

Society Board Meeting Report

At the meeting of the Board of Directors on September 27, 2018 the following decisions and reports were made:

Diversity & Inclusion Executive Bootcamp

M. Bach provided diversity and inclusion training to the Board and senior management. Training consisted of five modules, including icebreakers, key concepts, the business case for diversity and inclusion, individual attitudes and belief systems, and accountability.

Review of Action Items

The Chair reviewed the action items. S. Deitner noted that no action has been taken for creating the WEACT SMART Goals for the 30 by 30 initiative as she has been focusing on the upcoming WEACT Fall Forum. She further noted that there is a planned meeting with Engineers Canada regarding this initiative scheduled for January 2019. The Chair suggested that the communication consultant, H. West, C. Skinner, and A. Carmona to help develop the SMART goals.

B. Shukla provided an update on the legal opinion on EMP certification. He noted that Engineers Canada has authority over the term “engineer”, not Professional Engineers Ontario (PEO). He further noted that there is no accreditation with the EMP certification and that there are no legal complications. J. Chisholm expressed concern regarding the certification of non-engineer supervisors. S. Perruzza noted that PEO’s position is that individuals may be a manager of ‘engineering’ but that they may not call themselves engineers. He noted that the intent of the program is to target current engineers who wish to expand their understanding of management and finance, but that it will not be exclusive to engineers. The Chair suggested engaging Engineers Canada in a discussion around the EMP certification and afterwards bringing it to PEO to clearly outline its parameters.

Report from the Chair

The Chair, J. Hack, reviewed his written report which, was included in the meeting package. He noted the addition of D. Stewart and A. Carmona as the new Policy and Government Relations Leads. He highlighted recent Board involvement and initiatives, including J. Chisholm serving as the OSPE representation for the Regional Congress meetings, M. Jelavic’s work on the Canadian Society of Professional Engineers website, and the upcoming WEACT Fall Forum in Ottawa. He further noted that there is an upcoming Joint Relations Committee meeting, with the aim of maintain a positive working relationship with PEO. Financially, the Chair observed that while funding opportunities from the Ontario government will be limited due to funding cuts, there are opportunities for funding from the federal government. He further observed that OSPE is in a good financial position due to increased membership, renegotiated affinity agreements, and program sponsorships.

The Chair described the process involved for government engagement and communications, including the connection between taskforce technical feedback and the application of an OSPE management lens to position communications for optimal engagement. Discussion ensued with respect to communications approvals. The Chair expressed support of the current process of the CEO and Chair reviewing communications as it allows agile and expedient responses. He further informed the Board of a recent disagreement with respect to a letter sent to the government with respect to carbon pricing. It was noted that the letter followed the OSPE messaging process and that it positioned OSPE as an organization that the government can work with. It was noted that the Chair of the Environment Task Force sent communications questioning the content and

positioning of the finalized letter. Discussion ensued. It was noted that it is important to demonstrate that OSPE can work on certain files while advocating in areas of disagreement.

The Board discussed potential next steps. It was noted that this is an opportunity for communication and sensitivity training for committee chairs, which would help build skills for engineers communicating with non-engineers. B. Shukla noted that this type of training can be provided at the annual all-chairs meeting.

Report from the CEO

The CEO, S. Perruzza, reviewed his written report, which was included in the board package. He provided updates on operations, membership numbers, social media campaigns, advocacy, government funded projects, research initiatives, professional development and career services (PD/CS), and community outreach. He highlighted staff changes, noting that N. Reid, the Community Engagement and Events Specialist, will be taking parental leave in December and that C. Skinner has returned from her leave. He further noted that staff have discussed an OSPE ombudsperson-type services with a HR lawyer who specializes in associations. It was noted by the lawyer that this type of service would be cost prohibitive for any association. The recommendation from the lawyer was to instead offer the service to companies as an OSPE affinity program. Staff is currently discussing this option with legal. Discussion ensued. It was noted that companies would have to buy into the program and that this would not help the individual OSPE member.

