

# **EXECUTIVE DIRECTOR'S REPORT TO COUNCIL – (#54)**

**For February, 2008 Council Meeting**

*(Covering the Period September 1, 2007 – January 31, 2008)*

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*This Report covers the last quarter of 2007 and first month of 2008. It also represents a much different approach in that, unlike recent reports, this report has no attachments. This information will be provided in future by way of a separate presentation at the Council meeting.*

*Most actions in the 2007 Work Plan were achieved or are well along to completion. The year end financials are being compiled, with the expectation that the Association will end the year with a modest surplus. Notable activities included: a special 'Roundtable on Technology Skills Shortage II', convened Oct 31 in the Work Centre; successful completion of one of the best in Canada National Technology Week initiatives; an extraordinary Awards and Recognition Celebration; an advertising campaign that peaked with a two page spread in 27 Black Press newspapers around BC; participation in, and contribution to, PNWER; award presentations in northern BC as part of the Today's Woman Show and A Healthier You Forum; and, formal and informal meetings with various industry, regulatory and association leaders, cabinet ministers, and MLAs. While we made good progress on a draft MoU between APEGBC and ASTTBC we learned in late October that APEGBC was of the view that the proposal was not signable. We await APEGBC decision as to whether the MoU will proceed or not.*

**“Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.”**

Thomas A. Edison

## **GOAL #1 – PROFESSIONAL LEGISLATION & REGULATION**

**UMBRELLA LEGISLATION.** ASTTBC continues to advance the concept. The recent statement on professional regulation approval by Council clearly signals that this remains an ideal option and will continue to be high on the list of possibilities for future professional regulation.

**ALBERTA AMENDS THE ENGINEERS ACT TO INCLUDE TECHNOLOGISTS & TECHNICIANS.** The Alberta government has amended the Engineering, Geological and Geophysical Professions Act, creating a one act – 2 association (1A-2A) regulatory framework. ASET and APEGGA are now developing Bylaws, which, when approved, will lead to proclamation of the legislation.

**HOUSE INSPECTOR LICENSING.** The Ministry of Public Safety and Solicitor General has issued a consultation paper signaling plans to commence licensing of house inspectors by the fall of 2008. The paper proposes that the Business Practices and Consumer Protection Authority (BPCPA) assume responsibility for licensing. An exemption is proposed for ASTTBC members, as the BPCPA Legislation exempts from licensing members of a professional association. ASTTBC has previously expressed an interest in a collaborative arrangement with BPCPA with ASTTBC taking on responsibility for the professional regulatory functions and BPCPA issuing a license. The consultation process will allow for all interested parties to offer their views. ASTTBC and BCIPi will respond to the proposal, generally indicating support for licensing and offering suggestions as to how licensing might be most effectively achieved.

**ARCHITECTS ACT CHANGES.** ASTTBC continues to advise the BC Government of the need to change the outdated and restrictive statute. ASTTBC is advancing the position that there are several possible options for new professional legislation. An institute within ASTTBC, BDIBC continues its discussions with AIBC. BIBC has indicated they have reached an agreement with AIBC on various matters such as scope of practice, and

'membership', governance and is planning to move forward, although at this stage it is not clear to ASTTBC as to what this means. ASTTBC wishes to explore other options which could better serve the public, members and meet the tests of TILMA. ASTTBC members need to be fully informed and consulted on this critical matter. ASTTBC also expects a full discussion with AIBC, government, and other interested stakeholders on possible models. ASTTBC has also not, as yet, communicated the Association's position / thinking specifically with BDIBC members, but will do so in the near term.

## **GOAL #2 – RIGHTS TO PRACTICE**

*ASTTBC is required, as one of the 'Objects' under the ASTT Act, "to regulate standards of training and practice of and for its members and to protect the interests of the public".*

**GUIDES TO PROFESSIONAL PRACTICE.** ASTTBC Council approved on September 27, 2007 five (5) Guides to Professional Practice (Biomedical, Electrical Design in Buildings, Electronics, Geomatics and Mechanical Design in Buildings) which have now been posted to ASTTBC's web site. To date there has been little communication of these Guides to other parties. This communication will commence early in 2008. ASTTBC has recently received from APEGBC comments on the Guides, which will be reviewed. Work has commenced on several new Guides, which will be offered as drafts for consultation before summer 2008.

**EngL (APEGBC LIMITED LICENSE).** APEGBC has drafted a 'Standard Scope for a Limited License for Electrical Technologists Providing Electrical Design Services for Building Projects'. ASTTBC was asked by APEGBC for comment. ASTTBC has advised APEGBC that ASTTBC is interested in working jointly and concurrently on the EngL and the ASTTBC Guides.

