

Engineers Canada strategic workshop

# 2022-2024 Strategic Plan

June 15, 2021



# Introducing our staff



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# Workshop Outcomes

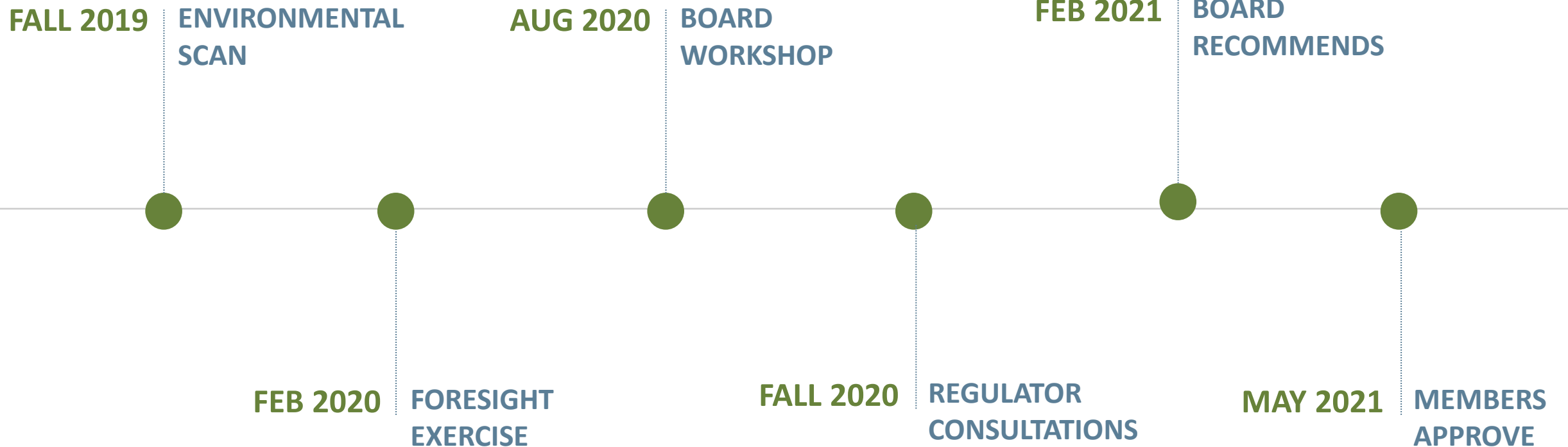
- Directors know how progress on the strategic plan will be reported.
- Directors understand and support
  - the overall approach for each strategic priority,
  - the planned activities,
  - the success measures, and
  - the milestone schedule for each strategic priority.
- Staff receive input and feedback on the implementation of the strategic priorities.

# Workshop Agenda

1. Support regulation of emerging areas of engineering practice
2. Reinforce trust and the value of licensure  
*break ~20 minutes*
3. Accelerate 30 by 30
4. Strengthen collaboration and harmonization  
*break ~20 minutes*
5. Investigate and validate the purpose and scope of accreditation

# How did we get here?

- Multi-year, collaborative and consultative process with the Board, regulators, CEAB, CEQB, Engineering Deans Canada



# Checkpoint

Are you clear about the development of the strategic plan?

Any questions about today's workshop?

# Support regulation of emerging areas

# Background

- Regulators are challenged to identify and keep pace with technological changes, and effectively regulate in emerging areas
- Individual engineers may not recognize their responsibilities in either the short or long term
- Engineers Canada is not a regulator but supports regulators in this work
- By including a strategic priority on emerging areas of engineering practice, Engineers Canada is highlighting the importance of regulation in this area for public protection and for the sustainability of engineering regulation



# What do we want to achieve?

- Regulators receive information about emerging areas of engineering practice
  - Foresight reports listing potential emerging areas
  - Explanations and examples of practice in emerging areas
  - Considerations for regulation of emerging areas
  - Short- and long-term impacts of practice in emerging areas
  - Support for engineers working in these fields
- The federal government is aware of the role of regulators and engineers in these areas

# Scope and activities

- Identify emerging areas of practice for potential investigation
- Research specific areas, with subject matter experts
- Provide reports to regulators with case studies
- Advocate to the federal government
- Develop guidance for individual engineers, if requested by regulators

# What is our plan

## Regulatory research

- Identify potential emerging areas through contracted, third-party foresight reports and foresight workshop
- Research specific areas as selected by regulators
- Create guidelines for individual engineers if requested by regulators

# What is our plan

## Federal government advocacy

- Engage with parliamentarians and senior federal officials on matters relating to emerging areas of engineering practice
- Create national position statements on emerging areas of engineering practice
- If applicable, provide input to the federal government on initiatives relating to emerging areas of engineering practice

