



OACETT **360** 
PARTNERSHIP
PROGRAM



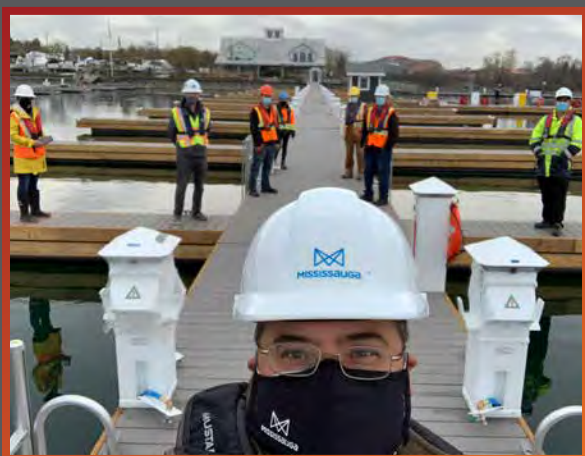
OUR CERTIFICATION | YOUR SUCCESS



ABOUT US

RECOGNIZED LEADER IN CERTIFICATION
AND MEMBER ENGAGEMENT

The Ontario Association of Certified Engineering Technicians and Technologists (OACETT) is a non-profit, self-governing, professional association of more than 21,000 members and growing, representing 15 disciplines across six regions of Ontario.



OACETT DESIGNATIONS:

OACETT is the certification body for engineering and applied science technicians and technologists in Ontario. Certified members of OACETT hold one of the following designations:

- » **C.E.T.** (Certified Engineering Technologist)
- » **C.Tech.** (Certified Technician)
- » *A.Sc.T. (Applied Science Technologist)**

After qualifying, members may also earn one of the following specialized designations in road construction:

- » **rcca** (road construction contract administrator)
- » **rcsi** (road construction senior inspector)
- » **rcji** (road construction junior inspector)

* No longer conferred but still used by some OACETT members.

Note: Technical Specialists, Graduate Technicians and Graduate Technologists are only applicable for road construction.

DISCIPLINES OF REGISTRATION

There are 15 disciplines of engineering and applied science technology:

Bioscience	Electrical	Industrial
Building	Electronics	Instrumentation
Chemical	Environmental	Mechanical
Civil	Geological	Mining
Computer	Geomatics	Resources

ABOUT OUR MEMBERS



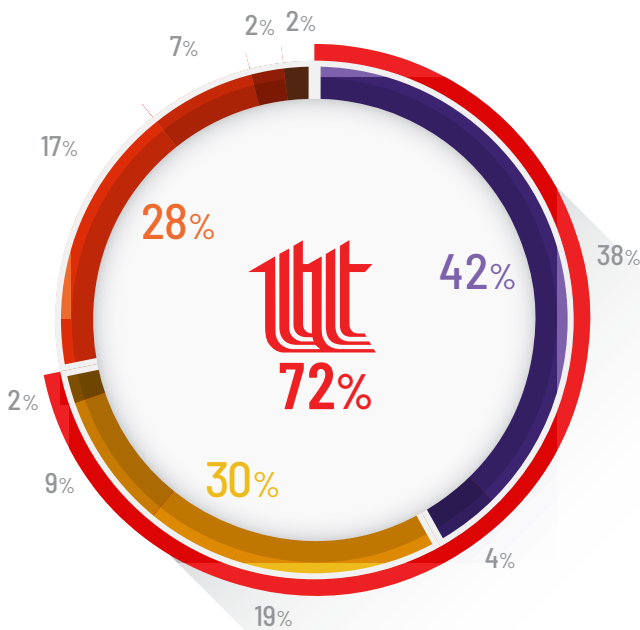
**OACETT members are
recognized leaders with
high industry standards.**

MEMBERS' education and work experience are evaluated to ensure they meet national standards, are bound by a code of ethics, pass a professional practice exam, meet language competency, and are required to complete continuing professional development to maintain relevancy and currency.

OACETT's designations are recognized and valued by businesses, industry, educational institutions and students, the public and government officials.

OACETT has over 27 active chapters across Ontario where members can meet and network with other technology professionals and participate in local events that can be helpful to their careers.

