

2025-2029 Strategic Plan Information Session

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and Chair, Strategic Planning Task Force

October 4, 2023



Agenda

01

Context

02

Update on
current 2022-
2024 strategic
priorities

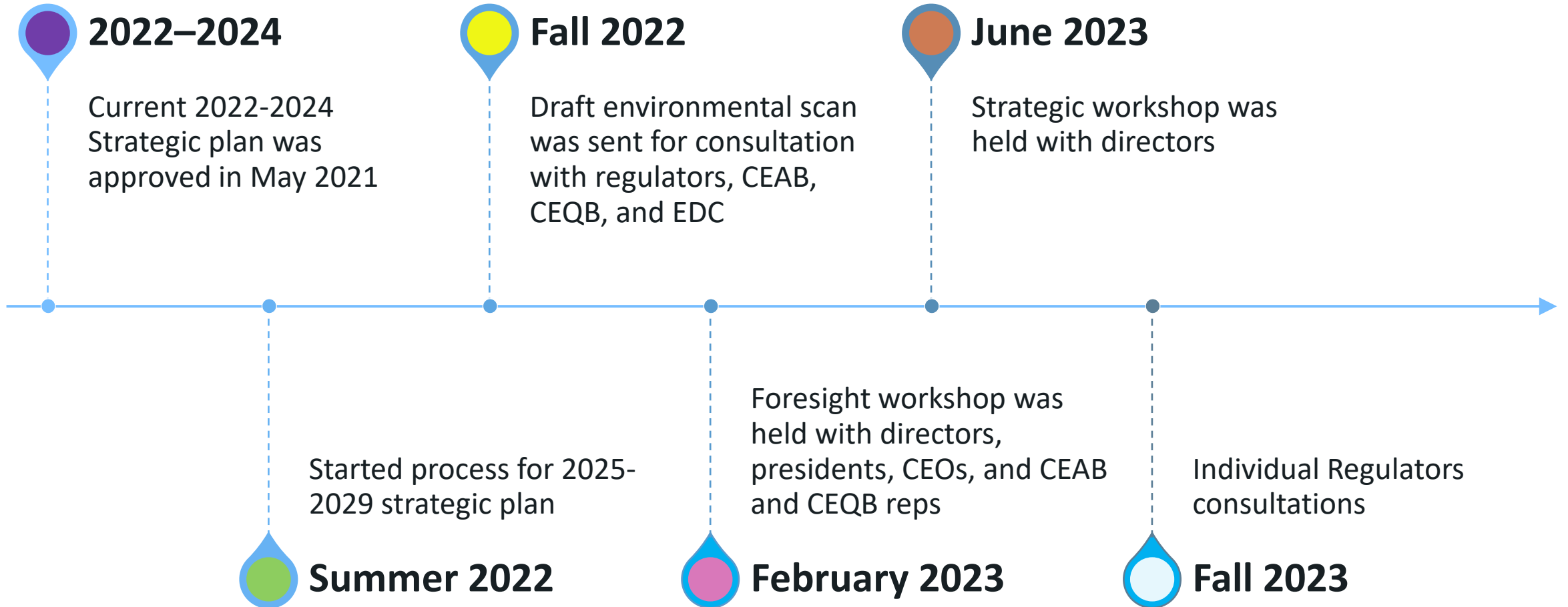
03

2025-2029
strategic
priorities

04

Next steps

Milestones



Purposes of Engineers Canada

1	Accredit undergraduate engineering programs
2	Facilitate working relationships between the regulators
3	Provide services and tools
4	Offer national programs
5	Advocate to the federal government

Purposes of Engineers Canada

6	Manage risks and opportunities associated with mobility of work and practitioners internationally
7	Actively monitor, research, and advise on changes and advances
8	Foster recognition of the value and contribution of the profession to society and spark interest
9	Promote diversity and inclusivity in the profession that reflects Canadian society
10	Protect any word(s), mark, design, slogan, or logo, or any literary, or other work, as the case may be, pertaining to the engineering profession or to its objects