# Who are the participants

- Engineers Canada staff
- Public Affairs Advisory Committee
- Consultants and subject matter experts – both paid and volunteer
- Advisory committees of regulator staff

# Risks and critical success factors

- Engineers Canada is not a regulator
- Only individual regulators can take action to regulate emerging areas of engineering practice
- Participation and follow-up of regulators to identify areas for study and serve as advisory committees

## SP 1.3 Support regulation of emerging areas

What we will do

Technological advances move much faster than legislative change and engineers who work in emerging areas of practice may not fully understand or consider the long-term professional and ethical impacts and obligations. We will provide information to regulators on the long-term impacts of engineering practice in emerging areas and a framework for the evaluation of professional and ethical obligations. This will enable regulators to educate license holders in these emerging areas of practice and regulate more effectively

**Activities**

**2022**

**2023**

**2024**

Identify and investigate new and overlapping areas of engineering practice that will have a long-term impact on the public

Continue to work with the federal government to promote the role of engineers in emerging areas

	2022				2023				2024			
Identify and investigate new and overlapping areas of engineering practice that will have a long-term impact on the public												
Continue to work with the federal government to promote the role of engineers in emerging areas												

# Outcomes and success

**What does success look like?**

- A. Regulators receive information that helps them adapt their admission, enforcement, and practice-related processes and uphold the framework for ethical practice.
- B. The federal government is made aware of the importance of the work of engineers in emerging areas.

**How will we measure success in 2024?**

- A1. Regulatory research papers on emerging areas of engineering practice are published and distributed to regulators.
- A2. Regulators report reading the reports, considering them in their decision making, or that they helped them fulfill their mandate.
- A3. Perceived value of research papers by the regulators.
- B1. One new national position statement relating to emerging discipline is developed as appropriate.
- B2. Number of engagements (written consultations and in-person meetings) with parliamentarians or senior federal officials, on matters relating to emerging areas of engineering practice.



# Group Discussion

15 minutes

Are there additional considerations that we should factor into our planning and execution of this strategic priority?

# Reinforce trust and the value of licensure

# Background

- In 2016, Engineers Canada conducted public perception research that revealed the public has moderate familiarity with engineers.
- During the foresight workshop in February 2019, advancing the public image of engineering and the value of licensure was raised as an important objective.
- There is very little data about the demographics and perceptions of engineers, engineering students, engineering graduates, or EITs.
- Consistent messaging on the value of licensure would help align regulators and contribute to positive messaging to engineering graduates, EITs, and students.

# What do we want to achieve?

- Increase the perception of engineers as trustworthy and reinforce the recognition of engineering as a licensed profession.
- Increase recognition by engineering graduates and EITs of the value in licensure.
- Provide unified messaging tools to regulators to ensure a consistent message on the value of licensure.
- Enable greater coordination between regulators when they are promoting the value of licensure.
- Strengthen the trust of regulators in Engineers Canada by working collaboratively in the development and execution of these campaigns.

# Scope and activities

## **Multi-year national marketing campaign, delivered in partnership with regulators**

- Preparing and executing a comprehensive strategic marketing campaign based on co-developed objectives and delivered strategically to a tightly-defined target audience.

## **Value of licensure messaging tools**

- Development of a common messaging framework for communicating the value of licensure
- Development of a self-assessment checklist for regulators and Engineers Canada to assist in ensuring message alignment

## **Outreach programming in support of engineering graduates and EITs**

- Discovery and gap analysis to understand current experience of engineering graduates and EITs across the country
- Development and execution of programming to fill gaps and supplement what is already delivered by regulators

## **Foundational research**

- Secondary and primary audience research in order to establish baselines for perception change, to better understand the perceived value of licensure, and to learn more about experiences on the licensure pathway.

# What is our plan

## 2021

- Recruit advisory group
- Develop advisory group terms of reference
- Begin process for selecting research and marketing partners
- Prepare for kick-off meeting in January 2022

# What is our plan

## 2022

- **Marketing campaign**
  - Define and approve campaign objectives
  - Select marketing partner agency
  - Develop marketing strategy and begin production of campaign assets
- **Value of licensure messaging**
  - Develop messaging framework
- **Engineering graduate and EIT outreach programming**
  - Conduct discovery and gap analysis
- **Foundational research**
  - Conduct primary and secondary audience research

# What is our plan

## 2023

- **Marketing campaign**
  - Complete production
  - Field 2023 marketing campaign and monitor performance
  - Update creative and marketing plan for 2024 campaign
- **Value of licensure messaging**
  - Monitor use of messaging framework
  - Develop self-assessment tool
- **Engineering graduate and EIT outreach programming**
  - Develop engineering graduate and EIT outreach programming
  - Launch engineering graduate and EIT outreach programming
- **Foundational research**
  - No activities



