

2023-2027

# STRATEGIC PLAN

**MY LIFE'S WORK MAKES LIFE WORK BETTER**

#LIFEWORSEBETTER [EngGeoMB.ca](http://EngGeoMB.ca)



# CONTENTS

## INTRODUCTIONS

A Message from the CEO & Registrar	4
The Planning Context	6
Stakeholder Consultations	6
The Ends	7

## STRATEGIC PRIORITIES

<b>1. INCREASING INDIGENOUS PRACTITIONERS</b>	<b>10</b>
<b>2. ACHIEVING GENDER EQUITY</b>	<b>12</b>
<b>3. CLIMATE CHANGE ADAPTATION</b>	<b>14</b>
<b>4. MENTORSHIP, INTERNSHIP, RETURN-SHIP</b>	<b>16</b>
<b>5. SUSTAINABILITY OF THE PROFESSIONS</b>	<b>18</b>
<b>6. ENGINEERING SYNERGY</b>	<b>20</b>

<b>CONCLUSION</b>	<b>22</b>
-------------------	-----------

## — A MESSAGE FROM THE CEO & REGISTRAR

Engineers Geoscientists Manitoba is a durable, growing organization with a rich, honorable history of serving and protecting the public of Manitoba. Since its inception in 1920, the Association has existed for more than 100 years due to the careful management of its resources.

Engineers Geoscientists Manitoba is a privately incorporated, non-profit regulatory organization. It follows the mandate given by the public, found in The Engineering & Geoscientific Professions Act of Manitoba.

The future is bright for engineering and geoscience. Technology, innovation, and emerging disciplines are advancing in ways that put engineers and geoscientists in a leadership position. Society has high expectations for the application of engineering and geoscientific principles to benefit daily life. It also has high expectations for professionals to acknowledge and respond to issues affecting the community. In order to meet society's expectations, Engineers Geoscientists Manitoba must think and plan strategically to ensure that the public is protected, well-served and positioned for future success.

This strategic plan builds on the 2017-2022 plan through consultations with many stakeholders. In its governance role, Council has attempted to answer the questions: What benefit, for whom, at what relative worth? Reflection upon these questions has resulted in a set of Ends. From the guiding principles in the Ends, extend six strategic priorities for the immediate future.

I wish to thank the members of Engineers Geoscientists Manitoba, councillors, government leaders, partner agencies, and members of the general public who have provided input to this strategic plan.

Thank you, merci, meegwetch.



Grant Koropatnick, P.Eng., FEC  
CEO & Registrar



## SIX STRATEGIC PRIORITIES

### **INCREASING INDIGENOUS PRACTITIONERS:**

The register must show more Indigenous practitioners for the professions to accurately reflect society.



### **ACHIEVING GENDER EQUITY:**

The imbalance of too many men and not enough women on the register must be corrected in order to effectively serve the public.



### **CLIMATE CHANGE ADAPTATION:**

Society will be protected from the negative effects of climate change when engineering and geoscience tools are made available.



### **MENTORSHIP, INTERNSHIP, RETURN-SHIP:**

Growth of practitioners through welcoming, supportive mentoring relationships, programs, and policies.



### **SUSTAINABILITY OF THE PROFESSIONS:**

Proper funding ensures that the engineering and geoscience professions will be strong moving forward.



### **ENGINEERING SYNERGY:**

Merging engineering and applied science technology into one governing organization is good for the professions and the public of Manitoba.



## — THE PLANNING CONTEXT

Engineers Geoscientists Manitoba is a strong organization with more than 100 years of history. It has a stable financial position with a balanced budget. It will continue on a path of purpose, organizational stability, sustainability, and relevance.

In recent years, the public has spoken up on the topics of reconciliation, gender equality, diversity, and personal identity. The public has also spoken up about fears associated with climate change, food, and personal security. Engineers Geoscientists Manitoba needs to bring forward planned priorities that respond to the present social context. The Association's demographics are changing. Steady growth in the membership is projected, resulting from international applicants and transfers from other provinces. A rising tide of new leadership is emerging. More women are seeking council and committee roles. The infusion of new members from outside Canada has resulted in new ideas, new chapters, and new energy for growing the profession. New and diverse views expressed at member engagement sessions and strong public opinion reported in the media and opinion polls have set the context for the strategic priorities presented in this strategic plan.

