



*Engineers Geoscientists Manitoba
Government Relations Strategic Plan*

2016- 2020



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Engineers Geoscientists Manitoba	Procedure: Government Relations Strategic Plan
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Revision History

Revision No.	Issue Date	Amendment Description	Date Effective	Revalidated
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Government Relations Strategic Plan

Executive Summary

In a regulated profession such as engineering or geoscience, it is important to maintain a respectful and productive relationship with the decision-makers in government. For Engineers Geoscientists Manitoba, this means working with the Manitoba government to ensure that engineering and geoscience professions and stakeholders are not adversely affected by changes in laws and regulations, and to ensure that both are a key resource for the government to rely on for information and support within the engineering and geoscience area of expertise.

The overarching goal of the Association's government relations activity is the creation of a relationship where government officials in all areas think "engineering and geoscience means Engineers Geoscientists Manitoba". Engineers Geoscientists Manitoba will be their first call as a reliable source of information, a source of new policy ideas, and a partner in satisfying the consumer, working towards the public good/safety. Creating this relationship requires the formation and execution of a Government Relations Strategic Plan, a clear and thorough communications strategy, to further engagement of the members with government, to connect with MLAs locally, and to take action through an active Government Relations Committee. Positive interaction with government will allow Engineers Geoscientists Manitoba to achieve its broader strategic goals and bolster communication and public relations efforts.

Key resources in the implementation of the Government Relations Strategic Plan include Engineers Geoscientists Manitoba President, CEO and Registrar, Director of Government Relations, Director of Professional Standards, Director of Admissions, Association of Consulting Engineers Canada (ACEC), and Association members at various levels.

All individuals taking part in the Government Relations strategy will be fully briefed through talking points on relevant issues so that the Association speaks as one and conveys a clear message to the government. Any questions can be directed to Engineers Geoscientists Manitoba's Government Relations Department, which will be monitoring and reporting on issues as well as developing effective communication tools to ensure messaging is concise.

Engineers Geoscientists Manitoba members will be kept informed through periodic contact and with regular news pieces, such as E-News posts on the Association website and sent out in email, and articles in the Association's quarterly news publication, *The Keystone Professional*, detailing government activity specifically affecting the engineering and geoscience professions and general political news.

Strategic Plan items for 2016-2017 include:

- Proposed Act Amendment Process
- Checking consistency with the Act, By-Laws, Policies and Procedures
- Association Policy Procedure and Systems for Legislation: Act, By-Laws, Guideline, Code of Ethics
- Recruitment and Retention - Environmental Scan within Association
- Recruitment and Retention - Environmental Scan beyond Engineers Geoscientists Manitoba

- Government Relations Advisory Committee
- Government Information Sessions
- Government Relations Public Awareness Program
- Public Perception - Social Media - 2017
- Engineers Canada Bridging Government and Engineers Committee
- ACEC Government Relations Coordination
- Government Officials - Outreach Program
- Geoscientists Canada
- Engineers Canada - Public Affairs Committee
- Government Officials – Association Events
- University Funding

Government Relations activity addresses Engineers Geoscientists Manitoba Ends as outlined below.

Ends E-4

E-4: For government and regulators to understand and support the role of Engineers Geoscientists Manitoba Government Relations (Engineers Geoscientists Manitoba).

- E-4.1 The provincial government will provide clearly defined regulatory authority.
- E-4.2 Government will dialogue with the professions in developing public policy, codes and standards.
- E-4.3 Related professions and occupations will agree to an integrated regulatory framework.

