

# 2024 June Board Strategic Workshop

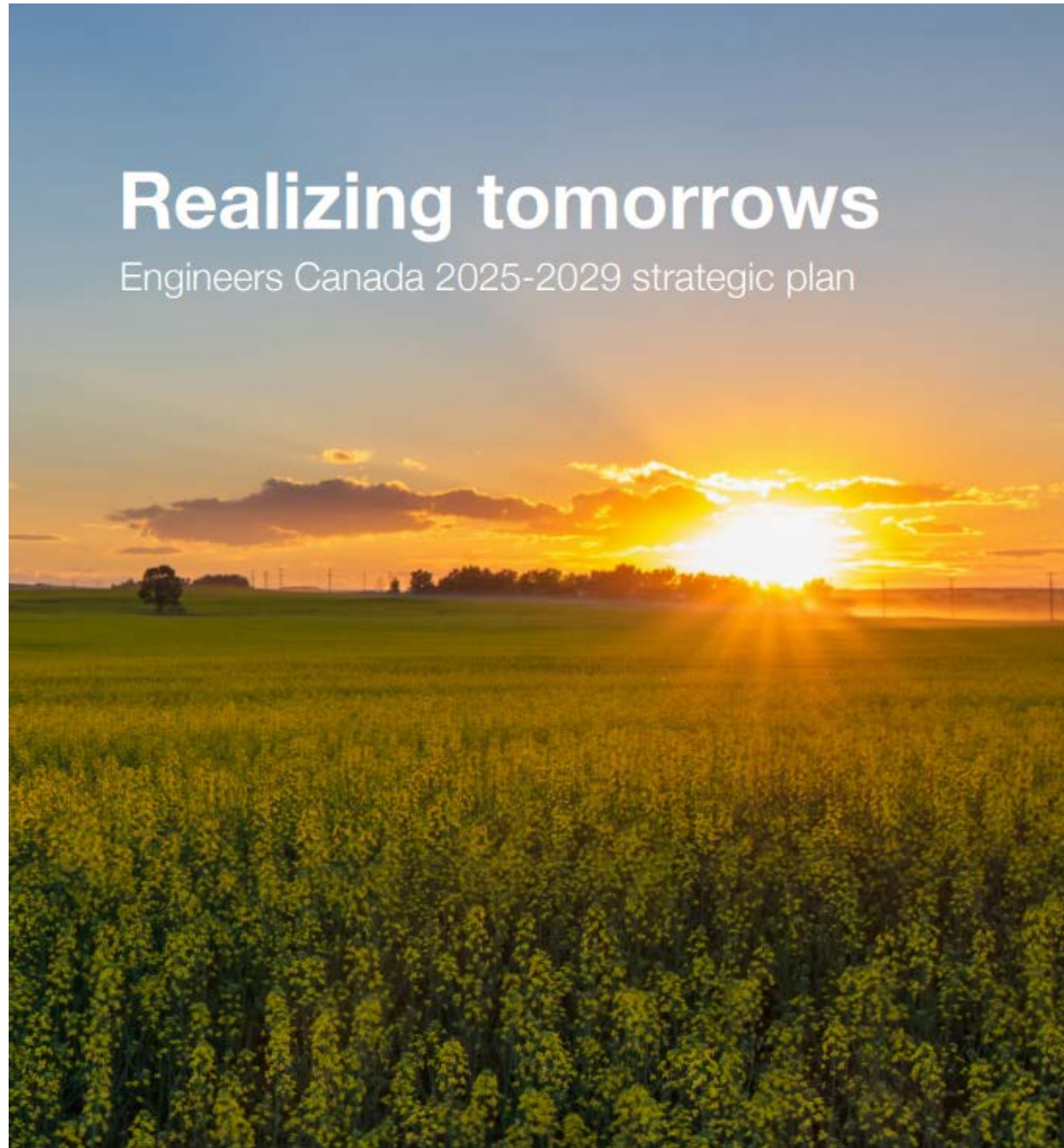
Gerard McDonald

Chief Executive Officer

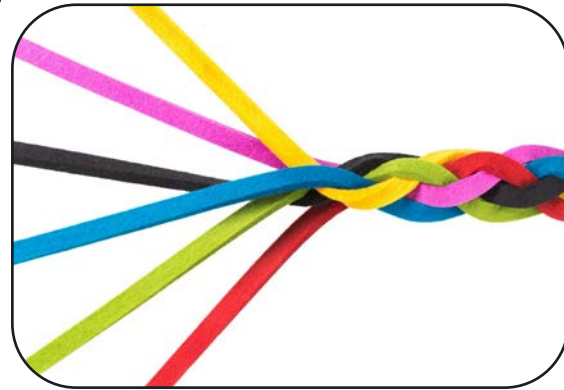


# Realizing tomorrows

Engineers Canada 2025-2029 strategic plan



# Realizing...



**a stronger  
federation**



**accreditation  
and academic  
assessments**



**our role in  
sustainability**



**an inclusive  
profession**



**a fuller  
awareness of  
engineers**



