

EXECUTIVE DIRECTOR'S REPORT TO COUNCIL – (#58)

For May 2009 Council Meeting

(Covering the Period January 17 to May 8, 2009)

This Report covers the first 4 months of 2009... a busy period during which much was accomplished including the launch of the First Nations Careers Council, licensing of house inspectors, completion of projects tied to TILMA and launch of a project to enhance Onsite Wastewater certification.

Perseverance is a great element of success. If you knock long enough and loud enough at the gate, you are sure to wake up somebody.

Henry Wadsworth Longfellow

GOAL #1 – PROFESSIONAL LEGISLATION & REGULATION

AIBC CONTINUES TO OFFER 'ASSOCIATE MEMBERSHIP' TO BUILDING DESIGNERS.

ASTTBC continued to express the Association's disapproval of AIBC's actions which ASTTBC contends is outside the scope of AIBC's mandate. AIBC's hard-hitting tactics and very negative and ill-founded statements about ASTTBC have been passed along to Government to inform Government of AIBC's actions.

APEGBC – ASTTBC Relations. ASTTBC and APEGBC continue to attend each others' Council meetings. Derek Doyle, APEGBC Executive Director and I meet from time to time. This serves to update each other on key issues / developments. ASTTBC has been asking for a joint meeting of the Executive, with a signal this may be possible in June.

ARCHITECTS ACT CHANGES. ASTTBC continues to discuss with government representatives the need to change this statute. ASTTBC is seeking an exemption in the Architects Act to state that ASTTBC-registered professionals may practice independently within the scope of their competencies.

HOUSE INSPECTOR LICENSING. Then Minister of Public Safety and Solicitor General, the Hon John van Dongen launched licensing of house inspectors as of March 31, 2009. ASTTBC has invested a great deal to register many inspectors who to this point are not registered with any association. ASTTBC wrote the Minister and the Business Practices and Consumer Protection Authority outlining a number of areas requiring attention as we work together to put in place the highest possible standards for professional regulation and consumer / public protection.

GOAL #2 – RIGHTS TO PRACTICE

APEGBC Concern re ASTTBC Fire Guide. APEGBC wrote to ASTTBC expressing concern with the ASTTBC draft Guide to Professional Practice in Fire Protection. ASTTBC Council took into consideration and formulated a response which generally indicates that ASTTBC's purpose is to document the work and services usual for an ASTTBC-registered Technology Professional. ASTTBC continues to seek meetings with APEGBC to work jointly to manage the scopes of practice and overlapping practice of members.

APEGBC – ASTTBC SoC. ASTTBC is anticipating a favourable response from APEGBC on the proposed Statement of Collaboration as prepared and recommended by the Executive Directors of APEGBC and ASTTBC.

GUIDES TO PROFESSIONAL PRACTICE. Work continues to produce additional Guides.

ONSITE WASTEWATER. ASTTBC has prepared 'Plan 2012' to further develop the professional regulation of ROWPs and enhance the effectiveness of the Sewage System Regulation.

GOAL #3 – PROFESSIONAL STANDARDS & REGULATION

This Goal is covered by the Registrar's Report to Council.

Goal #4 – PROFESSIONAL RECOGNITION

BCIT and COLLEGE LIAISON. ASTTBC is maintaining contact with Deans and Instructors at BCIT, Okanagan College, Camosun, and Kwantlen Colleges.

BCIT. Recruitment and student support services ongoing at BCIT. Jason Jung recently delivered a presentation to students about the benefits of student and post graduation membership. Attended by over 80 students, it was an excellent opportunity to connect with faculty and students.

CAMOSUN COLLEGE continues to be actively engaged with ASTTBC. Recently, we attended the Camosun Trades & Technology Career Expo where many of the students were able to interact with Jason Jung. The event was hosted by the Camosun Co-Op Department who we are also assisting with their efforts to place students into co-op terms by posting co-op opportunities on the ASTTBC website. ASTTBC is exploring sponsoring the purchase of a number of "Engineering Go For It!" magazines which will be used to help promote careers in technology.

OKANAGAN COLLEGE. ASTTBC sponsored the OC Spaghetti Bridge Contest, met with faculty and students and participated in career awareness projects.

EMPLOYER LIAISON.

BC Hydro. Participated in the recent BC Hydro Engineering Awareness Week which combined Engineering & Geoscience Week, Technology Week, and Project Management Week. A good number of technologists, technicians and other technical employees including HR attended a membership and certification presentation delivered by Jason Jung. This event was an excellent opportunity for ASTTBC to build on the BCH/ASTTBC relationship.