# What is our plan

## 2024

- **Marketing campaign**
  - Field 2024 marketing campaign and monitor performance
  - Complete post-campaign evaluation
- **Value of licensure messaging**
  - Monitor use of messaging framework and self-assessment tool
  - Revisit and revise messaging framework and self-assessment tool as desired
- **Engineering graduate and EIT outreach programming**
  - Continue engineering graduate and EIT outreach programming
  - Conduct an evaluation of the programming performance and determine next steps, if any.
- **Foundational research**
  - Conduct post-project audience research in support of overall project evaluation

# Who are the participants

- Core project delivery team
  - The project will be delivered by Engineers Canada staff in Communications and Outreach with support of regulatory affairs subject matter experts
- Core advisory group
  - A core advisory group of Engineers Canada and regulator staff to review and contribute to project deliverables
    - › Participation may be shared among subject matter experts in communications, outreach, licensure, or member services.
- Marketing partner agency
  - An external marketing agency to lead work in strategy development, creative, production, and placement
- Research partner
  - Audience research may be conducted by a separate firm or a sub-contractor of the marketing partner agency

# Risks and critical success factors

- Consensus on marketing objectives and audience with an appropriate expectation of what can be achieved within the budget and the timeline.
- Empower advisory group members to make decisions and provide input on behalf of the participating regulators
- Regulators support appropriate engagement with engineers in their jurisdiction on research
- Even if regulators don't participate in the all aspects of the project, recognize that Engineers Canada can campaign in a province/territory without stepping on regulator toes.
- COVID-19 pandemic no longer limiting video production activities (including travel and studio access)

## SP 2.2: Reinforce trust and the value of licensure

What we will do

We will bridge this gap by creating and promoting a consistent, national message that will showcase the diversity of the profession, the breadth of engineering in both traditional and new disciplines, and the value of engineering licensure to the public, engineering graduates, EITs, and employers.

### Activities

2022

2023

2024

Marketing campaign

Value of licensure messaging

Engineering grad and EIT outreach programming

Foundational research

	2022				2023				2024			
Marketing campaign												
Value of licensure messaging												
Engineering grad and EIT outreach programming												
Foundational research												

# Outcomes and success

**What does success look like?**

A. Targeted public audiences perceive engineers as trustworthy and recognize engineering as a licensed profession

**How will we measure success in 2024?**

A1. Pre- and post-campaign audience perception research

A2. Number of impressions and actions

A3. Value of earned media\*

A4. Number and sentiment\* of online interactions

\*Definitions:

- Earned media – news coverage in media
- Earned media value – the estimated value of news coverage
- Sentiment analysis – an analysis of the tone of comments

# Outcomes and success

**What does success look like?**

B. Engineering graduates and EITs recognize value in licensure

**How will we measure success in 2024?**

B1. Pre- and post-campaign perception research targeting engineering graduates and EITs

B2. Number of impressions and actions

B3. Number and sentiment of online interactions

# Outcomes and success

**What does success look like?**

C. Regulators have a valuable national messaging framework and marketing support tools

**How will we measure success in 2024?**

C1. Number of regulators engaged in the development of the framework and tools and the nature of their involvement

C2. Identification by regulators of where and how the messaging and support tools will be used and follow up to confirm use

C3. Ongoing feedback received on the project

# Break-out Discussion

20 minutes

What key opportunities should we leverage in this project?

Are there any other considerations that we should factor into our planning and execution of this strategic priority?



# Report back

30 minutes

Please share your feedback or questions with the group

# Accelerate 30 by 30

# Background

- Risk that 30 by 30 target will not be achieved
- Need to sustain momentum and continue supporting collaboration amongst regulators and other stakeholders, while not duplicating efforts
- Little data, aside from data on gender (M/F), on feeder groups, including the internationally trained pathway, and barriers to licensure
- GBA+ report on licensure assistance and employer awareness programs completed, best practices and recommendations to be addressed
- 30 by 30 aspirational scorecard 1:1 meetings, CEO and 30 by 30 Champion feedback being compiled
- EDI training Task Force, advice on creation of EDI foundational training to be used by regulators

# What do we want to achieve?

- To support progress towards 30 by 30:
  - Facilitate collaboration between regulators, and between regulators and engineering stakeholders
  - Provide national and regional metrics
- To develop Engineers Canada's capacity to address the underlying issues holding back the progress of 30 by 30 including:
  - Develop a national strategy for:
    - › Research
    - › Engaging employers, in order to address culture change in the workplace

