

Society Board Meeting Report

At the meeting of the Board of Directors on March 5, 2020 the following decisions and reports were made:

Halmyre Presentation

Christine Saunders, Halmyre, attended the meeting to present an update on the marketing work OSPE has been doing. Her presentation was also included in the meeting package, distributed in advance of the meeting. She emphasized the need to get the plan right before executing it, which is why 2019 focused on research and review. Acquisition campaigns launched late in December, and again in February. Typically, membership grows at approximately 15 new members a month; however, in 2020, 200 new membership in January, and 150 in February were recorded. She emphasized the need for advocacy to focus on pocketbook issues that affect engineers themselves and how to make individual engineers more successful. T. Murad inquired about the analysis of membership done prior to the marketing plan. It was noted that there is extensive data on our members, but no data on the individuals we receive from PEO. OSPE provides different messaging depending on the individuals being contacted, in order to cater to their specific interests and needs.

Report from the Chair

The Chair reviewed his written report which was included in the meeting package. He noted recent events he attended such as the OSPE holiday parties, OCEA adjudication and deliberation session, PEO North Bay Chapter's 50th Anniversary symposium, Top 100 Projects Key Players & Owners Dinner and OSPE's How to Change the World event.

Report from the CEO

The CEO, S. Perruzza, provided a written report that was included in the board package, highlighting operational, marketing and advocacy updates. He provided an update on PEO's review process noting they have completed a regulatory, operational and governance review. The results of the operational review will not be released due to confidentiality. The results of the governance review were discussed at a plenary session. Councillors rated themselves on 21 criteria which resulted in all criteria not being met.

S. Perruzza updated the Board on investigation developments made by OSPE member Gerald Catt. Gerald had previously identified a company who had fraudulently used his stamp to develop 85 buildings. He had notified PEO who stated he would have to contact the OPP to file a fraud case. The fraudulent company was found guilty and fined \$10,000, of which he was awarded \$3,500. In August of 2019, Gerald received a notification from PEO stating his Certificate of Authorization (C of A) was about to expire, however, this C of A was a different number under a different company who had copied his stamp and applied for their own C of A under his name. PEO stated that he would have to prove to them that he didn't apply for this C of A. S. Perruzza has been in contact with the Ontario Building Officials Association, and their Board has decided not to take action on this issue. He also arranged a meeting with PEO to help put pressure on them to investigate. PEO has indicated that they do not have the resources to investigate and they will only review what is submitted. Gerald has contacted CBC to bring media attention to his concern. His story was originally supposed to be an online piece; however, has been pushed up to a TV slot and is now being investigated by 5 CBC investigators for a potential issue on Marketplace. S. Perruzza has notified PEO and the building officials that this story is going to come out and OSPE will be preparing a statement which will be released after the CBC report.

S. Perruzza also noted he recently met with Infrastructure Ontario as part of CDAO (Construction Design Alliance of Ontario). The meeting was originally arranged to discuss schedule management; however, they changed the agenda to discuss the skills gap to develop Ontario's infrastructure. Electrified rails are important to the expansion of Ontario's transportation infrastructure; however, the talent isn't here yet. S. Perruzza noted part of the problem is the lack of mandatory professional development and that smaller companies won't train staff until after they win the contract – extending the project timeline. He also noted that small and medium size companies are struggling to obtain insurance. The next step will be creating a strategy for the province. OSPE can take credit for identifying the issue and helping to create a solution.

He concluded by providing an update on the excess soils work, noting due to OSPE's previous work and report in this area, we have been asked to create guidelines. Currently, when soil is removed from the ground, there are no regulations on where it goes. However, due to contaminants like road salt, it is now contaminating farmland. The guideline will determine what soil can be returned to the ground, and if not, how to remediate it, who signs off on it and how to train individuals in this field. PEO has stated that this is not the practice of professional engineering. If OSPE develops the guidelines, there is a potential to be the first to make a course associated to these specifics. When asked about liability of creating guidelines, it was noted that the government takes responsibility of liability.

Report from the Treasurer

The Treasurer, R. Clifton reviewed the report which, was provided in the meeting package. The summary chart was discussed noting the trends over the previous year. He emphasized a healthy cash position, which will assist if there is any downturn due to Covid-19. The How to Change the World event was good for OSPE's reputation, however there was a significant financial loss. Auditors have been in the office and there have been no concerns with their progress.

Report from the Membership Advisory Committee

B. Shukla reviewed the membership report which, was provided in the meeting package. He noted there were two acquisition campaigns in December 2019 and February 2020 to 50,000 non-members which has resulted in 320 new members in the last two months (100 new members had been projected). There has also been Facebook ads to reach those who we do not have contact information for. The conversion of students to new graduates has increased to 20%; however, there is still a lot more potential for growth in this area. Three young professional focus groups, led by R. Aimey, have taken place to discuss what they are looking for. A report will be provided in the June meeting package, however preliminary results identified transition to career and mentorship as areas of desire. It was asked what type of statistics are known for the data we have. It was noted that the data we have for our members is complete including date of birth, school, address, and email. However, there is no data on the 50,000 contacts from PEO. Therefore, one message was sent to the PEO contacts and a separate message was sent to our members. Our website and social media are catered to the specific audience.

