

Minutes of the Strategic Plan Task Force

December 8, 2020 | 1:30-4:30pm ET via webinar

Task Force Members in attendance	
Jean Boudreau, Chair, President, APEGNB Jeff Card, PEGNL Danny Chui, President-Elect, PEO	David Lynch, Past-President, APEGA Mike Wrinch, Engineers & Geoscientists BC
Regrets	
Kathy Baig, OIQ	
Observers in attendance	
None	
Staff	
Brent Gibson Christina Mash Gerard McDonald Mélanie Ouellette	Stephanie Price Jeanette Southwood Evelyn Spence

1. Call to order and approval of agenda

J. Boudreau, Task Force Chair, opened the meeting at 1:33pm (ET). The agenda was approved by consensus.

2. Approval of the minutes of the meeting of September 10, 2020

The minutes were pre-circulated, no feedback or questions were received.

Moved by M. Wrinch, seconded by J. Card

THAT the September 10, 2020 minutes be approved.

Carried

3. Follow-up on October 1 information session

The information session feedback results were reviewed. It was noted that connectivity issues via online platforms may have contributed to the one individual reporting they were not able to contribute positively.

4. Draft strategic plan

4.1. Consultation session feedback results

The results were pre-circulated.

4.2. Briefing note for decision on the final strategic plan

The briefing note was pre-circulated.

4.3. Consultation report

The report was discussed. Consultation sessions were positive with no clear opposition of any priorities.

It was agreed to add a summary table of the priority-ranking poll results to the report, and ensure messaging is included to clarify that polling was done only as a “pulse-check” of all attendees (presidents, regulators staff and Engineers Canada directors).

The foster trust and pride priority received the most attention. Receptiveness to the marketing campaign is dependent on each regulator’s resources and their individual existing marketing efforts. If the Board approves this priority, communications will clearly indicate that the campaign is meant to complement current initiatives underway in the different jurisdictions and will not compete against existing efforts. Co-branding on the project where possible will be encouraged.

ACTION: Staff to add a summary table of the priority-ranking poll, with messaging included to clarify that the results were a “pulse-check” of consultation attendees.

4.4. Summary of changes since the October 1 presentation

G. McDonald presented the changes, noting that the few adjustments made were done to ensure consistency with the priorities and purposes. One additional adjustment to the guiding principles was requested, to replace “encourages” with a stronger action to support diversity and inclusion in the profession.

ACTION: Staff to review wording of Enable/Encourage in the guiding principles to incorporate a stronger action for diversity and inclusion in the profession.

4.5. Draft strategic plan

The draft was reviewed and discussed, with minor text adjustments as noted below. The document was commended as well-written and professionally designed, with appropriate diversity representation through the selected visuals.

ACTION: Staff to adjust the following in the draft, prior to circulating to the Board:

- **Page 7, under “What does success look like”:** Add a fourth bullet to indicate “Lessons learned from the 30 by 30 initiative inform the ongoing work of supporting an increased proportion of other underrepresented groups in the profession”
- **Pg 10, under “About Us”:** Add to the first sentence “Engineers Canada *serves the regulators and upholds the honour...*”
- **Pg 4, bullet 4:** Add “COVID-19 has disproportionately affected the careers of women *and other underrepresented groups, including (add groups, to be wordsmithed as appropriate) ...*”

Moved by D. Lynch, seconded by D. Chui

That the 2022-2024 strategic plan, as amended, be presented to the Engineers Canada Board for recommendation to the Members.

Carried

ACTION: J. Boudreau to collect feedback from K. Baig prior to presentation to the Board.

5. Review of strategic risk #1 - Poor vision or strategy

The task force considered the recommendations proposed and agreed to recommend that the likelihood score be reduced from 2 to 1. It was further noted that this risk should be considered for removal following approval of the 2022-2024 strategic plan, which includes the vision statement.

ACTION: Staff to report to FAR that the task force recommends the likelihood score of risk #1 – *poor vision or strategy* reduce from 2 to 1, with the overall score reducing from 8 to 4.

6. Next meeting

This was the final scheduled meeting of the task force.

7. Other business

No other business was brought forward.

8. Closing

With no further business to discuss, the meeting closed at 3:05pm.