



STRATEGIC PLAN 2025 - 2029

In early 2025, Engineers Geoscientists Manitoba (EngGeoMB) launched a strategic planning process, beginning with a member and leadership survey. This survey assessed EngGeoMB's strengths, weaknesses, opportunities, and threats, and tested support for existing goals.

Insights from the survey informed a pre-session report that provided internal and external perspectives on EngGeoMB's current state. Council and senior leadership used this report to preprare for a one-day facilitated planning session, where they refined the Association's mission, vision, values, and strategic imperatives.

The session encouraged diverse viewpoints and focused on defining success metrics to guide future oversight. A draft was presented, outlining key strategic imperatives, outcomes, and measures of success for risk areas.

Council and Association leadership reviewed and refined the draft to ensure clarity and alignment with staff and stakeholders. The final version was approved by Council at their meeting on June 12, 2025. The resulting high-level plan reflects a shared vision for EngGeoMB's future, grounded in member input and sector trends.

For over 100 years, Engineers Geoscientists
Manitoba has been committed to governing the
practice of professional engineering and professional
geoscience, promoting the skills of practitioners
and advocating for improved safety in communities
across Manitoba.

Our five-year Strategic Plan charts a course that will best meet the needs of its' members, leadership, and the public. Together, we will protect and enhance the integrity of our built and natural environments, and celebrate the professionals who are essential to the fabric of society.





VISION

Greater recognition of engineers and geoscientists as trusted professionals in society.

MISSION

Setting, upholding, and promoting high professional standards in engineering and geoscience.

Engineers Geoscientists Manitoba governs and regulates the practice of professional engineering and professional geoscience in Manitoba. The Association acknowledges and respects the Treaties. We acknowledge that engineering and geoscience projects have played roles in harms that have been inflicted on First Nations, Inuit, and Métis Nations from resource extraction and development. We dedicate ourselves to moving forward with First Nations, Inuit, and Métis Nations, and rights holders in a spirit of reconciliation and collaboration in the meaningful exercise of Indigenous rights.

These remain First Nations, Inuit, and Métis lands: the lands of the Anishinaabeg, Ininiwak, Anisininewuk, Dakota Oyate, Dene, Inuit, and the national homeland of the Red River Métis. Their nations have welcomed many peoples who have arrived over generations and continue to make these lands home. First Nations, Inuit, and Métis have cared for the land, water, and relations, and developed innovative ways and methods to thrive in the harshest of conditions – the original engineers and geoscientists. We are committed to respecting and honouring their histories, cultures, and ongoing contributions to our professions.

OUR VALUES

The core values of Engineers Geoscientists Manitoba ensure that the actions of Council, staff, and volunteers will facilitate continued excellence in public service.

TRUST

Being reliable and truthful, and providing services that are free of bias.

INTEGRITY

Being honest and ethical.

STEWARDSHIP

Using the resources provided to us wisely.

PROFESSIONALISM

Holding ourselves to a high standard.

COLLABORATION

Working with others to achieve our goals.

EQUITY

Treating people justly.

The organizational values outlined above form the cornerstone of the new strategic plan, guiding every action and decision toward the achievement of shared goals. By embracing **trust** and **integrity**, the organization commits to honesty, transparency, and unbiased service in all interactions. The principles of **stewardship** and **professionalism** reinforce responsible resource management and the maintenance of high standards. Through **collaboration**, the organization encourages teamwork and partnership, ensuring that diverse perspectives contribute to success. Finally, a steadfast commitment to **equity** ensures that every individual is treated fairly and with respect. These values serve as a foundation for building a resilient, responsive, and inclusive organization dedicated to fulfilling its mission.

STRATEGIC IMPERATIVES

Strategic imperatives are the critical priorities that Engineers Geoscientists Manitoba will focus on to achieve our long-term vision. They serve as the guiding pillars that connect the Association's mission and values with measurable outcomes, ensuring that resources and efforts are directed toward what matters most.

By clearly identifying strategic imperatives, we create alignment across teams, strengthen decision-making, and provide a roadmap for navigating challenges and opportunities. These strategic imperatives will help us to focus, build momentum, and ensure that every initative undertaken contributes meaningfully to the organization's overall success and sustainability.

The public will recognize the value of professional engineers and geoscientists.

