

Prospectus

Title:	National Engineering Publication
Sponsor:	Kim Allen, FEC, P.Eng., Former Chief Executive Officer
Initiative Lead:	N/A

Purpose:

To share the stories of how engineers and engineering are building a better world in order to inspire engagement with the profession and enhance Engineers Canada's position as a respected champion of the field.

Benefits:

Contributing to Engineers Canada Goals

- Stakeholders have evidence that engineers meet high standards, practice with competence and integrity, and that their work and self-regulation benefit society (E-2).
- Stakeholders have information regarding how engineering is practiced in Canada and engineering is recognized as an attractive profession (E-3).
- The professional, social and economic needs of licensed engineers are met (E-3.5).
- Policy makers use studies, reports, trends and information in decision making (E-3.3).

Vision:

The National Engineering Publication will:

1. Share the impact engineering has on society through discussion of trends, innovations, lessons learned, achievements, and the people who drive this forward.
2. Connect and engage the engineering community.
3. Demonstrate and enhance confidence in the profession.
4. Inspire individuals to become further engaged with the profession.
5. Create linkages between the projects and programs of Engineers Canada and the positive impacts showcased.

Principles:

1. Profession defined as engineers, engineering students, engineering graduates and international applicants.
2. Key stakeholders will include regulators, engineers, federal, provincial and territorial elected officials, public servants, engineering faculty and the users of engineering services.

3. Optimize the use of available resources by leveraging publishing partner's expertise and resources.
4. Engineers Canada will have final approval of all editorial content.
5. Status for the affinity partners.
6. Revenue sustains the publication (i.e. revenue neutral initiative).
7. Differentiation from other engineering publications, based on non-technical scope.
8. Reprints of articles of national interest for constituent association magazines.

Stakeholders

Consulted	Engineers Canada staff: PL, Communications; PL, Public Affairs; PL, Affinity; PL, Digital Communications CEO Group
Collaboration	NCDEAS, ACEC-Canada, Engineering Institute of Canada, Canadian Academy of Engineers, Canadian Federation of Engineering Students
Informed	Board; CEO Group

Risks

1. Finding a niche that is appealing to the target readership.
2. Access to distribution channels.
3. Sustainability - sufficient advertising to support no-cost offering by publishing partner.

Consultation Results

The following is a summary of consultation results from May 2015 CEO Group meeting:

- Like "the idea of a strong national voice, image, profile for engineering. But with each passing year I realize that I am old school – like to read magazines. Wonder about going down this path. Such an abundance of information out there. Can't keep up."
- "synergy the national voice of the profession always seemed to be a problem. Have to be cautious in taking that as one of your main purposes."
- "anti-spam legislation – will this attract liability for us?"
- "probably not interested at this point" (2 comments of this type)

This prospectus will not be pursued further.