

COUNCIL APPROVES FUNDS FOR PEAK PROGRAM ETHICS MODULE

By Nicole Axworthy

510TH MEETING, FEBRUARY 2, 3, 2017

At its February meeting, council authorized up to \$300,000 from PEO's reserve funds to implement its new Practice Evaluation and Knowledge (PEAK) program ethics module. The funds will cover the cost of development, hosting and user support by external vendor ScholarLab.

This online multimedia module is one of the PEAK program elements that was approved by council in 2016. As outlined in the report of the Continuing Professional Competence Program (CP)² Task Force, the module is needed in order to ensure all licence holders—including those who are not practising—are aware of their ethical obligations under the *Professional Engineers Act*, and to provide licence holders with an understanding of how these obligations should be applied to real-life situations.

Staff will proceed to work with ScholarLab in order to implement the online learning module by March 31, 2017. (Find out more about the PEAK program and ethics module starting on page 22 of this issue.)

REVISED GUIDELINE

Council has authorized publication of a revised *Solid Waste Management* guideline, which provides guidance to those providing or retaining professional engineering services related to the planning, designing, constructing, commissioning, operating, monitoring or closing of solid waste management systems.

In 2013, PEO's Professional Standards Committee was instructed by council to form a Solid Waste Management Subcommittee to revise the current guideline, which had not been updated since 1993. The revised guideline takes into consideration any changes to legislation affecting the industry and professional engineering, and better reflects current practices. The new guideline will be available on PEO's website at www.peo.on.ca/index.php/ci_id/1834/la_id/1.htm.

PUBLIC INFORMATION CAMPAIGN TASK FORCE

Council has approved the terms of reference and proposed members for its new Public Information Campaign Task Force to examine a potential campaign that promotes public awareness of the role of PEO. The new task force consists of seven PEO members who have familiarity and demonstrated experience in marketing, advertising or communications.

PEO last undertook an independent marketing campaign in 1996–1998. It was also involved in a joint venture with Engineers Canada and other constituent associations in 2001–2002 and 2008–2009.

With its \$100,000 budget, the new task force is expected to engage an agency to assist with campaign development, including messaging and determination of rollout costs for potential delivery options. The team is expected to report back to council no later than April 2018 with proposed messaging, key audiences, communications channels, costs and other required resources, measurables, and a recommended course of action. **e**

NATIONAL VOLUNTEER WEEK

APRIL 23–29, 2017

Every year PEO volunteers dedicate time and energy to the engineering profession. Canada's National Volunteer Week is another great opportunity to recognize their efforts. PEO would like to thank you for your valued contribution, which benefits the association, the profession, and Canadian society as a whole.

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