

Engineers and Geoscientists BC

2025 Communications Insights Focus Groups

Key theme summary of what we heard and learned

26 June 2025

Introduction

In March and April 2025, Engineers and Geoscientists BC conducted communications insights focus groups with individual engineers and geoscientists (registrants). Facilitated by an independent consultant, the purpose of these focus groups was to inform the development of a new Consultation and Engagement Framework that will guide the organization's approach to engagement, including when, how and with whom it engages. It is anticipated that by involving registrants in its development, the resulting Framework will yield meaningful future engagement and effective results.

Engineers and Geoscientists BC already consults with a variety of audiences. Commitment to develop a formalized consultation and engagement framework arose from work to develop the organization's [2022–2027 Strategic Plan](#), which established a new vision for the organization: *modern regulation for a resilient world*. This new framework will guide the organization's approach to engagement, including when, how, and with whom to engage. The organization is engaging internally and externally to build this framework and create a formalized approach to engagement.

The organization sent a general email invitation to registrants on 25 February 2025 inviting them to participate in online focus groups to share their views. Invitations were also sent to registrants who had participated in the 2024 annual conference and indicated that they would like to offer their perspective on how the organization connects with registrants. Members of the organization's Equity, Diversity, and Inclusion and Truth and Reconciliation (EDIT&R) Working Group were also invited to participate.

A total of 49 people responded to the invitation indicating their interest and 29 people ultimately participated.

Scope and discussion topics

The purpose of the focus groups was to:

- Deepen understanding of engagement in context of the organization's role as a regulator
- Understand what kind of relationship registrants want to have with the organization
- Explore interest in potential future engagement opportunities and channels and home in on key areas of interest to inform next steps and further refine the draft engagement framework

Feedback results | key themes

What's working well: Communications overall are working well, particularly in regard to keeping registrants informed of the key things they need to know for their practice, asking for input and notifying registrants

about continuing education opportunities. Frequency and scope of communication in general are good, with some opportunities for improvement, and the website is generally viewed as effective.

What could be improved:

- The **registration process** is viewed as difficult and time-consuming, particularly for transfers from other provinces and people who are new to Canada. Participants suggested that the organization offer more supports such as a central registration hub on the website with instructional videos and graphics and links/cross-references to other regulators such as Technical Safety BC. Turnaround time when responding to enquiries could also be improved. Finally, transparency in sharing survey feedback and actions taken as a result of feedback were also noted as a potential area of improvement.
- Participants would like the organization to **restart the branch offices and advocacy groups** both as a form of mentoring and informal information sharing as well as a tool to promote the importance of the practice and the inherent safety and quality of a P.Eng. or P.Geo. designation; to protect this designation against the genericization of the term “engineer”; and to continually work to recruit qualified personnel.
- Participants appreciate that the organization frequently uses surveys to collect input and feedback and they actively participate. They also offered suggestions on how to **improve the survey process**, including greater clarity on how feedback will be used, reporting back quickly on findings, sharing interim results while surveys are underway to help encourage participation, more open-ended questions, and asking Registrants what topics they would like to provide input on.
- Some also would like **more opportunities for face-to-face communication**, such as informal discussion forums, Q&A sessions with staff and leadership from the organization, and online discussions.
- Many participants offered suggestions for **streamlining/improving email processes**, noting that the organization sends a lot of emails and they can get lost amongst all the other emails registrants need to manage on a daily basis. Suggestions included more differentiation within the sender name or subject line, additional segmenting, reminders when it’s time to pay dues, and emails with a reply option as a feedback tool.

Keeping up with change: Participants appreciate that the organization generally keeps up with change. However, most participants suggested that the primary focus is on the most populous fields like civil engineering and would like a more equitable focus on all areas of practice. Most participants indicated that the organization could do a better job of keeping up to date on non-technical change related aspects of the practice.