## — STAKEHOLDER CONSULTATIONS

Despite the pandemic, Engineers Geoscientists Manitoba increased its outreach to a diverse group of stakeholders including members of the Association and the general public through online interviews, social media, opinion surveys, and focus groups conducted by Probe Research Associates. Dialogue and careful listening took place with Indigenous communities (individuals and organizations), students, government Ministers, and department officials at numerous meetings and sessions. Ongoing partnerships with the Price Faculty of Engineering also provided key insights into the immediate needs of educators, parents, and future students. Industry partners such as the Association of Consulting Engineering Companies (ACEC) Manitoba and the Friends of Engineering contributed input to consultations with government relations committees and public awareness campaigns.

## — THE ENDS

The Ends describe the strategic targets for the professions and provide direction for the CEO. The Ends are written as statements about where Engineers Geoscientists Manitoba wants to end up. Each lower level further interprets the level above. Council monitors the Ends to ensure that they are current and reflective of the society Engineers Geoscientists Manitoba is seeking to serve. The Ends table is an attempt to succinctly state what Council wants the Association to achieve.

### ENDS

- » **E-1 Individuals who are practicing engineering and geoscience are registered and licensed.**
- » **E-2 Practitioners practice with competence and conduct themselves professionally.**
- » **E-3 Unqualified persons do not practice.**
- » **E-4 Stakeholders understand and value the contribution of the professions.**
- » **E-5 Practitioners reflect the diversity of the public.**
- » **E-6 Consumers have access to a reasonable supply of practitioners' services.**

**Global End: The interests of the public of Manitoba are protected as they relate to the practice of engineering and geoscience and that the results should be worth the resources expended.**

<b>E-1 Individuals who are practising engineering and geoscience are registered and licensed.</b>	<b>E-2 Practitioners practice with competence and conduct themselves professionally.</b>	<b>E-3 Unqualified persons do not practice.</b>	<b>E-4 Stakeholders understand and value the contribution of the professions.</b>	<b>E-5 Practitioners reflect the diversity of the public.</b>	<b>E-6 Consumers have access to a reasonable supply of practitioners' services.</b>
E-1.1 Potential members experience efficient registration or licensure.	E-2.1 Practitioners demonstrate a high current level of knowledge and experience with the application of that knowledge.		E-4.1 Practitioners value and engage in a self-regulating profession.  E-4.1.1 The employers of practitioners value and encourage participation in a self-regulating profession.	E-5.1 Increasing Indigenous membership.	E-6.1 Engineering and geoscience students enroll as interns.
E-1.2 Qualified professionals experience a seamless registration process across Canada and internationally.			E-4.2 The public understands and values the contribution of the professions and this is a priority.  E-4.2.1 The public understands the competency and ethics of practitioners.  E-4.2.2 The public perceives the professions as having a leading role in protecting public interest.	E-5.2 By 2030, 30% of newly licensed engineers will be women and this is a priority.	E-6.2 Students in K to 12 view the professions as rewarding careers.
E-1.3 Individuals practising emerging technologies are integrated into the profession.	E-2.2 Practitioners and students develop as professionals throughout their careers.		E-4.3 Government and regulators understand and support self-regulation.  E-4.3.1 The provincial government will provide clearly defined regulatory authority.		E-6.3 Post-secondary institutions and government are aware of the future needs of the professions.
E-1.4 Individuals practising in academia are recognized as qualified for registration.			E-4.4 Government understands the issues impacting the public interest as they relate to the professions and this is a priority.  E-4.4.1 Government seeks out the professions as stakeholders.  E-4.4.2 Governments dialogue with the professions in developing legislation, regulation, public policy, codes, and standards.		





# STRATEGIC PRIORITIES

# 1. INCREASING INDIGENOUS PRACTITIONERS

## ENDS

**E-5.1: Increasing Indigenous membership, to ensure that practitioners in the professions reflect the diversity of the public.**



## ISSUES STATEMENT

Although all people in Manitoba should have the same opportunities to enter post-secondary engineering and geoscience education programs and professions, accessibility and feasibility are not the same for all demographics. This is largely due to systemic barriers. In particular, Indigenous populations in Canada are disproportionately impacted. Engineers Geoscientists Manitoba is aware that Indigenous people are underrepresented in engineering and geoscience occupations relative to the labour force and total population.