Board's guiding principles

01

Serve the needs of
the Regulators

02

Ensure
transparency and
accountability in
the decision-
making process

03

Encourage the
commitment and
engagement of the
Regulators

04

Enable equity,
diversity, and
inclusion in the
Canadian
engineering
profession



Values

- **Take pride in creating a culture of teamwork and wellness**
- **Earn credibility through high-quality work**
- **Foster new ideas and embrace creative approaches**
- **Are transparent and accountable**
- **Create and sustain trusting relationships**
- **Rely on diverse people and perspectives to enrich our work**

2022-2024 strategic priorities

1.1. Accreditation

1.2. Collaboration
and Harmonization

1.3. Emerging
disciplines

2.1. Accelerate
30 by 30

2.2. Reinforce
trust and value

3.1. Organizational
excellence



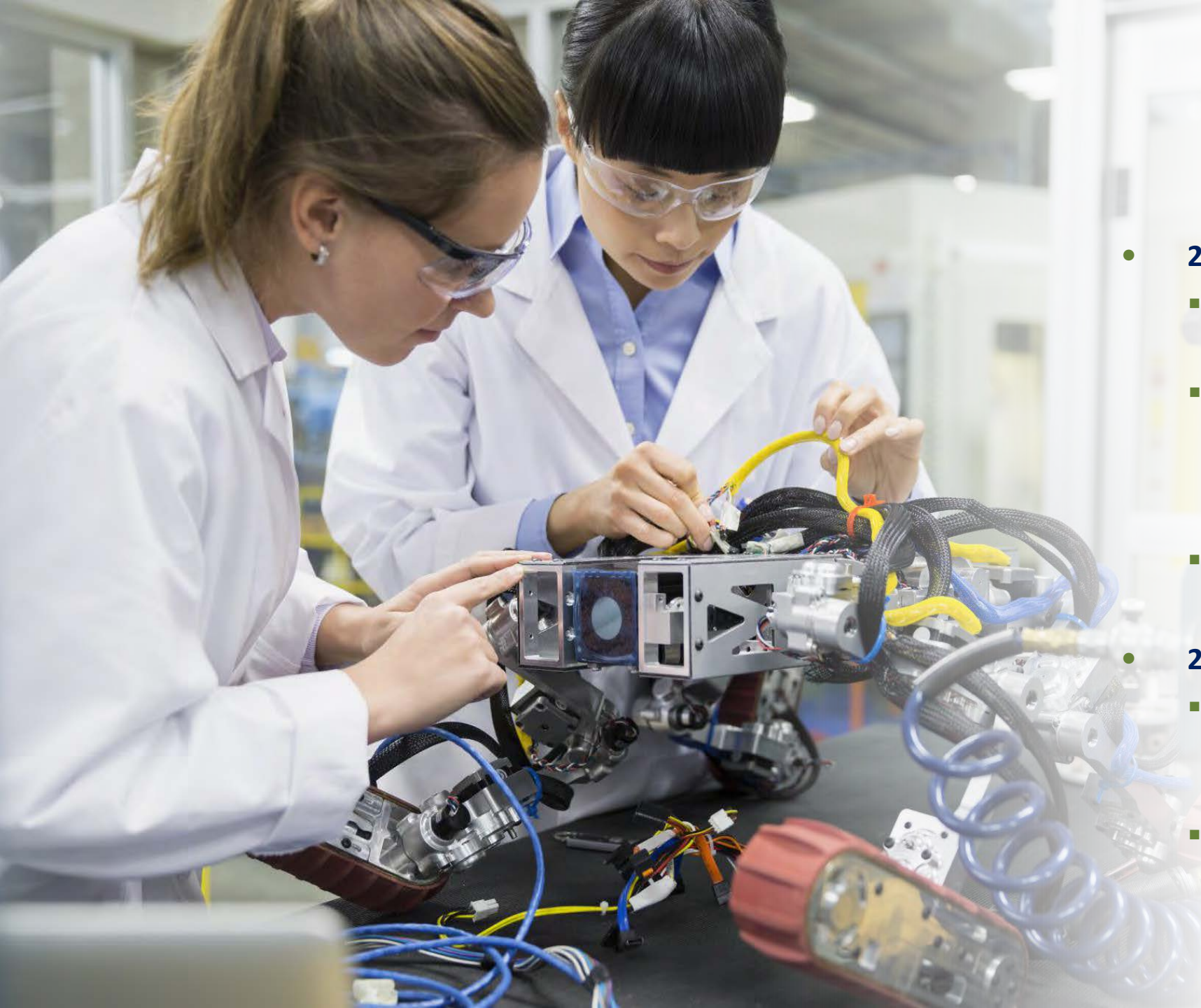
Accreditation

- **2022-2023**
 - Benchmarked Canadian Engineering Accreditation System
 - Analyzed current and Emerging Practices in Engineering Education
 - Held a strategic foresight session
 - Completed simulations
 - Developed draft Purpose of Accreditation and National Academic Requirement for Licensure
- **2023-2024**
 - Consult Regulators, EDC and other stakeholders
 - Finalize Purpose and Academic Req'mnt
 - Provide recommendations to Board on path forward



Collaboration and harmonization

- **2022-2023**
 - Consulted Regulators on lessons learned
 - Mapped legislative authorities
 - Shared position paper and consultation plan
 - Held in-person Regulator consultations
 - Identified potential areas of national collaboration
- **2023-2024**
 - Hold a national consultation with CEOs, Presidents and Directors
 - Finalize and sign Statement of Collaboration with Regulators
 - Select focus area with CEO Group



Emerging areas

- **2022-2023**
 - **Promote emerging areas to federal government**
 - **Published a new National Position Statement on Professional Practice in Biomedical Engineering**
 - **Published research paper on energy engineering**
- **2023-2024**
 - **Publish a new national position statement on Professional Practice in Energy Engineering**
 - **Publish new Research paper on topic chosen by Regulators**



