

Benchmarking generational change in Ontario's engineering community



The Ontario Society of Professional Engineers serves the rich diversity of the entire engineering community

Problem

- The engineering profession offers graduates a variety of career paths: of approximately 250,000 engineering graduates in Ontario, only 80,000 continue to P.Eng. licensing.
- That number has been trending lower but OSPE lacked statistical means to track and measure changes to the profiles of engineering graduates.
- In representing the entire engineering community, OSPE needed to better understand what is motivating engineering graduates to pursue their licensure or other engineering specialties of professional focus.

Approach

Understanding that the profession changes over time, it became apparent that behaviour and needs of the engineering community have shifted which presented the opportunity to launch an annual tracking study and protocol to gauge the well-being of the engineering profession, and to share their thought leadership through insightful reporting.

- A research review to identify gaps in knowledge about the spectrum of members, non-members, and the industry at large;
- Comprehensive market research to ensure planning captured the membership's key wants and needs and that the importance of the profession itself was understood by the entire engineering community;
- Quantitative benchmarking research to capture the wants, needs and perceptions of current OSPE members;
- Qualitative research with a broad spectrum of people working in engineering in Ontario to discuss perspectives on the profession;
- Environmental scan, analytics and insight development to drive next steps and inform planning; and
- Publication of a report on transitions in the profession, and a related social media campaign.

Outcome

- Annual benchmarking "census" of the engineering community which is a short-term investment with long-term value.
- A strong set of insights upon which to inform advocacy efforts and build engaging campaigns such as #WeAreEngineering.
- Strengthened position in speaking with and for the engineering community of Ontario. Data and insights supported creation of an influential benchmarking report addressing the future of the profession.