This finding is true at both the provincial and national levels. The Association's department of Equity and Representation is working to understand, track, and effectively address the reasons for the drastic underrepresentation of Indigenous practitioners in the professions and to achieve the strategic priority of increasing Indigenous practitioners on the register.



### Increasing Indigenous Practitioners - Strategic Actions

ITEM	ACTION	METRIC
1.1 Environmental Scan	1.1.1 Complete environmental scan to determine priorities for End E-5.1 - Increasing Indigenous membership within Association practitioners and companies	<p>1.1.1.1 Increased awareness on the barriers and limitations that exist for Indigenous students and practitioners entering the field of study and workplaces</p> <p>1.1.1.2 Develop recommendations based on the above noted barriers to assist Indigenous students and practitioners entering the field of study and workplaces</p> <p>1.1.1.3 Develop a strategic plan for End E-5.1</p> <p>1.1.1.4 Implement the strategic plan for End E-5.1</p>

## Increasing Indigenous Practitioners - Strategic Actions

ITEM	ACTION	METRIC
<p><b>1.2</b> Metrics</p>	<p><b>1.2.1</b> Maintain and track statistics to support the completed environmental scan and support the recommendations from within to support End E-5.1</p>	<p><b>1.2.1.1</b> Increased awareness on:</p> <ul style="list-style-type: none"> <li>• the number of Indigenous professionals working in engineering and the geosciences in Manitoba</li> <li>• enrollment rates for secondary pre-requisite requirements for admission to engineering and geosciences programs</li> <li>• the number of students enrolled in post-secondary programs in Manitoba, and</li> <li>• graduation rates from the institutions where programs are currently offered</li> </ul> <p><b>1.2.1.2</b> Continued tracking of statistics for advocacy and support for the Association's efforts to increase the number of Indigenous people to enter the fields of study and workplaces</p>
<p><b>1.3</b> Role Model Program</p>	<p><b>1.3.1</b> Develop role model program for Indigenous youth</p>	<p><b>1.3.1.1</b> Increase awareness and knowledge of engineering and geosciences as an occupation and potential field of study for early learners</p> <p><b>1.3.1.2</b> Promote on Association website and social media</p>
<p><b>1.4</b> MMIWG2S</p>	<p><b>1.4.1</b> Complete Action Plan developed to support reconciliation and increased safety of women in communities at the Association level through education and professional development opportunities to learn about the history and colonization of Indigenous people in Canada; in addition to education on violence against Indigenous women and girls and the impact on communities</p>	<p><b>1.4.1.1</b> Increased awareness of the Association's and industry's commitment and understanding of the Truth and Reconciliation Commission of Canada's Call to Action (#92), the Calls to Justice (#13.1 to #13.5) for Extractive and Development Industries from the National Inquiry into Missing and Murdered Indigenous Women and Girls (MMIWG)</p> <p><b>1.4.1.2</b> Determine schedule for training for staff and Council</p> <p><b>1.4.1.3</b> Hire consultant to assist with questions and issues that may arise from the content</p> <p><b>1.4.1.4</b> Host staff and Council training within one year</p> <p><b>1.4.1.5</b> Conduct assessment on value and effectiveness within one year</p>
<p><b>1.5</b> Mentorship and Intern Support Programs</p>	<p><b>1.5.1</b> Develop Association mentorship program and intern support program to assist Indigenous interns, newly licensed and existing registered practitioners in their pursuits of licensure</p>	<p><b>1.5.1.1</b> Host focus group discussions to determine priorities and topics for discussion at events</p> <p><b>1.5.1.2</b> Work with Association's department of Admissions and support staff to host event</p> <p><b>1.5.1.3</b> Offer hybrid options for virtual and in-person (when safe) participation</p>

## 2. ACHIEVING GENDER EQUITY

### ENDS

**E-5.2:** By 2030, 30% of newly licensed engineers will be women; to ensure that practitioners in the professions reflect the diversity of the public.



### — ISSUES STATEMENT

The membership of the Association should reflect and resemble the public that it serves. In its history, the engineering and geoscience professions have been male-dominated. Gender equity has not occurred over the past century of regulation.

