

Society Board Meeting Report

At the meeting of the Board of Directors on February 28, 2018 the following decisions and reports were made:

Report from the Chair

The Chair, J. Hack, reviewed his written report which was included in the meeting package. He added that the Board should be setting strategy and allowing staff to determine tactics. Currently the Membership Advisory Committee (MAC) is chaired by the President and Chair, however this structure confuses accountability. Therefore, J. Hack recommended the MAC be chaired by the CEO. He also encouraged the Board to use their networks so OSPE can establish additional partners in the private sector.

Report from the CEO

The CEO, S. Perruzza, reviewed his report which was provided in the meeting package. He added that paid memberships have increased, however, student membership have decreased. Therefore, OSPE is focusing on student memberships by creating an MOU with ESSCO and planning a student ambassador program. OSPE is looking at student membership for the duration of their programs and not just focusing on one year. There has also been an initiative with PEO for a joint student membership form.

Candidates for the Change the World 2.0 Campaign are being selected with a focus on innovation and new fields. Attention has been made with respect to diversity and equity as well as being an OSPE member. There was concern shared that the process by which OSPE is selecting champions could be setting the wrong precedent; however, it was clarified that the campaign will be ending after this version.

OSPE is working with a new software, Meltwater, which shows our ability to influence and engage on social media. The software provides daily reports on what is trending which will assist in growing OSPE's reach and reputation. It was asked how Directors should handle negative comments directed at OSPE on social media. It was suggested that if there are facts that are untrue, to respond with a positive statement showing proof and providing factual information. If there are negative opinions on social media, don't respond.

Overall, S. Perruzza added that OSPE is working on cleaning up the messaging and defining value propositions. It is important to emphasize that we don't just point out problems in government, but we offer solutions. OSPE has a good relationship with politicians as we hold them accountable.

Report from the Treasurer

The Treasurer, R. Clifton, provided a summary report as requested which was provided in the meeting package. He added that the auditors were currently in the office however he doesn't expect many changes. Overall the end of year finished better than forecasted and revenues have increased year over year.

Report from the Membership Advisory Committee

B. Shukla provided a report which was included in the meeting package. It was noted that the membership trend over every category is slowly increasing. A number of engagement strategies are currently underway including a student ambassador program, OSPE Chapter pilot at University of Windsor, and a MOU with ESSCO. Engagement has been planned through events such as E3s, EIT Summit, a boat cruise, NEM and a new Change the World campaign. Engagement has increased however membership is not growing at the same rate.

Regarding the Corporate Sales Initiative, Catherine has just begun and has booked her first sales visit. In Ottawa, Jason has been focused on WEAC's Fall Forum currently bringing in approximately \$95,000 in sponsorships. It was noted that this event will prove OSPE's value in the region. R. Clifton added he has met with Jason to brainstorm tactics and requested the Board hear from him, Catherine and Jamie as to their efforts to increase sales. It was agreed that a face to face with the CSI team would be scheduled prior to the AGM in May. As the CSI was a one-year commitment, which would be up in July, it is important to have a firm review point for proper assessment of the pilot. It was agreed that the pilot would be reviewed at the AGM, and again in September, and by the end of year adjust to determine if the pilot will proceed. It was added that this has been a learning process and since companies are asking for different things, it may take time to show value to everyone.

The Membership Advisory Committee is focused on membership, and as this is an operational aspect, J. Hack suggested that the Chair of the committee be the CEO instead of the President and Chair. It was agreed that a Board member, the President and Chair, was valuable to be part of the committee, but not to lead it.

It was also noted that CODE has requested that the OSPE representative be the CEO as it would be more valuable. PEO's representative is the registrar. This will be effective as of the AGM in May.

Strategy Discussion

Strategic Plan Matrix (quality vs quantity)

J. Hack provided a written report on the Strategic Plan Matrix which was provided in the meeting package. He noted that the current matrix for public policy is based on the number of reports made and questioned whether the number is as meaningful as the impact. He added that since 2018 is an election year, there will not be as much policy work being done and therefore our number of reports will decrease compared to 2017. Staff are working on an index of how to measure advocacy which takes into consideration all variables and is based off of the Business Prosperity Index issued by the Ontario Chamber of Commerce.

It was agreed that technical reporting is still important but needs to better align to what type of advocacy drives membership.

Visioning Discussion

J. Hack provided a visioning presentation in the meeting package, this presentation has been discussed at the JRC. He shared that this is a living document and a way to think about the profession in 15-20 years. He looked at OSPE's Strategic Plan and PEO's new strategic plan to compare and determine what is missing. He determined that an emphasis on diversity, values and innovation was missing from both plans and encouraged that to be part of OSPE's discussion during the strategic plan discussion in June. J. Hack added that it is also important to look for partners other than PEO.

Leveraged Funding and Technical Research Plan

J. Hack provided background information on OSPE's government funded projects in the meeting package. His goal is to increase the amount of funding as we are well aligned with government priorities. R. Clifton noted that OSPE doesn't make revenue off government programs, however it does offset some operational costs. J. Hack noted that there may need to be an increase of awareness of funding opportunities and that they should be filtered through S. Perruzza. It was noted that L. Weissling currently monitors funding portals and other funding tools. A matrix on reports currently in progress include time spent by staff and probability of being granted the funding.

Women in Engineering

C. Kronfli prepared a report, which was provided in the meeting package to provide an update on 30 by 30 and rationale for a name change for WEAC. In January 2018, OSPE's CEO, WEAC Chair, and C. Kronfli attended the first in-person meeting for the 30 by 30 Champions in Ottawa. Champions representing regulatory bodies and post-secondary institutions from across Canada attended the meeting held at Engineers Canada. S. Deitner and C. Kronfli presented OSPE's 30 by 30 Action Plan, which was well received. Four regulators approached OSPE to learn about the types of activities they can implement to better support this pan-Canadian initiative.

S. Deitner proposed the Board agree to change the name of WEAC to WE ACT – Women in Engineering Advocacy Champions Task Force. It has been noted that phonetically WEAC is pronounced 'weak'. The inclusion of the word "ACT" better reflects the committee and OSPE's many longstanding actions to raise the profile of and support women in engineering. The change is subtle and mindful of the history of WEAC, however makes it more action oriented. It was agreed that this new name could be great for marketing.

Nominations Committee

V. Mueller provided information on the proposed slate of candidates in the meeting package. She encouraged the Board to keep individuals in mind for the following year and to send her their contact information. She noted that a large number of candidates came from the call to members at large which is a sign of good member engagement.

Updated HR Policies: Approval

Due to the changes in Ontario's Employment Standards Act, V. Mueller updated OSPE's HR policies accordingly. The changes were provided in the meeting package.

Other Items

It was asked as to the procedure since M. Jelavic has stepped down as Chair. It was clarified that the position will remain empty until the AGM.

Next Meeting

The next meeting will be a special meeting to approve the audited financial statements and should be expected near the beginning of April.

The following meeting will take place immediately after the AGM in Oakville on May 8th. June 6 and 7 will be a two-day Board retreat at the Nottawasaga Inn, in Alliston.

In Camera

The Board moved in camera.