

APEGGA BUSINESS PLAN 2003

THE NEXT STEPS

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CHALLENGES TO THE PROFESSIONS

The vibrant Alberta economy resulting in record amounts of capital expenditure is placing very high demands for professionals in certain disciplines. Our universities are unable to meet the demand and for each application received from Alberta graduates another application comes from outside the province bringing with them qualification and cultural differences.

Emerging disciplines and fringe disciplines continue to challenge the need for professional licensure as the professions struggle to define what exactly is the practice of engineering and geoscience and how the professions must change in order to remain relevant to society.

Globalization and rapid advances in technology and communications are changing the face of the professions and creating greater demands for ease of mobility both nationally and internationally.

VISION STATEMENT

To be the focal organization which is the recognized leader of the engineering, geology and geophysics professions involved in the application of science and technology for the benefit of society within Alberta.

MISSION STATEMENT

To serve society and protect the public by regulating, enhancing and providing leadership in the practice of the professions of engineering, geology and geophysics.

CLIENTS AND STAKEHOLDERS

The Engineering Professions Act of 1920 was passed primarily to protect the public by ensuring the quality of professionals practicing in Alberta. We serve government in our capacity as administrator of the current Act, and we serve business and industry and our own members and permit holders.

CORE BUSINESS	GOALS
1. Registration and licensure of engineers, geologists and geophysicists in Alberta	1. The obligations of the EGGP Act are met <ul style="list-style-type: none"> • Protection of the public is assured • Applicants receive efficient and courteous service. • Only fully qualified and experienced persons are licensed • There is clarity regarding who should be registered/licensed
2. Regulation of the professions	2. Quality of practitioners is assured <ul style="list-style-type: none"> • Maintain effective investigative, discipline and appeal procedures • Maintain strong practice and professional standards • Deliver valued Permit Practice Seminar program • Maintain a strong Professional Development Program
3. Protect the exclusive scopes of practice and restricted titles	3. Ensure compliance with the licensure requirements of the EGGP Act
4. Ensure continuance of the privilege of self-governance	4. Government and business are assured of the quality of practitioners and their value to society, members value peer review
5. Support national associations	5. National objectives and co-ordination of provincial/territorial objectives are met through CCPE and CCPG
6. Deliver real value to stakeholders	6. APEGGA plays an advocacy role for members and permit holders <ul style="list-style-type: none"> • Members and permit holders are differentiated from non-professionals • Mobility of professionals is facilitated • Services are provided to members • APEGGA communicates to members, the public, business and government • Positions on significant public issues are advanced • Professionals provide real value to business
7. Provide leadership in advancing science and technology	7. The value of science and technology is well known and respected by all stakeholders and the public. Students seek careers in engineering and geoscience.

Strategies

Goal 1: The obligations of the EGGP Act are met

- Protection of the public is assured
- Applicants receive efficient and courteous service.
- Only fully qualified and experienced persons and corporations are licensed
- There is clarity regarding who should be registered/licensed

Results	Strategies & Key Initiatives	Measurables
<p>1.1 Albertans have confidence that professionals provide quality service with due regard for public safety</p>	<p>Professionals must be seen, and be perceived, to provide high quality ethical service with public safety of utmost concern</p> <ul style="list-style-type: none"> • Communications will highlight excellence and significant achievements, • APEGGA will be proactive in clarifying issues of public concern and controversy • Core programs provide assurance that quality controls are sound and that high standards are maintained 	<ul style="list-style-type: none"> • Government, business and industry and the public consult members and permit holders concerning a wide range of matters • Professionals are seen as leaders and enjoy status in society • Members see APEGGA as representing the professions on public issues
<p>1.2 Applications for registration are dealt with efficiently and courteously using state of the art technology</p>	<p>Continually upgrade registration systems to meet constantly changing demands</p> <ul style="list-style-type: none"> • Utilize modern communication and information technology systems • Ensure that current registration requirements, application forms and payment options are easily available on the website and elsewhere • Continue to offer the National Professional Practice Exam at least four times per year in various locations, develop system of computer based examination • Request the Board of Examiners to review procedures/policy changes to streamline registration and delegate more authority to staff • Set standards for licensure that are reasonable and fairly applied and seek uniformity throughout Canada • Enhance programs for foreign applicants 	<ul style="list-style-type: none"> • The time required to process applications is reasonable • Fewer applicant complaints are received • Board of Examiners delegates greater authority to staff • Inter-association transfers are easy and efficient and a national system of registration is available • Foreign applicants view process as fair and effective • Time required to process foreign applications improves • Professionals enjoy global mobility • A high percentage of students register as E.I.T.s on graduation and they become professional members

