

Communications Plan

Release of PEO's 2015-2017 Strategic Plan

Overview

PEO is facing many challenges in preparing for new engineering disciplines; adapting to the increased pace of technological change; respecting requirements for regulation to be balanced, inclusive and evidence-based; and responding to incursions to its mandate to regulate the engineering profession. Its new, three-year strategic plan will provide the road map for how it will meet its challenges and implement required change.

Council authorized work to begin on a new PEO Strategic Plan at its March 2014 meeting. Over the next nine months, senior management, staff, volunteers and Council members deliberated on PEO's strengths and weaknesses and the perceived opportunities and threats it would be facing over the plan period. New vision and mission statements were solicited and refined and PEO's core values were reconfirmed. As the final step, strategic objectives were articulated and strategies developed. A final draft of the Strategic Plan and Comprehensive Strategies documents were circulated to PEO Council, volunteers and staff during October. Council is scheduled to approve the 2015-2017 Strategic Plan and associated budget elements for 2015 at its November 2014 meeting.

The Strategic Plan is not intended to be an action plan or a work plan. Rather, it is a forward-looking blueprint to provide PEO a common direction. Specific strategies and action plans, with targeted completion dates, will flow from the plan.

Objective

A high level communication plan is required for the Strategic Plan rollout to ensure all those affected by it are quickly made aware of and understand PEO's intended direction over the next three years and the work to be done. As specific strategies and action plans are being developed and implemented, specific communications plans will be required to support them.

Target Audience

The identified stakeholders for this communications plan include:

1. Practitioners and future practitioners
2. PEO volunteers
3. PEO staff
4. Government
5. Ontario Society of Professional Engineers
6. Engineers Canada and its constituent associations
7. Ontario licensing and certification bodies for engineering, architecture, technology and natural science
8. Educational institutions with engineering programs
9. Employers of engineers
10. Targeted media

Key Messages

There are several messages that can be included throughout all communications, regardless of the intended audience and/or form of communication, including:

- Under the authority of the *Professional Engineers Act*, PEO governs licence and certificate holders and regulates engineering in Ontario to serve and protect the public interest.
- PEO protects and serves the public by:
 - ensuring all licensed professional engineers are qualified – and by licensing all who qualify;
 - disciplining professional engineers found guilty of incompetence or professional misconduct;
 - taking action against unlicensed individuals who illegally describe themselves as engineers. Similarly, PEO can take action against companies or entities who illegally provide engineering services to the public;
 - investigating complaints brought to it about unlicensed, unprofessional or incompetent providers of engineering services;
 - initiating a Registrar's investigation where reasonable and probable grounds exist that an act of professional misconduct or incompetence has occurred;
 - preparing performance guidelines as benchmarks for quality of service in the engineering profession; and
 - preparing performance standards for engineering services that have the force of law.
- PEO is facing many challenges as we approach 100 years of regulating the engineering profession in Ontario. Our strategic plan is a road map for how we will meet these challenges and implement the required changes.
- PEO's strategic plan is a tool to orient and align its work, providing senior management an essential means of leading managing the organization.
- The plan's goal areas and strategic objectives will determine the priorities for our programs and initiatives over the plan period, providing guidance for Council, committees, task forces and staff.
- Council will monitor the plan's progress through periodic updates from the Registrar.
- The plan's strategic objectives will be reviewed annually as part of the budget planning cycle and adjusted as necessary.
- PEO's vision is to be the trusted leader in professional self-regulation.
- PEO's mission is to advance the practice of engineering to protect the public interest.

Strategy

PEO will use all of its communications channels to raise awareness of the plan, which will be published to PEO's website.

The Registrar is the designated spokesperson for the Strategic Plan. Other spokespeople may be designated as required for specific communications needs arising as the strategies for each objective are implemented.

Tactics (assuming Council approval of the plan in November 2014)

1. Chapter leaders will be introduced to the approved plan at the Chapter Leaders Conference. The Registrar will lead the session.
2. The plan will be published to the PEO website. Progress reports will be added to the webpage when the Registrar reports periodically to Council.
3. The January/February 2015 issue of *Engineering Dimensions* will include information about approval of the plan and a link to the plan on the website. Ongoing coverage will include the Registrar's periodic reports to Council and articles dealing with development and implementation of strategies associated with each objective, as input is sought or deliverables are achieved.
4. Approval of the plan will be announced via social media and on the PEO Members Forum, with a link to the published document. Progress reports will periodically be provided via these channels.

5. Engineering students to be informed of approval of the plan and periodic updates through the Student Membership Program and the Engineering Students Societies Council of Ontario.
6. A media release announcing approval of the plan will be distributed to a targeted media list, with a link to the published plan. Additional media releases concerning specific plan deliverables will be distributed as required.
7. The media release will additionally be distributed to the Ontario Society of Professional Engineers, Engineers Canada and its constituent associations, Consulting Engineers of Ontario, and licensing and certification bodies for engineering, architecture, technology and natural science.
8. A hard copy of the Strategic Plan will be provided to the Attorney General with a covering letter from the Registrar. Copies of the plan to be included in future packages for MPP and other government meetings. GLP Weekly to announce approval of the plan and provide a link to it.
9. Council of the Ontario Deans of Engineering will be provided information about the plan at an upcoming meeting.