# Scope and activities

- National research strategy
- Facilitate collaboration and information exchange for regulators
- 30 by 30 annual national conference
- Reporting on national and regional metrics
- Engaging employers
- National resources

# What is our plan

## 2022

- Facilitate collaboration and information exchange for regulators
- 30 by 30 annual national conference
- Reporting on national and regional metrics
- Engaging employers
  - Develop employer strategy
  - 30 by 30 employer working group
- National resources
  - Hire consultant to update Managing Transitions in collaboration with APEGA
  - Support distribution and promotion of EDI foundational training

# What is our plan

## 2023

- Facilitate collaboration and information exchange for regulators
- 30 by 30 annual national conference
- National research strategy
  - Hire consultant and conduct consultation on national research strategy (e.g., diversity data, qualitative research on experiences of women; other professions)
- Reporting on national and regional metrics
- Engaging employers
  - Consultant to develop employer resources based on employer strategy developed in 2022
  - 30 by 30 employer working group

# What is our plan

## 2024

- 30 by 30 annual national conference
- Facilitate collaboration and information exchange for regulators
- National research strategy
  - Implement recommendations on national research strategy (e.g., diversity demographic data collection, qualitative research)
- Reporting on national and regional metrics
- Engaging employers
  - Engage employers on use of EDI resources
  - 30 by 30 employer working group
  - Recognize employer best practices and Champions



# Who are the participants

- Engineers Canada staff
- 30 by 30 Champions
- Regulator staff and CEOs
- Consultants and subject matter experts – both paid and volunteer
- Employers

# Risks and critical success factors

- Participation of regulators CEOs and 30 by 30 Champions
- Employer engagement
  - Regulatory limitations
- Lack of control regarding the recruitment or retention of K-12 female students taking science and math in school
- Lack of control on how HEIs recruit or retain students, and limited influence in how HEIs promote licensure
- Lack of control on how employers recruit and retain females and promote licensure to them
- The Board has identified this strategic priority as key to mitigating the risk that we might not reach 30 by 30
  - Risk equals likelihood times impact
  - Engineers Canada has more levers that can change the impact than levers that could change the likelihood
    - › Current likelihood is 4 (i.e., more likely to occur than not)
    - › Current impact is 3 (the Board would like to reduce the impact to 2 by the end of the Strategic Plan in 2024)

## SP 2.1 Accelerate 30 by 30

What we will do

To support progress towards 30 by 30 and to develop Engineers Canada's capacity to address the underlying issues holding back the progress of 30 by 30.

### Activities

2022

2023

2024

National research strategy

Facilitate collaboration and information exchange for regulators

30 by 30 annual national conference

Reporting on national and regional metrics

Engaging employers

National resources

# Outcomes and success

<b>What does success look like?</b>	A. Regulators have information and support that enables them to increase inclusion and the number of engineering graduates who proceed through the licensure process
<b>How will we measure success in 2024?</b>	A1. Completion and use of a national research strategy on diversity data demographics and qualitative research on equity, diversity and inclusion A2. The number of regulators contributing to the development and implementation of the strategy; regulators involved in development only; regulators not engaged A3. Publication of research reports on Engineers Canada website A4. Number of partners engaged in the development of the research report(s) (i.e., development and participation; participation only; not engaged) A5. Facilitation of collaboration and information exchange for regulators (e.g., continued coordination of 30 by 30 working group, communications that address regulator needs) A6. The number of regulators participating in 30 by 30 working groups 3-4 meetings; participation 1-2 meetings; not engaged

# Outcomes and success

**What does success look like?**

B. Representation of women is increasing within every step of the pipeline: students at higher education institutions (HEIs), graduates, engineers-in-training (EITs), newly licensed engineers, and engineers

**How will we measure success in 2024?**

- B1. Reporting on national and regional metrics:
  - Provide tools for regulator tracking and reporting on metrics related to 30 by 30
- B2. Annual publication of National Membership Report
- B3. Annual collection of regulator scorecard metrics
- B4. Annual scorecard summary presented to Board and CEOs Group
- B5. The number of regulators involved in the development and use of targets; development only; not engaged

# Outcomes and success

**What does success look like?**

C. Employers have information that enables them to make their workplaces more equitable, diverse and inclusive

**How will we measure success in 2024?**

- C1. Completing addressing the recommendations in the GBA+ report\* regarding engaging employers
- C2. Creating a national strategy to engage employers with buy-in from the regulators and building on the existing 30 by 30 network of Champions
- C3. The number of employers contributing to the development of a national 30 by 30 employer strategy (e.g., number of employers actively engaged - 2-3 meetings per year; moderately engaged- in one meeting per year)
- C4. Recognizing employer excellence in 30 by 30

\*Definition:

