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# — STRATEGIC PLAN 2017-2022



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## A MESSAGE FROM THE CEO & REGISTRAR

Engineers Geoscientists Manitoba is a durable, growing organization with a rich, honorable history of serving and protecting the public of Manitoba. The Association has existed for 98 years due to the careful management of its resources since its inception in 1920.

Engineers Geoscientists Manitoba is a unique organization. It is a privately incorporated, non-profit, professional regulator, following a narrowly defined purpose found in The Engineering & Geoscientific Professions Act of Manitoba.

The future is bright for engineering and geoscience. Technology, innovation and emerging disciplines are advancing in ways that put engineers and geoscientists in a leadership position. Society has high expectations for the application of engineering and geoscience principles to benefit daily life. As a result, Engineers Geoscientists Manitoba must think and plan strategically to ensure that the public is protected, well-served and positioned for future success.

This strategic plan builds on the 2013-2017 plan through consultations with many stakeholders. Council has attempted to answer the vital question: What benefit, for whom at what relative worth? Reflection upon these questions has resulted in a refreshed, updated set of Ends. From the Ends extend six (6) strategic priorities for the immediate future.

I wish to thank the members of Engineers Geoscientists Manitoba, councillors, government leaders, partner agencies and members of the general public who have provided input to this Strategic Plan.

Thank you, merci, meegwetch.

Grant Koropatnick, P.Eng., FEC  
CEO & Registrar

## STRATEGIC PRIORITIES

### THE PUBLIC UNDERSTANDS:

How do we improve the public's understanding of Engineers and Geoscientists?

### THE GOVERNMENT UNDERSTANDS:

How can we improve our relationship with all levels of government?

### ENGINEERING CHANGES LIVES:

How do we recruit and retain our Engineers and Geoscientists to studies and in practice?

### ETHICS OF MEMBERS:

Public expectation for strong professional practice and good character is increasing.

### MODERNIZATION OF THE ASSOCIATION

A complete modernization of the by-laws is necessary in order to begin the next century of service to Manitobans.

### ENGINEERING SYNERGY

Merging engineering and applied science technology into one governing group is good for the professions and the public of Manitoba.

# THE PLANNING CONTEXT

Engineers Geoscientists Manitoba is strong. It has a stable financial position with a balanced budget and savings in the bank. It will continue on a path of purpose, organizational stability, sustainability and relevance. The Province and Association have enjoyed the benefits from the past decade of steady economic growth and membership growth respectively. In 2013, the strategic plan set out to pursue three strategic priorities:

1. recruitment and retention of new professionals,
2. improved government relations, and
3. increased public awareness of the professions.

Engineers Geoscientists Manitoba needs to bring forward these priorities while recognizing the conditions of the present context. The Association has matured and the demographics of the profession are changing. Although more retirements are occurring, steady growth in the membership is projected; in particular international applicants and transfers from other provinces. A rising tide of new leadership is emerging. More women are seeking council and committee roles. The infusion of new members from outside Canada has resulted in new ideas, new chapters and new energy for growing the profession. Good member engagement through committee and task group participation; increasing member attendance at the 3 most recent annual general meetings; new views expressed at 2 special meetings of members and strong public opinion reported in the media about public safety, ethics of practitioners and social issues of equity, diversity, fairness and transparency — all these conditions set the context for planning the next moves forward presented in this Strategic Plan 2017-2022.

# STAKEHOLDER CONSULTATIONS

Strategic priorities were identified through consultation with a diverse group of stakeholders including members of Engineers Geoscientists Manitoba and the general public through opinion surveys conducted by Probe Research Associates. Dialogue and careful listening took place with government Ministers and department officials at numerous meetings. Ongoing partnerships with the U of M Faculty of Engineering and related groups (e.g. IEEQ, Wise Kid-Netic Energy and the NSERC Prairie Chair for WISE) also provided key insights into the immediate needs of educators, parents and future students. Industry partners ACEC Manitoba and the Friends of Engineering contributed input to the engineering education task group and the consultations with government relations committees and public awareness campaigns supported by both groups. Indigenous leaders were consulted and view points from some credible voices were added-in to round-out the present context for the strategic plan.