**Realizing a stronger federation**

# Realizing a stronger federation

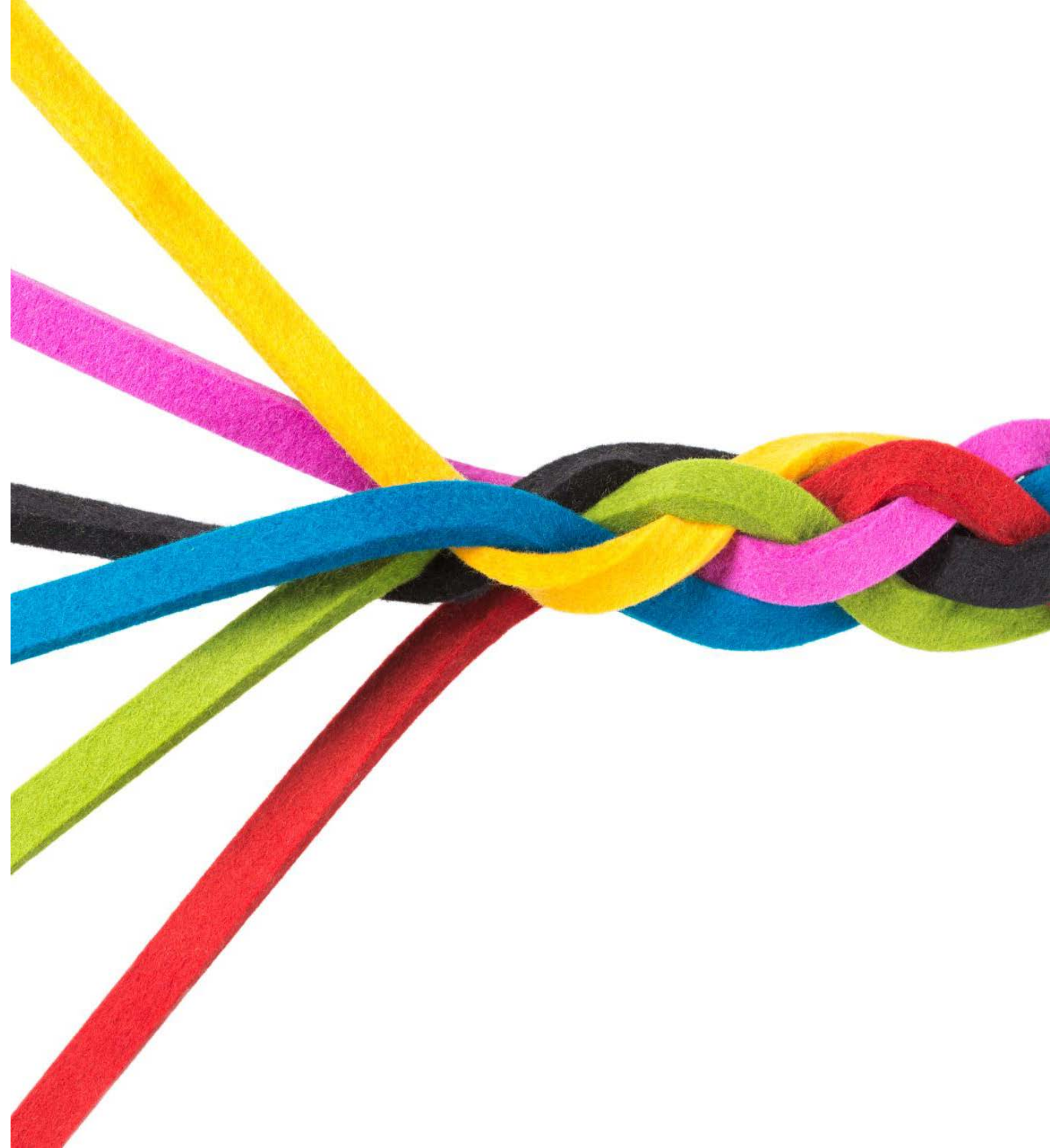
**Outcome:** Engineers Canada has a clear and agreed upon decision-making and funding process

## Governance review

- Board composition and reporting relationships
- Competency-Based Board?
- Voting procedures at Board and Meeting of Members
- Long term funding
- **Outcome:**
- Engineers Canada has efficient and trustworthy governance processes

