

CEO UPDATE TO THE BOARD

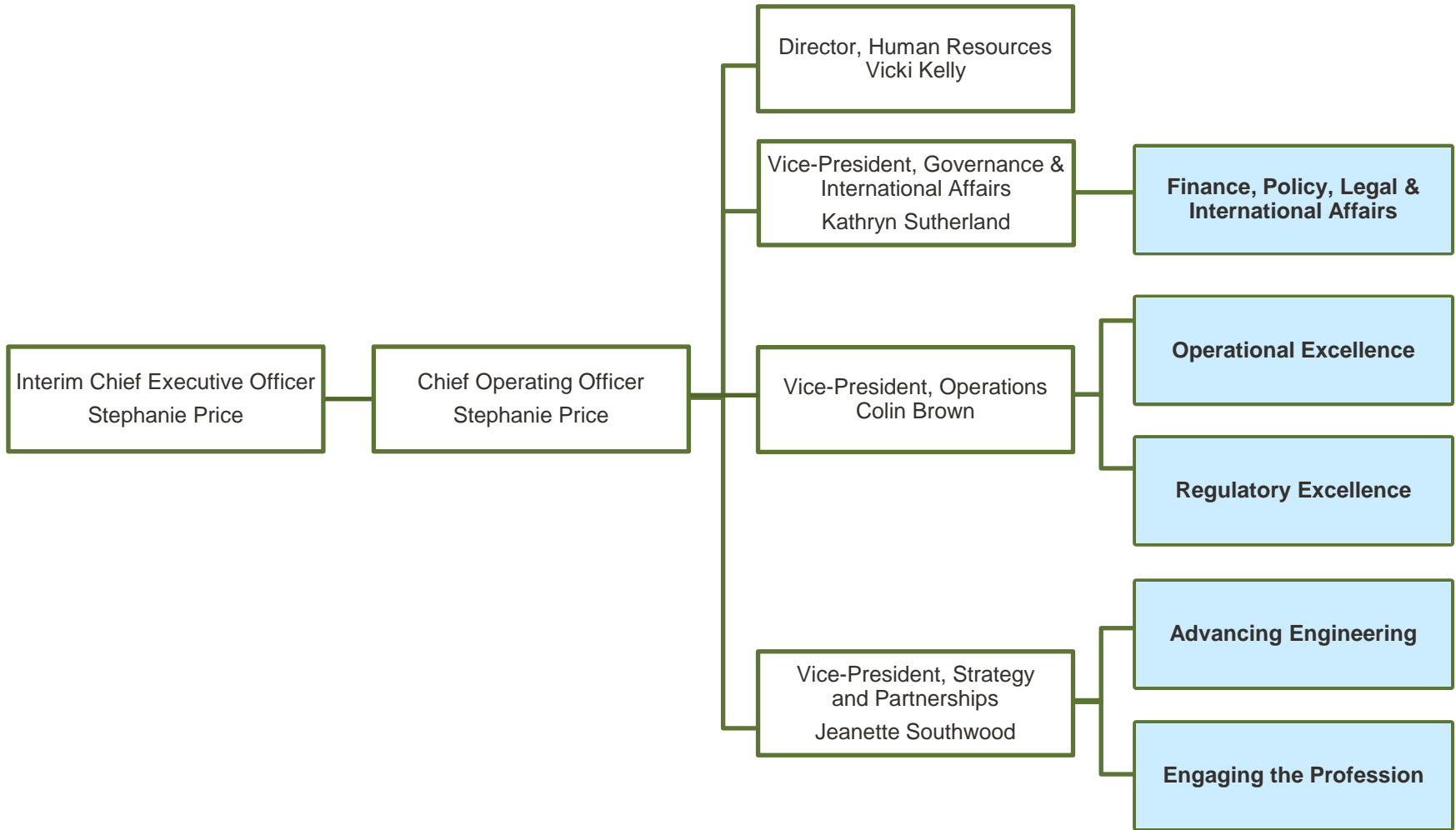
Stephanie Price, P.Eng., CAE

February 28, 2017



Outline of Presentation

- Organizational Enablers
- E-1 Regulatory Excellence
- E-2 Confidence in the Profession
- E-3 Sustainability of the Profession
- E-4 Protection of the Engineering Terms



