



# Minutes

The 250<sup>th</sup> Meeting of the EXECUTIVE COMMITTEE of PROFESSIONAL ENGINEERS ONTARIO was held on Monday, October 30, 2017 at 3:00 p.m.

Present: B. Dony, P.Eng., President and Chair  
G. Comrie, P.Eng., Past President  
D. Brown, P.Eng., President-elect  
N. Hill, P.Eng., Vice-President (elected)  
M. Spink, P.Eng., Vice-President (appointed)  
C. Bellini, P.Eng., Councillor at Large  
W. Turnbull, P.Eng., Western Regional Officer

Staff: G. McDonald, P.Eng., Registrar  
S. W. Clark, LL.B., Chief Administrative Officer  
L. Latham, P.Eng., Deputy Registrar, Regulatory Compliance  
M. Price, P.Eng., Deputy Registrar, Licensing and Registration  
D. Smith, Director, Communications  
M. Wehrle, Director, Information Technology  
J. Zuccon, P.Eng., Deputy Registrar, Tribunals and Regulatory Affairs  
R. Martin, Manager, Secretariat  
D. Power, Administrator, Secretariat

Guests: T. Kirkby, P.Eng., Lieutenant Governor-In-Council Appointee [minutes 15-05 and 15-06 only]  
K. Hoch, Premise Design Communications Inc. [minutes 15-05 and 15-06 only]  
M. Newman, Premise Design Communications Inc. [minutes 15-05 and 15-06 only]

## CALL TO ORDER

Notice having been given and a quorum being present, President Dony, acting as Chair called the meeting to order.

## 15-05

Moved by President-elect Brown, seconded by Vice President Spink:

## APPROVAL OF AGENDA

### That:

- a) the agenda, as presented to the meeting at E-250-1.1, Appendix A, be approved as amended, and
- b) the Chair be authorized to suspend the regular order of business.

**CARRIED**

Agenda item 3.3 Public Information Campaign Update was moved forward to accommodate guests from Premise Design Communications Inc.

## 15-06

## PUBLIC INFORMATION CAMPAIGN UPDATE

Councillor Spink, Chair of the Public Information Campaign Task Force advised that Premise has been hired to prepare options and develop a recommended approach to address PEO strategic issues through

communications.

A thorough Discovery has been conducted. The Discovery has pointed to the need for a phased approach to communicating with Ontarians.

Mary Newman, Research and Strategy Lead, and Kevin Hoch, Principal and Creative Director, Premise Design Communications Inc., were asked to provide an overview of the Discovery Research Highlights and target audience recommendations. Premise Design Communications recommended a phased approach to this work giving priority to a narrower target audience first, to ensure that PEO's ultimate communications with a broader public audience is successful. Since this may have been perceived as a shift in the mandate, the PIC task force sought the agreement and support from the Executive Committee for this approach.

Mary Newman advised that in July 2017, Premise Design Communications was engaged to support the PEO Task Force with its mandate to "examine a potential public information campaign based on the value proposition of professional engineering that promotes public awareness of the role of the PEO". A Discovery Report was presented on September 18th to the Task Force and is intended to be an update on research findings and positioning territories to seek Council input and confirm next steps.

The first stage of the Premise program was to conduct comprehensive research with a strong cross section of PEO members representing different industries, geographies and genders. By understanding the current perceptions (experience, barriers and influences) of members, the research provides critical insight regarding the PEO value proposition, brand positioning, messaging and focus for program development in achieving the mandate.

The qualitative research process took place in August and included strategic review and stakeholder mapping with the PEO Task Force; one-on-one executive interviews with identified industry leaders and PEO leadership; and, facilitation of six focus groups. In addition, the Premise team also examined past PEO member research, reports, audits, presentations and Strategic Plans.

