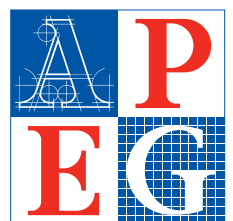


Association of Professional Engineers  
and Geoscientists of British Columbia

# Strategic Plan | 2011-2014



Professional Engineers  
and Geoscientists of BC



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# Introduction

The Association of Professional Engineers and Geoscientists of BC regulates and governs the professions under the authority of the *Engineers and Geoscientists Act* by setting and maintaining high academic, experience and professional practice standards for all members. Individuals licensed by APEGBC are the only persons permitted by law to undertake and assume responsibility for, engineering and geoscience projects in the province of BC.

## Our Vision

To be the innovative regulatory leader respected by community and governments while striving for professional excellence through an engaged and supported membership.

## Our Mission

To serve the public interest through the regulation of the practices of engineering and geoscience in British Columbia and, where consistent with this duty, promote the professions and protect the interests of members.

## Our Core Values

These core values guide the Association:

- Professionalism (competency, integrity, ethical conduct)
- Relevance
- Economically, environmentally, and socially sustainable
- Fairness and Inclusivity
- Accountability and transparency
- Service to community and the professions

## Our **Key Success Factors**

- Understanding and focusing on our mission
- Upholding our core values
- Building and sustaining excellence within the Association
- Anticipating and responding to demands for the services of the Association
- Actively engaging 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

## **Governance**

The Association of Professional Engineers and Geoscientists of BC is governed by a Council of elected members and government appointees. Council is accountable to the public through the Ministry of Advanced Education, and to the members for both governance and management of the Association.



# Strategic Priorities | 2011-2014

1. To uphold and protect the public interest in matters related to engineering and geoscience.
2. To earn public respect, trust and appreciation of the professions and the Association.
3. To advise and assist governments in achieving their policy objectives related to engineering and geoscience.
4. To engage and earn the respect, trust and appreciation of members and potential members.
5. Work to create an environment to attract people to and facilitate careers in professional engineering and geoscience.
6. To demonstrate best practices in organizational governance and management.

# 1. Uphold and Protect the Public Interest in Matters Related to Engineering and Geoscience.

APEGBC is the regulatory body charged with administering the *Engineers and Geoscientists Act*. It is our obligation to the public to ensure that only qualified, licensed practitioners take responsibility for professional engineering and geoscience. Protecting the public interest is central to every decision made by APEGBC.

## Objectives

- 1.1 Assure the currency, adequacy and relevance of legislation, regulations and bylaws.
- 1.2 Achieve full delivery of the Professional Renewal Program.<sup>1</sup>
- 1.3 Assure the quality of member practices through effective and innovative regulation and practice review.
- 1.4 Promote and support the pursuit of professional excellence through innovative programs, services and guidelines.
- 1.5 Develop a framework for collaboration with other professions in BC respecting the protection of the public.

<sup>1</sup> A broad-based program touching on most aspects of professional regulation, expressed by 38 recommendations which were developed by members and approved by Council to achieve best regulatory practices. Further information at [www.apeg.bc.ca/about/documents/PRTF\\_ReportWeb.pdf](http://www.apeg.bc.ca/about/documents/PRTF_ReportWeb.pdf)

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

Professional engineers and geoscientists help shape the future of British Columbia — from building the province’s infrastructure to developing new technologies that improve the health and welfare of BC’s citizens. APEGBC supports the vital role of engineers and geoscientists in society by striving to increase public knowledge, respect and awareness of the professions.

### Objectives

- 2.1 Communicate so that the roles and contributions of all levels of engineering and geoscience practitioners are understood by the public.
- 2.2 Demonstrate the transparency and fairness of regulatory processes.
- 2.3 Demonstrate accountability of the professions to the public interest.

### 3. To advise and assist governments in achieving their policy objectives related to engineering and geoscience.

Ongoing discussion and collaboration between APEGBC and government is essential. This working relationship allows APEGBC to help meet government goals by advising on how professional engineers and geoscientists can create solutions for the public good, and ensures that the regulations and standards that direct the work of our members support best practices in professional engineering and geoscience.

#### Objectives

- 3.1 Enhance collaboration with governments to achieve their policy objectives.
- 3.2 Identify, examine and advise government on policy and legislative initiatives related to the professions with the emphasis on regulatory and public interest.
- 3.3 Facilitate labour market development and mobility for engineering and geoscience practitioners.
- 3.4 Contribute to processes that improve productivity and economic development.
- 3.5 Facilitate national harmonization of legislation between jurisdictions related to engineering and geoscience.

## 4. To engage and earn the respect, trust and appreciation of members and potential members.

As a self-regulatory body, APEGBC must carry out its mandate with diligence and transparency, and with the active participation of its members. This commitment ensures the Association is recognized as a credible, effective and respected regulator by the public, our members and potential members.

### Objectives

- 4.1 Further develop and implement the Professional Education, Enhancement and Renewal (PEER) program<sup>2</sup> as a proactive quality assurance program focused on the professional development of members.
- 4.2 Collaborate with Committees, Branches, and Divisions to develop work plans and deliverables that will achieve Council's goals.
- 4.3 Articulate the value of professional status.
- 4.4 Articulate relevance, understanding and value of the Association's decisions and activities for a diversity of members.
- 4.5 Access the expertise and experience of members in developing and delivering APEGBC programs and services.
- 4.6 Improve access and uptake to professional mentorship through APEGBC's mentoring program.
- 4.7 Engage potential members and continually improve service to members and potential members.
- 4.8 Support and encourage the activities of the Benevolent Fund and Foundation.