## Operationalize collaboration and harmonization

- Develop systems to identify, select and implement harmonization efforts
- Execute harmonization projects selected by regulators
- **Outcomes:**
- Engineering regulators benefit from collaboration and harmonization
- Engineering regulation is consistent, efficient and effective across Canada



## Realizing a stronger federation

Pillar	Major milestone	Year	How will we know we hit the mark
Governance review	Establish Governance Review Task Force	2025	Task Force is created by the Board
	Hire an expert	2025	Consultant is engaged to lead the governance review
	Interview Regulators to identify issues, benchmark against other governance systems, and present options to Board	2025	Regulators' positions are known and shared in consultation report Consultant proposes updates to the governance system
	Present proposed options for change to the governance system to Regulators for validation	2025	Regulators' positions are known and shared in consultation report
	Submit governance proposal and implementation plan to Regulators for consultation and subsequent approval	2026	Regulators approve changes to the governance system
	Implement and monitor revised governance system	2026 +	No further changes to the governance system are proposed by Members for duration of Strategic Plan
Long-term funding	Renew long-term funding agreement	2026 +	Regulators renew long-term funding agreement

## Realizing a stronger federation

Pillar	Major milestone	Year	How will we know we hit the mark
Operationalize collaboration and harmonization	Implement a predictable and transparent process to select future areas of regulatory collaboration	2025	Supported by Engineers Canada, Regulators collaboratively tackle various regulatory areas/issues for duration of Strategic Plan
	Evaluate success of the five-year National Statement of Collaboration	2028	Lessons have been learned and activities over five years have resulted in successes (and failures) that can be used to evolve the statement
		2029	Regulators agree to renew an evolved Statement



# **Realizing accreditation and academic assessments**



# 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 requirements 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 requirements for the academic assessment of non-CEAB applicants for licensure



## Realizing accreditation and academic assessments

Pillar	Major milestone	Year	How will we know we hit the mark
Accreditation	Action short-term recommendations from Path Forward Report	2025	Appropriate project governance is established  Interest holders are actively participating in project activities
	Action medium-term recommendations from Path Forward Report	2026 - 2027	Board approves changes
	Action long-term recommendations from Path Forward Report	2027 - 2029	Board approves changes
	Ongoing monitoring of impact of changes on accreditation system	2025-2029 +	Data (i.e. Accountability in Accreditation reports) will be used to inform decision-making and change management efforts will be monitored and reported on

# Realizing accreditation and academic assessments

Pillar	Major milestone	Year	How will we know we hit the mark
National Academic Requirement for Licensure	Co-design competencies and indicators for a subset of the Full Spectrum Competency Profile (FSCP) – i.e. pilot or prototype, including <ul style="list-style-type: none"> <li>• Some under the National Academic Requirement for Licensure (NARL)</li> <li>• Codesign will include interest-holders - regulators, Higher Education Institutions (HEIs), students, industry</li> </ul>	2025	Appropriate project governance is established  Interest holders are actively participating in project activities  Competencies and indicators move from design phase to validation phase
	Validate competency and indicator development process <ul style="list-style-type: none"> <li>• Repeatable</li> <li>• Valid and defensible</li> <li>• Applicable to all pathways to licensure (i.e. CEAB and non-CEAB applicants)</li> </ul>	2025 - 2026	Interest holders are actively participating in project activities  Process is validated and commitment to move to next phase confirmed
	Build-out the rest of Full Spectrum Competency Profile (FSCP) and National Academic Requirement for Licensure (NARL)	2026 +	Interest holders are actively participating in project activities  The Board approves the Full Spectrum Competency Profile (FSCP) and National Academic Requirement for Licensure (NARL) for full implementation with support from interest holders
	Transition other Engineers Canada services and programs where needed	2029 +	A plan is approved and implemented as applicable

## Realizing accreditation and academic assessments

Pillar	Major milestone	Year	How will we know we hit the mark
Academic assessments for internationally-educated applicants	Develop business case	2026	Business case is developed and recommended by staff for presentation to Board
	Business case is shared	2027	Board decides that proposal is viable and approves it for Regulator consultation
	Consult Regulators on viable option(s)	2028	Engineers Canada has a clear path forward as documented in consultation report
	Transition other Engineers Canada services and programs where needed	2029 +	A plan is approved and implemented as applicable



**Realizing our role in sustainability**

# Realizing our role in sustainability

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

## Board-approved initiatives

- Explore becoming a carbon neutral organization
- Adopt a new Board policy on ESG