# THE ENDS

The Ends describe the strategic targets for the professions and provide direction for the CEO. The Ends are written as statements about where Engineers Geoscientists Manitoba wants to end up. Each lower level further interprets the level above. Council on behalf of the members has spent several strategic planning days resulting in a revised set of Ends for the Association. Council monitors the Ends to ensure that they are current and reflective of the society Engineers Geoscientists Manitoba is here to serve. The Ends table is an attempt to succinctly state what Council wants the Association to achieve.

Strategic planning sessions by the Council of Engineers Geoscientists Manitoba in 2016 and 2017, reviewed and updated the Ends or strategic targets for the Association. The newly updated Ends (shown in tabular format on the next pages) are listed here:

## ENDS

- › **E-1** Individuals who are practicing engineering and geoscience are registered and licensed.
- › **E-2** Practitioners practice with competence and conduct themselves professionally.
- › **E-3** Unqualified persons do not practice.
- › **E-4** Stakeholders understand and value the contribution of the professions.
- › **E-5** Practitioners reflect the diversity of the public.
- › **E-6** Consumers have access to a reasonable supply of practitioners' services.



THE ENDS

**GLOBAL END:**

The interests of the Public of Manitoba are protected, as they relate to the practice of engineering and geoscience.

E-1 Individuals who are practicing engineering and geoscience are registered and licensed.	E-2 Practitioners practice with competence and conduct themselves professionally.	E-3 Unqualified persons do not practice.	E-4 Stakeholders understand and value the contribution of the professions.	E-5 Practitioners reflect the diversity of the public.	E-6 Consumers have access to a reasonable supply of practitioners' services.
<p><b>E-1.1</b> Potential members experience efficient registration or licensure.</p> <p><b>E-1.2</b> Qualified professionals experience a seamless registration process across Canada and Internationally.</p> <p><b>E-1.3</b> Individuals practicing emerging technologies are integrated into the profession.</p> <p><b>E-1.4</b> Individuals practicing in academia are recognized as qualified registration.</p>	<p><b>E-2.1</b> Practitioners demonstrate a high current level of knowledge and experience with the application of that knowledge.</p> <p><b>E-2.2</b> Practitioners and students develop as professionals throughout their career.</p>		<p><b>E-4.1</b> Practitioners value and engage in a self-regulating profession.</p> <p><b>E-4.2</b> The public understands and values the contributions of the professions.</p> <p><b>E-4.2.1</b> The public understands the competency and ethics of practitioners.</p> <p><b>E-4.2.2</b> The public perceives the professions as having a leading role in protecting public interest.</p> <p><b>E-4.3</b> Government and regulators understand and support self-regulation.</p> <p><b>E-4.3.1</b> The provincial government will provide clearly defined regulatory authority.</p> <p><b>E-4.4</b> Government understands the issues impacting the public interest as they relate to the professions.</p> <p><b>E-4.4.1</b> Government seeks out the professions as stakeholders.</p> <p><b>E-4.4.2</b> Governments dialogue with the professions in developing public policy and codes and standards.</p>	<p><b>E-5.1</b> Increasing indigenous membership.</p> <p><b>E-5.2</b> By 2030, 30% of newly licensed engineers will be women.</p>	<p><b>E-6.1</b> Engineering and geoscience students enroll as interns.</p> <p><b>E-6.2</b> Students in K to 12 view the professions as rewarding careers.</p> <p><b>E-6.3</b> Post secondary institutions and government are aware of the future needs of the professions.</p>

# STRATEGIC PRIORITIES

## 1. THE PUBLIC UNDERSTANDS

### ENDS

- › E-4 Stakeholders understand and value the contribution of the professions.
  - › E-4.2 The public understands and values the contribution of the professions.

### ISSUES STATEMENT

The contribution of the professions to daily life is significant. The majority of Manitobans agree that engineers are involved in more things than are apparent and that engineering will be more important in the future (Probe Research, 2017). However at times, the public fails to recognize and acknowledge that engineers have contact with and affect many systems that the public relies on. They do not know the variety of disciplines and the capabilities of engineers and geoscientists. Ensuring that the public understands and values the contributions of the professions takes a deliberate, ongoing effort to educate, expose and provide experiences to gain the attention of every person in the community. The competency, professional practice and ethics of practitioners is not readily understood. The general public will benefit from an increased understanding and awareness of the role of engineering and geoscience in society. Anyone hiring a consultant to provide engineering or geosciences services will benefit from a better understanding of the value added by these licensed practitioners; across a broad range of technical, environmental, financial and societal requirements.