Keeping registrants informed on key aspects of professional practice: Participants in emerging fields or fields where the environment is rapidly changing due to competition, climate change, or new technologies would like the organization to do more in terms of keeping registrants up to date. Specific topics mentioned included standards for newer areas of practice, changes to building codes, facilitating the P.Eng. process, more mentoring opportunities, and what to do when E.I.T. practice advisors are not available in house.

Future topics of interest: Participants offered a wide range of suggestions on potential future topics for information sharing and engagement:

- **For information sharing:** regulation compliance primer (why it's needed), guidelines on how to identify and report conflicts of interest, information on professional development requirements, information about average wage rates, and information about best practice regarding use of AI and avoiding and responding to environmental disasters and climate change.
- **For input and feedback:** feedback on the registration process experience and suggestions for improvements, input on new mandatory standards or code of practice, feedback about processes and drafts of frameworks that may apply in general to a wider audience including a framework for ethics in the practice, suggestions for facilitating fees payment and continuing education credits, input on the type and location of continuing education courses, and suggestions for maintaining ethics in the practice.

Preferred feedback tools: Participants were polled on their preference for existing and potential new forms of engagement. Surveys and virtual focus groups are the most preferred current formats, as illustrated in the figure below.

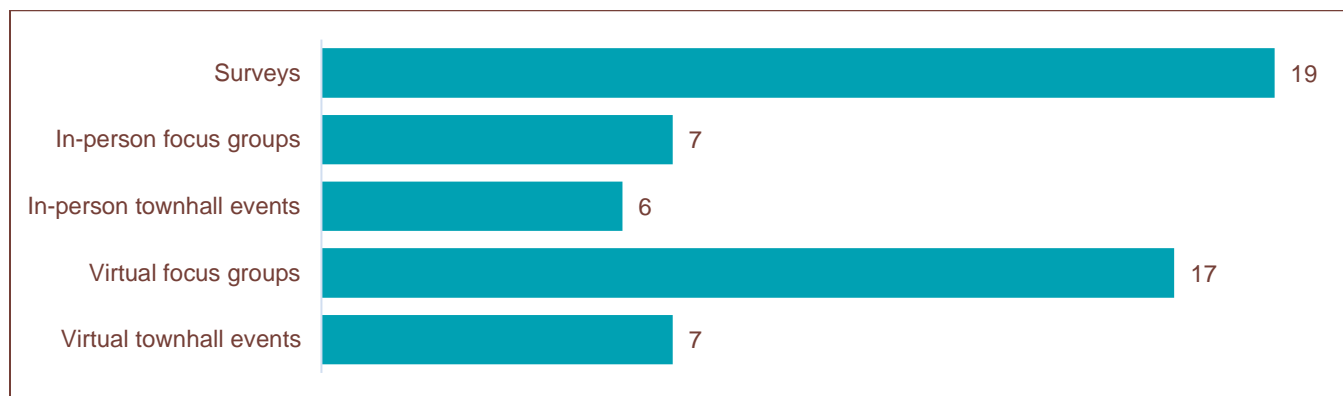


Figure 1: Response to "My preferred form of providing input is..."

With regard to potential new formats for gathering feedback, all except feedback on social media scored highly (see figure 2).