- GBA+ - analytical process created by Status of Women Canada; used across the country by the federal government and also well known across most sectors; considers multiple and diverse intersecting identity factors that impact how different people understand and experience initiatives

# Outcomes and success

**What does success look like?**

D. Lessons learned from the 30 by 30 work inform initiatives in support of increasing representation of under-represented groups including but not restricted to Indigenous, racialized and LGBTQ2+ persons

**How will we measure success in 2024?**

D1. Execution of annual 30 by 30 conference from 2022 to 2024 engaging regulators, HEIs and employers on culture change in the engineering profession at a high profile, widely accessible national event, featuring best practices, key research, and actionable tools

D2. The number of regulators contributing to conference development and participation; participation only; not engaged

D3. The number of employers contributing and participating in the conference; participating only

D4. Completion of national resources that respond to recommendations and best practices outlined in previous research. For example, a resource that can be used by regulators to improve their licensure assistance and employer awareness programs based on the 2021 GBA+ report on national LAP and EAPs

D5. The number of regulators participating and promoting the resources; promotion only; not engaged

# Break-out Discussion

20 minutes

Success depends on the successful involvement of regulators. What should we consider for optimum regulator participation in:

- National research strategy
- Facilitating collaboration and information exchange for regulators
- 30 by 30 annual national conference
- Reporting on national and regional metrics
- Engaging employers
- National resources



# Report back

30 minutes

Please share your feedback or questions with the group

# Strengthen collaboration and harmonization

# Background

- Collaboration and harmonization are key activities that bring benefit to all regulators
- There is a lack of clear direction and criteria for harmonization from the regulators
- Engineers Canada must work with regulators to define our mandate for regulatory harmonization
- We must understand what works and what doesn't

# What do we want to achieve?

- Engineers Canada has a clear mandate and key focus areas for regulatory harmonization
  - the extent of harmonization that is desired,
  - the areas of regulation that can be harmonized,
  - the role of Engineers Canada in harmonization efforts,
  - the specific areas for regulatory harmonization
- Regulators benefit from collaboration and resource sharing, supporting improved practices

# Scope and activities

- Establish Board task force
- Create map of legislative authorities
- List barriers and factors that lead to successful harmonization
- Position paper on regulatory harmonization and consultation
- Development and signature of Statement of Collaboration
- Designation of one area for regulatory harmonization

# What is our plan

## 2022

- Create map of legislative authorities (consultant)
- Define barriers and success factors with officials groups (staff)
- Develop position paper on regulatory harmonization (task force)
- **Board approval of position paper**

# What is our plan

## 2023

- Consult with decision-makers on position paper (directors)
- National consultation on position paper (all)
- Development of statement of collaboration (task force)

# What is our plan

## 2024

- Board approval of Statement of collaboration
- Regulators' signature of Statement of collaboration
- CEOs' selection of one area for regulatory harmonization



# Who are the participants

- Engineers Canada staff
- Engineers Canada Board
- Task force of directors to act as a steering committee
- Regulator staff and CEOs
- Regulator decision-makers (council or staff, as defined by the regulator)
- Consultants: legal researcher/analyst and project manager/consultation designer

# Risks and critical success factors

- Participation of all regulators from all areas;
  - Officials groups
  - Decision-makers / councils
  - CEOs
- Ability to achieve consensus and regulators' willingness to compromise
- Commitment of all directors to consult their decision-makers/councils

## SP 1.2 Strengthen collaboration and harmonization

What we will do

Fostering collaboration and consistency of requirements, practices, and processes across jurisdictions is at the heart of our mandate. We will work with regulators to understand barriers and success factors leading to harmonization and facilitate the adoption of a national agreement that will establish the principles and areas where pan-Canadian harmonization will be sought

### Activities

2022

2023

2024

Collaborate with regulator staff to identify barriers and opportunities

Develop a national statement of collaboration with all jurisdictions

Identify specific areas of harmonization for collaboration

Collaborate with regulator staff to identify barriers and opportunities	■ ■ ■									
Develop a national statement of collaboration with all jurisdictions	■ ■ ■ ■			■ ■ ■ ■ ■ ■ ■ ■				■ ■ ■		
Identify specific areas of harmonization for collaboration								■ ■ ■		

# Outcomes and success

**What does success look like?**

- A. Engineers Canada has a clear mandate and key focus areas for regulatory harmonization
- B. Regulators benefit from collaboration and resource sharing, supporting improved practices

**How will we measure success in 2024?**

- A1. Consultation reports that document all regulators perspectives
- A2. Production of a national statement of collaboration signed by regulators
- A3. The regulator CEOs defining one or more areas for future harmonization
- B1. The number of regulators contributing to the development of programs, products, services, information or processes.
- B2. The number of regulators using programs, products, services, information or processes that are nationally promoted.