Accelerate 30 by 30

- **2022-2023**
 - **Completed Regulator-focused Employer Engagement Strategy**
 - **Updated Managing Transitions**
 - **Published New CEQB Public guideline on workplace equity for women**
 - **Shared data and information**
 - **Held a virtual, national conference in 2022**
 - **Held an in-person national conference in 2023 with virtual lead-up**
- **2023-2024**
 - **Develop employer partnerships and implement deliverables**
 - **Complete National research strategy and implement deliverables**
 - **Will hold an in-person national conference in 2024 with virtual lead-up**
 - **Share data and information**

A man wearing a white hard hat and a red safety jacket with reflective strips is looking down at a device in his hands. The background is blurred, showing other people in a similar setting.

Reinforce trust and value

- **2022-2023**

- Formed a Regulators' Advisory Group
- Developed key messages
- Defined campaign objectives, strategy, audience targeting, and media plan
- Received recommendations for EIT/ engineering graduate outreach strategy
- Finalized the creative concept and produced the TV commercial and other assets
- Commenced year 1 of the two-year marketing campaign

- **2023-2024**

- Ongoing monitoring and evaluation of marketing campaign
- Implement value of licensure messaging tools
- Implement EIT/ engineering graduate outreach strategy
- Will commence year 2 of the two-year marketing campaign

Board risks

Decline in the value of accreditation

Reduced long term financial viability

Diminished national collaboration

Insufficient representation of marginalized groups

Decreased confidence in the governance functions

Diminished scope and value of engineering regulation

February foresight workshop results

Female representation

Inclusivity, diversity, equity and
accessibility (IDEA)

EMERGING DISCIPLINES

Climate change

Accreditation

Governance

SUSTAINABILITY OF THE PROFESSION

Raise the profession's profile

Collaboration and harmonization

A photograph showing a person's hands interacting with a laptop. One hand is pointing at the screen while holding a pen, and the other is on the keyboard. The background is a blurred office environment with windows.