TELUS. Continue to respond to requests for assistance with respect to ASTTBC offering advice to TELUS as to the possible certification of someone they are considering hiring. As mentioned in previous reports, this allows TELUS to proceed with the reasonable assurance that the new hire will qualify for ASTTBC certification.

Terasen. Jason Jung currently engaged in planning and discussions for a "Technologist Forum" event to occur in June 2009. ASTTBC will have a presence during the event co-hosting the event, making a presentation on membership and certification, and having a booth on-site.

Relations with other Associations / Organizations

ABCFP. The transfer of FMRB from ASTTBC to ABCFP completed on April 30, 2009.

ABCLS. John Shortreid and I met with ABCLS senior staff and member of the Board. Great exchange with suggestions where we might work together, notably in continuing professional development.

AIBC. I connected with AIBC Executive Director asking for a meeting, now anticipated for mid May.

APEGBC. ASTTBC President or representative attended APEGBC Council meetings and APEGBC reciprocated at ASTTBC Council meetings. ASTTBC is seeking a joint meeting of the two Executives. Two Executive Directors meet periodically.

BC INNOVATION COUNCIL. Met CEO Dean Rockwell to update re our two organizations. Dean is BCIT grad. We identified opportunities where the two organizations can work together.

CEBC. ASTTBC was Platinum sponsor at CEBC Awards and had ASTTBC table at the event. ASTTBC has asked for a joint meeting of the Executive meeting, now anticipated for May.

SCIENCE WORLD Met the Executive Director to talk about promoting technology careers. A number of ideas of mutual interest emerged.

GOAL #5 – MEMBER SERVICES

ASTTBC BROADCAST E-MAIL. 120,000 personalized, broadcast messages were distributed between January and May of 2009. This is a significant increase in volume since the last reporting period (70,000 messages).

ASTTBC.ORG WEBSITE. Website visits were down averaging 6,600 visits per month from 8,600 reported last time. The most visited ASTT web pages were: Technologist Register, Careers, Seminars, Jobs for Grads.

ASTTBC WEB SITES – OTHER:

BCIPI - <http://bcipi.net/> experienced a significant revamp, final changes to the 'Contact and Inspector' page should be completed first week of May.

CSO web site undergoing redevelopment; will reflect new look that is consistent with printed marketing collateral and display graphics that were produced for WorkSafeBC Construction Safety Conferences.

FNCC web site navigation and page templates completed, ready to receive content for formal launch at some point in the near future. Interim web pages were produced and made available online to support the FNCC Launch in Kamloops on April 24th 2009. For more info, visit... FNCC.asttbc.org

Ignite the Spark! (500x50) web site finalized <http://500x50.asttbc.org/> as part of the donation appeal campaign information that was mailed with ASTT News #124. A secure online donation page is included as part of this web site to receive donations and display the results in real-time.

National Technology Benchmarks – <http://courses.asttbc.org/> NTBs online database project is now completed.

RTMgr web site will be developed to provide online information to ASTTBC members who qualify for the RTMgr designation and support print/marketing collateral – roll-it-up banner, information insert, posters and POPs – being produced for RTMgr soft launch at ASTTBC's AGM 2009.

ASTT e-NEWS & ASTT NEWS A WINNING COMBINATION. Informal 'straw polls' indicate members like the combination of the twice-yearly printed ASTT News and the monthly electronic ASTT e-News. Members refer to the enhanced quality of ASTT News including better, larger photographs and human interest stories that profile techs as well as the activities of their association. They tend to scan ASTT e-News as a quick way to stay in touch with items of interest to them.

ASTT NEWS. Issue #124 was mailed to members in April. Lead articles were on licensing for House Inspectors and an update on the RTMgr. ASTTBC's Annual Report for 2008 was printed in this issue, as was an article profiling Public Representatives on Council. Inserts included: AGM registration form; 'Ignite the Spark' mailer for the FEAT fund-raising campaign; and the ASTTBC Member Service brochure.

ASTT News #125 will be mailed in the fall with features on ASTTBC efforts relating to: Employer Liaison; Internationally Trained Professionals; student outreach; women in technology; First Nations; and the Annual General Meeting.

BCIT 'ALUMNI AMBASSADOR' NEWSLETTER. ASTTBC publishes 'alumni profiles' in the Alumni Association's twice-yearly newsletter. Michelle Bast, ASCT, was the most recent profile.

COMPENSATION SURVEY, 2009. The Survey is now closed. We received over 1,300 responses and 2 lucky winners took home 2 iPods: Touch and Shuffle. The data is currently being analyzed and final results will be presented at the AGM.

e-BUSINESS GENERAL.