	<ul style="list-style-type: none"> • Pursue national and international mobility agreements and a national registration system • Consider the implications of, and ways to accommodate, incidental practice • Continue to co-facilitate and expand programming at the Universities that introduce students to APEGGA, professionalism and ethics • Register students at ring ceremonies • Consider with Camp Wardens and Stewards ways to link ring ceremonies and registration 	
1.3 Quality and ethics of professionals is assured	<p>Monitor the practice of members and permit holders</p> <ul style="list-style-type: none"> • Perform random practice reviews concentrating on high risk areas • Encourage stakeholders to report areas of weakness • Inform stakeholders of disciplinary action taken • Conduct general inquiries into selected areas of professional practice • Conduct and enforce an effective professional development program 	<ul style="list-style-type: none"> • The number of complaints received and acted upon annually • The number of concerns raised during random practice reviews • The number of discipline and enforcement cases acted upon • The number of general practice inquiries
1.4 The requirement for professional licensure is well known and understood	<ul style="list-style-type: none"> • Clearly define the practice of engineering, geology and geophysics so that all stakeholders are aware of and value the work of professionals • Clarify with University students that new graduates are expected to be registered as MITs with APEGGA 	<ul style="list-style-type: none"> • Stakeholders and the general public understand and respect the professions

Goal 2: Quality of practitioners is assured

- Maintain effective investigative, discipline and appeal procedures
- Maintain strong practice and professional standards.
- Maintain a strong Professional development program

Results	Strategies & Key Initiatives	Measurables
<p>2.1 Legitimate complaints are investigated promptly, seriously and thoroughly. Discipline hearings and appeals are viewed as being efficient, fair, honest and open to the public</p>	<p>Conduct peer reviews in an open and public forum</p> <ul style="list-style-type: none"> • Communicate information concerning discipline decisions to all stakeholders • Deal efficiently with complaints of unskilled or unprofessional conduct 	<ul style="list-style-type: none"> • Positive and negative comments concerning the investigative and discipline processes • Comments received from the public and other stakeholders • The percentage of complaints that are dismissed after investigation, that lead to further disciplinary action and that are appealed
<p>2.2 High standards of professional and corporate practice and ethics are maintained</p>	<p>Maintain high standards of professional practice concerning matters that affect the safety and welfare of the public and protection of the environment</p> <ul style="list-style-type: none"> • Develop and publish professional practice standards and guidelines • Provide leadership in the development of codes, standards and regulations developed by industry associations and government/regulatory bodies • Develop new standards for the practice of professionals in areas where higher levels of certification are being demanded • Conduct general inquiries into practices of the professions • Conduct proactive and reactive practice previews of practitioners and permit holders • Conduct reviews on individuals not in compliance with the professional development program • Publish key results of disciplinary, inquiry and enforcement actions in newspapers, the PEGG and APEGGA website 	<ul style="list-style-type: none"> • Number of reviews carried out annually • Outcomes, both positive and negative, of the practice reviews of individual professionals and permit holders • Outcomes of general inquiries into the practice of the professions • Respect for the professions is shown and the standards are not questioned • The outcomes, both positive and negative of reviews of members not in compliance with the professional development program • Enquiries received for consultation on codes and guidelines • Industry chooses to locate in Alberta to take advantage of availability of high quality professionals • Specialty disciplines request standards and regulation by APEGGA • Sister associations seek leadership and guidance from APEGGA
<p>2.3 Professional development opportunities are readily available</p>	<p>Provide national leadership on development of professional development programs</p> <ul style="list-style-type: none"> • Host professional development days and annual conference 	<ul style="list-style-type: none"> • Demand for PD seminars and PD days • Industry values and supports the PD program • M.I.T.s value and utilize the

	<ul style="list-style-type: none"> • Branches to host PD evenings • Partner with other professions to improve efficiency and availability • Compile and make available current information of PD opportunities • Encourage development of on-line education through PEGGasus, an on-line learning marketplace for members • Finalize APEGGA's support for the mentoring program • Partner with permit holders on PD, MIT and Mentoring programs 	<ul style="list-style-type: none"> • mentoring program • Permit holders value and support programs
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Goal 3: Ensure compliance with the Licensure Requirements of the EGGP Act

- Require all qualified persons and firms engaged in the practice of the professions to be licensed or hold a Permit to Practice
- Protect reserved titles against unqualified persons or firms practicing the professions without being licensed