How proposed strategic directions were developed

- Staff reviewed Board workshop feedback, and considered:
 - ✓ National trends in environmental scan
 - ✓ SWOT analysis and Board risks
 - ✓ Can be accomplished in 5 years
 - ✓ National scope, likely to receive Pan-Canadian support
 - ✓ Complementary of regulators' initiatives
 - ✓ Within purposes of Engineers Canada
- Strategic Planning Task Force reviewed them



Proposed approach for 2025-29 strategic plan

- Must make decision about 2025-2029 strategic plan, while not having 2022-2024 strategic plan results
- Propose to have a mid-plan check point at 2027 Board June workshop, when start working on 2030-2034 strategic plan



Realizing tomorrows

Realizing...



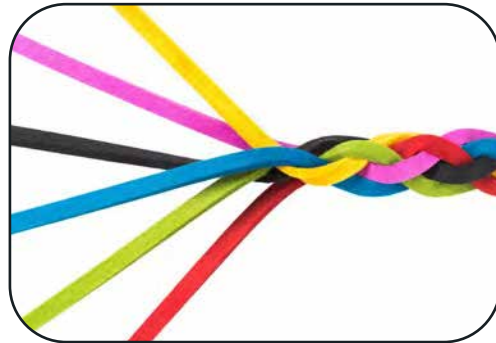
**accreditation
and academic
assessments**



**an inclusive
profession**



**a fuller
awareness of
engineers**



**a stronger
federation**



**our role in
environmental
sustainability**

Realizing accreditation and academic assessments

Outcomes: Regulators have trusted, efficient, inclusive and proactive systems that help them meet fairness requirements and maintain the authority for licensure.

The academic assessment processes for CEAB graduates and non-CEAB applicants for licensure are aligned and fair.

Accreditation

Implement *Futures of Engineering Accreditation* recommendations:

- Build the improved accreditation system

Outcome: Accreditation is valued by regulators, educators, students and volunteers

Non-CEAB Applicants

Implement *Futures of Engineering Accreditation* recommendations:

- Support regulators to implement the new national academic requirement for licensure
- Transition Engineers Canada systems as required

Study the business case for a national intake and academic assessment process for Internationally educated applicants

Outcome: Regulators have efficient, effective, consistent and fair processes for the academic assessment of non-CEAB applicants for licensure

Realizing an inclusive profession

Outcome: Engineering is a welcoming, inclusive profession that reflects Canadian society

Drive belonging for women

- Develop and implement a National strategy for recruitment
- Develop and implement a National retention strategy
- Potential re-brand 30 by 30

Embracing IDEA

- Invest in capacity-building efforts of key organizations
- Work with Regulators to advance accessibility and define Engineers Canada's role

Fostering Truth & Reconciliation

- Implement the Indigenous Advisory Committee-led envisioning exercise



Realizing a fuller awareness of engineers

Outcome: The public has an increased awareness of engineers' contribution to society

- Review impact of the 2023 and 2024 campaigns (2025)
- Convene Board and regulators to determine whether a national marketing campaign should be pursued (2025)
- Determine long-term funding approach if a national marketing campaign is to continue (2025)
- Implement action plan (2026 and onward)



