



Strategic Plan 2019-2023

Ontario Association of Certified Engineering
Technicians and Technologists

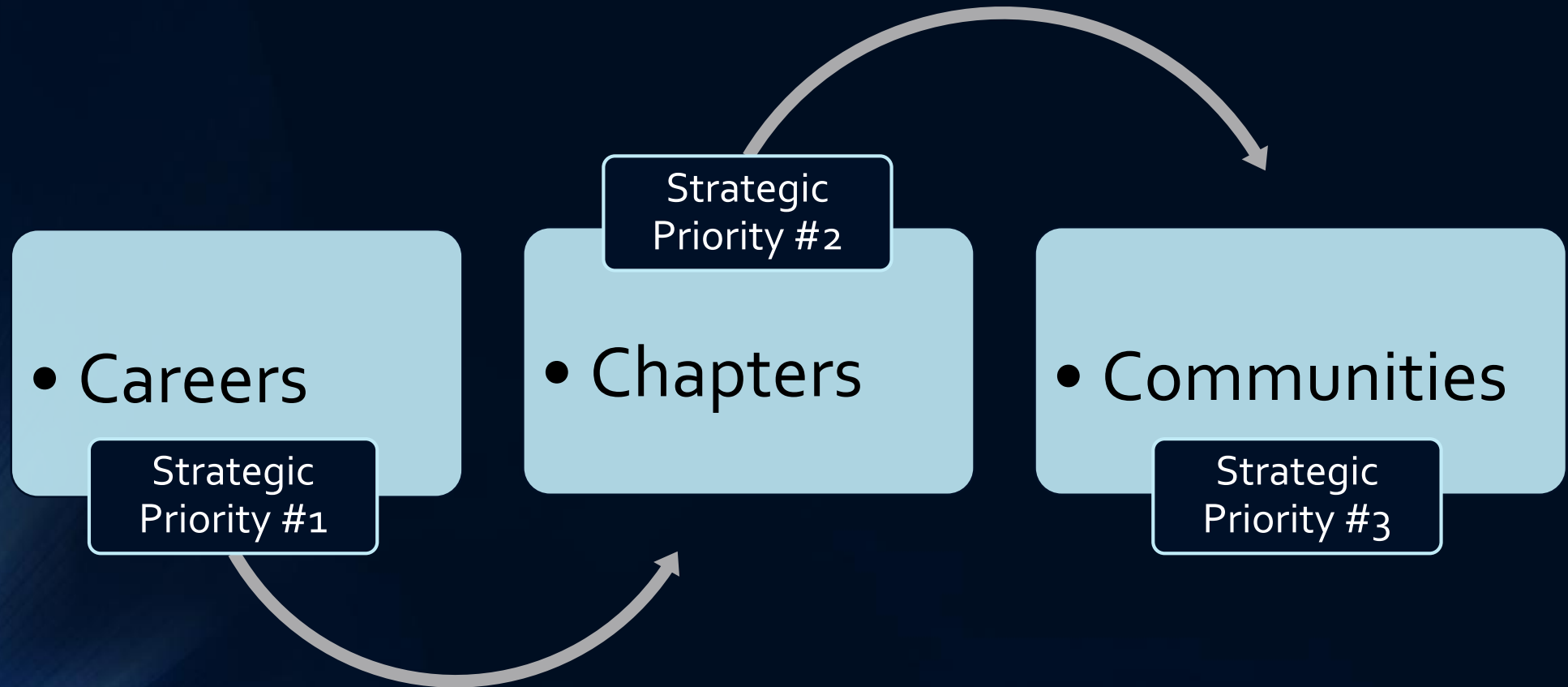
VISION – what we aspire to

Recognized leader in certification and member experience, enabling engineering technology professionals to successfully navigate their careers.

MISSION – why we are here

OACETT is Ontario's independent certifying body for engineering and applied science technicians and technologists. The Association provides member certification, career-long educational opportunities, professional support for the benefit of the economy and safe and secure communities.

Strategic Priorities



Strategic Priority One: Careers

- Focus on the career journey of individuals working in the engineering technology sector, providing support at each stage of their career.
- Make sure certification and standards remain rigorous and adaptive, ensuring members become and remain ready for professional service as the work environment transforms.

Strategies to Achieve:

1. Continue to regularly review and update standards and certification response to changes in the profession.
2. Enhance employment support services for members.
3. Increase access to continuing professional development opportunities.

Strategic Priority Two: Chapters

- Support the Chapters to provide a meaningful arena for members and potential members to gather, engage, support and learn from each other.

Strategies to Achieve:

1. Increase support in terms of how they operate, how they share information and how they provide opportunities to mentor and grow their members' capabilities.
2. Each year, identify 3-4 chapters on which to focus specific development attention.
3. Increase focus on and support for networking, mentoring and learning opportunities between and among chapters, including recognition of contribution.

Strategic Priority Three: Communities

- Actively engage with the community of stakeholders who influence members' careers.

Strategies to Achieve:

For each community (government, employers, educational institutions, related professional associations, community groups, and the public):

1. Identify the most relevant way to connect and set specific objectives to achieve.
2. Identify the right profile (brand) and develop appropriate communication vehicles to use.
3. Create and share the targeted messages, positions, and opportunities with chapters, members and others.

Key Performance Indicators for 2019-2023 (How success will be measured)

1. Improve member participation in and satisfaction with chapter events and activities as measured by benchmark surveys.
2. Maintain a minimum of 72% of membership certified.
3. Arrest the decline and grow the membership above 25,200, including increased college applications.
4. Provide leadership at the national level to advance accreditation and standards development, and to support initiatives that advance a common national agenda.
5. Achieve 30% gender/ethnic representation in the organization's governance structure.
6. Improve brand awareness of OACETT amongst key community stakeholders including government, employers and colleges as measured by regular reports on outreach and follow-up assessment of results.