# Group Discussion

15 minutes

1. Do we have the right activities to address the strategic priority on strengthening collaboration and harmonization?
2. What information will you need to consult with decision makers on the National Statement of Collaboration?
3. Are there any considerations that we should factor into our planning and execution of this strategic priority?

# Investigate and validate the purpose and scope of accreditation

# Background

- Lack of a national definition of the academic requirement for licensure undermines defensibility of accreditation and assessment of non-CEAB applicants
- Current purpose of accreditation does not go beyond minimum academic knowledge and does not support all criteria
- Current contact-based measurement of the minimum path is not aligned with educational delivery methods

# What do we want to achieve?

- All perspectives documented, shared and understood
- Academic requirement of licensure is defined
- Purpose of accreditation is confirmed
- Chart a path for change or accept that our current system is the best possible compromise



# Scope and activities

1. Benchmark the Canadian engineering accreditation system.
2. Understand the current state and future possibilities of engineering education.
3. Investigate the academic requirement for licensure.
4. Examine the purpose of accreditation in the current regulatory context.
5. Set a path forward for the impacted systems (accreditation, CEQB syllabi, regulators' licensure processes, foreign credential recognition, etc.).

Through:

- Consultations with regulators, Engineers Deans Canada (EDC), the Higher Education Institutions (HEIs), CEAB and CEQB
- Focus groups and surveys of engineers and engineering employers

# What is our plan

## 2021

- Establish steering committee and Regulator advisory group
- Establish benchmarking and education task forces
- Engage consultants
  - Complex change project leader
  - Researcher
- Onboard all participants

# What is our plan

## 2022

- Complete and distribute the benchmarking and education reports
- Establish and onboard the Academic Requirement and Purpose task forces
- Engage consultant with expertise in high-stakes assessments

# What is our plan

## 2022-2023

- Investigate the academic requirement for licensure
  - Confirm goals with Regulator advisory group
  - Define requirements and constraints
  - Workshop with Regulators and subject matter experts to define knowledge required for safe, independent practice of engineering
  - Develop draft academic requirement
  - Confirm academic requirement with pan-Canadian survey
  - Refine and finalize the academic requirement for licensure

# What is our plan

## 2022-2023

- Confirm the Purpose of Accreditation
  - Consult with Regulators and HEIs on the purpose
  - Develop a general direction for the renewed purpose
  - Consult on the general direction
  - Finalize the proposed Purpose of Accreditation

