

Measuring GLP Chapter Engagement

1. What is PEO's Government Liaison Program?

PEO's Government Liaison Program (GLP) was established to ensure that government, PEO members and the public continue to recognize PEO's regulatory mandate, in particular its contributions to maintaining the highest level of professionalism among engineers working in the public interest. Ultimately, the goal is to have government view PEO as a partner, and understand and support PEO's policy direction.

The main messages of the program are:

- PEO has a legislated mandate under the Professional Engineers Act to regulate the practice of professional engineering in the public interest.
- The self-regulating engineering profession in Ontario—comprising over 80,000 professionals—has been successfully protecting the public for more than 90 years.
- PEO has unique knowledge and expertise and it is in the best interest of government to consult with it before considering new policy directions that may have the potential to impact the regulation of the practice of professional engineering.

1.1 Why is it necessary for PEO to become engaged in such a program?

As a leader in the professional community, whose practitioners make significant contributions to the economy and many aspects of our everyday lives, PEO ought to have influence and impact on policy direction, as it applies to the regulation of the profession. By not taking action, PEO would be falling short in its legislated mandate to serve the public interest.

While engineering has historically taken a back seat to medicine and law when it comes to being vocal about its professional interests, PEO sees its GLP opening doors so it is, increasingly, being invited to the decision-making tables. PEO believes professional engineers have much to contribute to the development of government policy as it relates to the regulation of the practice of professional engineering.

Through the GLP, PEO's dedicated volunteers from across the province are building the necessary relationships to ensure PEO's perspective is heard.

1.2 How is the program structured?

At the Head Office Level

Government Liaison Committee (GLC) is a committee of Council that provides oversight to the GLP. In its role of providing oversight, the GLC coordinates GLP efforts and develops and executes new strategic initiatives for the program. Serving on the GLC are representatives from PEO GLP, Engineers Canada, the Ontario Society of Professional Engineers, Consulting Engineers of Ontario, the Ontario Centre for Engineering and Public Policy (2011-15),

engineering interns and students who join together to determine the direction of government relations for engineers in the province.

The Government Liaison Committee meets regularly throughout the year to create and execute a work plan, provide advice and feedback on the direction of government relations activities, consult with stakeholders, monitor trends, develop and issue GLP Information Notes to brief spokespeople on regulatory issues, organize events and training initiatives, and encourage involvement in public policy development.

At the Chapter Level

To ensure chapter involvement in the program, each chapter has a GLP Subcommittee to oversee the program at the grassroots level. The subcommittee chairs are volunteer spokespeople for their chapter ridings and are responsible for organizing the chapter objectives/activities, which include:

- inviting MPPs to chapter events;
- coordinating meetings with local MPPs;
- participating in MPP events; and
- ensuring GLP Subcommittee members are well informed of engineering and non-engineering matters so they can thoroughly comprehend issues important to MPPs.

Liaison with federal politicians is coordinated with Engineers Canada's Bridging Government and Engineers program and is therefore not included in PEO's GLP.

To help facilitate the GLP, PEO has retained the services of Brown & Cohen Communications and Public Affairs to:

- provide spokesperson training for GLP members;
- help facilitate spokesperson activities with MPPs in local chapters, events and meetings; and
- provide guidance on the activities/steps that chapters can take to engage MPPs.

2. GLP Chapter Engagement

PEO needs to use its province wide strength to get the message across to the provincial government to ensure that government, PEO members and the public continue to recognize PEO's regulatory mandate, in particular its contributions to maintaining the highest level of professionalism among engineers working in the public interest.

An effective Government Liaison Program is based on:

- a strong local presence;
- a legislative framework and policy; and
- communications support to be established to achieve a consistency of message and a better understanding (and broader acceptance) by government.

2.1 Responsibilities of GLP Chapter Subcommittee

The main responsibilities of the Government Liaison Program (GLP) Chapter Subcommittee are as follows:

- a) **Oversight:** To advise on, coordinate and lead the chapter's participation in government liaison activities.
- b) **Identify Opportunities:** To follow protocol and guidelines to handle offers to participate in local events with MPP's. It's up to the Government Liaison Program Chapter Subcommittee to determine the best opportunities to engage MPP's and to track these activities.
- c) **Co-ordination:** To coordinate interaction between chapter and local MPP's. This is a critical function for the GLP Chapter Subcommittee because the correspondence between the chapter and the MPP will shape the relationship going forward.

The Government Liaison Program engages PEO Chapter members in a number of initiatives through a comprehensive three-pronged approach:

1. Facilitating strong, on-going relationships between chapter members and their local MPPs
2. Actively monitoring and taking action on issues and upcoming legislation that could affect PEO and the Professional Engineers Act.
3. Providing communications and policy support to express PEO positions to government policy makers. Consistency of message is imperative.