Internal Operations

Practice Lead, Organizational Excellence: Heidi Theelen

- 2017 Annual Operating Plan
- 2017-2020 Business Plan
- Journey to Excellence
 - Led by employees
 - Bronze Certification achieved in December 2016



Practice Lead, Organizational Infrastructure: John Langlois

- IT Infrastructure migration to the cloud

2017 Budget

Practice Lead, Finance Angela Hamill

- 2017 budget approved by the CEO in December 2016
- Two recent items have necessitated a revision:
 - Request for additional budget from Qualifications Board
 - Revisions to the online competency assessment project
- Plan to seek Board approval of the budget in April

Legal Services

Legal Counsel: Evelyn Spence

- Internal legal services:
 - Provision of legal opinions
 - Ensuring corporate and regulatory compliance
 - Contract review / drafting
 - Resource for special projects
- Support to Regulators:
 - PEI Act Review Committee
 - Engineers Yukon DC Handbook
 - NMDB / information sharing legal opinion
 - Case law repository
- Federal incorporations (36 requests for consent in 2016)

Communications

Practice Lead, Communications: Brent Gibson

- Engineering the Holidays
 - A video of kids' drawings
 - More creative approaches planned for 2017
- InspireBook
 - Custom-produced notebook to highlight creativity and ingenuity in the engineering profession
- New branded merchandise

E-1 Regulatory Excellence

A framework, standards, practices and systems and a means to effectively transfer knowledge to facilitate regulatory excellence are available to the regulators. This is highest priority among Ends and shall be allocated no less than 40 percent of the operational budget.



Regulatory Excellence

Practice Lead, Assessments: Kyle Smith

- **International Institutions and Degrees Database (IIDD)**
 - NAOG defining enhancements and improvements
 - Will report to the QB by July 2017
- **National Membership Database (NMDB)**
 - Goal: maximize the value of the NMDB for its users
- **National Admissions Officials Group (NAOG)**
 - In-person meetings in September and November 2016
 - Teleconferences in January and February 2017

Regulatory Excellence

Discipline & Enforcement – Practice Lead: Beryl Strawczynski

- **National Discipline and Enforcement Officials Group**
 - Teleconferences in October 2016 and January 2017
 - Completed the annual survey report on 2015 D&E activities
 - Consulted with QB on their 2017-19 work plan
- **National Practice Officials Group**
 - First in-person meeting on November 29, 2016 in Ottawa
 - Passed a motion to support the National OQM Pilot Project
 - Consulted with QB on their 2017-19 work plan

Online Competency Assessment Project

Practice Lead, Assessments: Kyle Smith

- Working with APEGBC to roll out their online competency-based assessment system nationally
- Participating regulators to-date: APEGS, Engineers & Geoscientists NB, Engineers NS, Engineers PEI
- Engineers Canada will provide resources to support APEGBC and the participating regulators
- Working together to develop work plans, timelines and budgets
- Working with ESDC to amend funding agreement – request for amendment will be submitted at the end of March 2017

Framework for Regulation

- Currently 17 draft elements out for consultation (4 new), 28 completed consultations
- Have engaged Richard Steinecke to develop three elements:
 - Reasonable and probable grounds for registrar's investigations
 - Good character assessment in registration
 - Discipline practices
- Intention to revisit the Framework with a view to confirming value and direction in 2017

International Activities

- Engineers Canada Mobility Registers are available on the website
 - International Professional Engineers Agreement (IPEA)
 - Asia-Pacific Economic Cooperation Engineers Agreement (APEC EA)
- No-charge, self-declaration process for qualified Canadian engineers
- Administration and confirmation by Engineers Canada staff

- Memorandum of Understanding with the Nevada State Board of Professional Engineers and Land Surveyors
 - Streamlines the licensure process for Canadian engineers who are registered through the Engineers Canada Mobility Register
- Mentoring Peruvian Engineering Association

E-2 Confidence in the Profession

Stakeholders have evidence that engineers meet high standards, practise with competence and integrity, and that their work and self-regulation benefit society. This End shall be allocated between 15 and 25 percent of the operational budget.