1. **ASTTBC multimedia set** now includes a color flatbed scanner, digital camera, a CD/DVD multi-burning tower unit, a portable projector/laptop combo, and digital camcorder.
2. **Video messaging** – Six new one-minute video messages have been created both inside and outside of the office, and were posted to both YouTube and ASTT www. Topics included WIT, AGM, TechPRO and Awards. FNCC footage from the official FNCC launch in Kamloops should be published shortly. More takes have been scheduled for May and June on topics like BCIPI, ASTT Members @ work, WIT, etc.
3. **Membership database** – still under investigation, a strong local-based company has now been contacted and visited onsite.
4. **Video conferencing** has been approved for 2009 and Calliflower online web conferencing application was selected as most suitable for ASTTBC both function and cost-wise.

MEMBER SATISFACTION SURVEY. A survey on how members feel the Association is doing and where it should be focusing efforts is done every two years. The next General Member Survey will be on-line in the fall of 2009.

MEMBER SERVICES BROCHURE. Brochure updated and reprinted to reflect current Affinity Partner programs and services that are available to ASTTBC registrants; cost of printing and distribution underwritten by Affinity Partner advertising; mailed with ASTT News #124; listings on ASTTBC web site also updated.

PHOTOGRAPHY ARCHIVE. The launch of the First Nations Careers Council in May provided an excellent opportunity to acquire professional photographs of the launch itself; a TV interview; a Big Little Science Centre event; a Skills Canada competition; a member meeting; and more than half-a-dozen members at work in the Kamloops region. These photographs will appear in ASTT News, TechPro, the BCIT alumni profile ad, Women in Technology reports and promotions, First Nations events, the ASTTBC web site, and numerous other publications.

PR AND RELATED ARTICLES. ASTTBC continues to enhance the profile of its members and the association through a combination of paid advertising and media releases.

TECHPROFILE. We continue to encourage members to post their profile to TechPRO. This is being promoted with each issue of e-NEWS and an i-Pod is being awarded from those who post.

Member Benefits Program

AFFINITY PARTNERS. A number of potential new Affinity Partners are being considered to be added to the current line-up including Intercall Conferencing.

TECH Club Member Savings. A number of value added member services have been confirmed and will be rolled out by the end of May including the AS Photo (professional photography services), Vancouver Whitecaps, Playland/PNE, Arts Club Theatre, Spot GPS Tracking Services, and Zipcar. Several others are being negotiated and are expected to be online by summer.

YOUTHINK MAGAZINE. Just completed a 3 month long advertising campaign with YouThink Magazine. A contest was run through the magazine to help promote careers in technology. Contest was extended to June 15 to allow for further promotion.

Institutes - Special Certification Programs

BC INSTITUTE OF PROPERTY INSPECTORS. BCIPI hosted a very successful Annual Meeting with attendance from a number of potential members. Minister van Dongen was guest speaker.

CONSTRUCTION SAFETY. Work continues to enhance awareness and support.

FIRE PROTECTION. Nothing new to report.

FOREST MEASUREMENTS REGISTRATION BOARD. Transfer completed and all collateral transferred including legacy e-files related to ASTTBC-registered Timber Evaluators and Timber Cruisers certification program. Information collected and burned to CD as part of FMRB transfer to ABCFP.

ONSITE WASTEWATER. TILMA Project for Onsite Wastewater Practitioners. Recall: Project was awarded by the BC Ministry of Economic Development to ASTTBC in the amount of \$35,000 to evaluate the BC and AB regulatory systems pertaining to Onsite Wastewater Practitioners for the purposes of TILMA. Project team includes Jason Jung and Ron Hein. Report complete with final steps in obtaining full mobility of credentials expected by June 2009.

SDIBC. AGM planned for May. Modest effort in communications, including to increase awareness and membership. President Ken Mussato and Secretary-Treasurer Brian Wong, both of Dowco Consultants, attended Richmond School District Career Fair with Jason Jung. Excellent evening where SDIBC could showcase careers in structural steel detailing. SDIBC AGM to be held on May 5, 2009 at the Executive Hotel and Conference Centre, Burnaby.

GOAL #6 – TECHNOLOGY EDUCATION & CAREERS

Career Awareness and Liaison - General

BIG LITTLE SCIENCE CENTRE (BLSC). ASTTBC continues as an active sponsor and supporter of BLSC. ASTTBC worked with BLSC to bring together a class of grade four First Nations students at the time of the launch of FNCC. ASTTBC has renewed commitment of \$5,000 in 2009 funding support of BLSC. ASTTBC's name was attributed as sponsor for the recent Science Awareness Day.

