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## CCPE'S RESEARCH COMMITTEE

As the horizon watcher for the engineering profession, CCPE's Research Committee (RC) has developed an extensive workplan, which lays out the committee's proposed activities over the next three years (2004 to 2006). RC's workplan was developed through a consultative process within the engineering profession and will be brought forward at the Board of Directors' meeting in February, 2004. The committee's workplan is divided into the following key research areas:

**Emerging Areas of Engineering Practice:** RC will continue to monitor new and evolving areas of engineering practice in the workplace.

To identify these emerging areas, RC will conduct a series of scanning activities, including: sending a questionnaire to various groups within the engineering profession; maintaining contact with groups involved in the engineering profession; and, monitoring engineering Web sites, research materials, and publications.

**Actions From Previous Research:** RC and the former Canadian Engineering Resources Board undertook a multitude of research assignments, including national surveys, enrolment and degrees awarded surveys, and various other publications.

Some of the projects that RC will be following up on in 2004 include the import and export of engineering work study, the 2002 National Survey, and the Tissue Engineering Paper.

**General Research:** RC has identified several general areas of research, including reviewing legislative definitions related to scopes of practice, and identifying engineering student issues.

**Engineering Sector Council Feasibility Assessment:** RC may pursue a Labour Market study. Among other topics, the study would explore the present and future labour market for engineers and identify any gaps.

RC is always looking for suggestions on how to stay on the pulse of the Canadian engineering profession.

If you have any thoughts or comments, please contact CCPE's Manager, Research and Evaluation, Karen Martinson at [karen.martinson@ccpe.ca](mailto:karen.martinson@ccpe.ca) or (613) 232-2474, ext. 224.

## WOMEN IN ENGINEERING ADVISORY GROUP MEETING

Representatives from across Canada met in Ottawa on January 23 and 24 for the bi-annual Women in Engineering Advisory Group (WIEAG) meeting.

The group held a roundtable discussion on Women in Engineering (WIE) initiatives, exchanged information, and collectively developed new ideas for upcoming projects. CCPE continued its role of providing a forum for women in engineering representatives from the various provincial/territorial engineering associations/ordre to discuss activities and work together.

CCPE is dedicated to supporting WIE activities. For more information, please contact CCPE at [research@ccpe.ca](mailto:research@ccpe.ca), or visit the Women in Engineering section of CCPE's Web site at [www.ccpe.ca](http://www.ccpe.ca)

## DM/ADM RECEPTION

On January 28, CCPE and members of the provincial licensing associations/ordre, hosted a reception which attracted deputy ministers (DMs) and assistant deputy ministers (ADMs) from Canada's public service.

The DM/ADM reception addressed how CCPE and its constituent members could assist policymakers in addressing multi-jurisdictional challenges by marshalling the expertise and resources of Canada's engineering community.

Coupled with the annual Parliamentary Reception, the DM/ADM reception enabled CCPE to effectively build awareness about its national position statements with key government officials. During her presentation, CCPE's CEO Marie Lemay, P.Eng., emphasized the leading role the engineering profession is playing on two crucial fronts: improving the integration of international engineering graduates (IEGs) without diminishing standards of practice; and, developing innovative solutions that will reduce Canada's \$60 billion infrastructure deficit and improve public safety.

CCPE hopes to continue fostering closer ties with the Government of Canada in order to become more involved in the public policy process.

## AIM TRIMARK RESPONDS POSITIVELY

As an organization representing professional engineers, CCPE works hard to foster and maintain the public's confidence in our engineers' designs and services. As well, engineers take the commitment to ensuring public safety very seriously.

When CCPE discovered an advertisement published in the February 3<sup>rd</sup> edition of *Maclean's* magazine, which showed a picture of a bridge and read, "Look harder. We see an engineering firm's stock about to collapse," CCPE did not take the matter lightly.

CCPE's concern was that the advertisement, by AIM Trimark Investments, could have been viewed in a manner which could have negatively influenced Canadians' perceptions of engineering, thereby diminishing Canadians' confidence in the profession.

Upon seeing the ad, CCPE immediately wrote to AIM Trimark's President and CEO asking for the ad to be removed and for the company to apologize.

AIM Trimark's President and CEO quickly responded with a letter and phone call apologizing for the ad. The company also stated that they will stop running new insertions of the ad, effective immediately. (However, the remainder of the February insertions and one ad in the March edition of *Moneysense* magazine have already gone to press).

