

PERCEPTION IS EVERYTHING



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Editor

APART FROM THE Léger Marketing profession barometer reports—the latest of which ranks the trustworthiness of engineers a respectable seventh (83 per cent), behind firefighters, nurses, farmers, doctors, teachers and police—it's not always easy to get a read on how the profession stacks up.

But more information is emerging, thanks to a number of surveys of engineers, students and the general public that have been undertaken over the last couple of years. And, I'm happy to report that, overall, it's positive news for the engineering profession.

In our roundup of these surveys (p. 35), rather interesting results have been uncovered. Not surprisingly, PEO gets good marks for how it carries out its regulatory activities. Ethical? Check. Professional? Check. There is also high confidence in the licence as a means of protecting the public.

Thought-provoking though are the results of PEO's licence-uptake study. This three-part survey of licence applicants, employers and engineering students reveals a surprisingly simple correlation: the more engineering students know about PEO, the greater their likelihood of pursuing the licence. Makes sense.

Carrying on with our theme of licensing this issue, we bring you the latest on what has been dubbed the National Framework for Membership and Licensure (p. 22). Developed and put forward by PEO for review, the plan is intended to provide a national vision for the profession that will improve mobility, inclusiveness, enforcement and overall consistency in regulatory practices. Only time will tell if the

provincial and territorial regulators unanimously endorse the model.

The concept of a national model is also the focus of "Upholding our sacred trust: Rethinking engineering licensing and membership," in the premiere issue of *The Journal of Policy Engagement* from the Ontario Centre for Engineering and Public Policy (OCEPP), an ongoing insert to *Engineering Dimensions*.

Finally, if you're looking for events to fill your calendar this spring, there is no shortage to choose from. PEO's Order of Honour gala and AGM happen May 8 to 9 in conjunction with OCEPP's inaugural public policy conference. There are plenty of other conferences, too. Notably, the National Engineering Summit (p. 15), which happens in Montreal May 19 to 21, will give attendees a unique opportunity to shape the future of several areas of the Canadian economy. The EIC's long-awaited climate change conference will be held in Hamilton May 12 to 15.

That reminds me: we tackle the climate change debate next issue, too. Brace yourself! Σ