# What is our plan

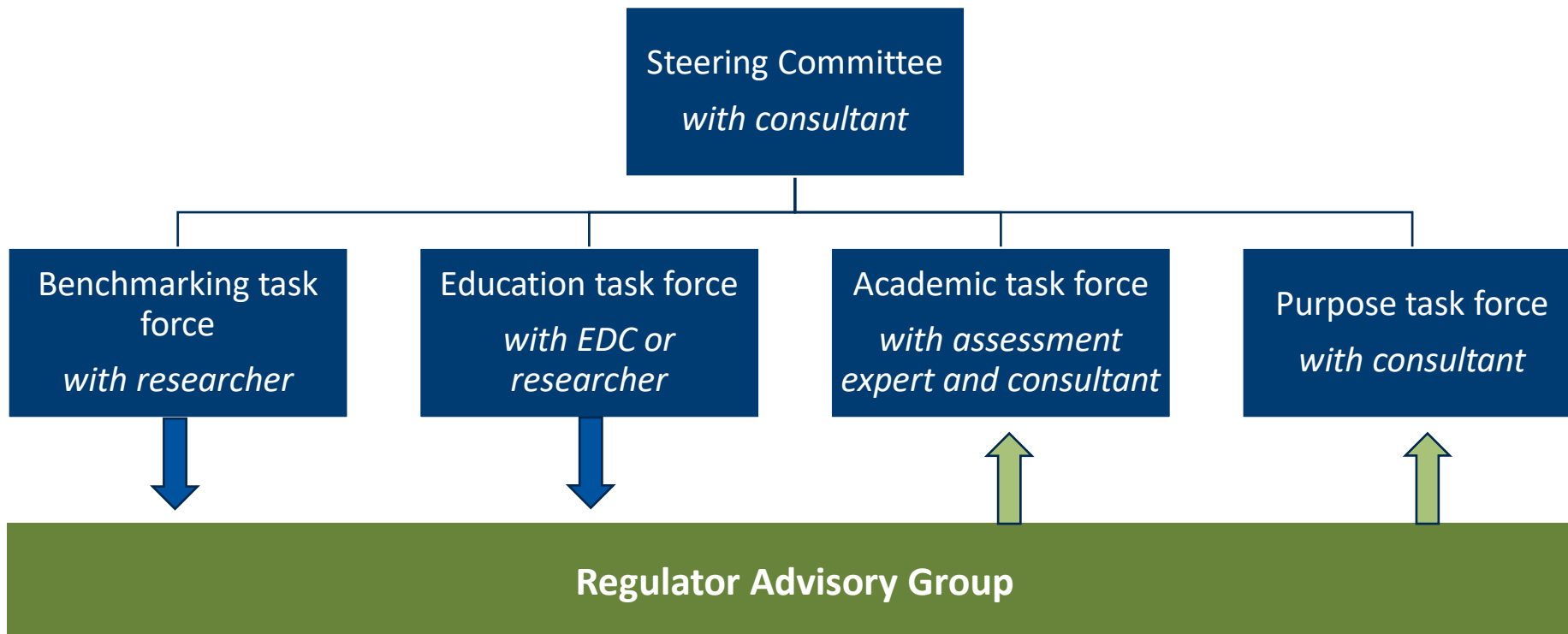
## 2024

- Create the path-forward document
  - Analyze all reports and consultation documents
  - Develop a general direction for the path forward
  - Consult in a national workshop in May 2024
  - Finalize the path forward document
  - Include direction to CEAB, CEQB, regulators and Engineers Canada on how to close the gaps and implements systems aligned with the Purpose and Academic Requirement for Licensure

# Who are the participants

- Steering committee
- Regulator advisory group
- Staff
- Task forces
  - Benchmarking
  - Education
  - Academic Requirement
  - Purpose
- Consultants
  - Complex change (project lead)
  - Researcher
  - High-stakes assessments expert

# Who are the participants?





# Risks and critical success factors

- Resources: time, staff, expert consultants, and money
- Regulator participation: available, informed, engaging all stakeholders, seeking consensus and setting direction
- HEI and EDC participation: available, informed, honest, engaging all stakeholders, seeking consensus
- Volunteer participation: expertise, history, openness to change
- Steering committee: diversity and ability to collaborate
- Change leadership and communication strategies

# SP 1.1 Investigate and validate the purpose and scope of accreditation

What we will do

We will conduct a fundamental review of the accreditation process, investigate the best practices in engineering education, and work with regulators and stakeholders to understand if there is a desire to adopt a new, national academic requirement for licensure as well as an updated purpose of accreditation. If there is, we will reconsider the accreditation system.

Activities	2021			2022			2023				2024			
Benchmark accreditation														
Report on state of engineering education														
Investigate academic requirement for licensure														
Examine the purpose of accreditation														
Set a path forward														

## Outcomes and success

**What does success look like?**

- A. All stakeholders have visibility of the modes of accreditation in use nationally and internationally
- B. All stakeholders have visibility of the current and future realities of engineering education

**How will we measure success in 2024?**

- A1. Publication of the accreditation system benchmarking report
- B1. Publication of the engineering education report

# Outcomes and success

**What does success look like?**

C. Regulators have an academic requirement for licensure, applicable to all

**How will we measure success in 2024?**

- C1. The Engineers Canada Board passes a motion affirming the academic requirement for licensure.
- C2. Regulators receive the academic requirement for licensure and all CEOs commit to sharing and implementing it with all necessary groups.
- C3. CEAB receives the academic requirement for licensure and commits to incorporating it in their documents.
- C4. CEQB receives the academic requirement for licensure and commits to incorporating it in their documents.
- C5. HEIs receive the academic requirement for licensure.

# Outcomes and success

**What does success look like?**

D. All stakeholders understand the purpose of accreditation

**How will we measure success in 2024?**

D1. The Engineers Canada Board passes a motion affirming the purpose of accreditation.

D2. Regulators receive the affirmed purpose of accreditation and all CEOs commit to sharing it with all necessary groups.

D3. CEAB publishes the affirmed purpose of accreditation.

D4. CEQB members receive the affirmed purpose of accreditation.

D5. HEIs receive the affirmed purpose of accreditation.

D6. Students, through the CFES, receive the affirmed purpose of accreditation.

## Outcomes and success

**What does success look like?**

E. Engineers Canada, including the CEAB and CEQB, have direction to implement systems aligned with the purpose and the academic requirement for licensure

**How will we measure success in 2024?**

E1. Path-forward report is published and distributed to regulators, CEAB, CEQB, Engineers Canada CEO, EDC, and CFES.

# Break-out Discussion

20 minutes

Do we have the right activities to address the strategic priority on investigating and validating the purpose and scope of accreditation?

Are there any considerations that we should factor into our planning and execution of this strategic priority?

