

Professional Engineers
and Geoscientists of BC

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2007 Strategic Service Plan

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1) Strategic Context

Our Vision is:

BC's Professional Engineers and Professional Geoscientists enhance and protect the quality of life and are recognized and respected by Industry, Government and the Public.

Our Mission is:

To serve and protect the public interest through regulation and leadership of the practice of engineering and geoscience in British Columbia.

Our Core Values are:

- Professionalism (professional excellence, integrity, ethical conduct)
- Relevance
- Sustainability
- Equity
- Accountability and Transparency

These core values guide members and the Association in our day-to-day work:

Our Key Success Factors are:

- Upholding our core values.
- Understanding and focusing on core services.
- Building and sustaining excellence within the Association.
- Anticipating and responding to short and medium-term demands for the services of the Association.
- Staying close to members, government, and other stakeholders.
- Recognizing barriers and developing initiatives to close performance gaps.
- Aligning and focusing organizational energy on achieving performance targets.
- Improving business processes and technological support on a continuous basis.

2) Goals and Objectives

Goal 1

1.0 To uphold and protect the public interest.

Objectives

- 1.1 Assure the currency, adequacy and relevance of legislation, regulations and bylaws.**
- 1.2 Assure the quality of member practices through effective regulation.**
- 1.3 Enhance collaboration with government to achieve policy objectives related to the professions.**

Goal 2

2.0 To earn public respect, trust and appreciation of the professions and the Association.

Objectives

- 2.1 Ensure that the roles and contributions of professionals are understood by the public, members, and governments.**
- 2.2 Enhance the transparency and fairness of the regulatory processes.**
- 2.3 Enhance communications and accountability of the Association.**

Goal 3

3.0 To support the government in achieving policy objectives.

Objectives

- 3.1 Enhance collaboration with government to achieve policy objectives related to the professions**

Goal 4

4.0 To demonstrate best practices in organizational management and governance in Canada.

Objectives

- 4.1 Maintain a sustainable well managed and adequately resourced professional organization that serves the people of BC.**
- 4.2 Ensure accountability.**
- 4.3 Ensure effective governance structures, processes, and timely decision making.**
- 4.4 Provide leadership and support to initiatives of national significance.**

Goal 5

5.0 To engage and earn the respect of members.

Objectives

- 5.1 Establish strong linkages with Branches, Divisions, and Committees.**
- 5.2 Increase awareness of potential members re: value of professional status.**
- 5.3 Improve relevance and value of the Association's activities for a diversity of members.**
- 5.4 Access the expertise and experience of members.**

3) Strategies

The following core strategies will be used to accomplish the Association's goals and objectives.

1) Government Relations

The government relations strategy involves working collaboratively with government to serve the public interest. All interactions with government will be coordinated as part of the overarching effort and will ensure messages given to government are consistent throughout the organization. This will result in all government relations activities being in alignment with the goals and positions of the Association as set by Council.

2) Quality Assurance

The quality assurance strategy will use an enhanced risk based management framework for professional renewal in the development and administration of a quality assurance program covering members' practices. A broad based consultative process will be used in reviewing the various regulatory and administrative tools and processes available for the proactive regulation of the professional practice of members.

3) Member Engagement

This strategy involves working in collaboration with and gaining the support of members for the goals and objectives of the Association. This will require ongoing consultation and active two-way communication with members through branches, committees, and divisions as well as regularly informing members of the Association's priorities and initiatives.

4) Communications and Outreach

The communications and outreach strategy will ensure that relevant communication with all stakeholders occur in a timely fashion. It will promote the value of the professions and provide opportunities to stakeholders for feedback on the Association's priorities and initiatives. Greater focus will be placed on building awareness of the professions with public school students and their parents. Engagement of stakeholders, communities, and schools is planned. This strategy will coordinate and link the work of all seven strategies.

5) Governance

The governance strategy will ensure adoption of best practices and an effective governance structure whereby Council focuses on strategic direction, policies, and fiscal accountability, while staff are responsible and accountable for operations. An annual calendar of governance renewal will follow the Council cycle to ensure a current, integrated and living governance framework.