## STRATEGIC PRIORITIES

### 1. THE PUBLIC UNDERSTANDS – STRATEGIC ACTIONS

ITEM	ACTION	METRIC
<b>1.1 Environmental Scan</b>	<b>1.1.1</b> Establish a benchmark of public perceptions and opinions of the engineering and geosciences professions.	<b>1.1.1.1</b> Public opinion survey reporting on statistics about public perception, awareness and recognition every 6 months.
	<b>1.1.2</b> Using data obtained through opinion polling, engage a marketing company to identify barriers to achieving greater public awareness.	<b>1.1.2.1</b> Report on the barriers to achieving greater public awareness within 6 months.
	<b>1.1.3</b> Determine current resource allocation towards public awareness, what is the availability of resources (staff and volunteer), what is the need for resources.	<b>1.1.3.1</b> Resources assessed and budget forecasted within 6 months (budget preparation cycle).
<b>1.2 Communication</b>	<b>1.2.1</b> Develop public awareness tools which may include radio, TV, print ads, social media, movie trailers, etc.	<b>1.2.1.1</b> Request proposals from advertising agencies to create a full advertising and promotional campaign within 6 months.
		<b>1.2.1.2</b> Deliver a minimum of one ad campaign per year.
		<b>1.2.1.3</b> Establish social media policy to give direction towards social media use within 3 months.
<b>1.2.2</b> Review the Association's brand in light of public awareness goals.	<b>1.2.2.1</b> Brand review initiated within 3 months, and a plan developed as necessary.	

## STRATEGIC PRIORITIES

### 1. THE PUBLIC UNDERSTANDS – STRATEGIC ACTIONS

ITEM	ACTION	METRIC
<b>1.3 Governance</b>	<b>1.3.1</b> Ensure the Association’s governance model is relevant, transparent, inclusive of all stakeholders and effective in advancing the professions’ service to society.	<b>1.3.1.1</b> Facilitate a review of the governance model at least once per year.
	<b>1.3.2</b> Establish, increase and support meaningful dialogue between the Association and key stakeholders.	<b>1.3.2.1</b> Host a minimum of one stakeholder consultation meeting per year.
<b>1.4 Member Engagement</b>	<b>1.4.1</b> Develop and maintain a contact list of member-volunteers who sign-up to speak to students, employers and other groups.	<b>1.4.1.1</b> Volunteer call sent to members within 3 months.
	<b>1.4.2</b> Develop resource kits for members to take to schools, workplaces and groups.	<b>1.4.2.1</b> Resource Kits ready for use within 6 months. <b>1.4.2.2</b> Volunteers to provide feedback on improvements of the resource kit.

## 2. THE GOVERNMENT UNDERSTANDS

### ENDS

- › E-4 Stakeholders understand and value the contribution of the professions.
  - › E-4.4 The public understands and values the contribution of the professions.

### ISSUES STATEMENT

The engineering and geoscience professions' relationships with government is vital to ensuring that legislation, regulations, codes and standards are in place and maintained for the greatest public benefit. Since 2014, Engineers Geoscientists Manitoba has significantly increased its contact with MLAs and government officials, because of the strategic actions fulfilled in the previous strategic plan. Further to the prior plan, effort must continue in reaching-out to MLAs and other government officials.

