

MINUTES

30 x 30 TASK FORCE

Wednesday, October 17, 2018, 7:00-10:15 p.m.

Attendees

Chair: Helen Wojcinski, P.Eng.
Vice-Chair: Christian Bellini, P.Eng.
Council Liaison: Bob Dony, P.Eng. (via teleconference)
Lola Hidalgo, P.Eng.

Staff Advisor: Jeannette Chau, P.Eng.
Guest: Marilyn Spink, P.Eng.

1. Call to Order

The meeting was called to order at 7:00 p.m.

2. Conflicts of interest

The chair asked if there were any conflicts of interest. No conflicts were identified.

3. Approval of the Agenda

Moved by Bob Dony, seconded by Lola Hidalgo.

That the Agenda be approved. APPROVED.

4. Approval of the Minutes of the September 27, 2018 Meeting

Moved by Christian Bellini, seconded by Lola Hidalgo.

That the Minutes of the September 27, 2018 meeting be approved. APPROVED.

5. Recent Developments

- **30 x 30 Budget**

The 30x30 budget is approved for \$40,000 for two years - \$20,000 for 2018, \$20,000 for 2019. The Task Force began in June 2018, hence will end in June 2020. The Task Force will not utilize all \$20,000 in 2018 but will require funds in 2020. The Task Force intends to stay within the total allocation of \$40,000 but will require it to be spread over the period June 2018 to June 2020.

- **OSPE WE-ACT Fall Forum**

Helen Wojcinski, Lola Hidalgo, and Jeannette Chau attended the WE-ACT Fall Forum. They were impressed with the conference which had 800 attendees, including men. Many good contacts were made, such as Kim Jones of ONWiE. In particular Michael Bach, an expert on diversity and changing organizational culture, is recommended to be invited to the Industry Awareness Session. The conference audience was made up of the Task Force's target audience.

It was a lost opportunity for 30x30 not to be formally on the agenda as a panel discussion at the WE-ACT Fall Forum. This feedback will be provided in the JRC Update. Next year the WE-ACT Fall Forum will be held in Waterloo.

- **Public Information Campaign (PIC) Task Force Report**

Helen Wojcinski welcomed Marilyn Spink, chair of the PIC Task Force.

Marilyn Spink provided an overview of the PIC Task Force work. The targets for the PIC are students, business, members which are the same targets as for 30x30.

The Public Information Campaign still needs to be approved by Council.

The 30x30 Task Force will not be able to tie in with PIC until it is approved.

The Task Force can perhaps use some of the information, for example, what is the value of licensure.

- **ARUP presentation**

Engineers Canada was asked to do a presentation about 30 x 30 to ARUP (a large international structural engineering company with an office in Canada). Christian Bellini and Helen Wojcinski presented on behalf of Engineers Canada using Engineers Canada's slide deck. There is a need to proactively select large companies and convince them to set their own objectives.

6. Discussion of Communication Strategy/Stakeholder Groups

The task force discussed the 30x30 Communication Strategy/Plan (see attached).

Marilyn Spink suggested that the Task Force connect with the Engineering Change Lab.

The Task Force is tasked to think of other leaders or groups the Task Force should engage in the communication plan and invite to Awareness Sessions.

The Task Force will go out to speak to groups or bring representatives in to awareness sessions held at PEO.

Action: Task Force members to review the 30x30 Communication Strategy and make any additional suggestions as to who can be added to the guest list, particularly men.

Action: Helen Wojcinski to add the Engineering Change Lab to the communications strategy

Action: Lola Hidalgo to connect with Helen Wojcinski regarding opportunity to speak at the next RCC meeting.

Action: Helen Wojcinski to investigate possibility of speaking at CLC or VLC.

Action: Christian Bellini to say a few words about the 30x30 at the Committee Chairs Workshop on October 26.

7. Other Business

There was no other business

8. Next Meeting

The next meeting is scheduled for November 22, 2018. 6:30-9:00 p.m.

9. Adjournment

The meeting was adjourned at approximately 10:15 p.m.