In Manitoba, multi-year data shows that women represent a range from 15% to 20% of newly licensed engineers and 13% of all registered engineers. Research including an environmental scan, market analysis, surveys and interviews with women of all backgrounds who are either practicing or have left the professions in Manitoba, has shown that there are individual and societal biases and systemic inequities, that disproportionately push women away from the professions. These include everything from negative messaging about who is expected to be an engineer, to microaggressions in the workplace, to a lack of support for leave and return to work practices. Though many women have had successful careers, others have left or not even considered the professions due to these ongoing inequities.

Engineers Geoscientists Manitoba endeavours to partner with other industry leaders and stakeholders to secure an inter-profession commitment to implementing the best educational and workplace practices. In this way, the Association contributes to achieving an optimized, diverse workforce, that attracts and retains talent to better serve and protect the public of Manitoba.



**The number of men in engineering vs.  
The number of women in engineering**

<b>Achieving Gender Equity - Strategic Actions</b>		
<b>ITEM</b>	<b>ACTION</b>	<b>METRIC</b>
<b>2.1</b> Association Intersectional Gender Based Analysis GBA+/Equity Impact Assessment (EIA)	<b>2.1.1</b> Develop internal GBA+/EIA process for Association programs, policies, and legislative proposals	<p><b>2.1.1.1</b> Hire equity training and policy consultant(s) specializing critical anti-oppression theory and practice</p> <p><b>2.1.1.2</b> Staff equity training within one year</p> <p><b>2.1.1.3</b> Develop equity impact assessment/GBA+ process for each department</p> <p><b>2.1.1.4</b> Apply EIA process for development and review of new and existing programs/policies/legislative proposals</p>
<b>2.2</b> Industry Leadership Engagement	<b>2.2.1</b> Engage industry executives to lead workplace culture and structural changes to retain, promote, and return women in the professions to maximize and retain skilled and diverse workforce	<p><b>2.2.1.1</b> Hold gender equity leadership engagement event(s)</p> <p><b>2.2.1.2</b> Renew employer commitment to achieve intersectional gender equity</p> <p><b>2.2.1.3</b> Support industry leaders to improve workplace culture and policies</p> <p><b>2.2.1.4</b> Invite employers to identify and track internal metrics and outcomes</p>
<b>2.3</b> Returnship Program	<b>2.3.1</b> Develop a returnship program for women who have left to return to the professions and licensure	<p><b>2.3.1.1</b> Conduct research on returnship program options</p> <p><b>2.3.1.2</b> Identify stakeholders and partners</p> <p><b>2.3.1.3</b> Develop a Returnship Action Plan</p> <p><b>2.3.1.4</b> Implement the Returnship Action Plan</p>
<b>2.4</b> Intern Support	<b>2.4.1</b> Develop Association intern support programs to assist interns in their pursuits of licensure	<b>2.4.1.1</b> Collaboration between departments of Admissions, Equity and Representation, and employers to support interns on their pursuit of licensure by further identifying intersectional barriers
<b>2.5</b> Mentorship Program	<b>2.5.1</b> Continue Women in Engineering and Geoscience Mentorship Program	<p><b>2.5.1.1</b> Further operationalize the Women in Engineering and Geoscience Mentorship Program with Association staff support</p> <p><b>2.5.1.2</b> Offer hybrid options to participate virtually and in-person (when safe)</p> <p><b>2.5.1.3</b> Continue participant feedback collection from to tailor program</p>
<b>2.6</b> K to 12 Education	<b>2.6.1</b> Develop resources for K to 12 Education Intersectional Gender Bias Interruption in STEAM	<p><b>2.6.1.1</b> Develop resources for educators to implement intersectional gender bias interventions in STEAM education</p> <p><b>2.6.1.2</b> Deliver and engage K-12 educators via stakeholders</p>

### 3. CLIMATE CHANGE ADAPTATION

#### ENDS

**E-2.1:** Practitioners demonstrate a high current level of knowledge and experience with the application of that knowledge.

**E-4.4:** Government understands the issues impacting the public interest as they relate to the professions.



#### ISSUES STATEMENT

Climate change is having a profound impact on the environment and threatens the health and welfare of Manitobans. Changes being witnessed in regions around the world show an immense impact on earth's environment. As the human population continues to increase, the need to reduce the negative affects of population growth has become critical. The most urgent question is how to adapt to the harmful affects of climate change being caused by humankind?

The practice of engineering and geoscience can play a pivotal role in addressing climate change. Although there are many cultural, political, and economic elements to effectively adapt to and reduce the impacts of climate change, it is the technical aspects and challenges for which engineering and geoscience must play a lead role.

