



# Strategic planning takes shape

## AUGUST 11, 2000 MEETING

Perera also discussed highlights of a report on the relevance of licensing and licensing bodies in engineering, which was prepared by CCPE. The report outlines possible strategies for regulating the profession more effectively, increasing the capture rate of engineering graduates into the profession, and raising public awareness of the professional engineer's role in protecting public safety. Specifically, it advocates developing engineers "who are acutely aware of their professional responsibilities and strongly committed to the profession," through engineering education and internship programs.

During the strategic planning session, Council identified key issues facing PEO related to the definition of engineering practice, value of licensing and relevance, competence and ethics, and governance.

Council also revisited ideas for PEO's strategic vision, discussed initially at its June meeting, and included additional ideas relating to PEO's relevance, image, external relations, globalization, internal operations, communications and core functions. Council then brainstormed goals to be achieved by PEO in these areas. These include:

- ◆ making the value of PEO and licensure relevant and clear to a variety of stakeholders;

- ◆ increasing the demand for licensure by a range of stakeholders in an increased scope of disciplines and practice areas;
- ◆ promoting an ethical engineering culture, particularly in relation to serving the public interest;
- ◆ becoming a streamlined, efficient, responsive, results oriented and non-bureaucratic organization, and adopting leading edge technology;
- ◆ ensuring that strategic planning is an ongoing activity;
- ◆ clearly establishing the definition of engineering to encompass a broad range of disciplines; and
- ◆ communicating effectively the legal requirements for licensure under the Professional Engineers Act.

Council also considered how the relationship between PEO and the Ontario Society of Professional Engineers (OSPE) might evolve, agreeing that it would like to see PEO establish an effective liaison with OSPE.

Council's Strategic Planning Steering Group is using input from the session to develop a draft document for Council's review, and wider consultation. ◆

by Alison Piper

At its workshop on August 11, Council continued the process of developing a strategic plan for PEO, building on initial ideas generated at a brainstorming session held during its June workshop.

To help set the stage for the process, PEO President Peter DeVita, P.Eng., told Council that PEO's strategic plan is meant to be a "living document" requiring continuous review and development. "There will be new ideas, new environmental changes that we need to respond to," he said. "Part of what we'll be talking about is how to introduce processes that will allow us to respond to change. Today's session is mainly aimed at getting the key issues on the floor."

Councillor Max Perera, P.Eng., discussed the findings of research commissioned by the Canadian Engineering Resources Board [a standing committee of the Canadian Council of Professional Engineers (CCPE)] on engineering work in the biotechnology, software and information technology industries. He noted that rapid growth in the three industries—four times the economy-wide rate—is likely to change the composition of the profession, as demand for certain specialties and skills increases, resulting in increases and decreases in engineering school enrolments in particular programs. Perera also stressed that the study's findings have implications for licensing, since the companies surveyed do not make a P.Eng. licence a requirement for recruitment or promotion. (For more information on the study's findings, see "Growth industries revolutionizing engineering, study finds," on p. 18.)