The key insights were identified as follows:

1. The P.Eng. Value Proposition varies and can be meaningful to many audiences
2. The Value Proposition for holding a P.Eng. is primarily influenced by employers
3. Engineers and engineering thought leaders must support the public message.....*without it, we risk being undermined*

The Research and Messaging Outcomes were as follows:

1. A “value equation” for PEO emerged: ENGINEERING + PROFESSIONAL + LICENCING = P. ENG . Broken into its component parts, each word held important meaning in defining its contribution to Professional Engineers as detailed in the Report.
2. There is a strong interrelationship among the stakeholder groups (students, academia, practicing engineers, employers, governments and public) which influences the value equation. The groups are inextricably linked and have significant influence in building credibility.
3. Employers are at the centre of influence and are the gatekeepers of defining “value” in the careers of engineers.
4. Membership believe that the PEO would benefit greatly by modernizing operations with greater flexibility in business practice that embrace new fields of engineering, support greater collaboration with other stakeholders, and engage with members through communications and outreach.

#### **Recommendations**

1. The campaign should have a phased approach. A general public media campaign as the first phase is not advisable in achieving business objectives.
  2. The first phase of the awareness campaign should begin with and focus directly on a segment of the public – Employers. This is critical to building credibility prior to any general public campaign as Employers have the ability to influence all other key target audiences in an integrated way. To be clear, the Employer target campaign will be initiated using high profile business media, such as airports, The Globe ROB, 680News, as well as industry specific periodicals.
  3. To maximize program and campaign effectiveness, the campaign should focus on key industries where P.Eng is relatively unknown or unrecognized.
  4. The message framework for Employers in Phase 1 should focus on the potential value proposition – ingenuity, sustainability, excellence, compliance, proof of conscience, and the transition for entry level employees.
  5. The value equation for messaging should be flexible. Once developed, a campaign strategy can be tailored and customized to bring meaning to each audience as part of the phased approach.
- Implications and Next Steps

With the support of the Executive Committee, Premise will now focus

message development, campaign strategy, and creative executions initially on “Employer”. This will also inform the quantitative validation research and key message evaluation through an opinion poll in November/December.

The Executive Committee concurred with the recommendations presented by Premise Design Communications Inc.

**15-07  
MINUTES – 249<sup>th</sup> EXECUTIVE COMMITTEE  
MEETING – AUGUST 15, 2017**

The Executive Committee reviewed the minutes of the 249<sup>th</sup> EXE Committee meeting held August 15, 2017.

Moved by Councillor Bellini, seconded by Councillor Turnbull:

**That the minutes of the 249<sup>th</sup> open session meeting of the Executive Committee, held on August 15, 2017, as presented to the meeting at E-250-2.1, Appendix A, and amended, accurately reflect the business transacted at that meeting.**

**CARRIED**

**15-08  
PEER REVIEW – TERMS OF REFERENCE –  
SUCCESSION PLANNING TASK FORCE**

The Executive Committee reviewed the Terms of Reference for the Succession Planning Task Force and provided feedback.

A draft Terms of Reference was presented. Following discussion, the Committee directed staff to amend the Terms of Reference such that the key duties of the SPTF are to provide oversight and coordination with the respect to the implementation of the Succession Planning recommendations. The amended Terms of Reference will be presented to the Executive Committee at its January 16, 2018 meeting.

**15-09  
PRESIDENT’S AWARD**

The Executive Committee reviewed the recommendations for the 2018 President’s Award that were distributed at the meeting.

It was the consensus of the Executive Committee to forego the issuing of the 2018 President’s Award.

**15-10  
RISK REGISTER**

The Executive Committee reviewed the Risk Register. It was agreed that the Risk Register be presented to Council for feedback at its November meeting.

Vice-President Hill suggested that staff resiliency be included in the red zone.

It was agreed that the Risk Register would be included as an agenda item for the November Council meeting in order to solicit feedback.

Moved by Past President Comrie, seconded by Vice President Hill:

**That the Executive Committee move in-camera.**

**15-11  
IN-CAMERA SESSION**

While in-camera, the Executive Committee:

- a) Verified the in-camera minutes of the 249<sup>th</sup> Executive Committee meeting held August 15, 2017.

**15-12  
EXECUTIVE COMMITTEE ITEMS**

President Dony provided a brief update regarding OSPE's involvement in the 30 by 30 initiative.

There being no further business, the meeting concluded.

These minutes consist of minutes 15-05 to 15-12 inclusive and five pages.

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B. Dony, P.Eng., President and Chair

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S. Clark, LL.B., Chief Administrative Officer and  
Corporate Secretary