Strategic Plan Flow

The Strategic Plan flow is comprised of the following steps:

- Ongoing: weekly reports, creation and updates of action plan items
- Monthly: review of the Strategic Plan, action plans, and overall progress report
- Monthly: ongoing gathering of Stakeholder feedback of Government Relations Strategic Plan
- Quarterly: Government Relations E-News updates to the members
- Quarterly: Government Relations article updates within the Keystone Professional magazine
- Annual: Government Relations Town Hall for stakeholders
- Annual: Government Relations member training
- October Ingenium: Government Relations Strategic Plan Panel
- January: annual Policy Governance E-4 report to Council
- March: Strategic Plan budget consultation with stakeholders

- May: Strategic Plan and budget provided to Executive Committee of Council
- June: Strategic Plan and budget provided to entire Council
- July - August: Creation of action plan, operational plan for Strategic Plan, along with Council final input.
- September: Council Approval Consent Agenda of Strategic Plan, placed online for public.

The stakeholder analysis management plan will be implemented into Engineers Geoscientists Manitoba by the Government Relations Department for the purpose of identifying and engaging the various stakeholders to provide input and direction on key issues.

Monthly meetings will be held by the Government Relations department to ensure the involvement of all stakeholders in the development of the Strategic Plan. These stakeholders include:

- Ownership Linkage Committee
- Association Council members
- Association Executive Committee
- Association members
- Association Management Team
- Association Staff
- Other regulators, such as MAA, ACEC, CTTAM, CPA, College of Registered Nurses of Manitoba, and The Law Society of Manitoba
- Engineering and Geoscience Associations from across Canada
- Government Officials from all levels of government – Provincial, Civic and Federal
- Government Department Heads – Deputy Ministers
- University of Manitoba Department of Geological Sciences, University of Manitoba Geoclub
- University of Manitoba Faculty of Engineering, University of Manitoba Engineering Society (UMES), Engineering Access Program (ENGAP), and Friends of Engineering
- WISE Kid-Netic Energy organization
- Other Stakeholders; educators, social agencies, businesses, etc.

All meetings with stakeholders will be documented and the notes from stakeholder meetings will be accessible to Council for review upon request. Stakeholder ideas and recommendations will be reported in the stakeholder analysis document so that their feasibility can be discussed and determined.

Strategic Plan Budget

Throughout the development of the Strategic Plan, management will determine the resources and timeline required for implementation. Required resources will be outlined as per the usual budgetary process followed by the Association, approved by Executive Committee and then Council. The Strategic

Plan budget will be determined based on the information available and will be monitored on a monthly basis.

Strategic Operational and Action Plans

The Strategic Plan will guide the formation of operational and action plans, designed to focus work and to detail timelines and accomplishments. This will allow Engineers Geoscientists Manitoba to meet End E-4 within the timeline set forth by the action plan. Changes to action plans will be updated weekly, and reported in a Word document to CEO, along with accomplishments.

The action plans will inform Engineers Geoscientists Manitoba of the steps required to move through the various Strategic Plan items in a smooth flow to ensure that everyone is moving forward together.

Strategic Plan Communication

Providing regular feedback to stakeholders, outlined in the strategic plan flow, involved in the creation of the Strategic Plan will be key to ensuring the ongoing support for the priorities. Information for members will be communicated via E-News updates available on the Association website and sent out through email, and in articles featured in the Association's quarterly news publication, *The Keystone Professional*. When appropriate, updates will be communicated to the government and to other stakeholders.

Government Relations at Ingenium and the Association's Annual General Meeting

At the annual Ingenium conference, a Government Relations Strategic Plan Panel comprised of government relations mentors, staff, and government officials, will present to attendees on a topic timely to the Association's Strategic Plan.

In future, this panel can expand into a larger round table discussion, with small table breakout sessions. Ideas created through brainstorming could be brought back to the larger group and considered for future implementation.

Engineers Geoscientists Manitoba will review the feasibility of adding an agenda item to the Annual General Meeting to update the membership about the Association's Government Relations progress.

E-4 Council Annual Report

Engineers Geoscientists Manitoba's Government Relations Department will report the progress of the Government Relations Strategic Plan as relating to End E-4 to Council for their Annual Report.