Results	Strategies & Key Initiatives	Measurables
<p>3.1 100% of persons engaged in the practice of engineering, geology or geophysics in Alberta are licensed and use proper titles.</p>	<p>Identify and license all potential professional members and permit holders</p> <ul style="list-style-type: none"> • Strengthen efforts to identify and license qualified persons through use of consultants • Implement the R.P.T. program for geoscientist technologists • Direct contact with major employers and other regulatory bodies • Exchange information with other jurisdictions on individuals registered in other Associations now living and presumed practicing in Alberta • Focused efforts on Advanced Technology, Emerging Disciplines and Urban Municipalities • Clarify the role of “responsible members” to ensure that all persons practicing the professions in the firm are licensed through permit to practice seminars • Increase university student enrolment in the ASAP 	<ul style="list-style-type: none"> • Comments received concerning the enforcement programs • Percentage of eligible persons in Alberta who are licensed • Percentage of graduates who register and stay registered until they become P.Eng.; • Percentage of companies holding valid Permits to Practice • Percentage of graduates registered in M.I.T. program • Percentage of members who participate in voluntary member services programs • Participation in ring workshops and ceremonies • Companies demand professional licensure • Registration of R.P.T.s • Percentage of permit holders that attend the permit to practice seminars

	<p>program and encourage new graduates to register</p> <ul style="list-style-type: none"> • Communicate information concerning discipline decisions to all stakeholders • Continue ring workshops • Communicate the value and requirement of licensure to individuals and companies • Provide member services that are valued • Expand the M.I.T. program and finalize APEGGA’s support for the mentoring program • Utilize new “ethics video” for use in presentations to university students and update 4th year lecture series. Promote to sister associations. • Emphasize that licensure facilitates mobility between employers and between jurisdictions, and provides a measure of job security 	
<p>3.2 All businesses using the protected titles or practicing the professions are fully qualified, possess a permit to practice and have a responsible professional member</p>	<p>Enforce the restricted practice and title provisions of the EGGP Act</p> <ul style="list-style-type: none"> • Continue to monitor directories, Alberta Gazette, career pages, advertisements, business cards • Follow up on information received from members and others • Review Corporate Member Database • Deal efficiently with complaints of firms not holding a permit to practice offering professional services • Use professional members as consultants to visit businesses suspected of practicing without a permit • Recognize full compliance and high practice standards 	<ul style="list-style-type: none"> • Number of violations of the Act reported and percentage accurate • Number of actions taken against illegal use of protected titles; • Number of favorable judgements received
<p>3.3 The EGGP Act is current and meets anticipated future needs</p>	<p>Continually review the EGGP Act to ensure that changing circumstances and emerging disciplines are clearly understood and accommodated</p> <ul style="list-style-type: none"> • Initiate amendments to the EGGP Act and regulations that become necessary 	<ul style="list-style-type: none"> • References to the Courts are based on clearly defined sections of the Act that protect the public as well as the protected titles and exclusive scope of practice

Goal 4: Government, business and permit holders are assured of the quality of practitioners and their value to society, members value self-governance

Results	Strategies & Key Initiatives	Measurables
<p>4.1a Government is satisfied that the EGGP Act is being properly administered and has confidence in APEGGA, considers APEGGA as a partner.</p> <p>4.1b Business and industry see value in using professionals and permit holders</p> <p>4.1c Members and permit holders value license and permit to practice</p>	<p>Demonstrate that licensed professionals protect the public and the environment through high standards, ethics, reliability, responsibility, and sustainable development</p> <ul style="list-style-type: none"> • Communicate the value of the professions to all stakeholders • Communicate the value of self-governance • Highlight excellence and significant achievements • Document the contribution of the professions to the Alberta economy • Promote openness/transparency as the cornerstone of a discipline system that provides quality assurance • Professional development program provides confidence of quality and ethics • Continue the ongoing provincial government relations program • Assess perception of stakeholders regarding quality and value delivered 	<ul style="list-style-type: none"> • Government requests input and assistance from APEGGA • Government Ministers, M.L.A.s and officials attend APEGGA events • Business and industry require licensure, hold permits to practice • Permit holders partner with APEGGA on public initiatives • Public Members provide positive report to the Minister • APEGGA is invited to government functions, trade missions, strategy sessions, • Professionals are seen as leaders and enjoy status in society • Business and industry choose to locate in Alberta

Goal 5: National objectives are met through CCPE and CCPG

- Set national standards for qualifications and accreditation of academic programs
- Create a positive national image of professionals
- Facilitate national and international mobility
- CCPE and CCPG shall be effective national organizations