## STRATEGIC PRIORITIES

### 2. THE GOVERNMENT UNDERSTANDS – STRATEGIC ACTIONS

ITEM	ACTION	METRIC
<b>2.1 Environmental Scan</b>	<b>2.1.1</b> Assess the present context to establish next steps in government relations.	<b>2.1.1.1</b> Provide summary report within 3 months.
		<b>2.1.1.2</b> Establish a government relations plan within 3 months.
		<b>2.1.1.3</b> Update the government relations plan every 3 months.
<b>2.2 Communication</b>	<b>2.2.1</b> Request meetings with MLAs, government Ministers to dialogue on issues including but not limited to:  (1) Act amendments to address regulatory and administrative changes to the Engineering & Geoscientific Professions Act;  (2) Government initiatives Engineers Geoscientists Manitoba may be able to help with.	<b>2.2.1.1</b> Meet with the Minister responsible for the Engineering & Geoscientific Professions Act immediately following the AGM and as soon after any ministerial appointments change. Minimum of two meetings per year.
		<b>2.2.1.2</b> Meet with the other Ministers responsible for legislation relevant to the professions (e.g. Infrastructure, Education, Status of Women). Minimum of one meeting per additional minister per year.
		<b>2.2.1.3</b> Meet with other MLAs as may be appropriate to support the development of policy, codes and standards and topics relevant to the regulation of the professions.
	<b>2.2.2</b> Establish an annual MLA event to allow a friendly, less formal opportunity to connect with MLAs, government officials and other stakeholders.	<b>2.2.2.1</b> Host a minimum of one event per year.
	<b>2.2.3</b> Create and maintain a key contact list of MLAs, government officials, key Association members and other relevant stakeholders.	<b>2.2.3.1</b> Host a minimum of one event per year.

— **STRATEGIC PRIORITIES**

**2. THE GOVERNMENT UNDERSTANDS – STRATEGIC ACTIONS**

ITEM	ACTION	METRIC
<b>2.2 Communication</b>	<b>2.2.4</b> Develop a briefing tool to inform governments on issues in the professions.	<b>2.2.4.1</b> Briefing tool is developed within 3 months.
<b>2.3 Policy Development</b>	<b>2.3.1</b> Increase P.Eng. and P.Geo. influence through appointments to government advisory boards and commissions.	<b>2.3.1.1</b> Assess current appointments within 1 month. <b>2.3.1.2</b> Survey Ministers to confirm advisory roles where member participation would provide value to the government; complete within 3 months.
	<b>2.3.2</b> Conduct public opinion surveying to determine topics for possible policy development.	<b>2.3.2.1</b> Public opinion survey reporting on issues once per year.

### 3. ENGINEERING CHANGES LIVES

#### ENDS

- › E-5 Practitioners reflect the diversity of the public.
  - › E-5.2 By 2030, 30% of newly licensed engineers will be women.

#### ISSUES STATEMENT

Canadian society is varied and diverse with respect to ethnic ancestry, religious beliefs, social attitudes and gender recognition. The membership of the Association should reflect and resemble society at large. In its history to date, engineering has been a male dominated profession. Gender equity has not occurred. However, equity has been achieved by other professions; most notably, law, medicine and accounting. In Manitoba, recent checking shows that women represent approximately 15% of newly licensed engineers and 9% of all registered engineers. This is significantly lower than the 30% target recommended by Engineers Canada. It takes 5 years to obtain a BSc in Engineering degree plus four years of supervised practice to achieve the professional designation “P.Eng.” The timeline to meet the 30% goal by 2030 is growing shorter. Only three years remain for creating the conditions that must occur in order to accomplish this goal. In order to make rapid progress, Engineers Geoscientists Manitoba must broadcast an urgent message of social change within the profession. The message must be inclusive of all forms of diversity and must clearly state the message that engineering changes lives.



## STRATEGIC PRIORITIES

### 3. ENGINEERING CHANGES LIVES – STRATEGIC ACTIONS

ITEM	ACTION	METRIC
<b>3.1 Environmental Scan</b>	<b>3.1.1</b> Conduct an environmental scan of existing initiatives within Engineers Geoscientists Manitoba, other CAs, Engineers Canada, Geoscientists Canada, and other engineering and geoscience organizations.	<b>3.1.1.1</b> Summary document with recommendations within 3 months.
	<b>3.1.2</b> Engagement of a marketing contractor to develop a brand for “Engineering Changes Lives” with printed material and digital content to ensure diversity and inclusion is boldly presented.	<b>3.1.2.1</b> New branding within 6 months.
<b>3.2 Communication</b>	<b>3.2.1</b> Launching of the new brand.	<b>3.2.1.1</b> Launch date TBA to confirm optimal timing and coordination with government and stakeholders.
<b>3.3 Liaison with the Faculty of Engineering – U of M</b>	<b>3.3.1</b> Meet with the Dean of Engineering and UMES to discuss recruitment and retention.	<b>3.3.1.1</b> Meet with the Dean of Engineering every 3 months to discuss opportunities for collaboration and partnership.
		<b>3.3.1.2</b> Attend monthly UMES student council meetings.
<b>3.4 Targeted sponsorships of program and events that build awareness of the engineering and geoscience professions among school-age children, educators and parents</b>	<b>3.4.1</b> Sponsor a province wide conference.	<b>3.4.1.1</b> Become the major supporter of a conference event within 1 year.
		<b>3.4.1.2</b> Become the major supporter of a STEM competitive student event within 1 year.