Public Policy

Practice Lead, Public Affairs: Joey Taylor

- Submissions to the federal government on:
 - Community Infrastructure
 - Innovation
 - Maternity and Parental Benefits and Leaves
- Updated and modernized 15 National Position Statements
- Engineers Canada has been chosen as a winner of the **Advancing Best Practices: Climate Change Adaptation and Resilience** award from Climate Change Business Journal

Government Relations

Practice Lead, Public Affairs: Joey Taylor

Practice Lead, Government Relations: Emily Rowan

- Meetings with the department of Natural Resources Canada, and Public Service and Procurement Canada
- Meetings with key Ministers and Minister Offices;
 - Environment and Climate Change,
 - Infrastructure,
 - Status of Women
 - Families, Children and Social Development

Government Relations

Contact Day: March 9, 2017

- Engineers Canada will be hosting contact day on Parliament Hill to celebrate 150 years of engineering in Canada.
- Meetings with Ministers and Members of Parliament to discuss key issues facing the engineering profession.
- Honourable Marc Garneau, Minister of Transport, is sponsoring the room for an evening reception in Centre Block on Parliament Hill.
- Members of Parliament who are professional engineers will be awarded FECs

Public Policy and Sustainable Development

Practice Lead, Globalization & Sustainable Development: David Lapp

- PIEVC Assessment Projects
 - 10 projects completed or in progress: BC, Ontario and Costa Rica
 - 6 upcoming projects
- PIEVC Training Workshops
- 5 workshops from October 2016 to February 2017
 - Over 110 participants
- PIEVC Protocol updating for closer compliance with ISO 31010 and risk science terminology
- PIEVC Lite Version in final review

E-3 Sustainability of the Profession

Stakeholders have information regarding how engineering is practised in Canada and engineering is recognized as an attractive profession. This End shall be allocated between 15 and 25 percent of the operational budget.



State of the Profession

Practice Lead, Research: Jamie Ricci

- Data was reported relating to:
 - Enrolment and degrees awarded to undergraduate and graduate engineering students
 - Membership of the regulators
 - Students' experiences in undergraduate engineering programs
- Student survey results were presented at:
 - University of Toronto's iLead
 - EIT – University Liaison Manager's meeting

Sustainable Profession Committee

Practice Lead, Community Engagement: Julia Chehaiber

- One in-person meeting and two teleconferences
- Several key sections of the work plan completed
- **30 by 30:**
 - 24 Champions appointed
 - First teleconference November 21, 2016
 - Cross-country inventory of programs was compiled
 - Further analysis of the inventory to follow in 2017
- **Indigenous Peoples' Access to Engineering Education**

Practice Lead, Research: Jamie Ricci

- Best practices document released November 2016
- Initiation of informal relationship with the American Indian Science and Engineering Society

Community Engagement

Practice Lead, Community Engagement: Julia Chehaiber

- **Go Eng Girl**
 - Trademark application in progress
- **DiscoverE Partnership**
 - Global Marathon: Engineers Canada invited to be a member of the Thought Leaders committee, 3 Canadian speakers recommended for Global Marathon have been accepted
- **Future City**
 - 58 classes in Ontario and PEI
 - \$63,000 of funding secured for 2017-2018

Community Engagement (cont.)

- **Girl Guides Canada:**
 - engineering trefoil approved for Canada-wide use
- **NSERC Partnership:**
 - Science Odyssey Steering Committee
 - NSERC Gender Summit Steering Committee
- **Promotion of 30 by 30 and *Managing Transitions***
 - PanAmerican Union of Engineering Organizations (UPADI)
 - APEGBC Conferences



Community Engagement (cont.)

- **Canadian Federation of Engineering Students**
 - Conference on Diversity in Engineering, Annual Congress
- **National Engineering Month (NEM) – March 2017**
 - Promotional marketing kit
 - Kit includes official greetings from the Prime Minister and the Governor General
- **Engendering Success in STEM**
 - research partnership with Social Sciences and Humanities Research Council (SHRRC)
 - Set direction and focus of proposal

Community Engagement (cont.)