Our regulatory framework will be modernized.

Our skilled and professional members will reflect the society that they serve.

Our operations will be sustainable.





The public will recognize the value of professional engineers and geoscientists.

Engineers Geoscientists Manitoba is committed to ensuring that the public, including its practitioners, fully recognizes the value and importance of professional engineers and geoscientists in society. Through ongoing outreach and education, the organization will showcase the essential roles these professions play in driving innovation, solving complex societal challenges, and safeguarding public interests.



The value of licensed professionals for engineering and geoscience will be recognized.

The value of licensed engineering and geoscience professionals will be affirmed through transparent demonstration of their expertise, ethical standards, and dedication to public welfare. By continually promoting the trust and assurance that comes with licensed practice, the organization will ensure that the skills and integrity of its practitioners are fully appreciated across Manitoba, including by the practitioners themselves.

The skills of professional engineers and geoscientists will meet the needs of the public.

Engineers Geoscientists Manitoba will cultivate the ongoing professional development of its members, ensuring that their skills remain responsive to the changing needs of the public. By upholding rigorous standards and adapting to emerging technologies and practices, professional engineers and geoscientists will maintain their relevance and effectiveness in serving society.

Engineers and geoscientists will be recognized as stewards in the protection of the environment.

Engineers and geoscientists will be recognized as responsible stewards of our natural resources upholding a commitment to sustainable development and proactive protection of the environment. Through leadership on environmental issues and collaboration with other experts, practitioners will play a visible role in safeguarding ecosystems for future generations.

Our regulatory and licensing process will be transparent and effective.

A transparent and effective regulatory and licensing process will underpin public confidence in the profession. By emphasizing clarity, accountability, and accessibility, Engineers Geoscientists Manitoba will build trust in its processes, ensuring they uphold the highest standards of fairness and responsiveness.



Our regulatory framework will be modernized.

Engineers Geoscientists Manitoba is committed to modernizing its regulatory framework to better serve the public and profession in a rapidly changing environment. This modernization aims to create a more flexible, efficient, and inclusive system that supports innovation and responsiveness while maintaining high professional standards and public protection.



Barriers that unnecessarily hinder labour mobility for applicants from different jurisdictions will be removed.

The organization will work to eliminate unnecessary barriers that hinder labour mobility for applicants from other jurisdictions, facilitating easier access to registration and professional practice across provinces and territories. This commitment supports a more seamless integration of qualified professionals into Manitoba's workforce, benefiting applicants and the public.

Our legislation will be updated to clarify our mandate, allow for effective regulatory processes, and provide flexibility to achieve our strategies.

The legislative framework governing Engineers Geoscientists Manitoba will be updated to clearly define the Association's mandate, enable effective regulatory processes, and provide the necessary flexibility to adapt and achieve strategic goals. These updates will ensure the regulatory framework is modern, transparent, and capable of addressing emerging challenges within the professions and society.

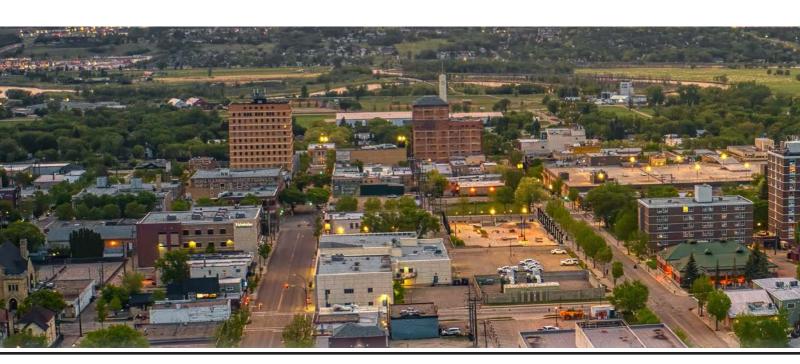
Engineers Canada's efforts to harmonize licensing across the country will be supported.

Engineers Geoscientists Manitoba actively supports Engineers Canada's efforts to harmonize licensing standards and processes across Canada. By aligning regulations nationally, the organization fosters consistency, fairness, and mutual recognition that benefit professionals moving between provinces and help maintain public confidence across jurisdictions.



Our skilled and professional members will reflect the public that they serve.