## STRATEGIC PRIORITIES

### 3. ENGINEERING CHANGES LIVES – STRATEGIC ACTIONS

ITEM	ACTION	METRIC
<b>3.4 Targeted sponsorships of program and events that build awareness of the engineering and geoscience professions among school-age children, educators and parents</b>	<b>3.4.2</b> Sponsor a school-aged extra-curricular program targeted toward grades 5 to 8 students.	<b>3.4.2.1</b> Establish a program within 1 year.
	<b>3.4.3</b> Sponsor events for science teachers and guidance councillors.	<b>3.4.3.1</b> Establish support for Science teachers “SAGE” day within 1 year. <b>3.4.3.2</b> Establish support for guidance counsellors “SAGE” day within 1 year.
	<b>3.4.4</b> Sponsor a major awards ceremony; highlighting diversity.	<b>3.4.4.1</b> Sponsor Science & Technology Award at the annual Women of Distinction Awards Dinner. <b>3.4.4.2</b> Initiate a diversity award to be given out annually at the Engineers Geoscientists Manitoba Awards Dinner. <b>3.4.4.3</b> Submit names annually to the U of M Distinguished Alumni Awards.
	<b>3.5 Benchmarking</b>	<b>3.5.1</b> Checking on gender equity.

## 4. ETHICS OF MEMBERS

### ENDS

- › **E-2** Practitioners practice with competence and conduct themselves professionally.
  - › **E-2.1** Practitioners demonstrate a high current level of knowledge and experience with the application of that knowledge.
  - › **E-2.1** Practitioners and students develop as professionals throughout their career.
- › **E-4** Stakeholders understand and value the contribution of the professions.
  - › **E-4.2.1** Practitioners demonstrate a high current level of knowledge and experience with the application of that knowledge.

### ISSUES STATEMENT

Public expectation for competent practice and good ethics of members is increasing. The findings of the Charbonneau Commission in Quebec and allegations of corruption in other jurisdictions necessitates a strong response from engineering regulators. Engineers Geoscientists Manitoba must be ready to respond to any allegations or criticisms of poor conduct by its members.

## STRATEGIC PRIORITIES

### 4. ETHICS OF MEMBERS – STRATEGIC ACTIONS

ITEM	ACTION	METRIC
<b>4.1 Environmental Scan</b>	<b>4.1.1</b> Conduct an environmental scan of existing initiatives for enhancing professional practice of members within Engineers Geoscientists Manitoba, other regulators, Engineers Canada, Geoscientists Canada and other related engineering and geoscience organizations.	<b>4.1.1.1</b> Summary document with recommendations within 12 months.
	<b>4.1.2</b> Check on ProDev compliance rates and determine acceptable threshold.	<b>4.1.2.1</b> Report on ProDev compliance rates every 12 months.
	<b>4.1.3</b> Explore options for ethics, professionalism and good character training.	<b>4.1.3.1</b> Report on training options within 6 months.
	<b>4.1.4</b> Member consultation meetings to solicit input on options for ethics, professionalism and good character training.	<b>4.1.4.1</b> Host a member consultation meeting within 12 months.
	<b>4.1.5</b> Review by-laws and regulations of other engineering regulators to determine policies for achieving member compliance; seeking best practices.	<b>4.1.5.1</b> Summary document, and potential recommendations within 12 months.
<b>4.2 Policy Development</b>	<b>4.2.1</b> Revised by-law to support ethics training in ProDev.	<b>4.2.1.1</b> By-law vote at the 2018 AGM.
	<b>4.2.2</b> Amended by-law to support revising the Code of Ethics.	<b>4.2.2.1</b> Revised by-law draft within 12 months (or by-law revision cycle).

