

EXECUTIVE DIRECTOR'S REPORT TO COUNCIL – (#56)

For September 2008 Council Meeting

(Covering the Period June 1, 2008 to September 15, 2008)

The year is progressing well in terms of meeting Work Plan and Budget targets. Additional opportunities identified and acted upon have resulted in added benefits, services and profile. I continue the new pattern of organizing most items in alphabetical order and not in order of priority, as was generally the case with past reports. This should make it easier to track items of particular interest.

“Permanence, perseverance and persistence in spite of all obstacles, discouragements, and impossibilities: It is this that, in all things, distinguishes the strong soul from the weak.”

Thomas Carlyle

GOAL #1 – PROFESSIONAL LEGISLATION & REGULATION

AIBC ADVISES ASTTBC MEMBERS TO DROP THEIR ASTTBC REGISTRATION. AIBC representative Carson Nofle AScT sent a letter to ASTTBC members registered as RBDs and CRDs recommending they drop their membership and technical specialist certification with BDIBC. This is not a correct representation of BDIBC's role. AIBC is awarding the title 'BD.AIBC' RD.AIBC'. This action was taken without any prior consultation with ASTTBC and has resulted in much work to inform ASTTBC members of ASTTBC's perspective and to more appropriately reflect ASTTBC certifications and members' relationship with BDIBC (BDIBC has no involvement with professional certification). I met with Ministry staff and wrote Minister Coell, Minister responsible for the AIBC and ASTT Acts. Further details will be provided to Council at an appropriate opportunity.

ARCHITECTS ACT CHANGES. ASTTBC continues to seek an exemption in the Architects Act.

HOUSE INSPECTOR LICENSING. ASTTBC and other interested parties met with Minister of Public Safety and Solicitor General, the Hon John van Dongen - a good discussion during which the Minister advised he plans to proceed toward licensing sometime later this year. ASTTBC members will be appropriately recognized and included within the new licensing model.

NILMA. ASTTBC took a lead role in crafting a National Inter-provincial Labour Mobility Accord between the professional associations. It is now uncertain as to whether or not this proposal will proceed at this time.

GOAL #2 – RIGHTS TO PRACTICE

APEGBC – ASTTBC SoC. The APEGBC-initiated process of developing a joint Statement of Collaboration to define a process to review professional regulation / legislation and work together to consider various models has apparently stalled indefinitely. We have no signal from APEGBC as to when this might be re-considered, although there has been some renewed interest in possibly meeting at the Executive level. Derek Doyle and I enjoyed a fine lunch together recently during which we talked in general terms about options going forward. Derek stressed APEGBC's continuing concern that ASTTBC's Guides to Professional Practice contain statements that are restricted under the Engineers and Geoscientists Act. I indicated that ASTTBC is ready and willing to sit together through a process contemplated by the proposed SoC to address professional regulation and practice.

FIRE PROTECTION. Jason Jung, Manager, Technology Careers, Brian Stegavig, Manager, Fire Protection Certification and I met the new Fire Commissioner. Talked about the ASTTBC certification program and need to take the initiative province-wide.

GUIDES TO PROFESSIONAL PRACTICE. ASTTBC Council approved in principle two new Guides in May 2008: Fire Protection and Architectural Technology – Building Design. Both are now posted to ASTTBC's web page and sent to other interested parties. Comments will be reviewed with the expectation that a final version will be presented to Council at the first meeting in 2009. Work continues on additional Guides. ASTTBC has been advised that we can expect comment from AIBC.

ONSITE WASTEWATER. Production and distribution of a new public information brochure is complete, with printing of 75,000 copies for general distribution and inventory. This brochure is helping communicate with the public on the key elements of the program.

SAFERHOME. The SAFERHome certification program has been initiated but not fully launched. Currently four BCIPi inspectors are registered and are in 'BETA' test mode. It is anticipated full program launch may occur in late fall 2008. ASTTBC was represented at the PNE recently in the vendor section of the PNE Prize Home.