MEMBERS BY DESIGNATION

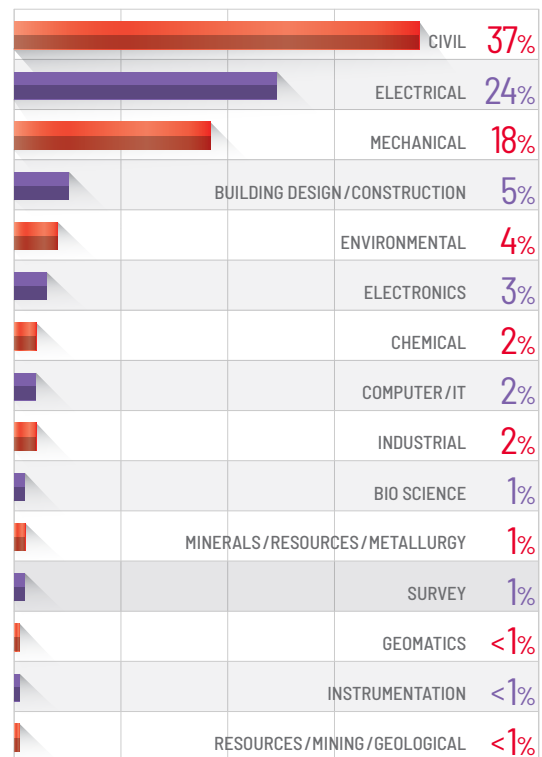


72% Certified Members

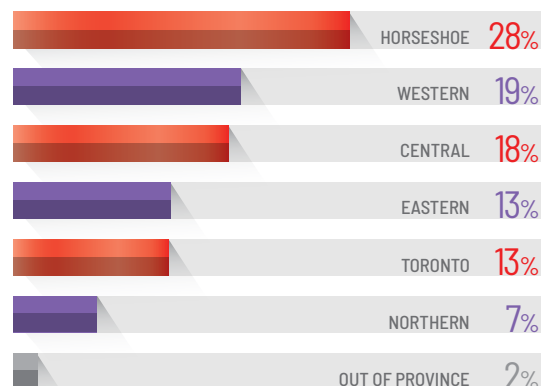
- 42% Certified Engineering Technologist & Applied Science Technologist
 - 38% hold the C.E.T. designation
 - 4% hold the A.Sc.T designation*
- 30% Certified Technician
 - 19% hold the C.Tech. designation
 - 9% hold the C.E.T. (Technician) designation*
 - 2% hold the Senior Engineering Technician designation*
- 28% Associate
 - 17% are Associates
 - 7% are Students
 - 2% are Technical Specialists
 - 2% are Graduate Technicians/ Technologists

* No longer conferred but still used by some OACETT members.

MEMBERS BY DISCIPLINE



MEMBERS BY REGION



WHY CERTIFY YOUR TEAM?



SAVE TIME AND MONEY BY RECRUITING THE BEST

1. RECOGNIZED CERTIFICATIONS

Both our certified technician (**C.Tech.**) and certified engineering technologist (**C.E.T.**) designations have been recognized as one of the top five most valuable engineering certifications to have by Randstad Canada.

2. ESTABLISH A PROFESSIONAL STANDARD OF EXCELLENCE

- › Commitment to OACETT code of ethics
- › Create a sense of pride, obligation and loyalty
- › Strict certification standards

3. ENHANCED PERFORMANCE

- › Competitive advantages; certified teams win business
- › Build credibility with clients, stakeholders, peers, and trust with the public
- › Members access to professional development

OUR PURPOSE

ADVANCING THE PROFESSION.
SHAPING THE FUTURE. ACHIEVING EXCELLENCE.

OACETT VISION

Recognized leader in certification and member experience, enabling engineering technology professionals to successfully navigate their careers.

OACETT MISSION

The associations provides member certification, career long educational opportunities, professional support for the benefit of the economy and safe and secure communities.

GOAL FOR THE 360 PROGRAM

The **360 Partnership Program** is designed to support business needs for a company like yours. From a high level, these are some of the great ways we can support you:



Helping you **RECRUIT TOP TALENT**

Certified Engineering Technologists, Applied Science Technologists and Certified Technicians who are OACETT certified.



Increasing your **BRAND EXPOSURE**

to a targeted audience. This includes government officials, college faculty and students, municipalities and other companies.



Increasing your **ENGAGEMENT**

by connecting with more than 21,000 engineering technology and applied science professionals.



BENEFITS OF BECOMING A 360 PARTNER

Let OACETT provide an array of benefits to support your company objectives in all aspects of business:

**ACCESS, RECOGNITION
AND EXPOSURE.**

1. OACETT ANNUAL CONFERENCE & GALA

- » CHAPTER ENGAGEMENT
- » COLLEGE OUTREACH



- » OACETT'S ANNUAL
CONFERENCE & GALA
- » AWARDS GALA
- » SPECIAL EVENTS



2. MARKETING/ BRAND AWARENESS



» **PRINT:**
(THE ONTARIO TECHNOLOGIST MAGAZINE)

› **BRANDED ADVERTISEMENTS**

› **ARTICLES**

(Highlighting OACETT certified employees and your company)

» **DIGITAL:**

› **DIGITAL EDITION OF ONTARIO TECHNOLOGIST MAGAZINE**

› **DIGITAL NEWSLETTER "eTECH NEWS"**

› **E-BLASTS** *(to local chapters)*

› *INCLUDES: jobs, events, community outreach*

› **OACETT WEBSITE**

› *ARTICLES*

› *LOGO ON THE WEBSITE*

› *BRANDED MENTIONS*

› *"HIGHLIGHT" PERSON OF INTEREST*

› **VIDEOS**



3. SOCIAL MEDIA

- » SPONSORED POSTS
- » PERSON OF INTEREST
- » PROMOTE A JOB POSTING
- » SOCIAL SUPPORT
—Shares, retweets, etc...
- » ENGAGEMENT THROUGH OUR SOCIAL MEDIA CHANNELS:
 - › TWITTER
 - › INSTAGRAM
 - › FACEBOOK
 - › LINKEDIN



