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Welcome

2015 is here and with it come the traditional New Year resolutions. I do not usually make many resolutions of a personal nature, however, my primary resolve for 2015 is to accomplish many of the “big” plans and ideals we have envisioned for CSCE. The start of a new year is a good time to affirm our goals and objectives and document them for accountability and a demonstration that progress is being made. This e-letter focuses on our 2015 New Year’s resolutions and a report on how well we achieved our resolutions from 2014.

What has happened? What is happening? What is going to happen?

In 2014 CSCE determined we needed a feedback mechanism to report to our members the progress that is being made to advance our goals from Vision 2020. In particular, how could we measure our progress in advancing our three strategic directions? We needed a report card of sorts.

In June of last year we made our first attempt of what such a report might look like and published our first iteration of this document. It was structured in three categories specifically related to each of our strategic directions or goals. The objectives were created as the first steps in creating focused activities for each goal. In some sense it was more important that we set up a framework on which continuous progress could be measured and reported than the specific objectives selected for 2014.

We have now published our 2014 summary of accomplishments based on the original report. This is our first real “report card”. You will find this 2014 report card document on the CSCE website. Here is a summary commentary related to these accomplishments.

2014 Strategic Accomplishments Report

The work accomplished in 2014 provided some satisfying results for the planned activities established early in the year. We have taken a bold step of identifying a key performance indicator in measuring the success of these activities as increased membership in CSCE. We have a motivating target of increasing CSCE membership to 10,000 by the year 2020. Our current membership is close to 4,000. Achieving this target will strengthen CSCE with the additional resources (volunteers and funds) that will allow us to achieve even bigger goals and more significant influence and recognition in Canadian society.

So, what made 2014 a satisfying year of progress? The following overview identifies some of the achievements as reported in the 2014 Strategic Accomplishments Report.

1. *Enhancing Services to Members* – In 2014 we instituted two significant communication processes / mechanics to inform CSCE members of key activities. The first is the annual report card being addressed here addressing internal progress of the Society’s goals. The second is the new E-Bulletin providing information about activities internal and external to CSCE that may be of interest to our members.

The completion of a member survey in 2014 provided some significant information used in setting priorities for the work of the society by understanding member needs in a strategic fashion. This was one of the more impactful successes for the past year.

A new Engineering Management Committee was established by the Board in an effort to increase CSCE’s relevance to practitioner civil engineers. The opportunities for sharing knowledge of interest to this group of civil engineers, in addition to the broader activities of the Society through specialty conferences and advocacy was targeted to gain CSCE membership from practitioner engineers.

2. *Growing with Youth* – An important achievement for our youth was to provide a higher profile to our students and young professionals at the annual conference. This included a simple organizational structure at the conference increase the interactions between our youth and general conference attendees. Feed-back from the 2014 Annual Conference indicated we made progress in raising the profile of our young civil

engineers. It is a start.

3. *Leadership in Sustainable Infrastructure* – growing CSCE’s profile and influence external to the operations of the Society and specifically in the area of sustainable infrastructure were advanced in 2014 with continuing cooperative activities with other national organizations. This includes the Canadian Infrastructure Report Card (i.e. planning for the 2015 publication) and the concept of developing a Canadian Sustainability Rating System for infrastructure.

2015 Strategic Initiatives Report:

In addition to the “report card” of accomplishments is a second document summarizing a new set of objectives for 2015, our second attempt to define our resolutions for the New Year. This document is also on the CSCE website. This time the objectives have been developed with a more organized process of identifying and prioritizing activities based on the results of the Board workshop held in November, 2014. The priorities for 2015 were reviewed and adopted at the last Board meeting including the approval of budget for 2015 required to support the prioritized activities.

1. *Enhancing Services to Members* – In 2015 we are continuing to focus on the communications between our Divisions / Committees and Regions / Sections with a more formal communication link proposed by adopting the concept of Division representation on Regional Councils.

An additional objective was established to include a new form of recognition for members volunteering their time for CSCE with a communication that would enhance the member’s profile with their employers in appreciation of their volunteer services to CSCE.

2. *Growing with Youth* – This important goal has several new initiatives identified for 2015 to enhance Student membership benefits and Associate membership benefits. It is critical we capture the student members and attempt to curtail the loss of these members once they have graduated. Linking practitioner advisors to Student Chapters through faculty advisors and local Sections addresses an important driver for student interest in CSCE. Additionally the development of a mentoring strategy is being planned with a number of pilot locations to address the issue of CSCE benefits for new grads.
3. *Leadership in Sustainable Infrastructure* – CSCE’s activities in advancing this goal is a continuation of several initiatives from 2014. In the context of creating a formal process for the development of CSCE policy statements we are creating policy statements in two specific areas. The first white paper / policy being developed relates to the adoption of a Canadian sustainability rating system for infrastructure. The second relates to

sustainable development of the Arctic in the face of climate change impacts in the north and the emerging economic impacts of developing untapped resources. Finally, CSCE continues its role in the Canadian Infrastructure Report Card partnering with FCM, CPWA and CCA. The second issue of the Report Card is scheduled to be published later in 2015.

These are our New Year resolutions for 2015.

Did You Know?

At the risk of sounding repetitive I would like to once again note a positive sense among CSCE leadership that we are making progress in our mission and our goal. Here is another notable quote, this time attributed to Henry Ford, founder of the Ford Motor Company...

"If everyone is moving forward together, then success takes care of itself"...[Henry Ford](#)

In every way we are feeling this movement within the various components of our organization and as we continue to focus on our strategic directions great things are in store for CSCE. Many thanks to all of our volunteers!

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