

Society Board Meeting Report

At the meeting of the Board of Directors on June 7, 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 provided an overview of recent public engagements, including Annual General Meetings for the Ontario Association of Certified Engineering Technicians and Technologists (OACETT), Engineers Canada (EC), and Foundation for Education. He also attended the Mississauga Chapter PEO License Celebration and the Engineers in Training Summit. He noted a very positive perception of Ontario Society of Professional Engineers (OSPE) at the EC AGM, and he further stated that the Remarkable and Change the World campaigns are having an impact outside of Ontario.

The Chair noted that this will be a reset year for OSPE in terms of advocacy activities while the Society needs to understand shifts in governmental priorities (given the recent provincial election) and how to increase impact through opportunity alignment. He noted that S. Perruzza will be drafting an advocacy plan for the end of June that will target key ministries based on the results of elections. The Chair briefly introduced “OSPE Values” as an opportunity to discuss opportunities for reaffirmation of advocacy perspectives as well as opportunities for advocacy shifts. The aim to approve “OSPE Values” is currently set for September’s board meeting.

The Chair noted OSPE has been involved in discussions with respect to Bombardier’s Downsview real-estate sale. He informed the board that he declared a conflict of interest connected to government relations and positive media coverage to S. Perruzza. S. Perruzza reviewed the opportunity for OSPE involvement and noted it complimented OSPE’s goals whereby the Government Relations Leads drafted a letter to Mayor Tory. This has resulted in increased Bombardier interest in OSPE’s innovation, environmental advocacy activities and women in engineering initiatives. Discussion ensued.

E. Thorn Corthay voiced her support for the establishment of fundamental values for OSPE. She further noted that, with regards to the lack of Engineers Canada’s code of conduct, codes of conduct are essential.

Report from the CEO

The CEO, S. Perruzza, reviewed his written report, which was included in the board package. He noted that OSPE has hired two students through the Canada Summer Jobs program. He further reviewed membership numbers, the Remarkable campaign, advocacy initiatives (i.e. WE ACT Fall Forum; election results advocacy planning; Engineering Ally), government funded projects, and changes within professional development and career services.

Discussion ensued. Directors asked when the WE ACT Fall Forum tickets would be publicly available. S. Perruzza stated that they are currently available through ospeweact.ca. The Board requested that tickets be immediately advertised for sale to members, since the event pre-sale activity from sponsors has gone so well. Several board members indicated an interest in attending the event. S. Deitner noted that everyone is welcome.

E. Thorn Corthay asked if there was an update regarding grant writing and government funding. S. Perruzza noted that he reached out to grant writers to understand the grant writing process. He identified two approaches: specific project grant writers and grant writers as staff. He further noted that many grants are for industry organizations whereas OSPE is membership-based, which means less access to different funding streams. There will be an upcoming meeting with the Chair, Vice Chair and senior management to discuss funding options.

E. Thorn Corthay asked what work OSPE is doing to engage entrepreneurs, since she sees increased opportunity in marketing towards this group since she has recently started her own company. S. Perruzza noted that OSPE is not looking to create an entrepreneurship program but that OSPE can do research on factors for success and share that with the engineering community.

Report from the Treasurer

The Treasurer, R. Aimey, provided her report to the Board. She noted that there are currently no cash flow issues but that there are concerns regarding investments and negative returns. She noted that there will be a meeting with the Bank of Montreal to review this item.

Discussion ensued. R. Clifton noted that if there are surplus funds, he would like to see new initiatives established. J. Hack stated there is a discussion on having OSPE student chapters, and establishing some pilot initiatives in September. The Board discussed messaging, including investing in the future of the engineering profession and the possibility of changing exclusionary traditional engineering songs. L. Yu also noted that OSPE can build on the Remarkable campaign and how technologies are changing the world. J. Hack noted that OSPE reach and influence could be enhanced by establishing a Memorandum of Understanding with the Ontario Centre for Excellence to share collaborative materials. It was noted that OSPE could learn from other associations and should be reaching out to them. S. Perruzza noted that this is being done and that V. Mueller and B. Shukla regularly attend Association conferences in order to network with counterparts.