— **STRATEGIC PRIORITIES**

**4. ETHICS OF MEMBERS — STRATEGIC ACTIONS**

ITEM	ACTION	METRIC
<b>4.3 Programming</b>	<b>4.3.1</b> Code of Ethics Training Module within ProDev.	<b>4.3.1.1</b> Research the available training courses within 6 months.
		<b>4.3.1.2</b> Implement training module within 12 months.
<b>4.4 Code of Ethics</b>	<b>4.4.1</b> New Code of Ethics.	<b>4.4.1.1</b> New document ratified by the members within 2 years.
		<b>4.4.2</b> Code of Ethics Task Group.
		<b>4.4.2.1</b> Volunteer Call within 3 months.
		<b>4.4.2.2</b> Task Group interim report within 12 months.
		<b>4.4.2.3</b> Task Group produces Draft Code of Ethics for member critique within 18 months.
		<b>4.4.2.4</b> Final copy ready for ratification vote within 2 years.

## 5. MODERNIZATION OF THE ASSOCIATION

### ENDS

- › E-1 Individuals who are practicing engineer and geosciences are registered and licensed.
- › E-4 Stakeholders understand and value the contribution of the professions.
  - › E-4.1 Practitioners value and engage in a self-regulating profession.
- › E-5 Practitioners reflect the diversity of the public.

### ISSUES STATEMENT

Engineers Geoscientists Manitoba is almost 100 years old. The Association began in 1920. Some of the by-laws date back to the beginning and still have relevance; some are out-dated; others no longer apply. As stated earlier in this strategic plan, Canadian society is varied and diverse with respect to ethnic ancestry, religious beliefs, social attitudes and gender recognition. The membership of the Association should reflect and resemble society. Administration of the Association must be done through a modern set of by-laws in order for the professions to function effectively within a diverse society.

The current by-law booklet has been likened to a “renovated house” — many additions have been put on over the years and now the old homestead is in such poor shape that it needs a total makeover. A complete modernization of Association by-laws is necessary to prepare for the next 100 years of self-regulation and service to the public of Manitoba.

## STRATEGIC PRIORITIES

5. MODERNIZATION OF THE ASSOCIATION – STRATEGIC ACTIONS		
ITEM	ACTION	METRIC
<b>5.1 Environmental Scan</b>	<b>5.1.1</b> Conduct an environmental scan of existing issues for renewal within the Association, other engineering and geoscience regulators.	<b>5.1.1.1</b> Environmental scan completed within 6 months.
	<b>5.1.2</b> Create a document summarizing the findings of the environmental scan.	<b>5.1.2.1</b> Summary document completed within 6 months.
	<b>5.1.3</b> Solicit Input from members of Council and committees.	<b>5.1.3.1</b> Communication by email within 3 months.
<b>5.2 Member Engagement</b>	<b>5.2.1</b> Conduct member consultation sessions.	<b>5.2.1.1</b> Multiple sessions offered with 12 months.
	<b>5.2.2</b> Create document summarizing the findings of the member engagement sessions.	<b>5.2.2.1</b> Summary document and potential recommendations are completed within 12 months.
	<b>5.2.3</b> Develop guiding principles for by-law drafting.	<b>5.2.3.1</b> Guiding principles document drafted within 12 months.
<b>5.3 By-law Re-write</b>	<b>5.3.1</b> Form a By-law Task Group.	<b>5.3.1.1</b> Volunteer Call within 3 months. <b>5.3.1.2</b> Task Group interim report within 9 months. <b>5.3.1.3</b> Task Group produces Draft by-law clauses within 12 months. <b>5.3.1.4</b> Final copy ready for ratification vote within 2 years.
	<b>5.3.2</b> Create a draft set of new by-laws in booklet form.	<b>5.3.2.1</b> Staff and legal counsel to utilize the guiding principles and input collected from member engagement to draft a set of new by-laws in booklet form within 6 months.