SSLC. Monthly meetings continued with discussion on various related topics. Two main areas of discussion over past several months continued to include (1) Enforcement of Illegal Systems installation, and (2) Possible changes to the Sewerage System Regulation. There has been a new brochure produced to help the general public understand changes in industry since the 'new system' of registration became effective in May 2005. 75,000 brochures were printed. Approximately half of the brochures have been distributed to Registered Onsite Wastewater Practitioners throughout BC. In addition, copies were distributed to all major real estate boards in the province, health authorities, regional directors at the UBCM conference, and many others. Paper Audit draft report complete and distributed for preliminary comment. Responsibility for this government portfolio (Sewerage) has been shifted from the Ministry of Health, under Hon. George Abbott, to the Ministry of Healthy Living & Sport under the leadership of Hon. Mary Polak. These changes have initiated a governmental re-structure within the project staff at the ministry – essentially, priorities are being re-defined and will be finalized by Executive Director Tim Lambert soon. As a result of this and the impending provincial election, it is NOT anticipated that revisions to the current Sewerage System Regulation will go ahead. At a recent SSLC meeting, the new Manager, Onsite Wastewater Registration Program, Ron Hein, ROWP, was introduced.

GOAL #3 – PROFESSIONAL STANDARDS & REGULATION

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

Goal #4 – PROFESSIONAL RECOGNITION

BCIT and COLLEGE LIAISON. Maintaining contact with Deans and Instructors at BCIT, Okanagan College, Camosun, and Kwantlen Colleges. Limited activity during summer months.

BCIT STUDENT ASSOCIATION (BCITSA). The ASTTBC-BCITSA MoU and sponsorship agreement is in the works with expectation it will be signed before year end.

CAREER ADS CALLING FOR ASTTBC REGISTRATION. ASTTBC has noted several career ads calling for ASTTBC registration.

EMPLOYER LIAISON.

City of Richmond. Discussions of a possible connection with the City of Richmond and its exploration of the development of a Public Works Certification Program. This program would lead to a designation in public works (different from the ASTTBC CPWI certification). Career and position laddering would be a key component and ASTTBC has been asked to participate. Possible implication would be that the training program and certification could become universally recognized across a good number of municipalities in Metro Vancouver. ASTTBC will sit on a committee (to be struck shortly) to discuss next steps. In the meanwhile, there are several employer liaison presentations anticipated in the fall.

TELUS. We continue to process applications from Telus employees. Information sessions have been conducted as needed and we continue tracking with senior staff.. While the numbers applying is lower than anticipated, progress has been good.

Terasen. Jason Jung and Wendy Lawson did an ELP presentation to Lee Beran, Recruiting Manager, and her team at Terasen Gas. Following that meeting, Lee expressed interest in sponsoring a FEAT bursary and partnering with ASTTBC in events we do with First Nations.

INTERNATIONALLY TRAINED PROFESSIONALS. ASTTBC received two new government grants to enhance services to ITPs and improve mobility under TILMA. One calls for a review of Onsite Wastewater licensing and practices in both Alberta and BC and the second will produce methodologies for assessing applicants against the new National Technology Benchmarks and create a database of courses that will assist applicants achieve needed courses to get fully certified.

MarCOMM. ASTTBC Marketing & Communications (MarCOMM) plan is being refined to provide overarching concept and strategies for the long term, as well as a 2009 MarCOMM plan to be prepared to reflect the ASTTBC Work Plan. Development work continues on the ASTTBC 'Partners In Technology' program.

Relations with other Associations

ABCFP. The two Executives met recently to talk about transfer of FMRB from ASTTBC to ABCFP and other topics, including technology skills shortages and declining enrollments in forestry and technology programs.

ABCLS. ASTTBC is seeking a meeting with ABCLS staff, expected for later this year.

AIBC. No contact with AIBC except around AIBC actions regarding AIBC registration of building designers as Associate Members and ASTTBC's draft Guides to Professional Practice.

CEBC LIAISON. Darrin Heisler and I attended the CEBC AGM. Darrin, Bill MacPherson, Keith Switzer and I attended a meeting with the CEBC Executive in June.

OACETT. President Darrin Heisler & I attended the **OACETT AGM** in Niagara Falls, Ontario.

GOAL #5 – MEMBER SERVICES

ASTTBC e-COMMUNICATIONS. Standard headers prepared for ASTTBC email broadcasts and special notices using images incorporated into the present ASTTBC web site; additional headers may be produced as appropriate to complement the message.