2.2 Recruitment of GLP representatives

Chapter GLP representatives will be recruited on the basis of following factors:

1. Member of the chapter and in good standing with PEO (i.e. P.Eng. or E.I.T.).
2. Interest and understanding in the Government Liaison Program, PEO's role/responsibilities and ability to deliver key messages.
3. Experience and confidence in meeting with MPPs and key staff.
4. Availability to participate in PEO training for GLP representatives.
5. Availability to represent the chapter and participate in meetings with MPPs and key staff.
6. Are not already serving as a spokesperson for the OSPE PAN program.

Participants must meet the above criteria as a precondition to their involvement in the GLP program.

3. Planning, Measurement and Reporting

To achieve the above initiatives, each Chapter is required to develop an action plan for the year and to file the action plan with the GLC/Head Office. Chapters are required to report on their major achievements in their GLP activities, as requested by GLC/Head Office.

Scope Limitation:

Report on interactions with MPPs only (not MPs or municipal councillors)

Each chapter has its own unique calendar of events, all of which should be considered as potential opportunities to involve government representatives. There are four main categories for interactions with MPP. See scorecard on following page for more details.

1. Invite MPP to PEO functions
2. Participate in MPP events (Community events, Town Halls, Constituency meetings, Town Halls, Riding association events and Political events)
3. Attend Meetings with MPP: Present PEO position papers that have already been written.
4. Other

The scorecard provides suggestions for each category. Chapters can add to the list when planning and reporting on their activities.

3.1 TIPS

- Invite one MPP at a time to events (unless the event is large and there is role for each MPP)
- Aim for one MPP per significant PEO function (have a role for the MPP)
- Have data on the number of engineers who live/work in the riding (share this information with the MPP to understand the value of participating)
- Provide MPP opportunity to give remarks (2 minutes)
- Reserve parking spot for MPP at the event.

3.2 Ways to Measure Engagement (KPI)

Engagement will be measured **for each MPP** that the chapter is assigned.

KPI-1: Chapter engagement will measure the **number of interactions** with each MPP (as described on the scorecard).

KPI-2: Chapter to report at the end of the year on the on level of interaction with each MPP:

1. Awareness/relationship with MPP (Level 1 – entry level)
2. Achieve understanding by MPP and gain support (Level 2 – building relationship)
3. Have influence with MPP (Level 3 – gaining support)

4. GLP Awards

There are two awards that are presented at the Queen's Park reception each year. There is an award that recognizes the leadership in the chapter, and another award for one MPP from each party.

4.1 GLP Chapter Awards

The criteria for the **GLP Chapter Awards** is based on leadership in the following areas:

- Building relationships with MPPs
- Raising the profile of Professional Engineering in the public interest
- Encouraging the involvement of Professional Engineers in their chapter activities
- Taking an active interest in Government Liaison Program activities

Chapters will be encouraged to submit their Scorecard as part of their nomination package.

4.2 MPP Awards

The criteria for the **MPP Awards** is based on:

- Interest in helping raise the profile of professional engineering in the public interest
- Support and participation of local and provincial professional engineering activities
- Encouraging the involvement of Professional Engineers in public life
- Supportive of PEO's legislative initiatives

Chapters will be encouraged to nominate their MPP along with a description of why they are nominating their MPP for this award (based on the criteria for the award).

SCORECARD of GLP Chapter Engagement

CHAPTER: YEAR: MPP1: MPP2: MPP3:

Categories and examples of activities		Expectation/ Measure	Chapter Report and Score (report on separate pages)	M P P 1	M P P 2	M P P 3	M P P 4	M P P 5
AWARENESS	(1) Invite MPP to PEO functions	20 points						
	Certificate Presentation							
	Chapter AGM							
	Take Your MPP to Work Day	MPP attends 2 (or more) PEO events per year.						
	Chapter seminars/symposiums Queen's Park Reception							
AWARENESS	(2) Participate in MPP events	20 points						
	Riding events (picnic, skating) hosted by MPP							
	Consultation/Roundtable hosted by MPP							
	Community events hosted by MPP							
	Riding association (partisan activity) of MPP Chamber Event where MPP is speaking	Chapter Reps attend 2 (or more) MPP events per year.						
UNDERSTANDING	(3) Attend Meetings with MPP or Point of Contact	40 points						
	Chapter engages as directed by PEO on specific issue(s), e.g. writing letter, schedule meeting, etc.	20 pts						
	Meeting in constituency office <ul style="list-style-type: none"> Present issues (prepared by PEO) Engineering Dimensions (share articles w/ MPP) Invite OSPE PAN rep to attend meeting 	+ Chapter Reps attend 1 meeting with MPP per year. (20 pts)						
	Raise issue with MPP (not in meeting) MPP invites PEO for input (meeting, consultation) MPP mentions in Legislature (Hansard) MPP mentions in riding newsletter	+ BONUS						
PREPARATION	(4) Other Activities	20 points						
	Chapter reps read GLP Weekly (informed) All Candidates Meetings during provincial election (or by-election)	Chapter participates in 2 + Other Activities (10 pts)						
	<ul style="list-style-type: none"> GLP Training (participate) GLP Chair Engagement meetings (quarterly calls) Succession Planning in Chapter Submit reports as required to HQ 	Chapter participates in GLP training and planning (10 pts)						