**APEGBC – ASTTBC MoU.** An APEGBC-initiated process of developing a joint MoU which would outline a common interest in reviewing professional regulation / legislation and work together to address the issue and consider various models was moving along during the summer and early fall 2007. The APEGBC and ASTTBC Executive Directors had reached an agreement of a proposal to take forward to the two Executives however just prior to the APEGBC AGM ASTTBC was advised that what was produced is not signable by APEGBC. There has been no further indication from APEGBC as to the status of this MoU.

## **GOAL #3 – PROFESSIONAL STANDARDS & REGULATION**

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

## **Goal #4 – PROFESSIONAL RECOGNITION**

**PROFESSIONAL RELIANCE TASK FORCE.** Due to other priorities work has stalled on the preparation of a professional reliance statement. ASTTBC remains out of the circle of the four associations which formed the Professional Reliance Task Force (PRTF). In spite of several requests to APEGBC and ABCFP to consider supporting ASTTBC inclusion, there has been no change in the exclusionary approach.

**INTERNATIONALLY EDUCATED PROFESSIONALS.** ASTTBC received a BC Government grant to enhance services to IEPs. Our focus will be on development of an outline of the 'engineering team' as well as formulation of an interview process to be used to help assess competencies of applicants. ASTTBC continues to enhance existing and build new links to organizations that support IEPs.

**TECHNOLOGY ROUNDTABLES.** ASTTBC hosted a most successful Roundtable on Technology Skills Shortages II (RTSSII) on Oct 31. We saw over 100 representatives from industry, education, NGOs and government participate in a meaningful dialogue on technology education and careers. Issues were identified and resolutions proposed. A full Report has now been issued and has been distributed to all attendees and other interested stakeholders. Following up on this successful event I jointly hosted with John Bowman, the President

of the College of New Caledonia (CNC) in Prince George, a meeting of 50 key stakeholders. CNC will host a smaller group in February to prepare an action plan. Roundtables are now being arranged for Kamloops, Kelowna, Nanaimo, Campbell River and likely a few other centres.

**TELUS.** Certification of new and existing TELUS engineering technology employees is ongoing. Seminars were held with TELUS employees to provide a corporate overview and review of the application process, including questions/assistance with internal training course equivalency. Applications are now coming in at a steady pace with the expectation that all appropriate TELUS employees will have applied by summer 2008.

**BCIT and COLLEGE LIAISON.** BCIT, Okanagan College, and Camosun College all introduced a 'fast track' student registration process, resulting in 76% increase in student registrations. This approach allows ASTTBC staff to focus on offering services to students.

**BCIT STUDENT ASSOCIATION (BCITSA).** Finalization of ASTTBC-BCITSA MoU and sponsorship agreement is proceeding but at a slower pace than originally anticipated. ASTTBC staff is meeting with BCITSA Student Technology Chairs to discuss ASTTBC's role in the various faculties and how we plan to be connected through the student executive.

**CAREER ADS CALLING FOR ASTTBC REGISTRATION.** ASTTBC has noted an increased number of career ads calling for ASTTBC registration.

#### Relations with other Associations

*ASTTBC interacts, as appropriate given the circumstances, with other professional associations. ASTTBC links with these associations in a variety of ways, in order to most effectively meet the requirements of the ASTT Act and to generally serve the public interest.*

**CEBC LIAISON.** ASTTBC has again committed to Platinum Sponsorship for the 2008 CEBC awards. ASTTBC President Darrin Heisler was invited to serve on the CEBC Awards Selection Committee. ASTTBC continues to link with CEBC in areas of common interest such as promoting careers and meeting human resource needs.

**BC INNOVATION COUNCIL & ASTTBC LINKS.** ASTTBC has initiated a renewed link with BCIC, including BCIC sponsorship for the RTSS II. BCIC and ASTTBC are collaborating in enhancing links with the regional science and technology councils. ASTTBC will present at an upcoming BCIC careers exploration.

#### GOAL #5 – MEMBER SERVICES

**ASTT NEWS.** Issue #122 was mailed to members. The focus was on education and careers in technology and included a 'careers chronograph' with highlights of ASTTBC's work or initiatives undertaken since the Association's inception in 1958. The lead article was a message from BC's Minister of Advanced Education, Murray Coell. This issue continued the trend toward more human interest articles and enhanced use of photography. Inserts included: Mark's Work Warehouse savings card, Hertz savings card, Professional Legislation Models information sheet and Platinum Properties paid insert.