ASTT e-NEWS. ASTT e-News continues monthly, with an average audience of 8,000+ members and approx 1,000 subscribers. Each issue contains 20 timely articles per issue. It is sent to members and stakeholders.

ASTT NEWS. Issue #123 will be mailed to members in the first week of November. Inserts will include: 'our BestFEATures' brochure for the 500x50 campaign; the Engineering Team in Canada brochure; an updated Member Service brochure; a flyer for Olympia Trust and possibly a new Marks Work Wearhouse discount card.

ASTT WEBSITE. ASTT website enjoyed an impressive 9,163 visitors per month between the months of June - August 2008. Most visited pages included Technologist Register, Tech Spec Register, How to Apply, Classifications, Programs, e-News, TCIT. Among the sites that referred to us were: bcit.ca, camosun.ca, health.gov.bc.ca, bctechnology.com, acmefire.com, bcsbc.ca, cctt.ca, workfutures.bc.ca, commonground.bc.ca,

AWARDS & RECOGNITION CELEBRATION. Planning is underway for the 2008 Awards & Recognition Celebration to be held October 25. This celebrates ASTTBC's 50th Anniversary. Timing lines up with National Technology Week and with the CCTT AGM which will be held in the same venue in Vancouver.

BROADCAST E-MAIL. 20,000 personalized, broadcast messages were distributed between June and August.

MEMBER COMPENSATION SURVEY. Discussions regarding approach are underway and it is anticipated this survey will be conducted by year end.

MEMBER MEETINGS. Meeting held in Nanaimo with 60 members and guests convening at the newly opened Conference Centre. About 60 members attended a member meeting in Victoria in May.

MEMBERS ON E-MAIL. The number of members on e-Mail continues at 88%.

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. Recently expanded to highlight and recognize ASTTBC' most prominent members: Council, Volunteers, FEAT Donors, Award Recipients and Honourary members. This was carried out in preparation for our 50th anniversary.

Member Benefits Program

AFFINITY PARTNERS. A new affinity partner has been signed. Olympia Trust provides a trust plan (as opposed to insurance) for health and dental coverage. A trust plan provides greater flexibility and significant tax savings. ASTTBC members also receive a discount on enrollment fees and Olympia Trust will become a FEAT supporter. It is expected this plan will appeal primarily to consultants, sole proprietors and small business owners. APEGBC has offered the Olympia Trust service for a number of years with good response.

PLAYLAND GROUP DISCOUNTS. Negotiated group discounts for both Playland 2008 and PNE 2008. Information was sent to the membership and seemed to be fairly popular. Savings program continues year-round on a number of other items offered by the PNE group during fall/Halloween.

VANCOUVER ARTS CLUB THEATRE. ASTTBC is again negotiating participating in the Corporate Membership Program at the VACT. It gives ASTTBC members exclusive access to previews along with a 20% discount on regular ticket prices.

Institutes - Special Certification Programs

BCIPI. The BCIPI Board installed Noel Murphy, CPI as the new BCIPI President. The Board continued to be quite active over the summer months holding several general membership meetings. Many of these meetings involved general discussion with members attending along with a CPD workshop. Ie/ Stucco Doctor. A great deal of time was spent to assist with the development of the newly adopted House Inspection Certification Policy.

BCIPI Secretary Sean Wiens attended a number of house inspection courses at BCIT to introduce BCIPI – membership information distributed. A number of those students subsequently attended a future BCIPI general membership meeting. BCIPI along with several other BC home inspection industry stakeholders (other associations) met at ASTTBC to discuss how to collectively and collaboratively keep the industry advancing forward in anticipation of upcoming legislation and licensing of house inspectors.

July saw the house inspection industry see more public profile as a story aired on Global BC “online” with respect to the roles of realtors in the inspection industry. Servicing of BCIPI needs (by ASTTBC staff) continued, fulfilling requests by the institute to send broadcast email communications out to the BCIPI membership on a regular basis.

Regular web revisions have been executed when necessary/requested. BCIPI-SAFERHome certification program initiated but has yet to be officially launched. Delays are the result of technical circumstances on SAFERHome website which is anticipated to be corrected soon.