Climate change is adding new and increasing elements of risk. Failure to consider climate change in the planning, delivery, and completion of projects could raise professional and liability issues. Traditional risk assessment and management tools are no longer adequate. Practitioners must adopt a new awareness and tools to assess, adapt to, and manage climate risks. This response must focus on adaptation and resilience, but must also include mechanisms for mitigation and prevention.



<b>Climate Change Adaptation - Strategic Actions</b>		
<b>ITEM</b>	<b>ACTION</b>	<b>METRIC</b>
<b>3.1</b> Environmental Scan	<b>3.1.1</b> PESTEL Analysis	<b>3.1.1.1</b> Summary document with recommendations
	<b>3.1.2</b> Detailed Assessment of existing initiatives with Engineers Canada and other organizations	<b>3.1.2.1</b> Summary document of existing initiatives with recommendations
	<b>3.1.3</b> Assessment of existing resources and training for engineers	<b>3.1.3.1</b> Catalogue of existing resources
<b>3.2</b> Membership Engagement	<b>3.2.1</b> Coordinate engagement strategies with task groups	<b>3.2.1.1</b> Regular meetings with Advisory and Steering Committees (including IPIC) that include brainstorm sessions for engagement strategies
	<b>3.2.2</b> Survey membership on climate change	<b>3.2.2.1</b> Survey the membership on climate change knowledge after BRACE
	<b>3.2.3</b> Develop accessible online engagement options	<b>3.2.3.1</b> Implement a 24/7 engagement input portal on the website
<b>3.3</b> Policy Development	<b>3.3.1</b> Review of legislation and impacts on the Association's membership.	<b>3.3.1.1</b> Summary document on legislation that influences the memberships needs for climate change and adaptation knowledge.  <b>3.3.1.2</b> List of recommendations for new required legislation.
	<b>3.3.2</b> Meetings with Government officials.	<b>3.3.2.1</b> Meeting at least annually.
	<b>3.3.3</b> Meetings with GRAC.	<b>3.3.3.1</b> Bi-monthly meetings will include discussion on influence of legislation.
<b>3.4</b> Develop Strategic Plan	<b>3.4.1</b> Develop 10-year in-depth strategic plan	<b>3.4.1.1</b> Execute and develop resources.
		<b>3.4.1.2</b> Execute and develop training courses.
<b>3.5</b> Communication	<b>3.5.1</b> Develop communication and awareness plan.	<b>3.5.1.1</b> Develop and execute branding within six months of strategic plan.
		<b>3.5.1.2</b> Develop advertising strategy.
<b>3.6</b> Benchmarking	<b>3.6.1</b> Develop benchmarking metrics plan	<b>3.6.1.1</b> Collect, analyze, and display metrics including a key performance indicator (KPI) dashboard

## 4. MENTORSHIP, INTERNSHIP, RETURN-SHIP

### ENDS

- E-1:** Individuals who are practicing are registered and licensed.
- E-2:** Practitioners practice with competence and conduct themselves professionally.
- E-6:** Consumers have access to a reasonable supply of practitioner services.



### ISSUES STATEMENT

Mentoring provides an opportunity to engage professionals at different stages of their careers. Traditionally, mentoring has been focused on the transfer of knowledge between senior professionals, junior professionals, and new grads. In today’s context, mentoring can take on a much wider scope. Personal and professional development and career guidance is at the core of mentoring, but there are many other parts too. Welcoming newcomers to Manitoba, explaining the registration steps, networking, making friends, job searching, getting settled, and recommending other support services are all part of good mentoring. The relationship is a two-way street between individuals – both mentor and mentee will learn a lot from each other in a solid mentoring partnership.

Eighty per cent of all new applicants to Engineers Geoscientists Manitoba in a year are recent grads (from CEAB accredited Canadian institutions) and international engineers. Assisting these individuals to get registered and integrated into the marketplace is vitally important for supplying the public of Manitoba with the best engineering and geoscience practitioners. Mentors will also engage and form supportive relations with persons whom previously dropped-out and are wanting to return to the Association. Restarting a professional career will be supported with help, resources and appropriate reinstatement policies.