**ASTT e-NEWS.** ASTT e-News continues monthly with an average of 20 timely articles per issue.

**PR AND RELATED ARTICLES.** Media releases/advertorial were produced for the BCIT Alumni Ambassador newsletter; for media coverage in Black Press on ASTTBC sponsorship of the Girls Exploring Trades & Technology Camp; and on the Fire Protection Technician program. A combination of 'personal story', photography and graphics added impact.

**ASTTBC AWARDS & RECOGNITION CELEBRATION** was held on Saturday, November 3, 2007 at the Pan Pacific Hotel, Vancouver. ASTTBC rolled out the red carpet for this event! Mayor Sam Sullivan brought greetings from the City of Vancouver. Greetings were also brought from Hon. Hedy Fry, Member of Parliament for Vancouver Centre and MLAs Lorne Mayencourt, Bruce Ralston and Doug Routley.

**MEMBER MEETINGS & INDUSTRY LEADERS MEETINGS** have been scheduled throughout the Province: Prince George; Kelowna; and Kamloops. Others planned.

**BROADCAST E-MAIL.** New, fully personalized e-broadcasting YMLP mail distribution system ([www.ymlp.com](http://www.ymlp.com) <<http://www.ymlp.com>> ) was first introduced in October 2007. The system exceeded the expectations and significantly improved the efficiency and management of e-broadcasting. YMLP is now used to distribute e-News and e-Invoice. All future broadcast messages will also be distributed via YMLP.

**CTEN.** Continues to provide a valuable service and generates positive revenue for ASTTBC. ASTTBC's revenue split (at 60%) was about \$35,000 for the year.

**PLATINUM PROPERTIES – REAL ESTATE INVESTING SERVICE.** A new advertiser offering to members. Platinum's flyers are being inserted with ASTT News on a paid-advertising insert basis. Platinum is also distributing information on their service through other professional associations, eg ABCFP.

#### *Institutes - Special Certification Programs*

**CONSTRUCTION SAFETY.** Graphic display and supporting materials produced for WorkSafeBC Construction Safety Officers Conference. Purchase of graphics included a new display system that will be used to complement the two existing large curved display units, poster and information handouts promoting registration as a 'Construction Safety Professional'.

**FIRE PROTECTION.** Sponsorship of the Firefighters Charitable Society annual 'Magic and Miracles' fundraiser included full page, full colour ad featuring Derek Dickson, RFPT, with the City of North Vancouver.

**BDIBC.** BDIBC continues discussions with AIBC. ASTTBC has received some information on agreements but has yet to receive a full reporting from either BDIBC or AIBC. The matter is being addressed by the ASTTBC Officers.

**FOREST MEASUREMENTS REGISTRATION BOARD.** Discussions continue about transferring the program from ASTTBC to ABCFP. A proposal is being brought to Council at this meeting.

**ONSITE WASTEWATER.** New information brochures are being drafted. The first – for the public – is expected by end of March in time for this construction season.

**SDIBC.** The AGM for SDIBC is scheduled for March.

#### **GOAL #6 – TECHNOLOGY EDUCATION & CAREERS**

**TECHNOLOGY CAREERS... it's TIME!** The new focus is seen on many ASTTBC activities, especially relating to promoting technology education and careers.

**NEW ASTTBC AWARDS** were presented at our Awards & Recognition Celebration – **Professional Leadership Award for Women in Technology** to Dena Vergamini and Crystal Wegner. Also presented was a new **Employer Award for the Enhancement of Career Success of Women as Technology Professionals** to Morrison Hershfield Ltd. For more information on 2007 Award Recipients please check the ASTTNews issue #121.

## Career Awareness and Liaison - General

**NATIONAL TECHNOLOGY WEEK (NTW) 2007.** NTW was held this year from November 5-9. ASTTBC again participated on the NTW steering committee giving BC input on national initiatives to promote careers in technology. Successful initiatives this year included: a 2-page spread in 27 Black Press newspapers; high school design contest; and, promotion of NTW video contest and technology teacher award.

**TODAY'S WOMAN SHOW.** ASTTBC was a corporate sponsor at the Prince George event convened in September. ASTTBC presented the Technology Leadership Award.

**A HEALTHIER YOU FORUM & AWARDS.** ASTTBC was a corporate sponsor and offered the Technology in Health Care award at the first-ever event held in Prince George in November 2007. ASTTBC ad supporting the event and promoting qualified technology professionals in BC's health care industry; featured photo of Leayra Donaldson, GradTech, Biomedical Engineering Technologist.