## STRATEGIC PRIORITIES

### 5. MODERNIZATION OF THE ASSOCIATION – STRATEGIC ACTIONS

ITEM	ACTION	METRIC
<b>5.3 By-law Re-write</b>	<b>5.3.3</b> Member consultation on the draft.	<b>5.3.3.1</b> Members provide feedback on draft set of new by-laws within 2 months of 5.3.2.1
<b>5.4 Ratification Vote</b>	<b>5.4.1</b> Present a new set of by-laws for ratification by members at an annual general meeting of the Association.	<b>5.4.1.1</b> New set of by-laws to be presented at the 2020 annual general meeting for ratification by members.



## 6. ENGINEERING SYNERGY

### ENDS

- › **E-1** Individuals who are practicing engineering and geosciences are registered and licensed.
- › **E-4** Stakeholders understand and value the contribution of the professions.
  - › **E-4.1** Practitioners value and engage in a self-regulating profession.
  - › **E-4.2** The public understands and values the contribution of the professions.
    - › The public perceives the professions as having a leading role in protecting public interest.

### ISSUES STATEMENT

Disputes between technologists and engineering associations are occurring in BC and Alberta. Fracturing of the technology groups is happening with the split of CCTT resulting in the new group TPC. Independent scope of practice for technologists is the issue. Positive relations exist between Engineers Geoscientists Manitoba and the Certified Technicians and Technologists Association of Manitoba. As a counter measure to the movement building in other provinces, a merger with technologists would be a good thing to pursue in Manitoba. Synergy of the two groups would be positive for the public of Manitoba: unifying the two engineering groups, speaking as one voice to government and the public, planning a shared path forward and realizing many benefits for members of both organizations.

## STRATEGIC PRIORITIES

### 6. ENGINEERING SYNERGY – STRATEGIC ACTIONS

ITEM	ACTION	METRIC
<b>6.1 Environmental Scan</b>	<b>6.1.1</b> Conduct an environmental scan of the potential benefits, risks, opportunities and challenges for Engineers Geoscientists Manitoba amalgamating with applied science technology professionals. Include information about the issues and context occurring in BC and Alberta.	<b>6.1.1.1</b> Environmental scan conducted and summary document drafted within 2 years.
	<b>6.1.2</b> Identify potential governance models.	<b>6.1.2.1</b> Report to Joint Board on governance options by the end of year 2
<b>6.2 Stakeholder Consultation</b>	<b>6.2.1</b> Initiate discussion by the Engineers Geoscientists Manitoba-CTTAM Joint Board.	<b>6.2.1.1</b> Set agenda item within 1 month. <b>6.2.1.2</b> Opportunities for collaboration and synergy are identified within 2 years.
	<b>6.2.2</b> Host member meeting within Engineers Geoscientists Manitoba.	<b>6.2.2.1</b> Meeting to be held within 2 years.
	<b>6.2.3</b> Host member meeting within CTTAM.	<b>6.2.3.1</b> Meeting to be held within 2 years.
	<b>6.2.4</b> Jointly host member meetings for both associations.	<b>6.2.4.1</b> Meeting to be held TBA after above meetings have occurred.
	<b>6.2.5</b> Joint Board provides report to the councils of Engineers Geoscientists Manitoba and CTTAM.	<b>6.2.5.1</b> Report within 2 years.
<b>6.3 Council Decision</b>	<b>6.3.1</b> Engineers Geoscientists Manitoba and CTTAM councils make decision on whether or not to merge the two groups.	<b>6.3.1.1</b> Decision made within 3 years.