Committee/Task Forces

T. Turi provided a recap of the All Committees Meeting held on May 8th, 2018. He noted that the advocacy committees and task forces were invited to discuss their mission and vision as well as establish some preliminary initiatives for the year. He emphasized that these are living documents that are undergoing changes and refinements. He noted that some committees and task forces are engaging in succession planning, particularly with the appointment of Vice Chairs. He highlighted the importance of this planning as initiatives often take longer than a year to complete.

The Board discussed committee and task force composition and activity. S. Deitner noted that there needs to be alignment between the direction of task forces and the direction of the OSPE board, and voiced her support for more of these advocacy coordination meetings. J. Chisholm suggested the need to have a direct link between task forces and the Board as some are chaired by individuals outside of the Board. J. Hack noted that the linkage to the board is maintained by the Chair, who has responsibility to chairs of committees or task forces. He further noted that C. Kronfli and P. Sackville support all advocacy committees and can report any inconsistencies in messaging and advocacy activities to the CEO, who can discuss these with the chair at regular touchpoint meetings. He further noted that all committees and task forces are required to follow the OSPE mandate.

The Board discussed additional possibilities for task force oversight to ensure alignment of activities while also ensuring a level of autonomy. Suggestions included:

- Asking Chairs to submit a one-page summary or written report to see if the task force work aligns with OSPE's directives. If there needs to be additional clarification, invite the Chairs in for a brief presentation.
- Setting aside time during each Board Meeting for a report back from the Task Force Chairs. This includes two task force presentations per meeting.

S. Perruzza noted he will meet with the Government Relations Leads, C. Kronfli and P. Sackville, to further refine the All Committees Meeting initiatives.

Report from the Membership Advisory Committee

B. Shukla provided a review of the Membership Advisory Committee, covering membership trends, media outreach, Corporate Sales Initiative (CSI), and the Advocacy index. He noted that the membership base is aging and that they are assessing how this will impact OSPE in the next few years. He further noted that New Graduates and Engineers in Training memberships are on the rise and that cities with universities tend to have more registrations. Discussion ensued.

E. Thorn Corthay asked why associate registration has decreased. B. Shukla noted that many associates are internationally trained and that if OSPE cannot help them get their license, they do not renew their membership. The Board discussed the line between their role in advocating for members and not dictating regulations to the Professional Engineers Ontario. It was noted that this issue can be brought to the Joint Relations Committee. M. Jelavic suggested that while trained engineers are going through the process, they could have an OSPE designation. B. Shukla noted that OSPE has a process to approve credentials before members are accepted as Associates.

The Board discussed media outreach and the Remarkable campaign, and the potential for additional exposure through a video campaign. The Board supported extra funding for the increased media exposure. L. Yu noted that screen time at Dundas and Bay street will reach Ryerson students and that there is potential to feature technologies and engineers that come from Ryerson. R. Clifton suggested Ottawa Airport screen time during October to align with WE ACT's Fall Forum.

The Board discussed the difference between bulk memberships and company reimbursement with regards to CSI. B. Shukla noted that there continues to be confusion between OSPE and PEO but that this mentality is slowly shifting. J. Hack asked whether CSI should continue in Ottawa. B. Shukla noted that OSPE has struggled with membership for 18 years and that the work J. Di Tommaso has done may not demonstrate membership numbers but does demonstrate the impact of his outreach with regards to partnerships and sponsorships. He further noted that the timeframe for the initiative was fairly condensed and that changing perception of OSPE takes time. It was noted that CSI has been budgeted until December 2018 and will be revisited at that time.

The Board discussed the advocacy index. It was noted that the weighing system will be adjusted based on yearly priorities. It was noted that "Policy Wins" should be categorized under advocacy. Directors wanted more focus on outcomes rather than activity. To be further discussed at September Board Meeting.