**BCIT ALUMNI.** Ongoing advertising to promote registration as a Technology Professional was updated to reflect the current ASTTBC brand and introduced a new look for the member profile – the Fall issue profiling Bill MacPherson, AScT. Editorial by ASTTBC – Shaping BC's Future – provided an update on ASTTBC's efforts regarding the technology skills shortage in BC, including reference to RTSS II.

**BCIT ALUMNI MoA.** Work continues on a joint MoA with the BCIT Alumni Association.

**BCIT PARTNERSHIP.** ASTTBC participated in a BCIT-led feature – EducateBC – that was published in The Vancouver Sun and The Province.

**FIRST NATIONS COMMUNITY SCIENCE CELEBRATION.** Bookmarks featuring First Nations youth and a 'Technology in My Life' piece produced for celebration hosted by the Mid-Island Science, Technology & Innovation Council (MISTIC) in partnership with Science World and Chemainus First Nation.

**ASTTBC – BLACK PRESS PARTNERSHIP.** MOA signed off, with the first part of this new partnership – two page feature on NTW 2007 in 27 Black Press community papers – published in late October. In addition to promoting NTW, the feature included reference to, and advertising for, RTSS II.

**PARTNERS IN TECHNOLOGY.** Development work continued on a broad scope partners program that outlines opportunities to engage stakeholders as partners and/or sponsors in numerous initiatives.

**TECHS IN CONSTRUCTION.** RTSS II advertising placed in Journal of Commerce feature on Professional Development & Skills Training.

**TECH 2008 – NOTHERN BC BUSINESS & TECHNOLOGY AWARDS / BC NATURAL RESOURCE FORUM.** ASTTBC sponsored this event for the 4th year, which included a full page, full colour ad in the event feature as well as pre- and post-event advertising in 11 Black Press community newspapers in the Prince George and outlying areas.

**BCSA AWARDS.** ASTTBC sponsored the BC Safety Authority Lieutenant Governor's Award for Public Safety, with the event attended by representatives from the Association.

## Marketing and PR

**SPONSORSHIPS - PARTNERSHIPS.** ASTTBC continues to offer key sponsorships / partnerships, including:

- a) Big Little Science Centre – Science Camps (2 in 2007); 100<sup>th</sup> issue of their newsletter; Open House
- b) Today's Woman Show
- c) A Healthier You Forum

**MARKETING.** ASTTBC placed advertising in various publications, most notably Black Press Newspapers. A Plan for the next 3 years will be developed early in 2008.

**FEAT.** A selection committee met for a second time in the fall, to round out the awarding of FEAT bursaries for 2007. The FEAT Board is looking at a joint initiative with ASTTBC for a 50<sup>th</sup> Anniversary fund-raising drive. The FEAT Board has begun preliminary discussions of FEAT's long range goals and plans. These will be considered in concert with ASTTBC's strategic plan.

**ASTTBC DISPLAY BOOTH.** Continued to be booked regularly for career fairs, annual meetings, tradeshow, and other awareness events.

## **GOAL #7 – PUBLIC POLICY**

### **Building Standards**

**MODERNIZATION PROJECT.** The Modernization Project continues at a steady pace. The Green Building Code is a priority at this time.

### **Economic Development**

**PNWER.** ASTTBC is taking an active role in Pacific Northwest Economic Region. I attended the winter meeting in Whistler, attending and participating in the Executive Committee. ASTTBC will assist in building enhanced participation of NGOs.

**ASET and ASTTBC TO SIGN MoU RE TILMA.** ASTTBC and ASET have agreed on an agreement tied to TILMA, which will be signed at ASET AGM in March.

**ASTTBC HOSTS EMPLOYERS IN ONTARIO JOB FAIR.** ASTTBC was approached by a large BC employer to consider 'representing' them at a BC Government lead jobs fair in Ontario, scheduled for late February 2008. We are participating with several employers, including Terasen, Fortis, City of Abbotsford, City of Richmond and WoodTech. Details with next Report.

### **Employment & HR**

**EMPLOYMENT NETWORK EDUCATION & TRAINING.** ASTTBC's Geoff Sale along with APEGBC's Gil Pichler, were panelists at a one day workshop, 'Climbing the Canadian Skills Ladder'. The workshop focused on ITPs.

### **Government Liaison**

**MLA LIAISON.** Continue meetings with MLAs to introduce them to issues of interest to ASTTBC.

**BC CABINET MINISTERS.** Recent formal meetings and informal exchanges: Premier Gordon Campbell; Murray Coell; Colin Hansen; Kevin Krueger; John Les; and, John van Dongen.