Government Relations Strategic Plan – 2016 to 2017

Proposed Act Amendment Process

Engineers Geoscientists Manitoba will determine the feasibility of the next Act change. Any proposed Act change will be identified in future Strategic Plans. Initial recommendations for this proposed Act amendment include but are not limited to;

Act Amendment Task Group that has Council involvement, as a stakeholder, with Council meeting updates, to ensure the representation of the public, membership and government is best represented. The Act change directly impacts the Council's ability to operate; therefore, approval of the legislative Act amendments must be discussed, reviewed and approved by Council's authority. The government prefers to see that the board of an association voted on the finalized legislation that is presented to them for introduction into the legislative assembly process. The Act Amendment Task Group would be a CEO Task Group, following the Carver Governance Model. Emphasis would be placed on a stakeholder analysis with thorough discussions with the identified stakeholders. The Director of Professional Standards, Director of Government Relations and Director of Admissions will be the key staff advisors to the Act Amendment Task Group providing documentation, support and background from the administrative standpoint.

In order to ensure the consistency in legislation changes for the Act, sub task groups will be created to participate in the stakeholder analysis. These sub task groups could include:

- o Legislations Task Group*
- o By Law Task Group*
- o Policy Task Group*
- o Staff Task Group*
- o Past President Stakeholder Group*

The Act Amendment Task Group will prepare directives for the sub task groups to undertake.

Engineers Geoscientists Manitoba Act, By-Laws, Policies and Procedures

Engineers Geoscientists Manitoba follows a Policy Governance model to ensure that the mandate of a self-regulated profession protects the public. As a self-regulated profession, it is imperative to ensure that proper governance through the creation of organizational Ends, By-Laws, policies, and procedures occurs. Established by the Council in accordance with *The Engineering and Geoscientific Professions Act*, polices must reflect a healthy culture with government. Engineers Geoscientists Manitoba will demonstrate a non-partisan approach for guiding all government relations efforts.

Engineers Geoscientists Manitoba Policy Procedure and Systems for Legislation: Act, By-Laws, Guidelines, Code of Ethics

The Provincial Government reviews *The Engineering and Geoscientific Professions Act* approximately once every three years to ensure that the Act reflects the well-being of the people and any legislation changes implemented during the annual sessions. Changes to the Act are cross-referenced with other

existing Acts, such as *The Architects Act*, Fair Registrations Practices Act and other acts to ensure that legislation does not conflict.

Manitoba's Members of the Legislative Assembly review and create legislation to reflect society's needs. The process of creating and passing Bill 21 in 2015 to amend *The Engineering and Geoscientific Professions Act* gave the Association the opportunity to strengthen its relationship with MLAs.

Engineers Geoscientists Manitoba will create policies, procedures and systems for collaborating and proposing Act changes to the government. The policies, procedures and systems will be followed by Council and Staff.

Engineers Geoscientists Manitoba will create a process to propose Act amendments in a shorter cycle. One step of this process will be to reach out to the Director of Government Relations for Act change requests. The Director of Government Relations will provide incoming information to a legislation committee for consideration.

A Stakeholder Analysis will be created to draw input from the various stakeholders for any required changes to the Act. Amendments that were suggested but not included in Bill 21 will be reviewed to determine if they can be put into the next Act change proposal.

Recruitment and Retention - Environmental Scan within Engineers Geoscientists Manitoba

Engineers Geoscientists Manitoba will conduct an environmental scan of existing initiatives within the Association related to recruitment and retention, including but not limited to the activities and initiatives of the Indigenous Professionals Initiative Committee, Committee for Increasing the Participation of Women in Engineering, Public Awareness Committee, and the Engineers Geoscientists Manitoba Chapters.

Based on the environmental scan, a summary document will be drafted outlining the activities, motivations and objectives of individual committees' and groups, within a larger framework of recruitment and retention in the professions. Information and conclusions drawn from the environmental scan will be reported to Council, Geoscientists Canada, Engineers Canada, government and to other stakeholders impacted.

Recruitment and Retention - Environmental Scan beyond Engineers Geoscientists Manitoba

Engineers Geoscientists Manitoba will conduct an environmental scan of recruitment and retention initiatives in other Associations. The Association of Consulting Engineering Companies (ACEC) of Manitoba, Colleague of Registered Nurses of Manitoba, and Chartered Professional Accountants of Manitoba are examples of some of the organizations that could be examined.