- **Engineering Change Lab**
 - Ottawa meeting, October 1-2, 2016
 - exploring how to “re-engineer” innovation
 - Change Lab participants include:
 - Association of Consulting Engineering Companies – Canada
 - Canadian Federation of Engineering Students
 - Engineers Without Borders
 - Energy Futures Lab
 - Suncor, Hatch, TetraTech
 - Universities and other organizations

Public Policy and Globalization

- Practice Lead, Globalization and Sustainable Development: David Lapp
- Globalization Committee formed in October 2016
Charges for 2016-2017:
 - Monitor and advise on federal government trade-in-services negotiations
 - National position statement on globalization of engineering services
 - Study of offshore engineering practices
 - Analysis and promotion of international registers
 - Inventory of international tools for guiding ethical behaviour

Programs for Engineers

Practice Lead, Member Services: Lorelei Scott

- Manulife Loyalty Bonus – Term Life Insurance Program
 - Rewarding members “paying it forward” for loyalty and sharing in program’s financial success
 - 34,500 cheques totalling \$12.5M issued February 2017
 - Average loyalty refund is approximately \$370
 - Very positive feedback via telephone calls and emails

Programs for Engineers (cont.)

- Budget Car Rental Program
 - Renegotiated agreement effective February 1, 2017
 - Reduction in daily rate of \$2.00 per car category (airport pickup)
- Home/auto insurance for engineering students
 - Expanding program in partnership with TD Insurance
 - Program launch at Canadian Federation of Engineering Students Congress (January 2017)

National OQM Program

Practice Lead: Beryl Strawczynski

- Engineers Canada will expand APEGBC's highly successful OQM program to engineering organizations across Canada
- Motions in support of the OQM concept from:
 - Qualifications Board, September 2016
 - National Practice Officials Group, November 2016
- Next Steps
 - Develop and solidify the terms of the partnership between APEGBC and Engineers Canada
 - Firm up the details of the roll-out business model
 - Develop and implement the roll-out plan for the remainder of 2017

Public Policy and Sustainable Development

Practice Lead, Globalization and Sustainable Development: David Lapp

- **Infrastructure Resilience Professional (IRP)**
 - Completion of courses and significant involvement in the application of the PIEVC Protocol
 - Climate Law for Engineers – delivered June 2016 and February 2017
 - Asset Management – in final review
 - Risk Management – under development
 - PIEVC Protocol Introductory Workshop – on-line version in final review
 - Climate Science for Engineers – in planning
 - Cost recovery through registration fees
 - Courses are also available individually for CPD only

Communications

Practice Lead: Brent Gibson

- **EngStudio**
 - a catalogue of photo submissions of Canadian engineers and engineering.
 - Grand prize winners to be announced in March.
- **2017 Award recipients** selected by the Awards Committee (March 2)
 - Public announcement by the end of March
 - New approach to promoting our award recipients

E-4 Protection of the Engineering Terms

The public is not misled by improper use of terms, titles, images, and words that are integral to the engineering brand. This End shall be allocated no more than 10 percent of the operational budget.



Protection of the Engineering Terms

Legal Counsel: Evelyn Spence

- 10 recently resolved trademark protection matters
 - 2 Resolved through Agreement:
 - 7 Abandoned by Applicant:
 - 1 Decided in favour of Applicant
- 17 active opposition matters
- 1 matter pending decision by the Opposition Board

New Trademark Applications

In 2016, Engineers Canada filed applications for 5 new trademarks:

- go ENG GIRL / GÉNIales, les filles Design
- MAPLE LEAF SWIRL Design
- PIEVC LOGO
- PIEVC CVIIP with PIEVC LOGO
- EngScape / Ingénirama



(Wordmark)

Certification Marks

In 2016, Engineers Canada registered the following certification marks

- IntPE
- IntPE (Canada)

In 2016, Engineers Canada filed applications for the following certification marks

- APEC Engineer (pending APEC consent)
- APEC Engineer (Canada) (pending APEC consent)

Questions and Comments



Thank you!

