

Society Board Meeting Report

At the meeting of the Board of Directors on September 29, 2016 the following decisions and reports were made:

Engineering Change Lab: Shifting Perceptions Presentation

Mark Abbott, Engineering Change Lab animator made a presentation to the Board with respect to the Engineering Change Lab. The Engineering Change Lab is a platform for collaboration to allow individuals and organizations from across the profession to take action to address the systemic challenges that have been holding back the profession's full potential. The core Lab Team consists of 40 senior leaders each representing different organizations that together form a microcosm of the Canadian engineering profession. The group convenes three times a year to share their wide range of perspectives in order to deepen a shared understanding of challenges and progress a portfolio of initiatives aimed to address them. Mark Abbott shared some ideas with open dialogue and discussion from the members of the Board.

Report from the Chair

The Chair reviewed his written report, which was included in the board package. He discussed items with respect to the OSPE/PEO Joint Relations Committee, meeting with Minister Glen Murray, the Energy Task Force, the Board Development and Strategic Planning Committee, membership, the Advocacy Priorities Committee, the Ontario Deans of engineering, events and thoughts moving forward. Discussion ensued. It was noted that Chair will need to provide a response to Minister Murray on the issues he has raised and noting the OSPE is taking them seriously and will address them accordingly.

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. Discussion ensued.

Report from the JRC

This item was reviewed and discussed by the Chair. At the last meeting of the OSPE/PEO JRC, the proposed OSPE bylaw revisions were reviewed. Other items discussed were: an update on CPD, Regional Councilors Committee, the 2 sides of the coin brochure, updating the terms of reference, collaboration between OSPE/PEO/Engineers Canada with respect to advocacy and OSPE membership growth. H. Wojcinski noted that she had also discussed the 30 by 30 initiative. The Chair noted that OSPE should be encouraging PEO to urge more women to run for PEO Council elections.

Strategy Discussion: Strategic Drivers

The Chair reviewed this item noting that the purpose of the session is to have a strategic discussion with respect to the strategic drivers and that we can build on what was discussed during the Engineering Change Lab dialogue. Both the advocacy survey results and the 2017 marketing plan were included in the Board package for review and aids for discussion. It was noted that OSPE should be providing more information sessions for corporate members. There is a need to concentrate efforts and streamline advocacy, communications and marketing. It was noted that the Canada 150 plan currently speaks to tactics and staff is working on the final copy by the December meeting of the Board. Discussion ensued with respect to marketing campaigns, focus on the broader community of engineers, member segments and targeting within those segments and creating a working group to explore mechanisms to increase revenues. R. Clifton agreed to Chair this working group.

Further conversation ensued with respect to innovation funded opportunities, mentoring and entrepreneurship programs, quarterly symposiums on different themed areas, OSPE certificates and providing support to those that with science and technical educations to become engineers.

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. It was asked that the CSPE website be updated. M. Jelavic will now be Chair of the CSPE Board and will provide and update on the organizations future at the next meeting of the Board. It was asked that staff look in the current cyber insurance policy to confirm as to whether the Board members are covered under this policy.

Report from the Treasurer

The Treasurer, R. Clifton reviewed the financial report for January 1 – August 31, 2016, the financial commentary was included in the Board package. He then reviewed the first draft of the 2017 budget that there is a projected deficit but noted that marketing initiatives that will be undertaken in order to increase membership and revenue. As Treasurer he is recommending the proposed budget. Discussion ensued with respect to OSPE either investing in the future in order to grow or remain at status quo, administration and governance cost increase and soliciting sponsorship opportunities, in particular with PEO. It was also asked that OSPE look at the possibility of a donation in 2017 to the Foundation for Education.

Board Development and Strategic Planning Committee

The Chair of the Board Development and Strategic Planning Committee, J. Hack reviewed this item. The terms “engineer” and “professional” are hot button terms and there are individuals very sensitive to their use. The majority of the confusion at the 2016 OSPE AGM was with respect to referring to an Associate an Engineering Professional. It is the recommendation of the BDSP Committee that the bylaw changes should be made via small steps. At this point, for the 2017 AGM, the category name should remain the same, Professional and Associate and that only the voting rights change, giving the Associate member the right to vote for bylaw changes and giving them a seat around the Board. Also, for amendment, the housekeeping changes as recommended by legal. The revised bylaws are attached for review and approval. It was noted that OSPE needs to have members actively lobby PEO members to ensure that they are onside. There needs to be a communication plan and a need to get this in front of JRC as soon as possible. Discussion ensued. It was noted that Honourary member was added in places. It was asked that Honourary be taken out to make the change simple as the definition of Honourary, currently does not apply to strictly Professional members. It was noted that the housekeeping changes be put into a separate motion at the AGM. It was asked that staff clean up the wording for item 6.7.2 and that a list be comprised of individuals to whom the amendments should be communicated with ahead of the AGM.

