

2019-2024

# STRATEGIC PLAN

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UPDATED BY OACETT COUNCIL SEPTEMBER 2022

# VISION

*To be a recognized leader in certification and member experience, enabling engineering professionals to successfully navigate their careers.*

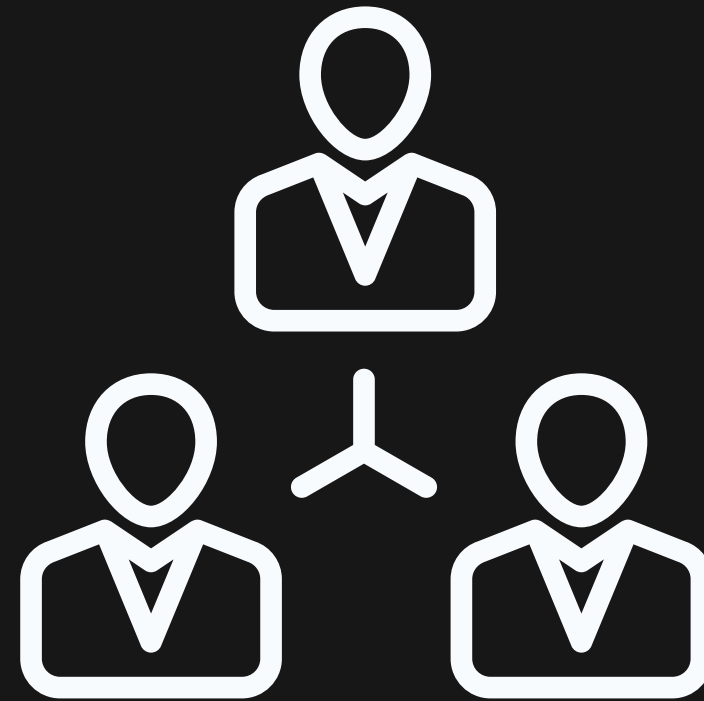
# MISSION

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

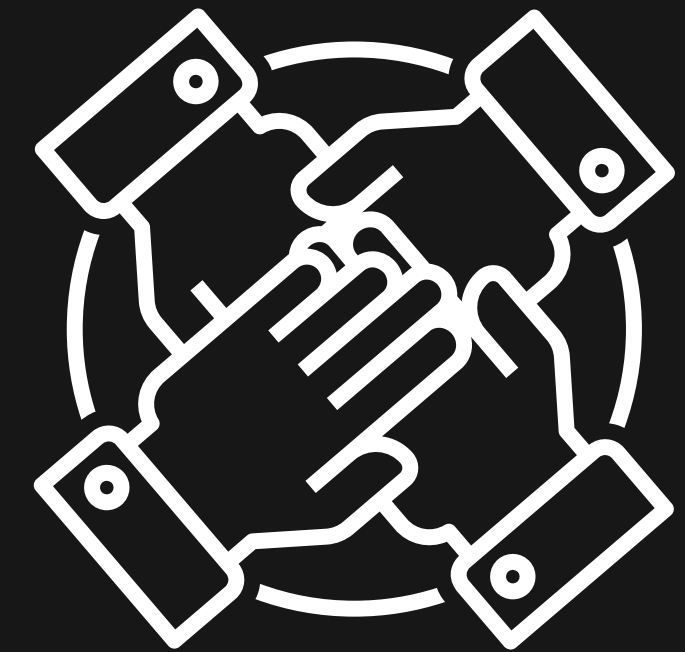
# STRATEGIC PRIORITIES



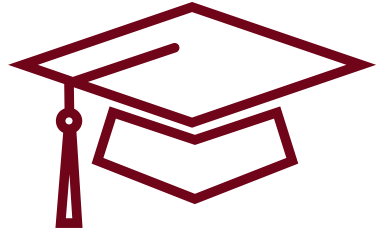
CAREERS



CHAPTERS



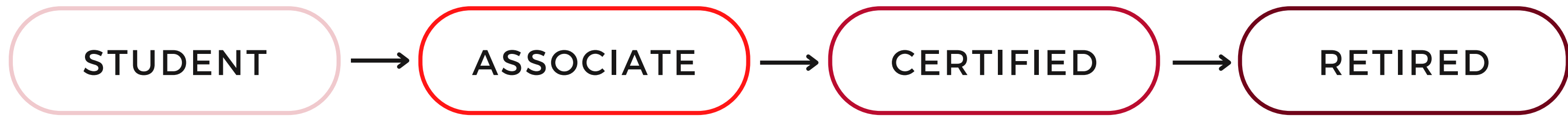
COMMUNITIES



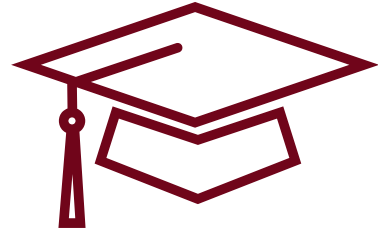
# CAREERS



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.



# CAREERS - STRATEGIES



Continue to regularly review and update standards and certification response to changes in the profession.



Enhance employment support services for members.

*cpd*

Increase access to continuing professional development opportunities.



# CAREERS - KEY PERFORMANCE INDICATORS

1

Complete a review and update of the Professional Practice Exam (PPE) and the Internationally Educated Professional Practice Exam (IEPPE) study guide and exam.

2

Introduce a minimum of three new programs, credentials or opportunities for members, informed by the Emerging Markets subcommittee.

3

Update the CTEN website, including the addition of more resources to support job-seeking members.



# CAREERS - KEY PERFORMANCE INDICATORS

**4** Offer a minimum of 3 CPD offerings annually that support job seekers.

**5** Host an Internationally Educated Professionals (IEP) career event annually.

**6** Review and update the CPD requirements to maintain OACETT certification, including greater clarity and enhanced tracking capability.