BCIPI marketed at PNE during the annual fair.

As of late, extensive work on Standards of Inspection for Multi-Family Residential Buildings has taken place.

BDIBC. Council appointed committee to oversee BDIBC. Two updates sent to members. AIBC (Carson Noftle) sent a letter to all ASTTBC members registered as RBD or CRD indicating they should drop their membership in BDIBC. ASTTBC is attempting to make sure members are fully aware of their options and encouraging them to hold the course with their ASTTBC technical specialist certification.

CONSTRUCTION SAFETY. Work continues to enhance services.

FIRE PROTECTION. Work plan generally accepted. Greater effort on communications and outreach planned. Met new Fire Commissioner.

FOREST MEASUREMENTS REGISTRATION BOARD. Discussions continue about transferring the program from ASTTBC to ABCFP.

ONSITE WASTEWATER. New public information brochure published and being distributed. Posted to www.

SDIBC. Production of new SDIBC brochure (using standing template) is underway. Institute did not hold meetings over the summer but did hold the annual SDIBC Golf Tournament.

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 recently donated \$1,500 to BLSC during my recent visit to Kamloops. Had opportunity to visit the facility and sit with BLSC Executive Director on two radio shows and the MidDay show on CFJC TV.

BLACK PRESS MEDIA PLAN. Details for 2008-2009 Black Press Media Plan developed, which includes two page NTW 2008 feature, updates and TechACTion (TA) ads. NTW feature will run in 27 Black Press newspapers the week prior to NTW; TA ads will continue in the weeks following feature with two updates planned for early/mid 2009. Partner and sponsor information prepared and solicitations are currently underway with commitments from select key stakeholders in hand; further commitments to be secured by the end of September to underwrite the NTW feature and updates.

NATIONAL TECHNOLOGY WEEK (NTW) 2008. NTW will be held this year from November 3-7. ASTTBC continues to participate on the NTW steering committee giving BC input on national initiatives to promote careers in technology. ASTTBC will participate in several association initiatives around the province along with several events slated on a national level. These national initiatives are being finalized and will be uploaded to the CCTT website by October. ASTTBC's website has a dedicated page to NTW and is live and ready for search. Events and other information will continue to be updated to this webpage as necessary.

PRINCE GEORGE DINNER 'SUMMIT'. Special guests at an ASTTBC-hosted dinner included CNC President, John Bowman, CKPG-TV Manager, Brenda Clotildes, Special Events Coordinators owner Peter Whitehead and ASTTBC's Doug Carter and Colin Dix. We were joined by our spouses. A great evening with valuable exchange on topics of mutual interest.

QUIZME – PGTV. ASTTBC has agreed to sponsor the science (and technology) questions for 'QuizMe', a program like 'Reach for the Top'. ASTTBC has developed a 30 second clip that will run during the program. The program airs three times a week until January 2009.

TECC. The Technology Education & Careers Council (TECC) was launched on June 3, 2008 with a Reception at Science World. Over 100 people were in attendance. Guest Speakers included Bryan Tisdall, President Science World, Hon. Murray Coell, Minister of Advanced Education and Josh Blair, Executive Vice President Telus. Banners, information and event materials were produced for official launch of Technology Education & Careers Council (TECC) in early June at Science World in Vancouver, BC. Information was posted on TechACTion web site with link to TECC web site.

TechACTion. Web site, including Careers Exploration Portal (CEP) updated in early July and first series of TA ads produced and appearing on a regular basis in 27 Black Press newspapers. These ads will run until late October of this year. Further discipline-specific pages will be added and updated/additional TA ads will be placed following the NTW 2008 feature.

Marketing, PR and FEAT

ADVERTISING IN ASTTBC PUBLICATIONS. Advertising rate card updated and posted on the ASTTBC web site, and responded to prospective advertisers who requested information for placing ads in ASTT News and Annual Directory.

ADVERTISING IN THIRD PARTY PUBLICATIONS. ASTTBC ads promoting the Association, Technology Professionals in BC and technology careers placed in BCTech 2008 (Business In Vancouver). Other to be reported at next meeting.

ASTTBC DISPLAY BOOTH. Modest bookings during this period.