**LEGISLATIVE SESSION.** The spring session starts next week. Every indication is there will not be a fall session. The next election is spring 2009.

### **Immigration & Internationally Trained**

**CHINESE DELEGATION.** ASTTBC hosted a Chinese delegation from the Jiangsu Association for Science and Technology.

## Sustainability Agenda

**TechGREEN.** A 'Sustainability Agenda Task Force' will begin developing a 'green agenda' for ASTTBC. The name of the program is 'TechGREEN'. It is expected we will have a draft action plan this spring.

**GREEN BUILDING CODE.** The BC Government signaled its intention to produce a Green Building Code. ASTTBC has had involvement in the development of the new Code, expected this spring.

## Technology Education & Careers

**TECHNOLOGY SKILLS 2020.** Draft plan has been updated and was distributed at RTSS II, seeking input from delegates and stakeholders. It is our intention to finalize and release the Plan in February – April 2008.

**TECHNOLOGY EDUCATION & CAREERS COUNCIL (TECC).** An initial meeting is anticipated before the end of March 2008. Industry and education leaders are coming together to serve on the initial Council.

## GOAL #8– GOVERNANCE & MANAGEMENT

**FINANCES TO YEAR END.** Draft statements indicate the Association will end the year on Budget.

**WORKPLAN 2007.** Most objectives met or exceeded. Those not yet completed are on track for completion or have been adjusted because of changed circumstances. A full report is being presented to Council at this meeting.

**WORK PLAN & BUDGET 2008.** Resources now being dedicated to accomplishing the 2008 Work Plan and Budget. An update will be provided at the May 2008 meeting of Council.

**AWARDS & RECOGNITION CELEBRATION.** The ASTTBC Awards & Recognition Celebration was held November 3, 2007 at the Pan Pacific Hotel. 225 guests attended. The annual gala was a 'thank you' to ASTTBC volunteers and an opportunity to bestow awards on members and non-members. Mayor Sam Sullivan brought greetings on behalf of the City of Vancouver. Member of Parliament for Vancouver Centre, the Honorable Hedy Fry, and BC MLA's Lorne Mayencourt, Bruce Ralston and Doug Routley also spoke. The elected representatives thanked ASTTBC for its efforts to promote careers in technology and they spoke about the role that professional credentials play in labour mobility. Two new awards were added this year: 1) the 'Professional Leadership Award for Women in Technology' and 2) the 'Employer Award for the Enhancement of Career Success of Women as Technology Professionals'.

**2008 ASTTBC AGM.** Planned for Friday, May 23, 2008 at the Coast Hotel & Convention Centre, Langley. This year we have planned a number of very informative CPD Workshops. **MARK YOUR CALENDARS.**

**ASTTBC 50<sup>TH</sup> ANNIVERSARY.** Will be launched at ASTTBC AGM on May 23, 2008. A special celebration is planned for the Awards & Recognition Celebration on Saturday, October 25, 2008 at the Westin Bayshore Hotel, Vancouver. ASTTBC will be joined by delegates to the CCTT AGM which is being hosted by ASTTBC.

**ASTTBC HOSTS CCTT AGM.** The meeting will be held in Vancouver on October 23-25, 2008.

**MEMBER SURVEY 2007.** The bi-ennial general member survey is now being compiled and will be presented in full at the May 2008 meeting with a summary at the 2008 AGM.

**ASTTBC BRAND & MARKETING CONCEPTS.** Advertising and collateral produced for events continued to refine the ASTTBC brand, with exploratory discussion on further refining and focusing the look and feel, messaging, marketing icons to be used, etc.

**ASTTBC WEB SITE.** ASTTBC website continues to grow and expand. With strong CMS backbone and features such as Coming Events, Seminars, e-Dues, Surveys, TechPRO, Council Minutes, etc, ASTTBC website has enough 'power' to accommodate many new features and www ad-ons. Most significant www projects scheduled for implementation in 2008 are: ASTTBC Gallery, Calendar, Project Management Software. ASTTBC staff will soon be trained to maintain and update their respective areas on www streamlining the flow of information between the office and the web. A total of 4,805 visitors viewed ASTTBC website in the month of January 2008.

**MEMBERS ON EMAIL.** The number of valid e-mail addresses had declined steadily during this past year. This significant drop in valid e-mail addresses is of a concern, and we will be doing all that's necessary to bring those numbers back to 80% range. A special 'keep your e-mail current' insert has been scheduled to go out with the next hard copied publications.