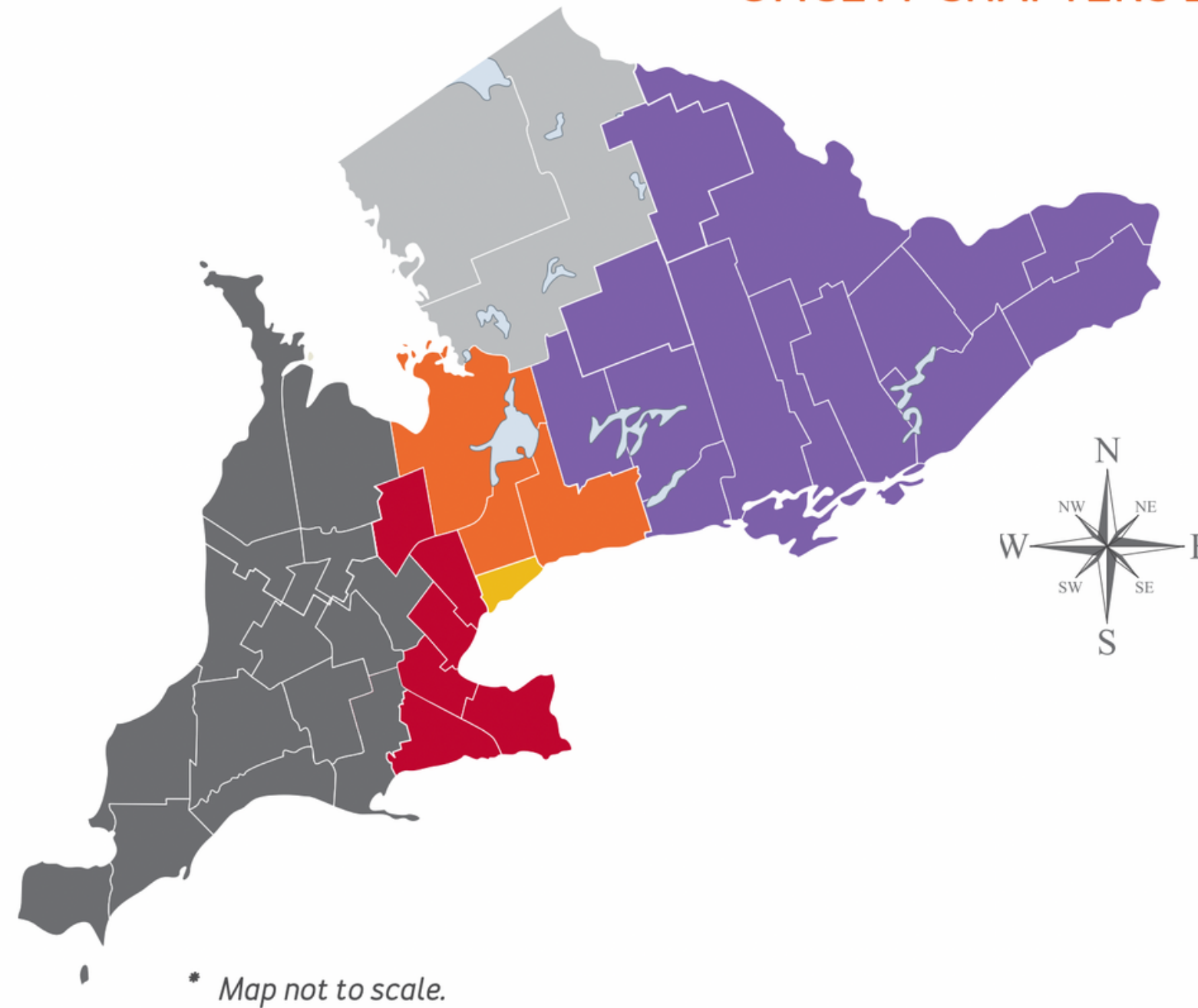


# CHAPTERS



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

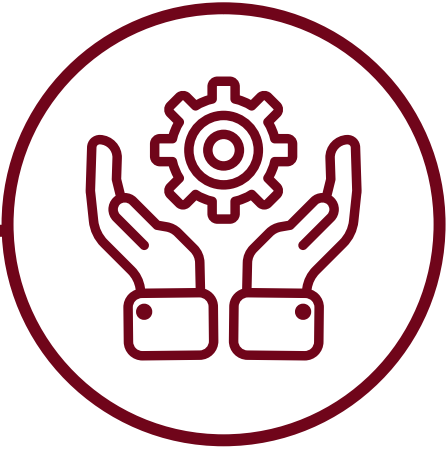
## OACETT CHAPTERS BY REGION



-  CENTRAL REGION  
3 CHAPTERS
-  EASTERN REGION  
7 CHAPTERS
-  HORSESHOE  
3 CHAPTERS
-  NORTHERN REGION  
5 CHAPTERS
-  TORONTO REGION  
3 CHAPTERS
-  WESTERN REGION  
6 CHAPTERS



# CHAPTERS - STRATEGIES



Increase support in terms of how they operate, how they share information and how they provide opportunities to mentor and grow their members' capabilities.



Each year, identify 3-4 chapters on which to focus specific development attention.



Increase focus on and support for networking, mentoring and learning opportunities between and among chapters, including recognition of contribution.



# CHAPTERS - KEY PERFORMANCE INDICATORS

1

Following the elections each year, provide a mandatory webinar for all Chapter executives on the operation of a chapter and the expectations for the year.

2

Establish annual minimum expectations for Chapter activities e.g. a minimum of 1 CPD activity, a minimum of 2 social activities, a minimum of 1 college outreach activity, etc.

3

Update and simplify the Chapter Operations manual and make it more interactive with video clips and templates.