Research may include office culture and job factors that invite work place diversity. Findings will be used to determine how welcoming engineering and geoscience professions are to diversity in the workplace.

Government Relations Advisory Committee

Engineers Geoscientists Manitoba's Government Relations Department will create a Government Relations Advisory Committee, a group of non-partisan volunteer engineers and geoscientists, to engage with advocacy issues for Engineers Geoscientists Manitoba. The Association can be a facilitator of information that can be pertinent to government's efforts.

Government Information Sessions

Various levels of government will benefit from understanding the full spectrum of benefits engineers and geoscientists provide. Government information sessions will be set up to explain the various services, benefits and future opportunities available through collaboration Engineers Geoscientists Manitoba.

Government Relations Public Awareness Program

Engineers Geoscientists Manitoba's Government Relations Department will work to develop public awareness tools for traditional and social media outlets. These may be used to distinguish whether a government decision is or is not in the public interest.

Public Perception - Social Media - 2017

Engineers Geoscientists Manitoba will consider employing a staff member with the capability of facilitating social media under all areas of the Strategic Plan for the Association. This role could be part of an overall communications role within general operations.

Engineers Canada - Bridging Government and Engineers Committee

This committee is responsible for the ground outreach program to the Members of Parliament in the Canadian government. Engineers Geoscientists Manitoba will work to obtain a seat on this committee to be a liaison, provide the information and implement a similar program within Manitoba and by doing so, assist with the collaboration of Members of Parliament. Participating in this program, Engineers Geoscientists Manitoba intends to synchronize key points of Provincial and Civic focus with Federal government outreach programs.

Geoscientists Canada - Bridging Government and Geoscientists Committee

A committee similar to the Engineers Canada Bridging Government and Engineers committee could be established with Geoscientists Canada to facilitate a ground outreach program to the Members of Parliament in the Canadian government.

ACEC Government Relations Coordination

Engineers Geoscientists Manitoba's Government Relations Department will create a strategy to work with ACEC in government relations so that our efforts are coordinated and effective. The topics of procurement policy and qualification based selection will be brought forth to the governments attention.

Government Officials - Outreach Program

The Association's Government Relations Department will develop a comprehensive Government Official Outreach Program to implement in 2017, which will include creating a manual and setting up training sessions for Association members. The intent would be to bring together a group of members from to engage with various levels of government to help accomplish goals outlined in the Strategic Plan.

Engineers Canada - Public Affairs Committee

A seat could be obtained by an Association member for Engineers Geoscientists Manitoba on Engineers Canada's Public Affairs Committee. This committee is tasked with the development of National Position Statements for Engineers Canada. Our Association has a voice on this committee to discuss the issues that Manitoban's might have on a National level. Collaboration with Engineers Geoscientists Manitoba's

Public Interest Review Committee will take place to gather information to present back to Engineers Canada Public Affairs Committee.

Geoscientists Canada - Public Affairs Committee

Engineers Geoscientists Manitoba will reach out to Geoscientists Canada to become a part of a Public Affairs Committee similar in nature to that joined with Engineers Canada, or will help to establish such a Committee. The Association will work hard to represent Geoscientists in Manitoba on a National level in partnership with Geoscientists Canada.

Government Officials – Association Events

There will be an ongoing effort to invite government officials to the various events that Engineers Geoscientists Manitoba hosts throughout the year.

Annual MLA Reception

So far two MLA receptions have been held in 2015 and 2016. Hosting an event for the MLAs and government officials allows Engineers Geoscientists Manitoba to connect with government officials to discuss various issues and build relationships. Future events will be open to members, with a required information session for any member attending, along with review and signing of documentation on conduct of behavior when participating at the event.