T. Murad noted that after discussions with colleagues it was pointed out that our website and marketing materials come across gender biased. He was concerned that by being so focused on diversity and women, we are excluding other members and potential members. R. Aimey suggested there may be an unconscious bias when selecting photos as often pictures of women are selected. She suggested that additional opinions should be consulted prior to launching to the public. She also suggested experts on panels should be diverse as well.

An update on the Exchange Hubs was given noting a few panel discussions have taken place. A blog recapping the events will be posted on OSPE's website. As this is a pilot, each university has a different structure, and a review has started. McMaster has had the best process as they have hired staff dedicated to the program. Ryerson has been the most engaged Hub. The next step is to investigate creating a governance structure.

Ontario Engineering Academy Update

J. DaSilva, Learning Solutions Manager, presented the Ontario Engineering Academy update to the Board. He emphasized the need to bridge gaps as there are currently many silo's in OSPE's structure. The new structure will reflect the strategic plans pillars to lead, care and unite. OSPE cannot do this alone and will rely on cooperation from industry, academia, other associations as well as OSPE Committees and Task Forces. The Academy will have several pillars including: Journey to Licensure, Sustainability, Energy, Transportation & Infrastructure and additional pillars for timely topics such as SMART cities and Industry 4.0. The Academy will also include core engineering skills, technology and digitalization, and essential professional competency development delivered in courses and mini programs, certifications and credentials and an enhanced employability skills program. The timeline begins with a review of existing structure followed by a pilot of 7 courses to test the market. A formal launch of the program will take place at the AGM. R. Clifton expressed concern regarding this rushed deadline, noting it's better to under promise and overdeliver. Discussions have already begun regarding the industry certification program with a potential first cohort planned to begin in September. The enhanced employability skills program could potentially present it's first cohort at the Engineering Conference in May of 2021. Funding for the Academy will be coming from the government, industry partners, margins from courses and from membership fees. It was noted that a focused marketing plan is essential to sell this program to the right kind of people.

Chapter System Strategy Session

S. Perruzza noted that this topic was discussed at the December Board meeting. In the meantime, PEO Elections have taken place and none of the candidates discussed moving Chapters to OSPE. T. Turi agreed that this topic was not as urgent as it seemed a few months prior. S. Tessier added that the Northern Chapter was struggling to find people interested in running for Council. Lower engagement is expected as Chapter activity will now only focused on regulation. T. Murad noted that OSPE should have a plan in place for the potential of either assuming the Chapters, if asked, or creating their own system. He questioned whether PEO would pay us to take on their operation. J. Chisholm agreed that finance was key and suggested the \$2,000,000 from TD could be a potential opportunity. It was noted that to receive the TD money, OSPE would lose its relationship with The Personal. If necessary, the Board may create a working group to discuss potential Chapter transitions.

Nominations Committee

The Chair of the Nominations Committee, L. Yu, reviewed this item noting that the committee has recommended 7 candidates for the Board to approve for the slate. These individuals were selected based on sectors, regions and necessary skills based on the competency matrix. Discussion ensued. The Board approves the slate of seven candidates for the 2020 Board election, as recommended by the Nominations Committee.

President's Award

The Chair reviewed the nominations for the President's Awards, as provided in the meeting package. It was questioned whether the guidelines for qualification were high enough to merit the prestige of the award. Discussion ensued. It was noted that in the future every committee be mandated to submit a nominee. The OSPE Board approves Elizabeth Pietrantonio, P.Eng. as recipient of the 2020 President's Award in the Professional Engineer Category. The OSPE Board approves Tiffany Joseph as the recipient of the 2020 President's Award in the Young Professional Category.

OPEA Nomination Procedures: Revised

V. Mueller noted the Awards Committee is recommending a change in the nomination process in order to make it easier to submit a nomination. The OSPE Board of Directors approves the revised OPEA Nominations Procedures.

CSPE Board Director Appointment

V. Mueller noted that due to Tyler Schierholtz's departure, there has been vacancy on the CSPE Board. It was also noted that current CSPE Board Director, Réjeanne Aimey will become President of OSPE in May and therefore, there is a conflict of interest. The Board agreed to appoint S. Tessier and J. Hack to the CSPE Board.

OSPE AGM Agenda

V. Mueller noted the AGM will be taking place in London, ON, on May 6, 2020. The agenda is standard and will include a speaker, Dr. Chris Bart, to present on competency-based boards. She noted that the developments of the coronavirus are being monitored and options for broadcasting the meeting will be researched.

Foundation for Education (FFE): Appointments

V. Mueller provided a background on the foundation, which was also included in the meeting package. J. Hack expressed interest in continuing to represent OSPE on the FFE Board. L. Yu has noted that she will not continue for another term. Discussion ensued. Due to FFE not having a full-time staff, it was noted that their Board is a working Board and expertise in governance, marketing and IT are a valuable asset. As V. Mueller already sits on the FFE Board to provide governance guidance, it was noted that B. Shukla's background would be an asset. The Board agreed to reappoint J. Hack and appoint B. Shukla to the Foundation.

Consent Agenda

The consent agenda and supporting materials were received by the Board.

Directors' Questions

No questions were received.

Other Items

T. Murad noted he has a contact within cybersecurity and suggested OSPE could provide a service to members if there is a need.

Next Meeting

The next meeting will be a Special Meeting of the Board, held via teleconference at the end of March or start of April in order to approve the draft audited financial statements, appointment of auditors and OPEA awardees.

In Camera

The Board moved in camera and it was noted that J. James will act as secretary.