

Minutes of the Strategic Plan Task Force

July 16, 2020 | 12:00-1:00pm ET via webinar

Task Force Members in attendance	
Jean Boudreau, Chair, President, APEGNB Kathy Baig, OIQ Danny Chui, President-Elect, PEO	David Lynch, Past-President, APEGA Mike Wrinch, Engineers & Geoscientists BC
Regrets	
Jeff Card, PEGNL	
Observers in attendance	
Changiz Sadr, PEO	
Staff	
Christina Mash Gerard McDonald Emily McParland	Mélanie Ouellette Stephanie Price Evelyn Spence

1. Call to order and approval of agenda

J. Boudreau, Task Force Chair, opened the meeting at 12:03pm (ET). The agenda was reviewed, and logistics for workshop meals was added to other business for discussion.

Moved by D. Chui, seconded by D. Lynch

THAT the agenda be approved as amended.

Carried

2. Approval of the minutes of the meeting of June 11, 2020

The minutes were reviewed.

Moved by D. Chui, seconded by M. Wrinch

THAT the June 11, 2020 minutes be approved.

Carried

3. Registration numbers

It was reported that 17 individuals have confirmed physical attendance, 7 have confirmed virtual, and only one individual who has not provided their preference; it is assumed the individual will attend virtually.

4. Review of COVID-19 survey results

G. McDonald provided an overview of the circulated results. The survey solicited input from the Board, the CEO Group and the President Group to identify potential 2022-2024 strategic priorities for consideration in support of regulators' response to this crisis. Results unveiled that respondents did not raise any new priorities for the Board's consideration and only one priority, accreditation, should include the impact of COVID-19. Survey results and the revised accreditation priority are included in the distributed presentation.

5. Review of the strategic planning workshop agenda book

Draft agenda

G. McDonald presented the draft agenda, featuring shorter sessions with frequent breaks to respect the

virtual participation over the two days. It was noted that although participants from BC will be connecting at 7am, the start time of 8am (MT) considers time zones of virtual participants from across Canada.

Draft presentation

The task force discussed the presentation and the following feedback and clarifications were captured:

- The presentation was commended for reflecting past-discussions well.
- The accreditation priorities include two options to consider, the Board will be asked to select one of the approaches. Option 1 addresses barriers in accreditation, including implementation of recommendations from the Accountability in Accreditation Committee and an in-depth review of the Accreditation Criteria and Procedures report. Option 2 would review the foundation and purpose of accreditation, to reflect on how the system has evolved and the value it provides, and to strategize about future direction.
- The proposed “Fostering trust and pride” priority is focused on a national awareness campaign. The \$6M estimate is the minimum cost and that additional money could easily be spent on this priority. The task force suggested that different cost options be added to this priority, and to detail the activities that would be covered under each option. It was suggested that staff contact CPA Canada to receive more information on the cost associated with their marketing campaign.
- The Qualifications Board received feedback to pause work on entrepreneurship from Officials Groups. The Officials Groups have decided to collaborate to develop a shared understanding of the subject. S. Price explained that there is no firm date for the work to be complete and that Engineers Canada cannot tell Officials Groups what to do as they are outside the governance structure. The presentation will be updated to clarify that Officials Group are collaborating on this initiative.
- On the “Strengthen the foundation of accreditation” priority, the term “modernize” should be avoided. While the term “evolve” was suggested, other words were also welcomed.
- Pending Engineers Canada Board’s approval, the Qualifications Board’s priority on the new national feasibility study on alternative methods for academic assessment of non-CEAB applicants will support the “Achieve harmonization and consistency” priority. A bullet should be added to include this initiative.
- The task force remarked that Board directors will likely question cost estimates because the presentation does not clearly establish how the proposed priorities go beyond current activities. It was suggested that presenters be ready to answer questions and justify additional costs.
- The total summary of costs per priority over three years is included to assist the Board in prioritizing. Engineers Canada does not currently have the resources to move forward with all proposed priorities. The budget funds operational work; additional priorities would be funded from reserve funds.
- Since it is likely that the Board will want to tackle most of the suggested priorities, the task force suggested that staff establish three different funding models to ensure the appropriate resources are available over the three-year period, with staff needs considered. It was also recommended that the costs be broken down by year. Additionally, it was noted that the session could provide an opportunity to discuss current initiatives that could be discontinued, so that Engineers Canada can focus on new priorities.
- Staff noted that costs are only rough estimates and that numbers will be refined once the Board decides what priorities it wants to pursue.
- The task force asked if an increase in per capita fee could pay for all new priorities, and if so, what that total new per capita cost would be.

- The task force asked if key performance indicators (KPIs) could be added to the presentation. G. McDonald responded that it might be more efficient to develop KPIs once the Board has determined which priorities it wants to adopt. Given that the Strategic Plan will be approved by members in May and that it comes into force in January, there will be time for the Board to develop KPIs later, if they choose to do so.

ACTION: Staff will contact CPA to receive more information on the cost associated with their marketing campaign.

ACTION: G. McDonald to provide the current state of reserves and projections for 2021 to the task force members.

ACTION: Staff to adjust the workshop presentation as per the feedback above.

Revised environmental scan

The scan was presented, with no feedback received.

Final foresight report

The report was presented, with no feedback received.

6. Next meeting

The next task force meeting will be held via hybrid delivery immediately following the lunch on August 14th, 1:00pm MT to 2:00pm MT, day 2 of the workshop.

7. Other business

Workshop meal logistics - The task force agreed that one lunch would be boxed-style hosted outdoors, and one will be plated and hosted indoors. Virtual participants will be able to order their own lunches, which will be reimbursed by Engineers Canada. It was noted that due to COVID-19, the property will be unable to accommodate last minute changes.

Additionally, it was requested that staff explore reduced menu pricing for options that would suit children's appetites, to better enable the directors who are bringing their kids to participate in group meals.

8. Closing

With no further business to discuss, the meeting adjourned at 1:05pm.