Results	Strategies & Key Initiatives	Measurables
<p>5.1 CCPE and CCPG provide sound national leadership and coordination</p>	<p>Support all activities of CCPE and CCPG with financial and human resources required to fulfill the mandate given to them.</p> <ul style="list-style-type: none"> • Monitor and effect changes as required 	<ul style="list-style-type: none"> • CCPE and CCPG are seen as the unified national voice for the professions • The associations and members see real value in the national organizations
<p>5.1 National standards for accreditation of university programs, qualifications, practices, licensure requirements, registration procedures, and mobility of professionals are achieved.</p>	<p>Support the work of CCPE and CCPG</p> <ul style="list-style-type: none"> • Attend annual and bi-annual board meetings, meetings of presidents and staff officers, boards and committees • APEGGA Directors input board decisions and will participate on 	<ul style="list-style-type: none"> • Percentage of volunteer and staff time dedicated to national and international initiatives • High quality accreditation, qualification and standards guidelines are maintained • National and inter-national mobility agreements and

	<p>national committees</p> <ul style="list-style-type: none"> • Staff participates on various committees and task forces as required 	M.O.U.s are signed
<p>5.2 The professions enjoy a positive public image and governments at all levels are aware of and value the role they play in society.</p>	<p>Direct public relations initiatives toward key public figures</p> <ul style="list-style-type: none"> • Support communication initiatives of CCPE and CCPG and the Government Relations Committee of CCPE • Liaise with AUMA, AAMD&C and municipal administrators, support and attend municipal events, host annual AUMA reception, host City Council luncheons, rejuvenate the Joint Municipal Task Force 	<ul style="list-style-type: none"> • Government consults with CCPE/CCPG on major issues and values submissions • Government Ministers and officials attend CCPE/CCPG functions • Municipalities seek and value advice from professionals, employ professionals where required
<p>5.3 Professionals enjoy national and international mobility</p>	<p>Support the efforts of national associations in negotiating international agreements and pursue a strategy of bi-lateral agreements with individual U.S. states</p> <ul style="list-style-type: none"> • Monitor and improve the inter-association mobility agreements for mobility of engineers and geoscientists within Canada • Support the work of CCPE and CCPG to identify additional opportunities for international agreements • Continue to seek bi-lateral agreements with targeted U.S. states through direct contact, NCEES, PNWER and other forums • Develop and maintain good relations with appropriate U.S. government officials and state boards • Participate in the APEC Register 	<ul style="list-style-type: none"> • Bi-lateral agreements are signed with U.S. State Boards • APEGGA is invited to attend NCEES, PNWER, and other U.S. State Board functions and forums • International agreements are signed • Number of APEGGA members who benefit from ease of licensure in other jurisdictions • Number of persons transferring in from other Canadian provincial engineering and geoscience associations

Goal 6: APEGGA plays an advocacy role for members and permit holders

- There is pride and prestige in professional membership
- Members and permit holders are differentiated from non-professionals
- Mobility of professionals is facilitated
- Select services are provided to members
- APEGGA communicates to members, the public, business and government effectively
- APEGGA views on significant public issues are valued
- Professional development opportunities are readily available

- Codes of practice and practice standards are well known and respected
- Exclusive scopes of practice and titles are protected

Results	Strategies and Key Initiatives	Measurables
6.1 There is pride and prestige in professional membership	Take a leadership role in promoting the value of membership to all segments of society <ul style="list-style-type: none"> • Communicate the value of membership to members and permit holders in contrast to the legal requirements • Maintain high standards that demand respect of all stakeholders • Continue Member Induction Ceremonies and Life Member Dinners 	<ul style="list-style-type: none"> • Trends of cancellations and those struck for non-payment of fees • Percentage of eligible persons and companies who are registered/licensed • Attendance at Member Induction and Life Member dinners and other functions
6.2 Members and permit holders are differentiated from non-professionals	Ensure that society understands there is value in using professionals and that they accept responsibility for their work <ul style="list-style-type: none"> • Communicate effectively to all segments of society • Recognize and promote excellence and achievement through the Summit Awards and other means of recognition • Evaluate and implement recommendations of the member/public/employer survey • Monitor items valued by other associations 	<ul style="list-style-type: none"> • Clients insist on using professionals and permit holders • Number of new permit holders and those that quit or are struck • Members are invited by government and others to participate on boards and committees
6.3 Mobility of professionals is facilitated	Support the efforts of national associations in negotiating international agreements and pursue a strategy of bi-lateral agreements with individual U.S. states	<ul style="list-style-type: none"> • Number of transferees from foreign jurisdictions, numbers rejected • Ease and speed of transfers
6.4 Select services are provided to members	Provide an expanded and improved range of member services consistent with the needs of professionals and in keeping with Council approved guidelines <ul style="list-style-type: none"> • Monitor and improve insurance programs available through CCPE and locally • Provide selected group discounts • Communicate important 	<ul style="list-style-type: none"> • Members use and value select services available • Number of persons using the resume referral service, the insurance programs and the professional development seminars • Complaints received • Trends of resume referrals, success of referrals • Attendance at PD functions,