# Report back

30 minutes

Please share your feedback or questions with the group



# Wrap Up

Questions or follow-up?

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# Back up slides



# Strategic Reporting

# Strategic reporting format

- The current strategic performance reports have been criticized as being both too long, and providing inadequate information
- A new strategic reporting format has been reviewed and commended by the Governance Committee

# Strategic reporting changes

- Move away from subjectivity association with probability of achieving the outcomes
- Enhance reporting on achievement of objectives by establishing success measures
- Add schedule and budget to the reporting
- Separate quarterly reporting and annual reporting

# Strategic reporting - format

- Four main elements to the proposed strategic reporting:
  - Header
  - Scoring
  - Quarterly reporting
  - Annual reporting

# Strategic reporting - schedule

- To simplify reporting, it is recommended that from Q1 2022 we:
  - **Report quarterly** on progress of activities
  - **Report annually** on overall progress, successes, spending against budget, and any necessary adjustments
  - **Report on the success measures** at the conclusion of the strategic plan, in a final evaluation

# Header

<i>Title</i>			
What we will do	<i>Content from the strategic plan</i>		
Activities	2022	2023	2024
<i>From the strategic plan</i>			
<i>From the strategic plan</i>			
<i>From the strategic plan</i>			
<b>Outcomes and Success</b>			
What does success look like?	<i>Content from the strategic plan</i>		
How will we measure success in 2024?			




**NEW SCHEDULE**

**NEW SUCCESS MEASURES**



# Strategic reporting - scoring



- Applies to the overall strategic priority (objectives + outcomes)
- Reported quarterly to the Board

	Status
<b>Overall activities on track to be completed by 2024 (&gt;80% of activities are on track)</b>	
<b>Activities experiencing some delays, no foreseen impact on completing the strategic priority by 2024</b>	
<b>Activities experiencing delays which could impact the ability to complete the strategic priority by 2024</b>	

# Quarterly report will include:

- The header for the strategic priority
- Brief progress update by activity
- Score of the overall strategic priority

## SP1. Validate the purpose and scope of accreditation – Q2 2022

	Q1	Q2	Q3	Q4	Impact on completion of strategic priority by 2024
<b>Status</b>					
<b>Benchmark the accreditation system</b>	RFP was released	Expert was hired			On track to complete this activity in 2022
<b>Understand engineering education current and future</b>	Met with EDC to scope project	Reviewed draft report			On track to complete this activity in 2022
<b>Develop academic requirement for licensure</b>	Hired contractor. Developed employers' survey.	Exploratory discussion with NAOG and CEOG			Lack of consensus may impact completion of the strategic priority by 2024
<b>Validate the purpose of accreditation</b>	N/A	N/A			N/A
<b>Propose path forward</b>	N/A	N/A			N/A

# Annual report will include:

- A summary of the progress of activities
- Financial information regarding progress against the annual budget for the overall strategic priority
- Evidence of progress towards the established outcomes (referencing the agreed-to success measures)

<b>2022 Annual Report</b>	
<b>Evidence of achieved activities</b>	<ul style="list-style-type: none"> <li>Completed the benchmark report and education report</li> <li>Held meetings with NAOG, CEO Group and HEIs to consult and inform them of results</li> <li>The addition of an additional consultation step will carry forward the final approval of the report to 2023</li> <li>A working group was struck to analyze results and provide recommendation which will be send for consultation</li> </ul>
<b>Annual budget vs actual spending</b>	<ul style="list-style-type: none"> <li>Annual budget was \$500k. Actual spend was \$450K due to consultation activities not completed. Funds will be carried forward to complete the activity next year</li> </ul>
<b>Evidence of progress towards success in 2024</b>	<ul style="list-style-type: none"> <li>An important core mass of regulators and HEIs expressed interest in joining the working group. Discussion with officials, CEOs and deans highlight that there is an appetite to modify accreditation to adapt to a new licensure context</li> </ul>
<b>2023 Annual Report</b>	
<b>Evidence of achieved activities</b>	<ul style="list-style-type: none"> <li>The working group has proposed an academic requirement for licensure, and it is under consultation. Initial feedback is very mixed. This activity may extend beyond the current strategic plan</li> </ul>
<b>Annual budget vs actual spending</b>	<ul style="list-style-type: none"> <li>Annual budget was \$500k. Actual spend was \$100K due to the fact that face-to-face consultations were not possible. No foreseen impact on 2024 budget.</li> </ul>
<b>Evidence of progress towards success in 2024</b>	<ul style="list-style-type: none"> <li>There is still no consensus on the specific academic requirement, as regulators examine their processes. This might result in a need to extend this priority to the next strategic plan.</li> </ul>