

# between us



November 2008

## Qualifications Board meeting

On September 13 and 14, the Canadian Engineering Qualifications Board held a meeting in Victoria, B.C. Reports were received on the activities of the Board's various committees, and updates were provided on the Inter-Association Mobility Agreement and the From Consideration to Integration project. The Qualifications Board also approved a revised definition of the practice of professional engineering, which has been sent to Engineers Canada's constituent members for consultation. For more information, contact [marie.carter@engineerscanada.ca](mailto:marie.carter@engineerscanada.ca)

## Accreditation Board meeting

On September 14 and 15, the Canadian Engineering Accreditation Board held a meeting in Victoria, B.C., with a workshop on *Developing Graduate Attribute Measurement Tools* having been held prior to the meeting. The workshop was the starting point in the Accreditation Board's efforts to assist universities in developing measurement tools to assess graduate attributes. During the Board's meeting, accreditation activities and decisions, substantial equivalency evaluations, policy items, and various board and committee reports were received, along with updates regarding international activities and the new questionnaire to be used by institutions receiving accreditation visits in 2009-2010. Accreditation decisions were made for 40 programs at seven institutions, as well as substantial equivalency decisions for 12 programs at four institutions. For more information, contact [deborah.wolfe@engineerscanada.ca](mailto:deborah.wolfe@engineerscanada.ca)

## National Promotional Campaign Launches

On October 7, the Board of Directors of Engineers Canada approved the marketing plan to raise the national profile of professional engineering among a variety of key audiences. This marks the beginning of a five-year campaign that will build on and complement the extensive communications work being done by Engineers Canada's constituent members.

Year One of the campaign is now underway. Over the next few months, the campaign's goals will include encouraging parents to support their children in math and science—thus opening and encouraging engineering as a career option—and improving employers' understanding of the value of engineering licensure and the importance of hiring a professional engineer.

A print and online campaign has begun in order to reach these goals. Print advertisements geared towards parents can currently be seen in:

- Chatelaine / Châtelaine
- Canadian Living
- Macleans
- Reader's Digest / Sélection du Reader's Digest
- Canadian Geographic
- Coup de Pouce
- L'Actualité

Print advertisements geared towards employers can currently be seen in:

- Canadian Business
- Report on Business Magazine
- Financial Post Magazine
- L'Actualité
- Affaires Plus

The print advertisements include a call for action, urging readers to visit the parent and employer websites: [www.whyengineering.ca](http://www.whyengineering.ca) and [www.hireapeng.ca](http://www.hireapeng.ca). The sites offer further information regarding the profession, and on the importance of hiring a licensed professional.

Year Two (2009-2010) of the campaign will focus on high school students, while sustaining the message with parents and employers. Future target audiences include high school guidance counselors and graduating engineers.

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