The intent of this event is to allow a safe environment for Engineers Geoscientists Manitoba members and Government Officials to share healthy conversations for the purpose to get to know one another. We want to make political friends. It will be from these contacts that Engineers Geoscientists Manitoba will engage with the government officials at a future time to sit down and discuss the required areas that government will need the advice and services of engineers/geoscientists to execute their platform.

This event is a non-partisan, non-agenda event to ensure the relationships are built for future meetings with government officials.

Annual Manitoba Legislative Throne Speech

The annual throne speech is held by government every November to kick off the next session. Seats are by invite only from the MLAs and are limited in number. Engineers Geoscientists Manitoba will show support for the government officials by attending.

Association Collaboration across Canada in Government Relations

Consistency across the country is essential. Engineers Geoscientists Manitoba's will communicate openly to ensure geoscience and engineering provincial and territorial regulator bodies are all on the same page. A proposed committee comprised of one member of each engineering and geoscientist association across Canada to discuss the government relations issues on a monthly basis.

University Funding

The University of Manitoba Faculty of Engineering and Department of Geological Sciences are both in need of additional funding to hire more staff and to expand their facilities to accommodate increased engineering and geoscience student spacing respectively. Engineers Geoscientists Manitoba will reach out to work with the Faculty of Engineering and the Department of Geological Sciences at the University of Manitoba to put forth action plans for funding from the government.

The University of Brandon Department Of Geology is in need of additional funding to hire more staff and to expand its facility to accommodate greater student enrolment. Engineers Geoscientists Manitoba will reach out to partner with the University of Brandon to put forth action plans for funding from the government.

New West Partner Trade Agreement

Engineers Geoscientists Manitoba will develop position statement with ACEC to discuss with government to confirm that the Association has a seat at the table for implementation of the New West Partner Trade Agreement.

Government Procurement Priorities

To be determined.

Provincial Position Statements

Determine the feasibility of creating an Advisory Task Group to bring forth position statements, in alignment with Engineers Canada and Geoscientists Canada, to discuss with Provincial and Civic governments throughout Manitoba.

Government Relations Strategic Plan – 2018

Mobility in Western Canada

We need to spearhead a task group to review the Code of Conducts of the four western provinces along with the three territories to determine the similarities and differences between the codes for the purpose of bringing together a harmonious Western Canada Code of Conduct. Synchronize the registration, Continued Professional Development (CPD), and dues for Western Canada to allow for the labor mobility act.

International trade agreements need to be tied to the Labor Mobility Act of engineers and geoscientists across Canada. If international companies bid on jobs throughout Canada but engineers and geoscientists are unable to be certified in the province due to Engineers Geoscientists Manitoba requirements, then it could cause a challenge with international trade agreements. Working with the levels of government on international trade agreements as trusted advisors will ensure the Labor Mobility Act is synchronized with the international trade requirements.

Government hiring of engineers

Government struggles with hiring of engineers due to the competitive market and salary requirements or pay scale of engineers. We will work with the government to determine potential solutions for fulfilling the engineering needs of the government.

Indigenous Work Placement

Determine the feasibility of implementing a work placement in engineering or geoscience fields for Indigenous high school students allowing firsthand experience to help shape their opinion for future employment.

Indigenous Project Lead

Create a position for a leader of Indigenous descent with team members to help execute Northern Projects affecting Indigenous communities.

Expert Witness and Bills for the levels of Government

Use Engineers Geoscientists Manitoba members' wide scope of expertise in the government. In each legislative session, bills are introduced into the Legislative Assembly with the intent to be implemented into law. Engineers Geoscientists Manitoba members have a wide scope of expertise and knowledge that could prove to be useful for the government when developing and introducing these bills into the Legislative Assembly.

We can determine any Association members with expertise in these areas and recommend them to the government officials as advisors. Engineers Geoscientists Manitoba can create a list of members who specialize in particular portfolios relevant to government and are approved volunteers to meet with government officials to discuss these areas.

