UAEW Launch
November 20, 2018

Sponsorship: Creating Career Opportunities for Women in Higher Education

Dr. Jennifer de Vries
Jen.devries@me.com
www.jendevries.com
@drjendevries

© Jennifer de Vries 2018
Sponsorship involves *active engagement* in the creation of career-enhancing opportunities while mentoring is a more *passive talking with, or advising* of colleagues with no active intervention on the part of the mentor.

The sponsor draws on their power, networks, resources, social capital and influence on behalf of another.
"We can't pretend we sponsor everyone, we have to pick and choose."

—Alex, University Leader

© Jen de Vries
"We have the opportunity to harness the tremendous power of sponsorship by making it transparent, making it expected and making it strategic."

Paddison (2013) p.15

© Jen de Vries
5. STRATEGIES TO INTRODUCE AND IMPROVE SPONSORSHIP

Key points
• Developing and improving sponsorship practices is both an individual and institutional responsibility.
• Action can be taken at varied organisational levels – university, faculty, research centre, department, lab, or discipline/professional group.
• There is no ‘one size fits all’. The tools and suggestions included in this chapter can be tailored to strengthen sponsorship practices as part of a broader range of interventions to address gender inequality.

Dr Jennifer de Vries
www.jendevries.com
@drjendevries
Jen.devries@me.com

© Jen de Vries 2018