<sup>2</sup> The PEER program aims to transform a complaints, investigation and discipline oriented program to an innovative, value added, learning program. Existing quality assurance programs will continue, but cover a much broader spectrum of issues and methods through which quality assurance issues can be identified and addressed.

## 5. Work to create an environment to attract people to and facilitate careers in professional engineering and geoscience.

One of the roles of the Association is to ensure the sustainability of the professions in British Columbia. APEGBC supports and actively engages in recruitment activities at all levels—from promoting an interest in science and technology amongst younger students, to encouraging older students to pursue careers in engineering and geoscience. In order to meet labour force demands, the Association must also facilitate the incorporation of skilled immigrants into British Columbia’s workforce.

### Objectives

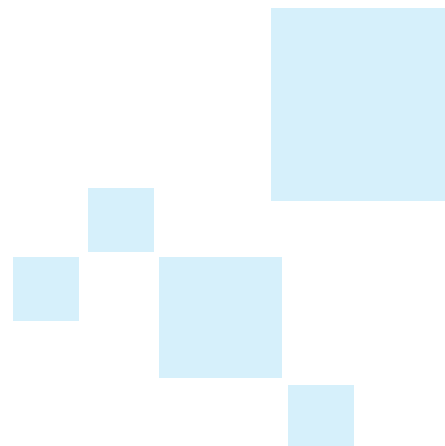
- 5.1 Raise awareness of and interest in careers in the professions of engineering and geoscience with students.
- 5.2 Raise awareness of the Association and professional regulation with students pursuing engineering and geoscience degrees and attract them to the professions.
- 5.3 Improve access to professional registration for immigrating professionals through the facilitation of international mobility.
- 5.4 Support universities in the enhancement of their engineering and geoscience programs.

## 6. To demonstrate best practices in organizational governance and management .

The Association is governed by a Council of elected members and government appointees who set out the policies of the Association, and is supported by the work of 970 volunteers, 30 committees, several task forces, 15 regional branches, and a staff team that manages operational functions. In all of its work, APEGBC has an obligation to its members and to the public to ensure that its processes are thorough, efficient, and cost effective.

### Objectives

- 6.1 Maintain a well managed and adequately resourced professional organization that serves the people of BC.
- 6.2 Provide effective governance structures, processes and decision making tools.
- 6.3 Seek the assistance of government to amend legislation as necessary to meet current situations and needs.
- 6.4 Provide support and leadership where warranted to advance national programs.
- 6.5 Create a motivating, high performance work environment where staff, Council and volunteers can flourish.





# Strategies

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

## Government Relations

The government relations strategy involves working collaboratively with government to serve the public interest. This working relationship allows APEGBC to help meet government goals by advising on how professional engineers and geoscientists can create solutions for the public good, and ensures that the regulations and standards that direct the work of our members support best practices in professional engineering and geoscience. A cohesive, strategic approach to government interactions facilitates the consistent understanding of engineering and geoscience issues across government ministries.

## Quality Assurance

The quality assurance strategy is a collaborative effort between the Association, its members and licensees, and organizations to develop a culture of continuous improvement in professional practice that will enhance the protection of the public interest. This strategy will ensure that quality management practices and procedures are in place to support good engineering and geoscience practice at both an individual and organizational level.



## Member Engagement

The member engagement strategy advances members' ongoing commitment to professional excellence by encouraging their active role in the success and sustainability of the professions. This strategy will ensure increased pride in the licence and professions, create robust succession planning, and encourage members to demonstrate greater interest in significant issues being faced by the Association.

## Communications and Outreach

The communications and outreach strategy will ensure that relevant communication with all stakeholders occurs in a timely fashion. It will promote the value of the professions and provide opportunities for stakeholders to provide 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, including through annual celebrations of National Engineering and Geoscience Month. This strategy will coordinate and link the work of all seven strategies.

## Governance

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



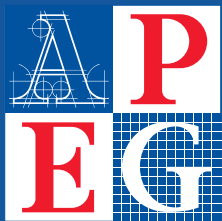
## Leadership

The leadership strategy will ensure that there are appropriate organizational resources to support the development of a flourishing work environment that focuses on teamwork and the effective delivery of the Strategic Plan. The organizational structure will be adapted to the pending needs of the Strategic Plan and will enshrine a leadership team to serve Council, Committees, Branches, Divisions, Task Forces and members. It will include addressing human resources, information management, sustainable financial management, and organizational and process reviews.

## Recruitment and Registration

To sustain the professions in the long term, an active recruitment strategy will demonstrate that the professions are doing their duty of reaching out to prospective members. Students will be actively recruited into the fields of engineering and geoscience. Availability of support services that assist members in training to become engaged, competent professionals will continue to be enhanced.

Recruitment will also include outreach to employers, internationally trained engineers and geoscientists, and those individuals practising under supervision. Labour market development and mobility initiatives will be addressed under this strategy. The registration strategy will seek to ensure that applicants understand the process, and that the registration policies and processes are efficient, effective, fair and transparent.



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