Mentorship, Internship, Return-ship - Strategic Actions		
ITEM	ACTION	METRIC
4.1 Program Development	4.1.1 Develop program elements including structure, timeline, goals, format, and metrics.	4.1.1.1 Establish a Mentorship Program plan within three months.
		4.1.1.2 Update the Mentorship Plan every year.
4.2 Facility and Resources	4.2.1 Hire a dedicated employee to develop and oversee mentorship program.	4.2.1.1 Hire new employee within three months.
	4.2.2 Launch new Mentorship Centre.	4.2.2.1 Complete phase two renovation by 2024.

<b>Mentorship, Internship, Return-ship - Strategic Actions</b>		
<b>ITEM</b>	<b>ACTION</b>	<b>METRIC</b>
<b>4.3</b> Communication	<b>4.3.1</b> Develop communication tools that may include printed material (brochures, posters, postcards) and digital content (banner, widgets advertisements, and videos) for launch of program and promotion.	<b>4.3.1.1</b> Create a full communication package and promotional campaign within six months.
		<b>4.3.1.2</b> Include promotional information in new member welcome packages.
		<b>4.3.1.3</b> Include a four-part series for <i>The Keystone Professional</i> .
	<b>4.3.2</b> Launch the Mentorship Program.	<b>4.3.2.1</b> Launch program within one year.
		<b>4.3.2.2</b> Host a minimum of two events per calendar year.
	<b>4.3.3</b> Establish a library of virtual content for ongoing professional development.	<b>4.3.3.1</b> Host a minimum of two recorded training sessions per calendar year.
<b>4.4</b> Participants	<b>4.4.1</b> Develop and maintain a list of current interns and members interested in the mentorship program.	<b>4.4.1.1</b> Track interest and participation through member database.
		<b>4.4.1.2</b> Send promotion communication through electronic or direct mailing three times per year.
	<b>4.4.2</b> Increase participation of Association practitioners.	<b>4.4.2.1</b> Incorporate students within mentorship groups by 2025.
		<b>4.4.2.2</b> Incorporate licensees and SSPL within mentorship groups by 2026.
<b>4.5</b> Measure Success	<b>4.5.1</b> Evaluate the Mentorship Program to improve engagement, functionality, and results.	<b>4.5.1.1</b> Survey program participants twice per program cycle.
		<b>4.5.1.2</b> Increase number of mentorship groups by 10% each year.
	<b>4.5.2</b> Evaluate learning impact.	<b>4.5.2.1</b> Participants provide feedback on professional development and training opportunities after each session.
		<b>4.5.2.2</b> Implement new curriculum, workflows, and learning based on results of feedback.



# 5. SUSTAINABILITY OF THE PROFESSIONS

## ENDS

**E-4.2:** The public understands and values the contributions of the professions.

**E-4.3:** Government and regulators understand and support self-regulation.

**E-4.4:** Government understands the issues impacting the public interest as they relate to the professions.

**E-6.2:** Students in K to 12 view the professions as rewarding careers.

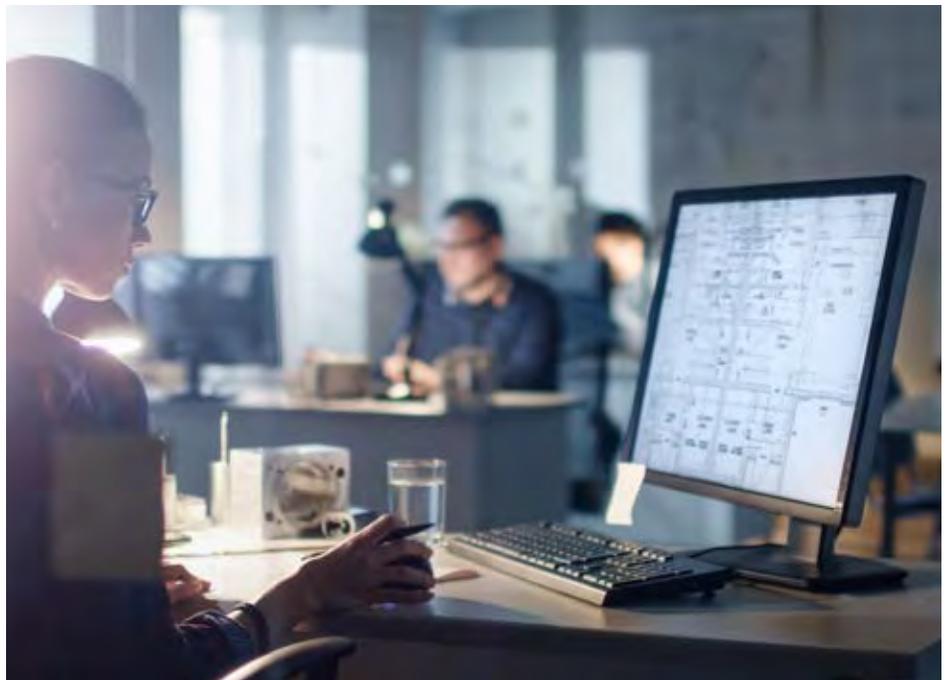
**E-6.3:** Post-secondary institutions and government are aware of the future needs of the professions.