# CHAPTERS - KEY PERFORMANCE INDICATORS

4

Establish mechanisms to effectively support hybrid activities across all Chapters.

5

Define what “special development attention” means for Chapters that are identified as underperforming (see strategy #2).

6

Implement a Chapter Forum communication module that includes a structured approach to consistently sharing best practices.

7

Enforce term limits and support succession planning.



# COMMUNITIES



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

GOVERNMENT

EMPLOYERS

COLLEGES

RELATED  
PROFESSIONAL  
ASSOCIATIONS

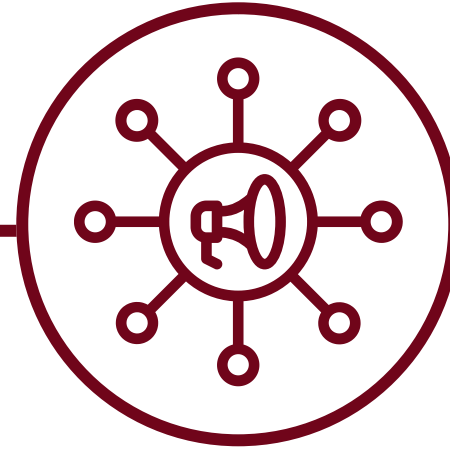
COMMUNITY  
GROUPS



# COMMUNITIES - STRATEGIES



Identify the most relevant way to connect and set specific objectives to achieve.



Identify the right profile (brand) and develop appropriate communication vehicles to use.



Create and share the targeted messages, positions, and opportunities with chapters, members and others.



# COMMUNITIES - KEY PERFORMANCE INDICATORS

## GOVERNMENT

- ✓ Engage a government relations firm to develop and execute a strategy to improve OACETT's profile and relationships with key government ministries.
- ✓ Establish an annual Government Relations forum to discuss issues and establish key "asks" of government that will enhance the profile of certified engineering technology professionals.



# COMMUNITIES - KEY PERFORMANCE INDICATORS



## EMPLOYERS



Enroll a minimum of 50 companies in the 360 Partnership Program.



Task the CEO with employer outreach to a minimum of 3 employer contacts from every Chapter.





# COMMUNITIES - KEY PERFORMANCE INDICATORS

## COLLEGES



Establish a more integrated relationship with the Heads of Technology group, including at least one joint initiative each year.



Each year, increase by 2 (two) the number of colleges that are incorporating the PPE into their programming, and establish and communicate more options for making the PPE available to students.



# COMMUNITIES - KEY PERFORMANCE INDICATORS

## RELATED PROFESSIONAL ASSOCIATIONS



Establish annual joint leadership summits with

- Professional Engineers Ontario (PEO),
- Ontario Society of Professional Engineers (OSPE),
- Ontario Building Officials Association (OBOA), and the
- Association of Consulting Engineering Companies (ACEC)-Ontario.



Establish annual senior staff joint meetings to follow up on the summits and take action on agreed items.



# COMMUNITIES - KEY PERFORMANCE INDICATORS

## COMMUNITY GROUPS



Engage a minimum of 15 agencies serving IEPs in the annual IEP career event.



Engage with a minimum of 3 Boards of Trade each year to expand awareness of OACETT among their business members.

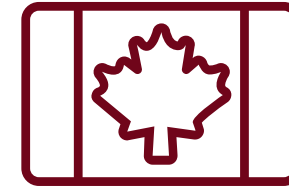
# KEY PERFORMANCE INDICATORS: 2019-2024

80%

Maintain a minimum of 80% of membership who are eligible to be certified having achieved their credential.



Establish a membership strategy to specifically target key audiences in order to drive a positive growth trend.



Provide leadership at the national level to advance accreditation and standards development, and to support initiatives that advance a common national agenda.



Establish a Diversity, Equity and Inclusion Committee with a mandate to broaden the engagement of under-represented demographics within OACETT's membership and leadership.