	<p>information to members through the PEGG, APEGGA website and other media</p> <ul style="list-style-type: none"> • Expand the resume referral system • Identify and facilitate professional development opportunities 	usage of on-line system
<p>6.5 APEGGA communicates to members, the public, business and government effectively</p>	<p>Maintain systems to effectively and efficiently communicate to all stakeholders</p> <ul style="list-style-type: none"> • Evaluate and respond to the communications audit and the member/public/employer surveys. • Review and implement the three year communications plan, • Relocate, expand and strengthen the Calgary office, add conference centre • Evaluate and implement appropriate recommendations of the communications audit relating to the PEGG and other publications • Utilize various appropriate forms of media advertising • Issue press releases on significant events and achievements • Maintain an informative and up to date website • Expand database and utilize e-mail list serve to contact members and permit holders directly • Host corporate and government receptions, caucus dinners, AUMA reception, council dinners and other functions • Maintain close liaison with key government Ministers and officials, make formal presentations as required • Participate in activities of chambers of commerce, economic development groups and government departments, trade shows, municipal, political and other conventions and events • Measure effectiveness of public/government relations program 	<ul style="list-style-type: none"> • Member and permit holder surveys indicate that communication tools are effective • Record website usage • Letters to the association • Letters to the Editor of the PEGG • Member comments received

	<ul style="list-style-type: none"> • Conduct corporate visits to permit holders and members in their place of employment • Work with the Branches/District and encourage luncheons and other activities at the local level • Establish an Edmonton Branch • Track permit holders new to salary survey 	
<p>6.6 Public statements from APEGGA on important issues are valued by stakeholders and the public</p>	<p>Develop and release public statements on behalf of the membership</p> <ul style="list-style-type: none"> • React to public issues that impact on the credibility or reputation of professionals or the profession generally • Be pro-active on matters that clearly will impact public safety, interest and well being <p>Clearly inform the public what the professions do on their behalf and what they stand for</p>	<ul style="list-style-type: none"> • APEGGA is seen to respond positively to Government when requested for advice or assistance • The public invites comment from APEGGA • News media seeks statements on major issues
<p>6.7 Professional development opportunities are readily available through use of current technology and communications</p>	<p>Development a state-of-the-art on-line learning system</p>	<ul style="list-style-type: none"> • Members value and utilize PD opportunities • Attendance at PD functions • Demand from other associations • Increased utilization of technology as a learning tool
<p>6.8 Codes of practice and practice standards are well known and respected</p>	<p>Create awareness of the important role high standards play in the protection of public safety and the environment</p> <ul style="list-style-type: none"> • Publish standards and guidelines and make them available on the website • Communicate the importance of codes and high standards of practice to stakeholders • Challenge codes and standards that restrict professional judgement 	<ul style="list-style-type: none"> • Demand for published materials • Website hits • Comments and feedback from stakeholders
<p>6.9 Exclusive scopes of practice and titles are protected, have real value and are respected by all stakeholders</p>	<p>Create real value of the protected titles through enforcement of the provisions of the EGGP Act</p> <ul style="list-style-type: none"> • Monitor emerging disciplines and fringe technologies • Take efficient and effective enforcement action as required 	<ul style="list-style-type: none"> • Emerging disciplines seek licensure • Specialist practitioners seek high standards and/or certification • Act violations are reported and acted upon

Goal 7: Programs enhance the value and awareness of science and technology

Results	Strategies and Key Initiatives	Measurables
<p>7.1 The value of science and technology is well known and respected by all stakeholders and the public. Top students seek careers in engineering and geoscience and enrolment is increasing.</p>	<p>Offer programs which enhance the value and awareness of science and technology, support worthwhile initiatives and government programs</p> <ul style="list-style-type: none"> • Monitor and improve current programs <ul style="list-style-type: none"> • Strengthen student outreach program • Support science olympics and science fairs • Continue teacher awards and excellence in education award • Continue support for university student projects and community projects • Support the ideals of the APEGGA Education Foundation 	<ul style="list-style-type: none"> • Schools request student outreach visits • Strong participation in awards programs • Members, industry and public support the Education Foundation • The Education Foundation provides funding for worthwhile initiatives • Enrollment in high school science and mathematics programs • Applicants to engineering and geoscience programs at the U of A and U of C • Applicants to computer science programs at the U of A and U of C • Participants at science fairs and science olympics