## ISSUES STATEMENT

Public expectation for high professional standards is dynamic. In order to do a good job of regulating the professions, Engineers Geoscientists Manitoba must respond to the public interest with effective and timely actions, policies, and programs. The Association must be properly funded and able to meet the marketplace demand for professionals, if it is to keep up with trends and be sustainable going forward. In other jurisdictions of Canada, a low member due was viewed by the provincial governments as an underfunding problem that threatened proper regulation. In response, the regulators were told to correct the member due to ensure adequate funding and proper regulation, thereby protecting the public. Engineers Geoscientists Manitoba cannot wait for the same to occur in Manitoba, but must determine the optimal member due to guarantee the sustainability of the professions and public protection in the future.

In addition to adequate resources, Engineers Geoscientists Manitoba will explore the need for future professionals. Coordinating and working with higher education institutions like the University of Manitoba's Price Faculty of Engineering and Red River College Polytech and industry employers such as ACEC Manitoba and Friends of Engineering will forecast demand and ensure a reliable supply of engineers and geoscientists into the marketplace of Manitoba. Meeting marketplace demand with job-ready, skilled professionals is a key part of this strategic priority.



## Sustainability of the Professions - Strategic Actions

ITEM	ACTION	METRIC
<b>5.1</b> Environmental Scan	<b>5.1.1</b> Conduct an environmental scan of the present context, potential benefits, risks, opportunities, and challenges associated with sustaining the professions through a higher member due.	<b>5.1.1.1</b> Environmental scan conducted and summary report drafted within six to 12 months.
	<b>5.1.2</b> Report on the environmental scan	<b>5.1.2.1</b> Final report to CEO within 15 months.
<b>5.2</b> Stakeholder Consultations	<b>5.2.2</b> Conduct a survey of member opinions on the member due; price sensitivity, tolerance; soliciting feedback on programs and other costs.	<b>5.2.2.1</b> Probe survey of members within 12 months
		<b>5.2.2.2</b> Report to the CEO within 15 months.
	<b>5.2.3</b> Host member meetings within Engineers Geoscientists Manitoba.	<b>5.2.3.1</b> Meetings to be held in the first 12 months.
	<b>5.2.4</b> Host focus groups within Engineers Geoscientists Manitoba.	<b>5.2.4.1</b> Focus groups to be hosted in the first 12 months.
	<b>5.2.5</b> Invite other Manitoba regulators to provide their input on the topic of self-regulation and the cost of a sustainable future.	<b>5.2.5.1</b> Collect input over the first two years.
	<b>5.2.6</b> Meet with government Ministers to solicit feedback on issues impacting the public interest as they relate to the professions.	<b>5.2.6.1</b> Summary report on feedback over the first two years.
	<b>5.2.7</b> Host a public forum on the role of the professions and their future in Manitoba.	<b>5.2.7.1</b> Public forum open immediately for online input in the first 12 months and ongoing. Public, in-person events within one year; report within two years.
<b>5.3</b> Outreach to Educators	<b>5.3.1</b> Draft strategy for engaging educators, school divisions and STEM organizations.	<b>5.3.1.1</b> Report to the CEO by the end of year two.
	<b>5.3.2</b> Strategy for engaging higher education institutions; developing and maintaining good relations with universities and colleges going forward.	<b>5.3.2.1</b> Report to the CEO by the end of year two.

# 6. ENGINEERING SYNERGY

### ENDS

**E-1** Individuals who are practicing engineering and geosciences are registered and licensed.

**E-4** Stakeholders understand and value the contribution of the professions.

» **E-4.2** The public understands and values the contribution of the professions.

» **4.2.2** The public perceives the professions as having a leading role in protecting public interest.