Engineers Geoscientists Manitoba is committed to building a skilled and professional membership that truly reflects the diversity of the public it serves. This imperative recognizes that representation matters and is essential for creating solutions that meet the needs of all communities across Manitoba.

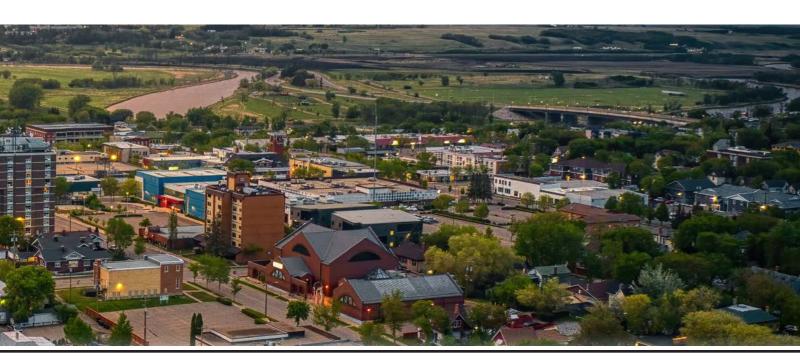


Systemic inequities in the professions will be identified and addressed.

The Association is dedicated to identifying and dismantling systemic inequities that have historically limited access and advancement within the professions of engineering and geoscience. Through research, professional development, policy changes, accountability mechanisms, a culture of care, and ongoing engagement, barriers faced by equity-deserving groups will be addressed to foster a more inclusive professional environment that strives for the physical, psychological, and cultural safety of all.

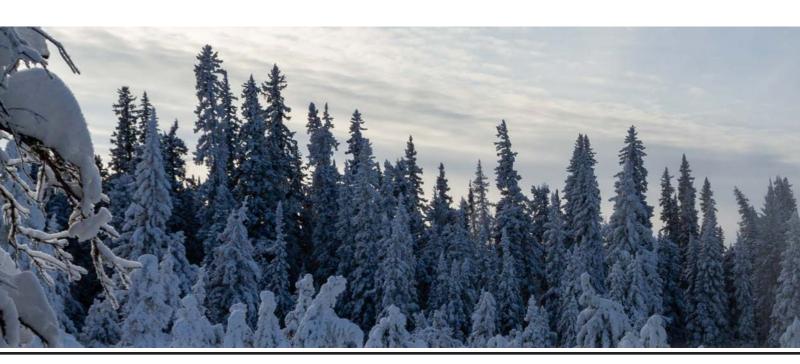
The fields of engineering and geoscience will be viewed as desirable professions for all of the public.

Engineers Geoscientists Manitoba aims to ensure that engineering and geoscience careers are accessible, equitable, and inclusive to all members of the public, regardless of background. By promoting diversity, inclusion, and visibility of underrepresented groups, the Association strives to inspire, welcome, and retain future professionals from equity-deserving demographics, currently underrepresented in our membership, thus serving all communities.



Our operations will be sustainable.

Engineers Geoscientists Manitoba is committed to ensuring its operations are sustainable, balancing the needs of present and future generations, while supporting the long-term health and effectiveness of the organization. This commitment spans environmental stewardship, resource management, and robust infrastructure to uphold the professions' integrity and public trust.



The human and capital resources needed to achieve our strategies will be sustainably developed and managed.

The organization will sustainably develop and manage the human and capital resources necessary to implement its strategic imperatives effectively. By investing thoughtfully in personnel, technology, and financial assets, Engineers Geoscientists Manitoba ensures continued capacity to fulfill its mandate and adapt to future challenges.

Our operations will foster long-term environmental sustainability.

Operations will be conducted with a strong emphasis on long-term environmental sustainability, aligning with guidelines and best practices that promote responsible stewardship and minimize ecological impact. This focus supports the organization's role as a leader in addressing climate change and advancing sustainable development within the engineering and geoscience professions.

Our Information Technology infrastructure will be robust and protect the valuable data entrusted to us.

Engineers Geoscientists Manitoba will maintain a robust Information Technology infrastructure that safeguards the valuable data entrusted to the organization. Ensuring security, reliability, and efficiency in IT systems protects member and public information while enabling effective service delivery and organizational resilience.





ENGINEERS GEOSCIENTISTS MANITOBA

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