# CONCLUSION

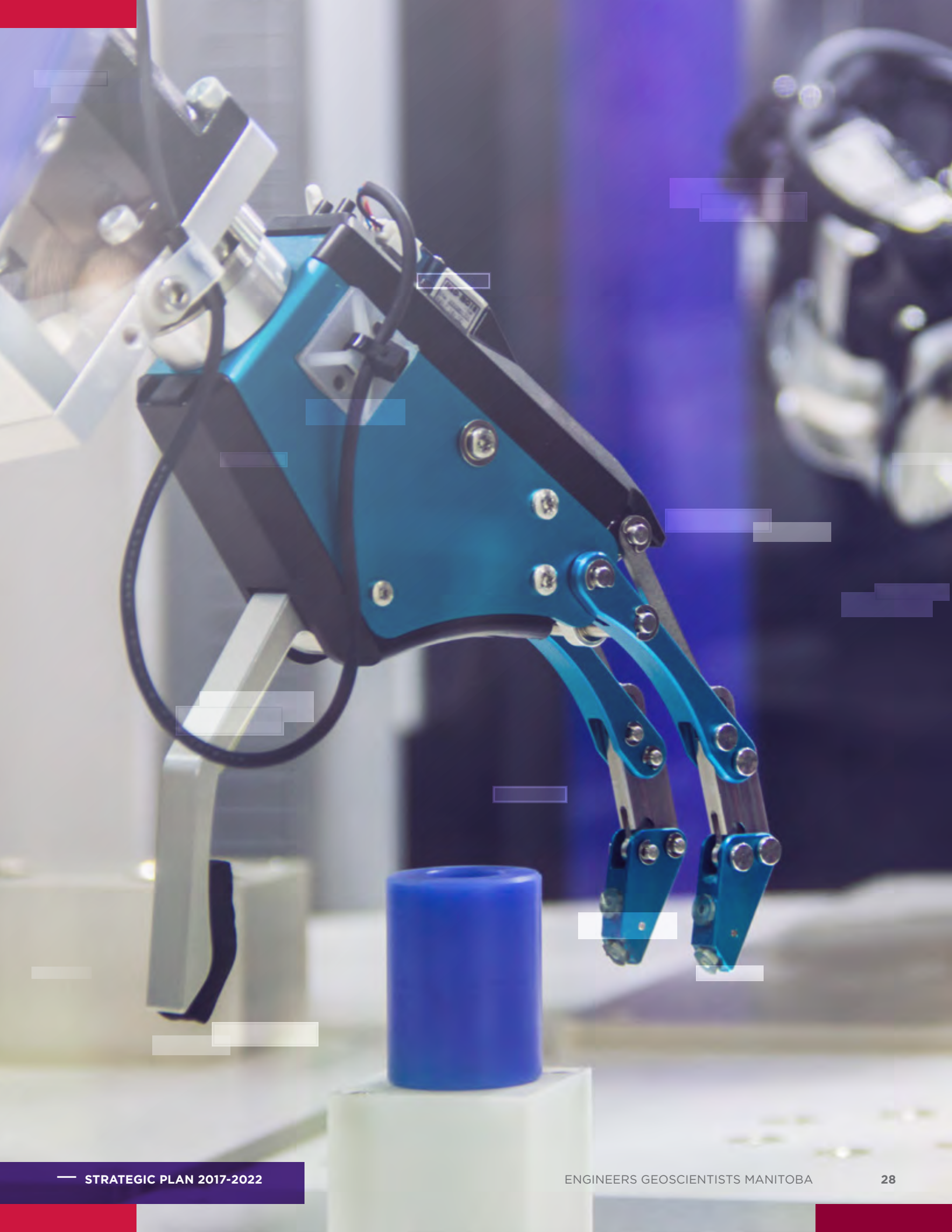
There are some exciting opportunities for Engineers Geoscientists Manitoba in the next 5 years. With consideration of the long history, stable finances and in view of the new Ends established by Council, a forecast for a bright future for the Association is presented in this strategic plan. This plan builds on the success of the *Strategic Priorities 2013-2017*. Since 2013, Engineers Geoscientists Manitoba has been pursuing three strategic priorities:

1. recruitment and retention of new professionals,
2. improved government relations, and
3. increased public awareness of the professions. Progress has been achieved in these areas and effort to make more will continue into the future.

In addition to the important initiatives of the past 4 years, new opportunities consistent with the new Ends are possible because of the strong commitment of members and stakeholders. Six opportunities are identified in this Strategic Plan 2017-2022:

- › greater public understanding of the professions,
- › continuing good government relations,
- › convincing everyone that Engineering Changes Lives,
- › demonstrating the good ethics of members,
- › modernization of the Association and,
- › forging a common pathway forward for two engineering organizations.

Current public demand for equity, diversity, fairness and ethics presents a rare opportunity for a professional association like Engineers Geoscientists Manitoba. With a strong track record of prudent decision-making and problem solving, the Association is positioned to be a leader in the application of advanced technologies; while shepherding society to face the many changes caused by these new technologies.





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