The Board discussed the various member acquisition initiatives, including the Remarkable Campaign and #AnEngineerWasHere. It was noted that the Remarkable campaign featured older individuals and suggested focusing on Engineering Interns and graduates. B. Shukla noted that the initiatives are marketed towards the younger demographic through social media and includes featuring Interns and graduates through blogs. L. Yu supported peer-to-peer messaging and recommended increased blog writing opportunities. B. Shukla noted that blog opportunities are listed on the OSPE volunteers hub and that committee members have been asked to work with the communications team to provide blogs. B. Shukla noted that he has received no negative feedback from these campaigns. It was noted that the Home Builders Association reached out to OSPE to express interest in doing a similar campaign to #AnEngineerWasHere.

The CEO reviewed the current status of the government funded projects. E. Thorn Corthay asked whether the Electrical Vehicle program funding would be terminated. The CEO noted that the funding has been awarded and that OSPE will have access to these funds for this year. It was noted that the survey for the Engineering Student Societies' Council of Ontario will conclude on October 17, 2018. It was asked if the survey included questions related to career goals. The questions were predominately targeting opinions on tuition but it also included questions on future goals. Regarding PD/CS, it was noted that micro-sessions, where learners engage materials for 5-10 minute periods, are becoming more popular. It was suggested that OSPE consider developing a course on government relations.

Report from the Treasurer

M. Woodhouse provided the Treasurer's report, noting that the 2018 Forecast and the updated Q2 Board Quarterly Summary Report were included in the board package. He indicated that OSPE is performing better financially compared to the previous year due to higher affinity program revenues and increased membership. He further noted that the surplus has been reinvested into the organization through increased marketing initiatives. Regarding investments, M. Woodhouse noted that the Audit and Finance committee are currently investigating other investment firms for better returns on investment. No cash flow issues were noted. Discussion ensued.

Visa Limit Increase

The CEO noted that at the June 25, 2018 meeting of the Audit and Finance Committee, the committee discussed the current corporate credit card limit. It was noted that since the original limits were set, there has been an increase in vendors requiring credit card deposits and payments

as opposed to a cheque. It was further noted that the credit cards tend to reach their limits during the months of March and October/November due to OSPE events. The new policy was reviewed.

Report from the Membership Advisory Committee

B. Shukla provided updates on membership, the Corporate Sales Initiative, the Membership Advisory Committee, Engineering Management Professional (EMP), and the WE ACT fall forum, noting that the slide decks were included in the Board package. He noted that membership numbers are higher than last year, that the 50-64 age demographic is the highest membership category and that 0-19 age demographic covers members whose age is not known. He further noted that he is investigating who will be moving into the 65+ membership category and the impact this will have on revenue fees. He noted that the conversion rate from free student members to interns is currently in the 25% range. He further noted that 2019 will aim to engage members through events and experiences. Discussion ensued. It was noted that the membership of 20-34 age demographic is high while the P.Eng. is low. B. Shukla noted that he intends to break down the membership demographic into 5-year intervals to better capture which members are actively pursuing their P.Eng. license.

B. Shukla noted that there was no change in group membership sales since the June Board meeting, noting that J. Gerson and J. Di Tommaso have been working on Engineering Employment Events. He informed the Board that an engineering corporation has provided feedback on group membership, stating that they are looking for tangible benefits versus an OSPE membership for staff who may or may not use it. B. Shukla reviewed the Corporate Sales Initiative (CSI) reporting results and forecast, noting that when all revenue and expenses have been accounted for, the program has been self-funding. He further noted that the CSI program has provided OSPE with key networking opportunities and built relationships within the federal government. Discussion ensued.

R. Aimey enquired whether OSPE will maintain these relationships through hosting additional events in Ottawa and further asked whether there could be a potential impact on sponsorships due to the forecasted recession. B. Shukla noted that the Research and Innovation Task Force is currently planning to bring the, "How to Change the World" event to Ottawa in the spring. Regarding recession planning, it was noted that the sales team has been working on WE ACT's Fall Forum but that as of November 1st, OSPE will be marketing for the following year. J. Chisholm asked whether there was an evaluation based on the original CSI objectives. B. Shukla noted that companies are not providing money for membership but rather for issues that are important to them.

Strategy Discussion

Risk Register Review

The Vice Chair, T. Turi, reviewed the risk register. Discussion ensued. E. Thorn Corthay noted that in the previous meeting she recommended the addition of a mitigation and comment category.