Strategy Discussion

Risk Register Review

The Chair reviewed the history of the Risk Register framework for new Board Directors. He noted that the Board Development and Strategic Planning (BDSP) Committee is responsible for updating the Heat Map.

Risk Register: Schedule of Review at Board Meetings

The Chair noted that in August the BDSP Committee will meet to review the register and propose a schedule for reviewing 1-3 areas of risk during future Board meetings. E. Thorn Corthay suggested the addition of "Risk Mitigation". Further, she suggested there be an agreement on what is an

acceptable level of risk before steps are to be taken for risk mitigation. Any action that is taken, should be dated.

OSPE Values Discussion – Framework

The Chair presented a draft of the OSPE Values. He noted this is a starting point and was seeking input from the Board. Discussion ensued. E. Thorn Corthay suggested the inclusion of: integrity and high ethical standards; sustainability; and support of engineering community. C. Visser asked if gender parity is possible. A. Wojtyla suggested the addition of being confident and being proud to be bold. J. Hack noted that there are opportunities to refine the messaging.

OSPE AGM/General Assembly Date: Approval

The Board discussed the date of the OSPE AGM and General Assembly. It was noted that it will be held in Kingston, ON and that it will be budgeted accordingly.

PD/CS Committee: Disband

B. Shukla noted that the Professional Development and Career Services Committee is having difficulty meeting and that the conversations to date have not been strategic. After considerable discussion, the Chair of PD/CS, M. Jelavic, recommended that the committee be disbanded as it has not served the purpose of strategic oversight for the past few years. In its place, he recommended establishing working groups for specific projects that have specific start and end dates. He further noted that the Engineering Management Professional certification program has stalled, and that this could be addressed through a working group structure.

E. Thorn Corthay noted that professional development was identified as a potential alternative revenue source during strategic planning. She asked if this has been a part of the mandate. B. Shukla noted that the PD/CS Committee has served as a feedback mechanism. B. Shukla recommended providing updates with respect to PD/CS through Membership for every board meeting.

Engineering Management Professional Certification: Working Group

M. Jelavic and B. Shukla reviewed the Engineering Management Professional Certification Working Group proposal that was included in the board package. B. Shukla noted that the EMP designation is currently offered in the United States and that it is an established program that can be offered by OSPE in Canada. Discussion ensued.

R. Aimey asked whether there are concerns of leading individuals down the wrong road if Canadian engineering employers do not accept this designation. The Board discussed issuing certification to qualified high-profile individuals in Canada who would then become champions of the EMP certification. L. Yu asked if there is a streamlined process for engineering graduates who have Project Management Professional (PMP) certification. B. Shukla noted that in the meeting with the American EMP program, he will ask how their model might be leveraged within a Canadian context. It was noted that this could also be a potential violation of the Professional Engineers Act.

Consent Agenda

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

Other Items

S. Perruzza noted Engineer's Canada is looking to develop a program for resilient infrastructure. At the EC AGM, they were instructed to not move forward with the program. He noted this may be an opportunity for OSPE.

J. James noted that Engineering Ally will be ending as of today. He noted that it was difficult to connect with Progressive Conservative candidates and asked if there is another way to connect with them. S. Perruzza noted there are plans in place for an after-election strategy. B. Shukla further noted that while Engineering Ally is ending, it will be brought back for future election cycles,

both provincial and federal. Engineers Canada has expressed interest in participating in this initiative on a federal level.

E. Thorn Corthay asked whether there was any action regarding an OSPE Ombudsperson. B. Shukla noted that there have been conversations with the lawyers. The Board discussed possible solutions, including a hotline and website. E. Thorn Corthay expressed the importance of an external resource that individuals can access. M. Jelavic noted that the Institution of Engineering and Technology provide a full-service model that could be replicated.

Directors' Questions

No further questions were discussed.

Next Meeting

The next meeting will be held at 4950 Yonge Street, Suite 502 in the OSPE Boardroom on Thursday September 27th from 9am to 6pm.

In Camera

The Board moved in camera.