

## Draft Minutes of the Strategic Plan Task Force

February 4, 2021 | 12:00-1:00pm ET via webinar

<b>Task Force Members in attendance</b>	
Jean Boudreau, Chair, President, APEGNB Kathy Baig, OIQ Jeff Card, PEGNL	Danny Chui, President-Elect, PEO David Lynch, Past President, APEGA
<b>Regrets</b>	
Mike Wrinch, Engineers & Geoscientists BC	
<b>Observers in attendance</b>	
None	
<b>Staff</b>	
Christina Mash Gerard McDonald Mélanie Ouellette	Stephanie Price Evelyn Spence

### 1. Call to order and approval of agenda

J. Boudreau, Task Force Chair, opened the meeting at 12:09pm (ET).

**Moved by J. Card, seconded by D. Chui**

**THAT the agenda be approved.**

**Carried**

### 2. Approval of the minutes of the meeting of December 8, 2020

The minutes were pre-circulated, no feedback or questions were received.

**Moved by J. Card, seconded by D. Chui**

**THAT the December 8, 2020 minutes be approved.**

**Carried**

### 3. Debrief of meeting with CEO from APEGA

G. McDonald provided an overview of the discussions to date with APEGA. Concerns have been raised about the proposed “reinforce trust and the value of licensure campaign” (“national campaign”), including how APEGA’s consultation session comments were characterized in reporting and how the national campaign would consider Regulator’s marketing efforts currently underway. Alberta currently has a campaign underway focused on trust in the profession, and their efforts include geoscientists. G. McDonald clarified that the national campaign would be planned in collaboration with Regulators, ensuring no duplication amongst existing Regulator efforts and that established work could be considered for use in the national campaign. For example, OIQ and APEGA have already developed material for campaign efforts, and if the materials are re-used for the national campaign there could be potential to subsidize the costs incurred to produce them. Following the conversations with J. Nagendran, APEGA’s feedback in the briefing note to the Board was adjusted for clarity.

G. McDonald further reported that should the Strategic Plan be approved with the national campaign, a national campaign steering committee, comprised of individuals appointed by the Regulators and from Engineers Canada, would be established. This committee would consider the materials and messaging already developed that could be re-used. Regulators would be invited to put forward the name of their representative of their choice. It was noted that should the steering committee move forward, it would be preferable to engage engineers instead of communications staff, to ensure messaging is accurate to the profession.

An additional issue was raised by APEGA concerning the wording for the 30 by 30 priority, that “accelerate” may not be the most appropriate description. G. McDonald noted that this wording can be adjusted at the February meeting, should the Board request it.

**4. Proposed changes to the briefing note on the draft 2022-2024 Strategic Plan**

The task force reviewed the proposed edits and agreed with the changes.

**5. Strategy for dealing with the Reinforce trust and the value of licensure priority**

The task force discussed the event that insufficient support is received for the national campaign, including the options available to the task force in case it becomes clear the Strategic Plan will not be approved by two-thirds of the Directors due to lack of support for this specific priority.

**6. Other business**

No other business was brought forward.

**7. Closing**

With no further business to discuss, the meeting closed at 12:53pm.