BLACK PRESS MEDIA PLAN. Will review ASTTBC partnership with Black Press to determine next leg of the journey.

NATIONAL TECHNOLOGY WEEK 2009. NTW Steering Committee has begun coordinating for NTW 2009. A number of national initiatives are being discussed including online contests and engagement of the major school districts. In addition, a third edition of the Great Canadian Technology Calendar will be produced and distributed to raise awareness.

TECC. Representatives Andrew Hay, John Leech, MJ Whitmarsh, and Don Wright met in separate meetings with Ministers Coell and Chong. Conversation focused on promoting technology education and careers and proposal to add technology courses in K-12 system, with linkages to BC Institutes and Colleges. TECC also promoted programs like the Big Little Science Centre, proposing that the model be replicated in a couple of additional centres in BC (Kelowna, Nanaimo and Prince George suggested).

TechAction. Modest update to web site, to include partner logos supporting the NTW 2008 feature and 'By The Numbers' page added.

Marketing, PR and FEAT

ADVERTISING IN THIRD PARTY PUBLICATIONS. ASTTBC placed advertising to enhance general awareness of the Association and its ASCT/CTech certification programs, as well as a profile on Michelle Bast, ASCT, in the BCIT Alumni newsletter. Series of ads produced for Youthink BC (magazine) to promote technology careers to high school and post-secondary students as 'the choice' for their career path; smaller ad(s) promoted ASTTBC contest that encouraged students to submit entries telling the Association why technology is so important in everyday life and why they would be interested in a career in applied science or engineering technologies; a 16GB iPod touch will be given to the winning submission. A full page, full colour ASTTBC ad will appear in a BC Safety Authority special feature to form part of the June 2009 issue of BCBusiness Magazine. Preliminary research into an ASTTBC special feature in BCBusiness Magazine completed and put on file for future consideration.

ASTTBC DISPLAY BOOTH. The two booths were fully engaged during this period. Added new booth for First Nations Careers Council.

FEAT

- a) FEAT has dispersed funding on schedule to participating colleges and technical institutes offering FEAT bursaries to students.
- b) 500x50 fund-raising campaign appeal made to membership in April. Included an informational brochure with donation form. Fund-raising efforts continue. A number of strategies and challenges to raise money will be put in place shortly to help increase the Technology Legacy Fund.
- c) Discussions continue with BC Hydro to extend their bursary program for another 3 years. There is interest by BCH and are optimistic we will have something in place by the end of May 2009

SKILLS CANADA BC. ASTTBC attended the recent BC Skills Competition at Tradex in Abbotsford. ASTTBC had a booth with staff representation by Jason Jung. ASTTBC was prominently displayed on career information posters throughout the venue and we received good coverage in the event programmes.

SPONSORSHIPS. ASTTBC has agreed to sponsor the Balsa Bridge competition (Notre Dame Secondary), the Johnson Heights Robotics Team (secondary school in Surry participating in the First Robotics National Competition, USA), and a Grade 7 team from Bowen Island participating in the World Competition, engineering division, for the Discovery Imagination competition in Knoxville, Tennessee. This team beat out several Grade 11 and 12 teams to represent BC at the Worlds.

TECHACTION ADVERTISING. Ads that appeared on a recurring basis in 27 Black Press community papers are being updated to include messaging from and recognition for the NTW 2008 Partners... BC Safety Authority, Terasen Gas and BCIT; these TechACTion ads also include ASTTBC's logo as an integral part of the ads' design.

Media

CKPG-TV AD. ASTTBC's 30 second clip continues to run during QuizMe program.

KIDS PAGE IN PG FREE PRESS. ASTTBC continues to sponsor a science and technology experiment in a one quarter page position. Running twice a month, ASTTBC includes a skill-testing question and awards an ipod for the first correct answer drawn.

QUIZME – PGTV. ASTTBC sponsored the science questions for 'QuizMe', a program like 'Reach for the Top', being aired on CKPG in and around Prince George. ASTTBC has agreed to continue for the 2009 – 2010 season.

GOAL #7 – PUBLIC POLICY

Building Standards

MODERNIZATION PROJECT. The Modernization Project is now being ramped up now that the Green Code and 6 storey building design have been completed.

Economic Development and Employment

CCPE – CCTT LABOUR MARKET STUDY. The reports have now all but been completed. Some important information in these documents.