CAREER VIDEO LAUNCH ON ASTTBC WEBSITE. ASTTBC produced some 14 videos designed to raise awareness for technology careers. Target audiences included students, parents, others who may be contemplating career changes, HR professionals, and also Internationally Trained Professionals.

FEAT.

- a) Bursary recipients were selected for the ASTTBC / BC Hydro bursaries; the ASTTBC / TD Insurance bursaries; the ASTTBC High School Student bursary; and the Wade Wicks Memorial bursary for students with disabilities. The presentation will be done at the Awards & Recognition Celebration. More applications were received than ever before.
- b) The 500x50 fund-raising campaign kicks off with a letter campaign to volunteers and VIP's and with a broadcast to the full membership. Members of the FEAT Board have already personally committed \$1,500 to the campaign with more possible before the Awards & Recognition Celebration. An on-line donation form is being developed.
- c) Preliminary discussions have been held with BC Hydro about extending their bursary program for another 3 years.

OKANAGAN COLLEGE EMPLOYER FAIR. ASTTBC attended a general employer career fair at Okanagan College. Notice was sent to instructors that ASTTBC would be in attendance. A great number of students turned out to visit the ASTT booth as well as several instructors. Plans are in motion to provide a number of workshops and CPD opportunities to students this fall.

Media

CKPG-TV AD. ASTTBC produced a 30 second clip that will run during QuizMe program.

MEDIA CONSULTANT. I have engaged the services of a media consultant to assist ASTTBC develop effective media strategies, plan, protocol and skills.

TIMES COLONIST. Story written on Onsite Wastewater which did not, in my view, manage to fully convey all aspects of the program. Columnist interviewed me for follow up article which added further insight to the program. A second article on Skills shortages was a good piece in which columnist covered the issue of declining enrollments, reduced interest in math, science and technology in K-12 and related matters.

GOAL #7 – PUBLIC POLICY

Building Standards

GREEN BUILDING CODE. The BC Government is moving ahead with changes to the BC Building Code to address the 'green agenda'. ASTTBC continues to engage in the process as best we can.

MODERNIZATION PROJECT. The Modernization Project continues, but at a somewhat slower pace due to priority being given to the Green Building Code.

Economic Development and Employment

CCPE – CCTT LABOUR MARKET STUDY. ASTTBC is taking an active role in this national study sponsored by HRSDC and delivered by CCPE and CCTT. The first draft report from the group has emerged. ASTTBC will continue to stay engaged with this initiative.

PACIFIC NORTHWEST ECONOMIC REGION (PNWER). PNWER held their 18th Annual Summit in Vancouver on July 20-24th at the Westin Bayshore Hotel. Executive Director John Leech & Manager, Technology Careers Jason Jung were in attendance and participated in the Trade Show with our Booth. Great opportunity to meet key people from government, industry and associations.

TECHNOLOGY SKILLS ROUNDTABLES. The most recent Roundtable was convened in Campbell River in partnership with MISTIC and North Island College. As well, as a follow-up to the Kelowna roundtable, ASTTBC hosted a Kelowna Business Leaders Dinner on June 11th at the Grand Okanagan Hotel. Kelowna Roundtable will be convened Oct 9. Other Roundtables being developed for Nanaimo, Victoria, Ft St John, Castlegar and Nelson.

WORKFORCE FUTURES CONFERENCE. Participated in the Ministry of Economic Development sponsored conference on workforce futures in June. In-depth dialogue took place during the conference, focusing on how to attract workers to BC and how to engage those workers who reside in BC that are under-utilized.

First Nations

FIRST NATIONS TECHNOLOGY CAREERS COUNCIL. The group has met several times and is beginning to mobilize with a rough plan and budget for 2009.

FIRST NATIONS TECHNOLOGY COUNCIL. Met the FNTC Coordinator, Sue Hanley to talk about ASTTBC's initiative and talk about possible links. She was delighted that ASTTBC launched the FN Technology Careers Council and looks forward to working together.

Government Liaison

BC CABINET MINISTERS. Recent formal meetings, correspondence and informal exchanges: Murray Coell, Rich Coleman, Richard Neufeld, Mary Polak, John van Dongen.

BC LEGISLATIVE SESSION. The Government has announced that there will not be a fall sitting of the Legislature. The spring session will convene in February. The next election is May 12, 2009.

