The Equity In Apprenticeship Resource Kit, was co-authored with Deanna Rexe (BC Ministry of Skills, Training and Labour, 1996). At UBC, she collaborated with Drs. M. Bryson, S. Petrina and S. de Castell, investigating the participation and performance of males and females in technology-intensive classes in B.C.'s Secondary Schools: "[Conditions for Success](#)"? (2003) *Canadian Journal of Science, Mathematics, and Technology Education*. She received a two-year Doctoral Fellowship from the Social Science and Humanities Research Council of Canada (SSHRC) to complete her dissertation using theatre as a pedagogical tool. Her play, *Men & Women and Tools* was performed in the Brave New Play Rites Festival (2002); an amateur digital video is available on the publishers' website. [Women in Trades and Technology & the Skills Shortage Conundrum - An Historical Analysis of Institutional and Governmental Resistance](#) (2009) was presented to the Canadian Association for Studies of Women in Education at Carleton University, and an updated version at the American Career and Technical Education convention in Las Vegas (2013).

The issues that arise at the site of men and women and tools continue to hold a fascination for her. She recently completed several major renovation projects on a log home on the Little Slokan River. The easy, positive attitudes of most men with whom she worked gave her great heart, and others reminded of her of the work still to be done.

### **Degrees, Qualifications and Professional Development:**

Baccalaureate Degree in Environmental Education: Antioch College West/Union for Experimenting Colleges and Universities, San Francisco, California, 1972  
BC Certificate of Apprenticeship and National Red Seal Trade Qualification in Carpentry 1981  
Master's level course work: University of British Columbia, 1998  
PhD in Technology Studies in Education, University of British Columbia, 2005  
TAGS Instructional & Presentation Skills; Images, Graphics and PowerPoint Workshops;  
WebCT and Dreamweaver courses – UBC 1998-2004  
Project Management Professional Development and Conflict Resolution courses - UBC Faculty of Graduate Studies 2002-2004.

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Additional links to many of her publications can be found on her personal web site:

[www.Men-Women-Tools.ca](http://www.Men-Women-Tools.ca)