## Scope our national role to support Regulators

- Conduct national scoping exercise with Regulators to define our role (2025)
- Report back to Board on findings and implement next steps (2026 and onward)
- Determine how the engineering profession can contribute to UNSDGs



# Realizing our role in sustainability

Pillar	Major milestone	Year	How will we know we hit the mark
Board-approved initiatives	Investigate and assess requirements and impacts of becoming a carbon neutral organization	2025	Report prepared and presented to the Board.
	Make decision on becoming a carbon neutral organization or not	2025	Decision made by Board
	Adopt a new Board policy on ESG	2025	Policy approved by Board

# Realizing our role in sustainability

Pillar	Major milestone	Year	How will we know we hit the mark
Scope our national role to support Regulators	Conduct environmental scan to compile emerging trends and similar organizations' practices	2025	Compile and publish environmental scan on our public website
	Hold workshop and consult Regulators on options for Engineers Canada's role	2026	Regulators attend workshop and inform options as documented in the consultation report
	Determine how the engineering profession can contribute to UNSDGs	2026 +	Engineers Canada has a defined role and areas of focus for the profession as approved by the Board





**Realizing an inclusive profession**

# Realizing an inclusive profession

**Outcome:** *Engineering is a welcoming, inclusive profession that reflects Canadian society and has embraced Truth and Reconciliation*

## Drive inclusiveness of women

- Develop and implement a National strategy for recruitment
- Develop and implement a National retention strategy
- Potential repositioning of 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
- Become an IDEA employer of excellence

## Fostering Truth & Reconciliation

- Implement the Indigenous Advisory Committee-led envisioning exercise



## Realizing an inclusive profession

Pillar	Major milestone	Year	How will we know we hit the mark
Drive inclusiveness of women	Share recruitment and retention strategies and recommendations	2025	Recommendations are approved by the Board
	Share 30 by 30 repositioning recommendations	2027	Recommendations are approved by the Board
	Implementation of recommendations with Regulators, HEIs and employers	2027 +	Recommendations are implemented by end of Strategic Plan
Embracing IDEA	Invest in capacity-building efforts of key organizations	2026 +	The scope of the current evaluation framework is updated to include accessibility and new partnerships are explored
	Consult Regulators to define Engineers Canada's role in advancing accessibility	2026	Engineers Canada has a defined role identified by Regulators
	Become an IDEA employer of excellence	2026 +	Engineers Canada has established internal goals and metrics for success related to being an IDEA employer of excellence
Fostering Truth and Reconciliation	Conduct environmental scan to compile emerging trends and similar organizations' practices	2025	Environmental scan is completed and results are integrated into Engineers Canada's work
	Provide training to staff and volunteers	2025 +	Training has been provided to staff and volunteers
	Strike partnerships with Indigenous associations, councils and organizations	2026 +	Partnerships are documented and have clear objectives
	Review of internal processes and policies and national position statements in alignment with our commitment to uphold the Calls to Action, Calls to Justice and United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP)	2026 +	Benchmarking against Calls to Action, Calls to Justice and United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) has been conducted and a path forward to implement changes has been identified



**Realizing a fuller awareness of engineers**

# Realizing a fuller awareness of engineers

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

## National marketing campaign

- 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)

## Pathway to Engineering

- Continue to provide platform to support engineering graduates in becoming licensed (Pathway to Engineering)

## Engineers in leadership

- Advance the public interest and safety value that engineers bring to boards and senior leadership of corporations and public bodies



## Realizing a fuller awareness of engineers

Pillar	Major milestone	Year	How will we know we hit the mark
Marketing campaign	Review impact of Building Tomorrows campaign and release summary report	2025	Report is shared with Board and Regulators
	Consult Regulators to determine whether a national marketing campaign should continue and if so, how it would be funded	2025	Engineers Canada has a clear path forward as documented in consultation report
	Implement next steps as agreed upon during consultation	2026 +	Consultation report shared with Regulators and implemented
Pathway to Engineering	Communications plan developed and implemented	2025 +	Ongoing growth in social media following throughout course of the strategic plan
	Informational content on the licensure process in Canada for engineering graduates from CEAB-accredited programs is maintained online	2025 +	Stable engagement with content over several years
	Conduct mid-point evaluation and readjust approach and content if appropriate	2027	Evaluation is conducted and path forward is shared
Engineers in leadership	Create advisory group	2025	Advisory Group is struck by CEO
	Conduct an environmental scan including barriers and opportunities evaluation, executive interviews, and strategic recommendations	2025	Report is validated by advisory group to this work and Regulators
	Develop and implement strategy	2026 +	Execute strategy



**Questions? Comments?**

# 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