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Building a Culture of Equity, Diversity, Equity and Social Justice at a Community College

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Intentional measures are needed to attract and retain a more diverse group of students in order to fill the national skilled labour shortage. Through a case study focused on balanced enrolment by gender in trades training, I consider a number of potential solutions before focusing on policies and practices related to recruitment, application, and admission of women into two programs. Principles of transformational leadership and transformative leadership theory are entwined with a change roadmap and a change process of appreciative inquiry to create a matrix for change. Lessons learned from this case study can be applied to other programs that are inequitable in representation, whether by gender, socioeconomic status, race, or other differentiation. The immediate goal is to ameliorate an imbalance in student enrolment, and the larger goal is to help the institution's social justice focus and responsibilities progress.