## ISSUES STATEMENT

Disputes between technologists and engineering/geoscience associations are occurring in other jurisdictions in Canada. Independent scope of practice for technologists is the issue.

Positive relations exist between Engineers Geoscientists Manitoba and the Certified Technicians and Technologists Association of Manitoba (CTTAM). Contrary to the discord in other provinces, a merger with technologists could be a good thing to pursue in Manitoba. Synergy of the two organizations is proposed as a positive step for the public of Manitoba.

Member status in one association could offer many common elements for everyone. Licensing, certification, professional development, upgrading, competency assurance, and a common Code of Ethics are all possible through one organization. One oversight body checking competency, standards, and ethics could offer a stronger and unified model. It could simplify the process for all, bringing clarity for the public and professionals. Defining and communicating the various roles (technician, technologist, engineer) for employers; removing costly duplication; making it easier to collaborate on professional development and continuing education for every member regardless of status.

This strategic priority explores the possibility of a common vision and shared path forward. After research, member consultations and input from government and other stakeholders, the councils of EngGeoMB and CTTAM would decide whether or not to amalgamate.



## Engineering Synergy - Strategic Actions

ITEM	ACTION	METRIC
<b>6.1</b> Environmental Scan	<b>6.1.1</b> Conduct an environmental scan of the potential benefits, risks, opportunities, and challenges for Engineers Geoscientists Manitoba amalgamating with applied science technology professionals. Include information about the issues and context occurring in BC, Alberta, and New Brunswick.	<b>6.1.1.1</b> Environmental scan conducted and summary document drafted within two years.
		<b>6.1.2.1</b> Report to EngGeoMB and CTTAM councils on governance options by the end of year two.
<b>6.2</b> Stakeholder Consultation	<b>6.2.1</b> Initiate discussion by the Engineers Geoscientists Manitoba-CTTAM Joint Board.	<b>6.2.1.1</b> Set agenda within one month.
		<b>6.2.1.2</b> Meeting to be held within two years.
		<b>6.2.1.3</b> Opportunities for collaboration and synergy are identified within two years.
	<b>6.2.2</b> Host member meeting within Engineers Geoscientists Manitoba and CTTAM.	<b>6.2.2.1</b> EngGeoMB meeting to be held within 2 years.
	<b>6.2.2.2</b> CTTAM meeting to be held within two years.	
<b>6.2.3</b> Joint-host member meetings for both Associations.	<b>6.2.3.1</b> Meeting to be held TBA after above meetings have occurred.	
<b>6.2.4</b> Report to the councils of Engineers Geoscientists Manitoba and CTTAM.	<b>6.2.4.1</b> Report within two years.	
<b>6.3</b> Council Decision	<b>6.3.1</b> Engineers Geoscientists Manitoba and CTTAM councils make decision on whether to merge the two groups or not.	<b>6.3.1.1</b> Decision made within three years.



# CONCLUSION

There are some exciting opportunities for Engineers Geoscientists Manitoba moving forward. With consideration of the long history, stable governance, and in view of the Ends, a forecast for a bright future is presented in this strategic plan. This plan builds on the success of the previous Strategic Priorities from 2013-2017 and 2017-2022.

In addition to the important initiatives of the past five years, new opportunities consistent with the public interest and the Association's Ends are possible because of the commitment of members and stakeholders. Six opportunities are identified in this Strategic Plan for 2023-2027:

- » **Increasing Indigenous Practitioners**
- » **Achieving Gender Equity**
- » **Climate Change Adaptation**
- » **Mentorship, Internship, Return-ship**
- » **Sustainability of the Professions**
- » **Engineering Synergy**

Current public demand for reconciliation, equity, and climate change adaptation presents a timely opportunity for the professions of engineering and geoscience. With a strong track record of careful decision-making and problem solving, Engineers Geoscientists Manitoba is positioned to be a leader in the application of advanced technologies, while shepherding society toward a safe and secure future.





**ENGINEERS  
GEOSCIENTISTS  
MANITOBA**

**870 PEMBINA HIGHWAY  
WINNIPEG, MB  
CANADA  
R3M 2M7**

**T 204 474 2736  
TF 1 866 227 9600  
E [Info@EngGeoMB.ca](mailto:Info@EngGeoMB.ca)  
W [EngGeoMB.ca](http://EngGeoMB.ca)**