BC MLA LIAISON. Continued communications with MLAs to introduce them to issues of interest to ASTTBC. Special meeting with **Carole James, Leader of the Official Opposition.** Also met with **Rob Fleming NDP critic for Advanced Education.** Met **Surrey MLA, Dave Hayer,** who is MLA for the area in which the ASTTBC office is located. Council Directors Dave Rutherford, Prakash Joshi and Graham Wickham [registered to attend](#) a reception with **Carole James, Leader of the BC NDP** on September 12th at the Vancouver Art Gallery. Sent all MLAs information on the launch of TECC.

BC MPs. Regular communication with BC MPs. Met recently with **MP Hedy Fry.** A good discussion about key issues relating to skills shortages and technology education and careers.

BC PUBLIC SERVICE AGENCY – LEADERSHIP CENTRE. Met Mike Lambert, the CEO for this newly created enterprise. Mike's job will be to attract and retain employees to the BC Government public service.

MINISTRY OF ADVANCED EDUCATION & LABOUR MARKET DEVELOPMENT. I met Deputy Minister, Robin Ciceri to review key matters of interest and concern to ASTTBC. A great conversation.

MUNICIPAL. Met **Kelowna Councilor, Norm Letnick.** Great chat about tech careers, economic development and ASTTBC's roles and support for technology education and careers.

Immigration & Internationally Trained

CHINA VISIT RE TECHNOLOGY EDUCATION & CAREERS. Darrin Heisler and I will join a delegation going to China in November 2008 to learn more about their technical education and careers. OACETT is organizing. ASET President will also be attending.

INTERNATIONALLY TRAINED PROFESSIONALS. New brochure entitled 'The Engineering Team in Canada – A British Columbia Perspective' printed in mid-June; web version of this brochure also produced for posting on the ASTTBC web site. Funded by BC Government.

Sustainability Agenda

TechGREEN. The soft launch of ASTTBC's Green website occurred at the AGM with additional web pages launched in late August. The formal launch of the 'TechGREEN' name, website and logo will occur in 2009. ASTTBC appointed a member to join an OACETT-lead initiative regarding environmental education and protection. ASET and ASTTBC invited to participate in OACETT committee. Will monitor.

GOAL #8– GOVERNANCE & MANAGEMENT

50th ANNIVERSARY. Launched at AGM 2008. Continue to profile the 50th with ASTTBC communications. Awards Celebration will be the major event during the year. Will wrap up the 50th Anniversary at AGM 2009.

ASTTBC AGM on May 23, 2008 at the Coast Hotel Langley was a great success! We had approx. 150 people in attendance including a number of VIPs from other Associations. ASTTBC launched its 50th Anniversary at this event and all participants received special 50th Anniversary T-shirt. Members and guests thoroughly enjoyed the 'Celebrating ASTTBC Excellence' presentation by Stuart Ellis Myers at the end of the day.

ASTTBC CORPORATE MONOGRAPH. Design and production of a top-end ASTTBC corporate brochure deferred to early 2009.

AWARDS & RECOGNITION CELEBRATION. The ASTTBC Awards & Recognition Celebration is scheduled for October 25, 2008. As this is ASTTBC's 50th anniversary, and with CCTT convening its AGM at the same time, we are expecting 400+ in attendance.

BUDGET 2009. Completed during the summer and reviewed with the Secretary Treasurer. Ready for consideration by Council at the September meeting.

ESO. The Executive Staff Officers met in person in Toronto. An excellent meeting and exchange. At a separate time, and for the third year, the EDs for BC, AB and ON met together for a day and a half to talk about matters of mutual interest. A successful meeting. Spouses joined us for some social time. ASET hosted in Jasper.

FINANCES. Statement and Report to Council to end of August 2008. Budget revised to reflect current circumstances.

PUBLIC REPRESENTATIVE'S REPORT. Jim Blake and John Murphy are collaborating in preparing their first joint Annual Report, to be delivered to the Council and subsequently to the members at AGM 2009.

WORKPLAN 2008. On track with the targets set for 2008.

WORKPLAN 2009. The 2009 Plan is now ready for consideration by Council at the September meeting.