J. Hack reviewed the results of the Board evaluation and self-evaluations. The forms were created by the BDSP Committee and were sent out to the 2015-2016 members of the Board to fill out and submit back to V. Mueller. P. Marcucci and V. Mueller met to analyze the results from the responses, which were included in the Board package. He also noted that the committee is reviewing options for evaluations after each Board meeting. P. Marcucci noted that from a governance standpoint, Board evaluations follow best practices. He also noted that it is the role of the Board to ask questions, voice opinions, be prepared and stay on task. Discussion ensued with respect to Board professional development and risk management. It was asked that the BDSP Committee bring back to the Board the top three items for discussion at the next meeting of the Board.

J. Hack reviewed the new format of the Board packages and steps taken to streamline the report with high level information.

OSPE Communications Protocol: Media

The CEO reviewed this item with further clarification from the Manager, Strategic Communications & Public Affairs, C. Skinner. Discussion ensued. It was asked that a date be added to the revisions and that the names be taken out and only include titles.

Report from the Membership Advisory Committee

The Chair reviewed this item with further clarification from the Director, Member Services and Strategic Partners, B. Shukla. 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 advertising, value proposition, marketing and the recent advocacy survey. The Board package included the Executive Summary of the advocacy survey, staff is working on the full report and will provide the full information to the Board upon completion. S. Perruzza noted that the draft report can be sent out to the Board now for comments.

Report from the Advocacy Priorities Committee

The Vice Chair, J. Hack reviewed this item. He noted that the committee has not been effective with limited activity over the last few years. He has discussed various options with respect to advocacy with the staff and would like to move towards disbanding the committee and replacing it with priority discussion at each meeting of the Board. After discussion with government it has been noted that OSPE has a better chance with advocacy success if we limit our initiatives to three to five priorities and use other organizations as resources, i.e., the Toronto Board of Trade and the Ontario Chamber of Commerce. Discussion ensued with respect to how to decide on the priorities and how staff should prioritize their time. It was noted staff will work on preparing a proposal to have the policy department operate like a business with direction on government relations and advocacy priorities and bring this proposal back to the Board at the December meeting.

OSPE Certificates

The Chair reviewed this item noting that the staff was asked to create OSPE membership certificates and three style options are included in the Board package for review and feedback. Discussion ensued. It was noted that this would go out to the membership once, not every year and would replace the membership cards. It was asked that there be no expiry date, no membership type and that there be a disclaimer noting that this certificate is not a license to practice engineering. Staff was asked to rework the style of the certificate to have a professional designation look and feel.

Nominations Committee

The Chair of the Nominations Committee, H. Wojcinski reviewed this item. The 2017 terms of reference was provided to the Board for approval. An amendment was made to note the Board meeting date be changed to March 2, 2017.

The attached posting was updated and approved by the Nominations Committee. The posting was posted on the Instituted of Corporate Directors website as well as the OSPE website. OSPE staff promoted the position via social media channels, which included a blog post and homepage banner. The deadline date for submission was September 12, 2016 and no applications were received by the deadline. One submission was sent to the OSPE President and Chair after the deadline and was reviewed by the committee. The committee discussed several options and it is their recommendation to repost the position effective September 30 for an additional 3-week period with further promotion by the committee and Board. The Board agreed to this approach.

2017 AGM & General Assembly

The Director of Operations, V. Mueller reviewed this item noting that a date for the 2017 OSPE General Assembly and AGM must be chosen by the Board in order to move forward with the election timetable and venue selection. She noted an amendment to the motion 2017 and to give staff three date options for more flexibility with venue options, May 2, 3 or 4, 2017.

Consent Agenda Items

The consent agenda and supporting materials were received by the Board. It was noted that the consent agenda had been reformatted and condensed to a high level information package.

Discussion ensued with respect to the OSPE University guide, input from the universities and the proposed format for the future.

Other Items

CSPE Board Member Appointments

It was noted that K. Chan has stepped down as a member of the CSPE Board and M. Jelavic has volunteered to be part of the Board but also has accepted the position of Chair. H. Wojcinski and D. Young have agreed to remain on the CSPE Board for another term.

Directors Questions

P. Marcucci thanked the staff for a much improved board package, better flow of information for discussion.

Correspondence Log

Item received by the Board. The Chair of the Energy Task Force, E. Thorn Corthay made an inquiry with respect to protocol for correspondence communication. A letter was sent out without a copy going to the Chair of the Task Force. The CEO apologized and noted that this was an oversight due to timing.

In Camera

The Board moved in camera.

Next Meeting

The next regular meeting of the OSPE Board of Directors is scheduled to take place on Thursday December 8, 2016 at the at the Air Canada Centre, 40 Bay Street, Toronto, ON.