6) Leadership

The leadership strategy will ensure that there are appropriate organizational resources to support the development of a flourishing staff environment that focuses on teamwork and the effective delivery of the Strategic Service Plan. This strategy will enshrine a leadership team to serve Council, Committees, Branches, Divisions, Task Forces, and members. It will include addressing human resources, information technology transformation, Triple Bottom Line decision-making, sustainable financial management, and organizational and process reviews.

7) Recruitment & Registration

To sustain the professions in the long term, an active recruitment strategy must be in place to demonstrate the professions are doing their duty of registering those wishing to practice in BC. Students will be actively recruited into the fields of engineering and geoscience as students or EIT/GITs. Recruitment will include outreach to employers, internationally trained engineers and geoscientists, and those individuals practicing under supervision.

The registration strategy will ensure that applicants understand the process, and that the registration policies and processes are efficient, effective, fair and transparent.

The Leadership Team will develop sub-strategies or more properly named tactics and tasks that support and link to the preceding core strategies.

4) Deliverables, Quantifiable Outcomes, and Council Commitments

a) Deliverables

Background - Council established five top priorities for intensive review and resolution over the year. It is expected that each matter will follow a three-step process at Council: information exchange, discussion, and decision-making. Implementation will follow and this will be tracked.

1. Governance – Review the roles responsibilities of Council, committees, branches, and divisions, and establish a road map for their rationalization, integration and updating over the following year. (Dec 31, 2007)
2. Sustainable Funding Model – Develop a model & policy for directing the long term funding of core & non-core programs for the Association. (May 2007)
3. Communications Plan – Review existing communications activities and integrate into a comprehensive strategy to assist in achieving the Association’s goals and objectives. (September 2007)
4. Government Relations – Develop a government relations strategy that integrates the roles of executive, Council, senior staff, Branches and others with a primary target of upgrading the legislative mandate to ensure public interest protection. (May 2007)
5. Quality Assurance – Review the risks to the public interest from professional practice and develop a framework for professional renewal through a broad-based consultation process. (September 2007)
6. Strategic Service Plan – Develop the framework for a multi-year service plan and establish an annual calendar for review and updating.

b) Quantitative Outcomes

1. Time to register 95% of applicants registered in other Canadian jurisdictions ≤ 5.0 working days
2. Complaints received per 1,000 practicing members ≤ 3 per year
3. Members exposed to the Practice Review process per 1,000 practicing members ≥ 9 per year
4. Auditor recommendations for significant audit issues ≤ 4
5. Members participating in Association sponsored CPD $\geq 2,400$ per year or 15% of practicing members.
6. Annual Conference paid attendance ≥ 475

