

## Society Board Meeting Report

**At the meeting of the Board of Directors on June 22, 2017 the following decisions and reports were made:**

### **Governance Presentation**

Jack Shand, Executive Partner of the Portage Group led a governance session to build the understanding of and appreciation for the role of a director and the role of the CEO.

### **Strategic Plan Review**

Following the governance session, J. Shand led the strategic plan review session.

### **Report from the Chair**

The Chair reviewed his written report, which was included in the board package. He discussed items with respect to the Spark the Fire event, Engineers Canada AGM, OACETT AGM, CASI connection, communications activities, Ontario Chamber of Commerce Dinner, and Meetings. He added there was a Joint Relations Committee meeting the previous evening where they discussed the 30 x 30 initiative, a potential joint student membership program with OSPE and PEO, and significant affinity program revenue potential from Engineers Canada – that has been requested through PEO, and chapter structure. He commended CEO, S. Perruzza for a great job networking, he has built many strong relationships.

### **Report from the CEO**

The CEO reviewed his report which was included in the meeting package. He highlighted the following items: New summer students working on marketing and communications, BHAG has signed on the Ottawa individual, the new Change the World Campaign, Canada 150 efforts and events, and feedback regarding the 30 x 30 initiative.

### **Report from the Treasurer**

The Treasurer, R. Clifton reviewed this item. An Audit and Finance Committee has been and will be meeting regularly to review the financial summaries. He noted we are currently behind revenues on budget, however ahead of where we were last year to date. This is largely due to the decline in membership. The balance sheet shows a healthy cash flow. Regarding BHAG, we have committed \$250,000 over two years, however that does not start until July. Management will be putting into place a specific financial reporting structure for the Audit and Finance committee moving forward.

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

B. Shukla reviewed the information provided in the meeting package. He highlighted the aging population of members as OSPE loses revenue when members change to the 65+ category. Some membership drops are due to previous years' courses initiative of giving a complimentary membership to all participants. There is a decline in professional members as we currently don't have access to data that would allow us to reach non-members. OSPE is focusing on new graduates; recently the summer students interviewed potential members at the EIT summit to find out what they are looking for and preliminary results are showing new grads require networking opportunities.

He also reviewed the results from the marketing survey which was also distributed in the meeting package. The summary of a survey to 550 non-members show potential for growth in the 25-44 year-old category, especially among females and P.Eng.'s. This information will help shape OSPE's messaging.

B. Shukla feels one of the roadblocks we are facing is the 50,000 individuals we don't have access to because PEO has ceased sharing data. The statistics show that in the years we received data, our membership increased. He also stated we need to develop a plan to target EIT's and interns. They are looking for something tangible, but what is it that they want? Doing a mailing campaign is very costly, and averages about a 1% response. Current efforts are being made to employers to pay for employee membership, encouraging them to take advantage of OSPE's professional Development opportunities. He would also like to see OSPE more involved at the chapter licensing ceremony; however, is pleased to share that OSPE is partnering more with chapters for events and community engagement.

OSPE should request again for PEO to send out a message on our behalf. Other associations are seeing the value in working with OSPE, so we don't need to rely only on PEO.

To increase our professional membership numbers, OSPE is trying to use its current members. We are implementing changes in the system to allow gifting of a membership. Members could pay for another person's membership, or parents could gift a membership to a new graduate. We are also restarting our referral program, with a free OSPE gift if you refer a friend.

### **BHAG Update**

B. Shukla updated the group regarding the BHAG initiative, an update was also provided in the meeting package. The Corporate Development Executive - Ottawa will be in Toronto July 11 for training in the office. The Corporate Development Executive - Kitchener/Waterloo interviews are still ongoing. Management has prepared a reporting structure as these individuals will be working outside the office. OSPE has prepared collateral to use, including automated calculations to create proposals themselves. Corporate Development Executive, Jamie Gerson will have the same goals as the two additional staff members. J. Gerson will be focused on Peterborough – Hamilton area. Management has put into place mechanisms to easily track progress.

### **Regional Membership Engagement**

M. Monette shared that during a recent meeting, individuals from the PEO Chapters questioned what the future of chapters would look like. They discussed that the current chapter structure doesn't meet their needs as they continue to do advocacy work. He advised the Board that he had raised the issue with the JRC, and had received permission to meet with a small group to discuss the present state and future possibilities for the chapter structure.

### **Board Development & Strategic Planning**

It has been recommended for continuity that the BD&SP Committee Terms of Reference be amended to include an additional member. Peter Marcucci and Shelly Deitner volunteered for these positions.

### **Consent Agenda**

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

### **Report from CODE**

M. Radisic reviewed this item asking that OSPE consider supporting ONWie's material for high-school guidance councilors. The Board agreed they would be interested in co-branding and M. Radisic will share that update with Mary Wells.

### **Other Items**

S. Deitner noted the WEAC would be submitting names for the Ontario Leading Women, Leading Girls, Building Communities Award. If you have any recommendations for potential nominees, please forward them to her.

M. Jelavic recently was asked to join the Professional Development/ Career Services Committee, and questioned whether a certification process would be a tangible benefit attractive to our

members. This would be an OSPE unique opportunity to attract new members and create added value to current members.

The group discussed what would provide members more value, and agreed that individuals value networking opportunities. They suggested OSPE hold an event for millennials on the Ethics of Engineers. It was suggested that OSPE is the body that inspires. Millennials like hot button issues, and OSPE should give them what they want. OSPE could implement new grad ambassadors as they are well connected to each other. S. Deitner used a platform called MentorCity in the Mentorship program as a great connecting tool.

S. Perruzza shared that the Ontario Association of Architects has requested that Architects be removed from the exemption clause of the Employment Standards Act which would allow them to be paid overtime. The concern was brought forward as this would affect Engineers who do not get paid overtime. S. Perruzza will research and provide a further update at the next Board meeting. Directors are asked to pass any feedback received to Sandro.

### **Directors' Questions**

No further questions were discussed.

### **Next Meeting**

The next regular meeting of the OSPE Board of Directors is scheduled to take place on Thursday September 21, 2017 at the OSPE Office at 4950 Yonge Street, Suite 502, Toronto, ON.

### **In Camera**

The Board moved in camera.