Realizing a stronger federation

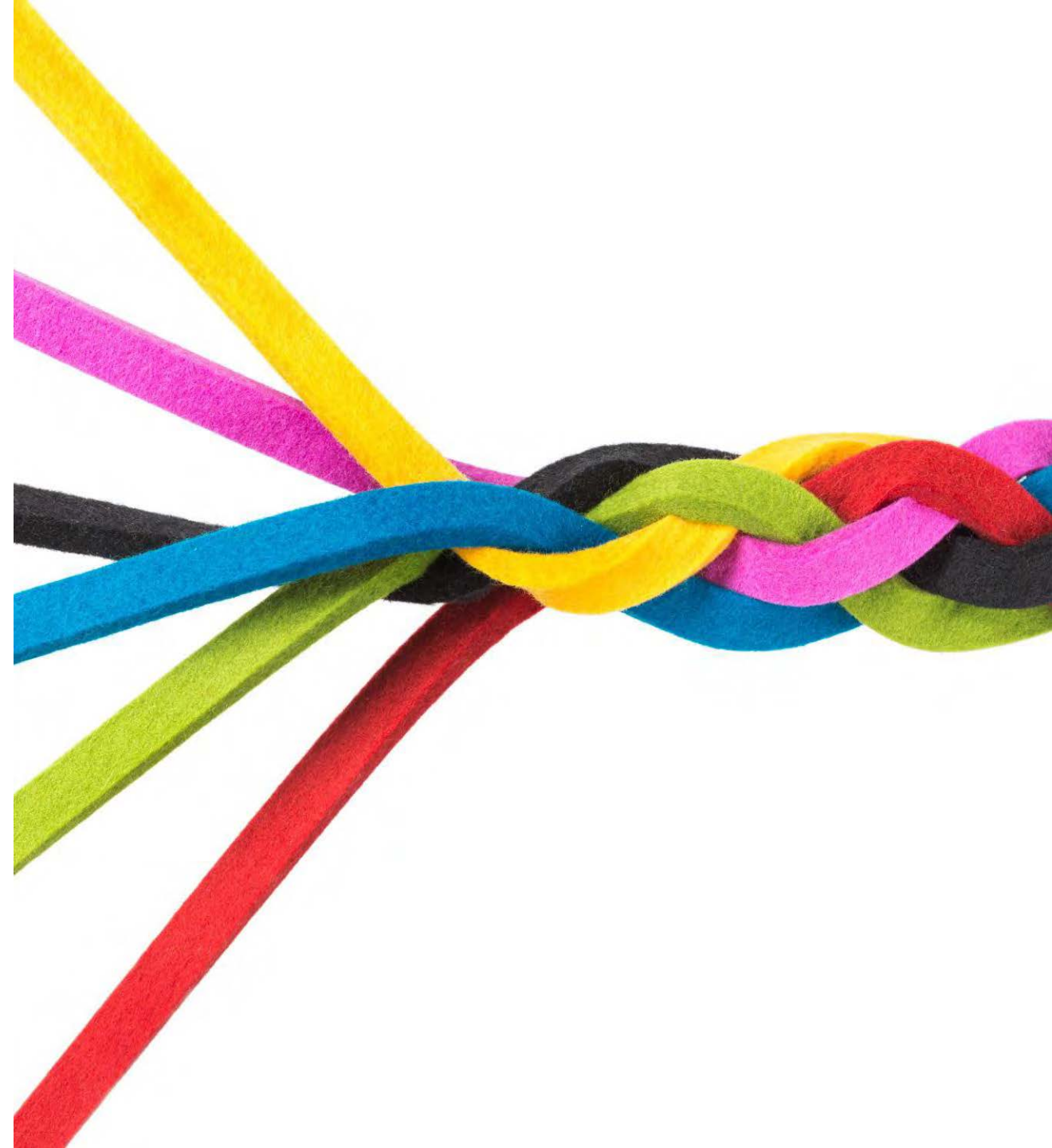
Outcome: Engineers Canada has a clear and agreed upon decision-making and funding process

Regulators' representation

- Board composition
- Competency-Based Board?
- Long term funding
- Voting procedures at Board and Meeting of Members

Internal structure and practices

- CEAB and CEQB reporting and management
- Observers at Board meetings
- Remuneration of directors



Realizing our role in environmental sustainability

Outcome: Engineers Canada has a defined role in environmental stewardship that complements Regulators' efforts

Board-approved carbon neutrality

- Become a carbon neutral organization
- Adopt a new Board policy on ESG
- Adopt other prevention, reduction, recycling and reuse actions as appropriate

Scope our national role

- Conduct national scoping exercise with Regulators to define our role (2025)
- Report back to Board on findings and implement next steps (2026 and onward)



**Questions?
Comments?**



Milestones