Potential portfolios to advice on:

- Infrastructure and Transportation
- Jobs and Economy
- Health Care

- Environment
- Education
- Mineral Resources
- Municipal Government
- Conservations and Water Stewardship
- Indigenous Affairs
- Engineering in Northern Communities

Ingenium Session: Engineers Geoscientists Manitoba Advising Government Officials

Bring in various experts in engineering and geoscience fields that pertain to areas of the government for the purpose of giving technical advice to the government officials on a varying degree of topics within that department. These sessions would help foster ideas and share intelligence to advance society.

Liaison between Political Parties

The government's ability to cooperate on issues can at times be difficult, therefore, when referring to areas of expertise or scope of practice under the engineers or geoscientists, Engineers Geoscientists Manitoba would act as a non-partisan liaison to ensure that information and ideas flow easily between the political parties and government officials to bring forth the highest level of policy for the public.

Engineers-Geoscientists University Government Relations Program

Develop a program for engineer and geoscience students to engage in government relations activities. Commence at the University Level with the collaboration of the student associations to develop government relations strategic plans, operational plans and action plans to create the culture of government relations at the beginning of their education and careers to ensure the sustainability of government outreach by the industry.

Government Election – Change in Government Officials

Create a process for Engineers Geoscientists Manitoba to follow when an election takes place. Outline the involvement the Association can have going into an election, the information to provide to members for an election, and the outreach required upon completion of an election. Create policies for Council and Staff on the involvement in elections to ensure the Association removes itself from any influence and partisanship.

Training on Parliamentary Procedures

Set up training for Engineers Geoscientists Manitoba Council, Committees, and staff on parliamentary procedures, to strengthen meetings that take place throughout the year.

Manitoba Hydro Professional Engineers Association

Bring this group in closer workings with Engineers Geoscientists Manitoba as they meet with the Executive of Hydro on a quarterly basis.

Education Accreditation Process

Travel to the Philippines with the Provincial and Federal governments to work through the accreditation process with their top three universities to streamline the application/assessment process for the Filipino immigrants to Manitoba.

Government Relations Strategic Plan – 2019

Limitation of Actions – Act Changes

The Association will determine the feasibility of submitting a legislation change for the limitations of action for engineer's liability by engaging with the various government officials and ACEC. As has been brought to the Association's attention on a number of occasions, it is felt that the insurance requirements for projects is currently too high.

Government – Association Expert Sessions

Engineers Geoscientists Manitoba's Government Relations Department will organize government information sessions in partnership with expert professional engineers and geoscientists. Members will be invited to meetings and discussions with government officials to lend insight on issues involving their area of expertise.

Annual MLA Awards Event

Engineers Geoscientists Manitoba's Government Relations Department will inquire into and discuss with others, the possibility of establishing an annual MLA Award to recognize the demonstrated willingness to incorporate geoscience and engineering into government decision-making processes for the benefit of the public.

Internationally Educated Engineers

The shortage of engineers and geoscientists due to retirement over the next decade will require both an increase of engineering and geoscience graduates along with internationally educated engineers and geoscientists in Manitoba. Engineers Geoscientists Manitoba will work towards helping to increase the number of local and internationally educated engineering and geoscience graduates entering into the Manitoba economy.

Government Relations Strategic Plan – 2020 and Beyond

Manitoba Association of Government Engineers

Engineers Geoscientists Manitoba's Government Relations Department will determine if the Manitoba Association of Government Engineers will be challenged with Advocacy of Engineers Geoscientists Manitoba.

Immigration Application

Engineers Geoscientists Manitoba, along with Engineers Canada and Geoscientists Canada can encourage Manitoba and Canada to have an optional check box on immigration application forms for applying individuals to have the option to declare whether they are educated as an engineer or geoscientist from their country or want to become an engineer or geoscientist in Manitoba, so that the he or she receives the correct information before they arrive.

Members write to their MLA's

The Association's Government Relations Department will create a campaign to provide engineers and geoscientists with information and a letter format to send to MLAs.

Campaign Training Session

To be determined.

2020 Association Centennial

Invite government officials to attend the Association Centennial events in 2020 including Prime Minister of Canada to the dinner function at the convention center.