7. Satisfaction Surveys

7.1 Provincial staff directly involved with the Association - develop instrument

7.2 Members on the quality of services - develop instrument

7.3 Staff on the quality of the work environment - develop instrument

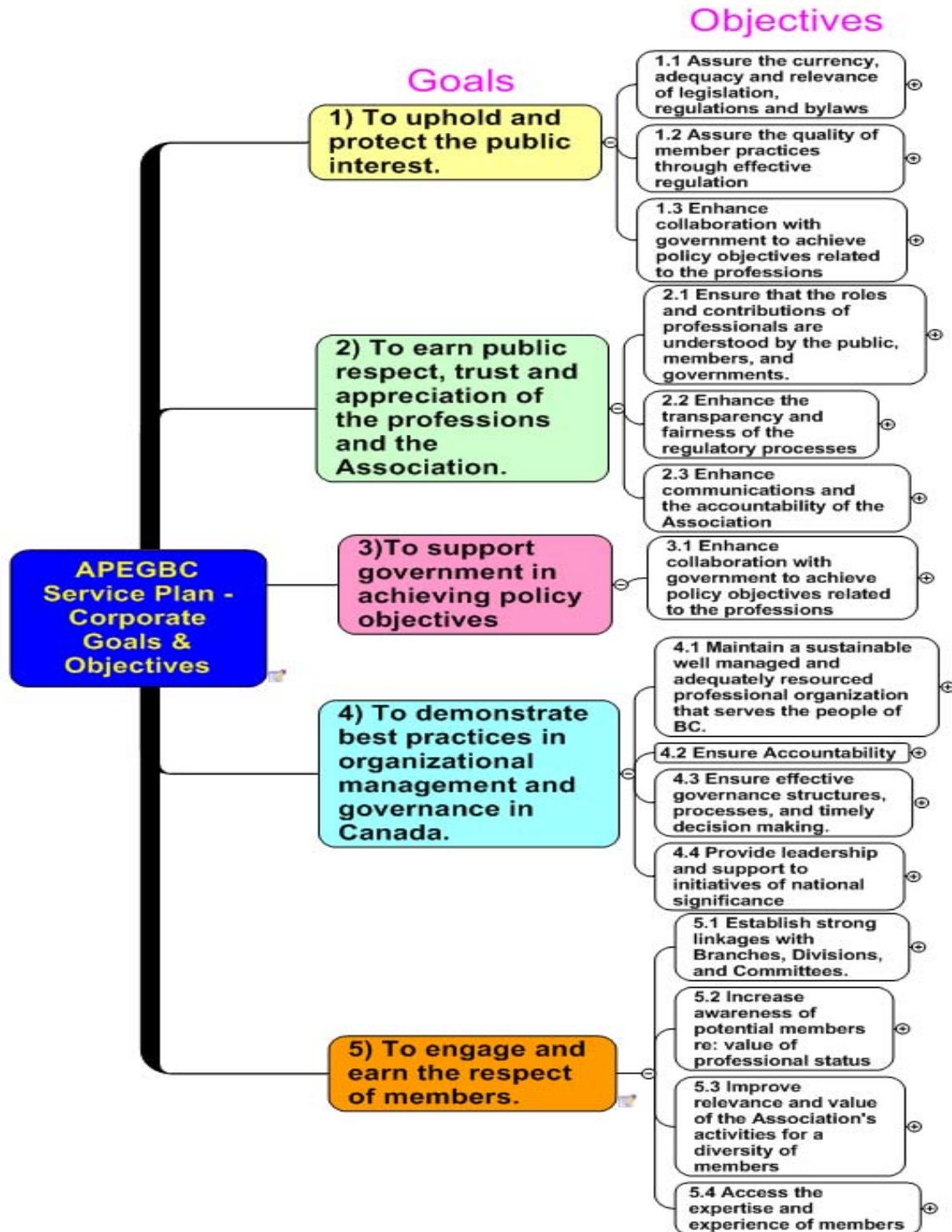
c) Council Commitments

1. Council will meet in November to review the Strategic Service Plan, confirm direction and provide specific refinements.
2. Council will establish priorities for the year ahead and set a schedule for the review, discussion and decision on each priority.
3. Council will designate a Task Force or councillor to lead specific deliverable projects on behalf of council.
4. Council will identify important future initiatives for attention.
5. Council will support adequate resourcing of the organization to successfully deliver on the Strategic Service Plan.
6. Council will report regularly to the membership on progress.

5) Summary Financial Outlook

(\$000)	2005/06 Actual	2006/07 Forecast	2007/08 Budget
Revenues			
Member Fees	\$5,136	\$5,517	\$6,133
Other Revenue	1,662	1,805	1,853
External Contracts	527	532	1,190
Total Revenues	7,325	7,854	9,176
Expenses			
Operations	5,950	6,851	7,777
External Contracts	441	431	1,045
Total Expenses	6,391	7,282	8,822
Operating Income	934	572	354
Amortization	211	197	204
Net Income	\$723	\$375	\$150
Capital Expenditures	\$84	\$100	\$150
Full Time Equivalent Staff	35	35.5	40.8

6) MindMap of Goals and Objectives



7) MindMap of Strategies to Goals