PACIFIC NORTHWEST ECONOMIC REGION (PNWER). ASTTBC continues to work with PNWER. We will sponsor and attend the 2010 Summit in Boise.

TECHNOLOGY SKILLS ROUNDTABLES. The most recent Roundtable was convened in Castlegar with 45 in attendance from K-12, post-secondary, industry and associations. The Kootenay Association for Science and Technology and ASTTBC hosted the event. A report will be prepared and action plan developed. ASTTBC Regional Manager, Bruce Stevens played a lead role in implementing this event.

First Nations

FIRST NATIONS CAREERS COUNCIL. A very successful launch on April 24, 2009 in Kamloops. Print and web collateral designed and produced to support FNCC Launch; collateral included two roll-it-up banners, event program, name tags and signage for logo unveiling as well as FNCC Partner/Sponsor recognition, general information brochure, and complimentary full colour banner advertising being run in Black Press dailies. Full display booth designed and purchased. Attendance included several Chiefs, Minister Krueger, Kamloops Mayor and Councilors and many senior reps of business, industry and education. The designer of the FNCC logo, Jennifer Pighin also travelled to Kamloops from Prince George to attend. We managed TV, radio and print media coverage.

SECOND ANNUAL FIRST NATIONS SCIENCE CELEBRATION, MISTIC took place in Chemainus on April 25th. ASTTBC was present with the new FNCC booth and materials. Five ASTTBC members volunteered to attend the booth.

FIRST NATIONS DAY AT BIG LITTLE SCIENCE CENTRE. ASTTBC arranged to have a grade four class attend the BLSC on the day before the launch. A great opportunity to connect with First Nations youth.

Government Liaison

BC CABINET MINISTERS. Special material designed and templates produced to facilitate dedicated 'executive to executive' communications between the Executive of ASTTBC and the Executive of the BC Government. Recent formal meetings, correspondence and informal exchanges: Pat Bell, Shirley Bond, Premier Campbell, Ida Chong, Murray Coell, Kevin Falcon, Colin Hansen, Gordon Hogg, Kevin Krueger, Blair Lekstrom, Mary Polak, and John van Dongen.

BC LEGISLATIVE SESSION. The Legislature is expected to re-convene in June / July if the Liberals are re-elected.

BC MLA LIAISON. Continued communications with MLAs to introduce them to issues of interest to ASTTBC. Informal meetings and conversations with Ron Cantelon, Rob Fleming, Dave Hayer, Al Horning, Leonard Krog, Richard Lee, Claude Richmond, John Rustad, Ralph Sultan, and John Yap.

MLA & MP LIAISON – Special liaison planned for after the BC election.

MUNICIPAL. Met Kamloops Mayor Peter Milobar and Councilors while at FNCC launch.

Immigration & Internationally Trained

CHINA VISIT RE TECHNOLOGY EDUCATION & CAREERS. Continued follow-up on the trip.

INTERNATIONALLY TRAINED PROFESSIONALS. ASTTBC continues to work on its relationships with immigrant services societies. ASTTBC reps John Murphy and Nicky Malli and spouses attended the SPEAT annual dinner.

Sustainability Agenda

TechGREEN. Kerri Trace, ASCT contributed to an article in the OACETT journal which is posted to the ASTTBC web site. Kerri is part of a group headed by OACETT. Kerri appointed as ASTTBC rep on the APEGBC Sustainability Committee.

GOAL #8– GOVERNANCE & MANAGEMENT

50th ANNIVERSARY WRAP-UP will be held during the AGM Networking Reception with a Celebration Toast at the end of the AGM. 50th Anniversary Regalia items to be handed out at the AGM.

ANNUAL GENERAL MEETING will be held on Friday, May 22nd at the Delta Burnaby Hotel & Convention Centre, followed by a President's Dinner in the evening in recognition of the contributions made by Council and President Darrin Heisler who will be stepping down.

AWARDS & RECOGNITION CELEBRATION will be held on Saturday, November 7th at the Renaissance Vancouver Hotel Downtown. Mark your Calendars...

FINANCES. Statement and Report to March 2009 will be presented to Council on May 21, 2009. Overall Budget targets being met.

MEMBER MEETINGS have been held in Kelowna, Kamloops & Nelson. More are planned for the year.

TOP IN TECHNOLOGY AWARDS presentations will be made during the Networking Reception at the AGM. A number of exceptional nominations were received. 18 Awards were approved.

WIT LAUNCH to be held on June 30th at Science World if all comes together. Watch for details. Also considering a Round Table Forum for Women In Technology in the fall.