

## Society Board Meeting Report

**At the meeting of the Board of Directors on December 8, 2016 the following decisions and reports were made:**

### **Report from the Chair**

The Chair reviewed his written report, which was included in the board package. He discussed items with respect to the viewpoints on the top strategic strategies and challenges, the newly approved PEAK program, OSPE marketing development and PEO Chapter Leaders Conference outputs. Discussion ensued. It was agreed that OSPE would invite Gerard McDonald, PEO Registrar to engage the OSPE Board in PEO Strategic Planning Session to obtain stakeholder inputs.

### **Report from the CEO**

The CEO, S. Perruzza reviewed his written report, which was provided to the Board, of all operational activities, which included a departmental summary. He gave a highlight review with respect to membership, operations, government relations, government funded programs and strategic communications. Discussion ensued. It was noted that, with respect to the Canada 150 communications strategy, the topics tend to be more traditional and should focus more on innovations and where engineering is headed in the future. It was requested that Board members be provided a sponsorship package to provide to their networks. It was also noted that the Venngo program can be limited in the outer regions.

### **Report from the JRC**

This item was reviewed and discussed by the Chair. It was noted that this is not a decision-making body and that it was originally set up to negotiate funding. The PEO JRC members are supportive of OSPE and have provided introductions to the regional congress and the chapter system. It was also noted that if there are any items that Board member wish be added to the JRC that they should advise the Chair. Discussion ensued with respect to having the 2017 OPEA in Ottawa. Due to the substantial increase in cost to both PEO and OSPE that this would not be considered further. However, OSPE will be hosting activities across the province to celebrate Canada 150. It was noted that, with respect to Canada 150 funding, that PEO needs to see a business case in order to put this item in their budget.

### **Report from the Treasurer**

The financial report for January 1 – October 31, 2016 and the financial commentary was included in the Board package The Treasurer, R. Clifton reviewed this item noting that there are no major concerns and no risk to the organization. An RFP went out to seven potential auditors for a requested response by the end of January 2017.

The Investment Policy was reviewed by both the auditor and our financial planners, BMO who provided their feedback. The revised investment policy was provided to the committee for review and comment. The revised policy with noted changes, as reviewed and recommended by the Committee is attached. Discussion ensued.

### **Strategy Discussion: Strategic Drivers**

At the September 29, 2016 meeting of the OSPE Board discussion ensued with respect to marketing campaigns, focus on the broader community of engineers, member segments, targeting within those segments and creating a working group to explore mechanisms to increase revenues. R. Clifton agreed to Chair this working group (BHAG) and the members include, S. Perruzza,

Jonathan Hack, Baijul Shukla and Carolyn Skinner. Two meetings were held and R. Clifton will provide an update of the outcomes.

The current budget has some “business as usual” and “get started” workplans but we are resource limited; goal is to reverse the membership downside and achieve 3% growth and do focused analysis of our membership base. Our “gut feeling” is that we need approximately \$1M/year new incremental BHAG funding for the next 3 years; “Boots on the ground” in our major priority cities, direct to Companies and universities PLUS coordinate/drive PEO chapters, aggressive marketing and outreach program requiring the right messages and targets of 50% CAGR for the next 3 years and sustainable 24,000 membership and \$10M in revenues. We have approximately \$1M “reserve surplus” on our balance sheet and we should consider; use \$250K this year to “pilot scale” test our 50% CAGR new program and leverage the rest of our “reserve surplus” with PEO & others to expand to \$1M/year.

The recommendation of the BHAG working group is to continue until the end of the end of the 2017 first quarter. We will flesh out the workplans for the \$250K Pilot and the “leverage” initiative for Board approval and then dissolve the working group and hand-off to management. Discussion ensued concentrating on ITE’s, less emphasis on advocacy initiatives, having the right value proposition, looking at other jurisdictions, being a member of the advocacy group or losing license, the society being GTA centric, capturing student and young professionals and market research studies and analysis. The Board agreed to give the working group the mandate to continue their work and create a plan to spend \$250K.

### **Board of Director's Update**

Directors provided a written update of meetings and events, which were included in the Board package. Each Director gave a verbal update on events and meetings they have attended, as well as engagement opportunities they would be pursuing. Discussion ensued.