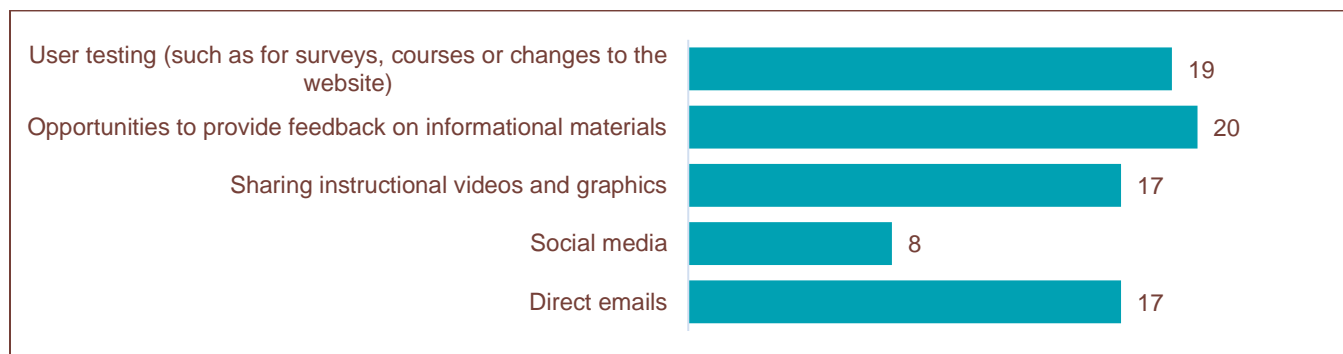


Figure 2: Response to: What other forms of input are you interested in?

Additional suggestions for inviting feedback: Participants offered the following suggestions for consideration. They are generally listed in order of preference although it is noted that with the exception of “more face-to-face”, none were endorsed by a majority of participants:

- Offer more face-to-face opportunities (in-person events or online small group sessions/focus groups)
- Offer more informal meet-and-greet/Q&A sessions at the AGM and annual conference (it was also suggested that this would also help increase attendance at these events)
- Consider targeted e-invitations to registrants based on their qualifications and practice areas, depending on the topic. Some suggested that such invitations could incorporate read receipt requests so that they can be used both for input and for “confirmation” of education
- Consider phone interviews and/or one-to-one phone calls for detailed interactions
- Offer scheduled phone interviews and focus groups so that people can join if they are available without having to register (more like a telephone town hall)
- Consider a voicemail survey option as a tool for people to provide more detailed verbal feedback on specific topics (e.g., “press 1 if you would like to provide input on “topic 1””)

Continuing education suggestions: Participants offered suggestions for more free courses or external free courses that would qualify for continuing education credits, more courses that incorporate learned experience and real-life case studies, and opportunities to audit courses offered by other regulators. Most participants also indicated they would like more variety in nontechnical courses, including:

- Courses specific to newcomers to Canada and new grads (e.g.: what to expect in the workplace; how to negotiate; improving your performance)
- Courses in general business and cultural competency, including Artificial Intelligence and cyber security competency, project management, business management for entrepreneurs, anti-racism and understanding cultural differences, working effectively with First Nations
- Courses in regulation competency, including managing consultants in the new regulatory regime and competency and compliance reporting
- More courses geared to areas of practice other than civil and structural

eNewsletter and Innovation Magazine: Most participants read and appreciate both. Most look for and read the articles of interest to them rather than cover-to-cover. Articles featuring information about emerging areas of practice, new regulations, and registrant profiles are viewed as the most interesting. Some like the print version of Innovation Magazine and generally read it outside of work; others prefer the online version. Most were not aware that they can choose which form to receive.

Other suggestions and questions

Many participants suggested that the organization should have a greater role in advocacy to government for legislation and policy changes on matters like climate adaptation, AI, oil & gas regulation, pollution, environmental protection, and other global factors or national policies that affect the sector.

Some suggested the organization should do more to protect the title “engineer” from being adopted by others. Suggestions for how to do this included broader education and outreach as well as more enforcement of the term.

Several suggested the organization should more broadly market the value of and requirement for qualified engineers and geoscientists as well as to recruit the next generation, helping to fill vacancies as a means to protect the practice.

Based on their personal experience, some participants suggested the organization should do more to mentor new registrants and new to Canada registrants, including offering shadowing opportunities, peer mentors, and supports to help them transition to their new life in Canada.

Next steps

Engineers and Geoscientists BC will consider this input and additional engagement initiatives in drafting the new Communications and Engagement Framework and creating a formalized approach and strategy to engagement.

Once the strategy and approach to engagement with registrants is finalized, the organization will formally launch it, which includes notifying registrants and posting it to the website. The organization will then apply this approach to inform future consultation and engagements.