

between us



September 2008

Labour Market Study Update

The Engineering and Technology Labour Market Study's website, www.engineerscanada.ca/etlms, now includes a restricted access area for Steering Committee members to review draft reports and other administrative documents. Version 1 of the Labour Market Tracking System report entitled *Labour Market Conditions – 2008 to 2010* has been completed and is currently being reviewed by the Steering Committee. As well, the employee survey is also currently available on the website, and is expected to collect data through the fall of 2008. What's more, research activity 1 (demand forecast) has been completed and the results of the employer survey are now available in the report entitled *2007 Engineering and Technology Employer Survey*. Following review and approval from the Steering Committee, the report will be released to the public through the study's website. For more information, contact samantha.colasante@engineerscanada.ca

Calendar of events

- October 7 and 8, Engineers Canada Board of Directors Meeting, Ottawa
- May 19 to 21, 2009, National Engineering Summit – *Leading a Canadian Future: The New Engineer in Society*
www.engineeringssummit.ca

Raising Engineering's National Profile

Engineers Canada has been working with its constituent members on the development and execution of a five-year marketing plan to raise the national profile of professional engineering among a variety of key audiences. For Year One, the campaign aims to improve employers' understanding of the value of engineering licensure and the importance of hiring a professional, and to raise the profile of professional engineering as a career option among parents of high school-aged children. Specifically, the long-term campaign will:

- Build on and compliment, rather than duplicate or replace, the extensive communications work being done by the constituent members; and
- Communicate a consistent message about the engineering profession and engineering licensure at the national and provincial/territorial levels.

A parent and employer baseline surveys have been conducted to provide snapshots of their perspectives in regards to the profession. Creative content, such as a website and print and online advertisements, have been produced and are being analysed for effectiveness through parent and employer focus group testing.

The approach will tap into current constituent member communications activities, providing added value and opportunities to assist in underlining and elevating regional messages around career opportunities and the value of the engineering licence. This will allow to accomplish more and to reach all audiences with a new refreshed approach while at the same time keeping in mind the approach already being taken by the constituent members.

A five-year campaign plan has also been developed, and will be presented for consideration to Engineers Canada's Board of Directors during their meeting on October 7, and will include complimentary target audiences such as high school students, high school teachers and guidance councillors, government decision-makers, engineering students and Canadian engineers themselves will be targeted over the course of the multi-year campaign.

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