### **Budget Approval 2017**

The Treasurer reviewed this item. The Audit and Finance committee met on November 22, 2016 to review and discuss the proposed 2017 budget. The attached budget commentary provides an overview of the major assumptions and plans that have been incorporated into the final budget. Discussion ensued.

### **Board Development & Strategic Plan Cttee**

The Chair of the Board Development and Strategic Plan Committee, J. Hack reviewed this item. Risk Management was an item of concern noted by the Board, which the committee agreed to focus and work on a “heat map/scorecard” of critical risk measures for the OSPE board. This will include financial information, IT (website and database), membership numbers and legal (related to the building). The information formatted on a dashboard and reviewed on a yearly basis. The first draft will be available for the committee in early January 2017 with an aim to have the final draft ready for the February meeting of the Board.

The committee also discussed the resource aids published by the CPA (Chartered Professional Accountants of Ontario) to aid Board members better understand the types of things they should be thinking about and questions they should consider asking. Moving forward these resources will be included in the Board Orientation Binders as well as one or two of these items being brought forward at each Board meeting for discussion.

### **Report from the Membership Advisory Committee**

The Director, Member Services and Strategic Partners, B. Shukla reviewed this item. The membership trends charts and information was included in the Board package and B. Shukla discussed demographics and customer segments. Discussion ensued with respect to improvements on the PEO website, auto renewal, receiving trends charts as month to month as opposed to year to year, joint events with engineering societies, ITE bridging programs and reaching out to technical communities.

### **Report from the Advocacy Priorities Committee**

The Vice Chair, J. Hack reviewed this item. The Board was provided with an advocacy strategy document, created by staff, which included mandates, objectives, tactics, targets and value statements. He noted that staff will continue to update based on member needs and government priorities. Discussion ensued on how the Board would like to participate with respect to provided input on advocacy priorities moving forward. It was noted that the Board will have an active discussion with respect to the priorities each September and then a review will take place each February. This will be the process moving forward as opposed to a committee. The committee will be disbanded and participants will be thanked for their contributions.

### **OSPE Certificates**

The Chair reviewed this item noting that the staff was asked to re-create the OSPE membership certificates proposed to the Board at the September meeting based on their suggestions and concerns. The three revised style options were provided to the Board for review and feedback. Discussion ensued. The majority of the Board members agreed to option number 2 and it was agreed that the certificates would move forward after the 2017 AGM. It was asked that OSPE look into trademarking MOSPE as well as OSPE.

### **Nominations Committee**

The Chair of the Nominations Committee, H. Wojcinski reviewed this item. She noted that there were two strong candidates for the Nominations Committee to consider for the 2018 election from the STEM sector and those names have been provided to V. Mueller. The Nominations Committee held a meeting on November 16, 2016 to review the 2017 Election Procedures, Schedule and Nomination Form and Instructions for Candidate Material for recommendation to the Board for approval. Housekeeping changes were made to the documents with respect to dates and as the majority of votes coming in are electronic as opposed to paper ballots, as change was made to the procedure for recounts noting an automatic recount if 4<sup>th</sup> and 5<sup>th</sup> place candidates come within 10 votes of each other.

Per the 2017 OSPE elections procedures, one or more scrutineers will be appointed by the Board. It was the recommendation that the Board re-appoint Stephen Jack and Daniel Couture.

### **Consent Agenda Items**

The consent agenda and supporting materials were received by the Board. Discussion ensued with respect to CODE, the percentage of female students across the engineering departments updated spreadsheet analysis was provided to the Board.

### **Other Items**

ITE Pension/Wage Issues

The Chair noted that the former OSPE President and Chair, P. Acchione asked that this items be reviewed for consideration by the OSPE Board. Discussion ensued with respect to defined benefit programs, competitive with global competition, low cost activities and partnering with engineering unions. It was agreed that this was an issued but the OSPE physical resources are limited. The Chair will send a response to P. Acchione thanking him for raising the topic, appreciation of the issue and ask for him to send further information.

### **Directors Questions**

M. Jelavic asked that the CSPE website be shut-down and redirected to the OSPE site until the site receives a facelift.

### **Next Meeting**

The next regular meeting of the OSPE Board of Directors is scheduled to take place on Thursday March 2, 2017 at the OSPE offices.

### **In Camera**

The Board moved in camera.