OSPE Values Discussion – Framework

The Chair reviewed the OSPE Values document that was included in the board package. It was noted that several grammatical issues required correction. It was further recommended that the OSPE mission statement be removed.

Strategic Plan Initial Review

The Vice Chair noted that the Board Development and Strategic Planning (BD/SP) committee reviewed the Strategic Plan Report provided by the Board Retreat facilitator, J. Shand. The Committee recommended focusing on Advocacy, Increase Member Value Proposition, and Brand Visibility/Professional Awareness. The Committee further recommended the addition of Student and Young Professional Engagement as a strategic pillar. The Vice Chair noted that there will be a meeting of the BDSP committee in October, which will include the senior management team and Heather West, the strategic communications specialist who worked on the current strategic plan. It was noted that the first draft of the strategic plan will be presented to the Board for the December

meeting with a goal to have the final draft of the plan ready for approval at the February 2019 meeting of the Board and then presented to the membership at the 2019 OSPE General Assembly

Nominations Committee

Terms of Reference

L. Yu, Chair of the Nominations Committee presented the Nominations Committee Terms of Reference (TOR) for approval. R. Aimey noted that the TOR need to include associate members, as per the new by-laws.

Committee Members

L. Yu noted that she has recruited Isi Caulder (Associate Member), Kevin Wright (Professional Member), Grant Walsom (Professional Member), and Wes Leewis (Professional Member) to participate as members of the 2019 Nominations Committee. Discussion ensued. It was asked what criteria the committee will be using for candidate selection. L. Yu noted that members were recruited based on regions, sectors, industry involvement and professional networks. It was further noted that diversity will also be a criteria and the committee has been provided with the Board Competency Matrix. The Board was invited to provide suggestions for potential future Board members.

PEO Awards Committee: Appointments

V. Mueller reviewed the Professional Engineers Awards Committee mandate, noting that OSPE is invited to appoint two representatives to this committee. She noted that it is a substantial commitment which includes eight full-day meetings and that representatives need to strongly advocate on behalf of OSPE and OSPE staff. It was noted that while PEO provides OSPE with funds for the Gala, the funds have not increased since 2005 whereas costs for venue and food have increased. It was noted that M. Pannu, a member of the Research and Innovation Task Force (RITF) and the Equity, Diversity, and Inclusion Committee, expressed interest in participating on this committee. Discussion ensued.

C. Visser enquired on the ratio of academics and industry people receiving awards. B. Shukla noted that there have been efforts to bring in more industry professional but that it typically swings back to academic awardees. The Board decided to table the appointment of OSPE representatives until the December Board meeting.

Consent Agenda

It was noted that the Directors' Updates were not included in the package as only two Directors' provided updates. The Board discussed whether to continue with the practice of providing Director Updates or implement a new process. It was noted that some members appreciate the opportunity to discuss committee work. It was further noted that not all committees were represented as there are committee chairs who are not sitting on the Board. The Chair recommended the discontinuation of the Directors Updates with the intent to revisit in 2019 with the new President. B. Shukla recommends requesting comments from all chairs of committees and task forces to be included in the advocacy update for board review.

Other Items

E. Thorn Corthay noted that OSPE will be providing comments on the Repeal of the Green Energy Act and Bill 4, the Cap and Trade Cancellation Act, 2018. She noted that these repeals will have implications on other Acts. She also raised the question as to whether the Environment Chair is the right person for the role, noting that while he has top tier technical knowledge, there have been communication issues. Discussion ensued. The Chair noted that ideally the chair will have both technical and leadership understanding. R. Aimey noted that there is an opportunity for communication training which includes peer negotiation skills. The Chair will have a discussion with the Environment Task Force Chair to discuss stepping down as Chair and instead remaining as a subject matter expert. J. James agreed to take on the role of Chair for the Task Force.

Directors' Questions

E. Thorn Corthay asked for a status update on the Pay Equity Act appeal from the government. The CEO noted that the new government could appeal the Pay Equity Act but that, to date, there has been no notification. He further noted that OSPE will advocate against its repeal.

Next Meeting

The next meeting will be held at the Scotiabank Arena located at 40 Bay Street, Toronto, on December 6, 2018. The end of season dinner will be held after this meeting in the Personal Suite.

In Camera

The Board moved in camera.