BENEFITS OVERVIEW

ELITE LEVEL

		YEAR 1	YEAR 2 and BEYOND
PRICE		\$1,000/YEAR [EST. MARKET VALUE > \$7,650]	
ARTICLES ON OACETT WEBSITE		1 INTRODUCTORY PROFILE ARTICLE	1 TOPICAL ARTICLE
LOGO ON OACETT WEBSITE		✓	✓
SOCIAL MEDIA POSTS		3 POSTS/YEAR	
[MARKET VALUE]		[\$400]	
OUTREACH – The Ontario Technologist Magazine (Print and Digital)	INTRO ARTICLE <i>(write up on the new partnership)</i>	1x FULL PAGE	x
	FREE AD SPACES	1x ½ PAGE	1x ¼ PAGE
	DISCOUNT ON ADDITIONAL AD SPACES	<ul style="list-style-type: none"> > 50% on first AD space > 25% on additional AD spaces 	
	1 FREE VIDEO AD <i>(in the digital version of OT magazine)</i>	✓	✓
	1 FREE E-TECH NEWS AD <i>(leaderboard, skyscraper)</i>	✓	✓
	DISCOUNT ON ADDITIONAL E-TECH NEWS ADS	25%	25%
	LOGO RECOGNITION <i>(linkable in the OT digital version)</i>	✓	✓
[MARKET VALUE]	[\$6,500]	[\$3,500]	
OUTREACH – CTEN	POSTINGS ON CTEN JOB BOARD	2 /MAX	2 /MAX
	DISCOUNT ON ADDITIONAL CTEN JOB POSTINGS	25%	50%
	[MARKET VALUE]	[\$500]	[\$500]
ADDITIONAL SUPPORT FROM OACETT	DISCOUNT ON SPONSORSHIP (OACETT CONFERENCE & GALA)	25%	25%
	DISCOUNT ON NEW MEMBERSHIP APPLICATIONS	25%	25%
	DISCOUNT ON SALARY SURVEY	50%	50%
	NETWORKING OPPORTUNITIES WITH OACETT CHAPTERS	✓	✓
	NETWORKING OPPORTUNITIES AT IEP EVENT/CONFERENCE/GALA	✓	✓
	FREE SUBSCRIPTION TO "OT" [MARKET VALUE > \$30 /YEAR]	✓	✓

BENEFITS OVERVIEW

PARTNER LEVEL

		YEAR 1	YEAR 2 and BEYOND
PRICE		\$750/YEAR [EST. MARKET VALUE > \$3,550]	
ARTICLES ON OACETT WEBSITE		1 INTRODUCTORY PROFILE ARTICLE	1 TOPICAL ARTICLE
LOGO ON OACETT WEBSITE		✓	✓
SOCIAL MEDIA POSTS		2 POSTS/YEAR	
[MARKET VALUE]		[\$300]	
OUTREACH – The Ontario Technologist Magazine (Print and Digital)	INTRO ARTICLE <i>(write up on the new partnership)</i>	1x ½ PAGE	✗
	FREE AD SPACES	✗	✗
	DISCOUNT ON AD SPACES	50%	25%
	1 FREE E-TECH NEWS BANNER AD	✓	✓
	LOGO RECOGNITION <i>(linkable in the OT digital version)</i>	✓	✓
	[MARKET VALUE]	[\$2,500]	[\$1,000]
OUTREACH – CTEN	POSTINGS ON CTEN JOB BOARD	1/MAX	1/MAX
	DISCOUNT ON ADDITIONAL CTEN JOB POSTINGS	25%	50%
	[MARKET VALUE]	[\$250]	[\$250]
ADDITIONAL SUPPORT FROM OACETT	DISCOUNT ON SPONSORSHIP (OACETT CONFERENCE & GALA)	25%	25%
	DISCOUNT ON NEW MEMBERSHIP APPLICATIONS	25%	25%
	DISCOUNT ON SALARY SURVEY	50%	50%
	NETWORKING OPPORTUNITIES WITH OACETT CHAPTERS	✓	✓
	NETWORKING OPPORTUNITIES AT IEP EVENT/CONFERENCE/GALA	✓	✓
	FREE SUBSCRIPTION TO "OT" [MARKET VALUE > \$30/YEAR]	✓	✓

BENEFITS OVERVIEW

NETWORK LEVEL

		YEAR 1	YEAR 2 and BEYOND
PRICE		\$ 250/YEAR [EST. MARKET VALUE > \$1,000]	
ARTICLES ON OACETT WEBSITE		1 INTRODUCTORY PROFILE ARTICLE	1 TOPICAL ARTICLE
LOGO ON OACETT WEBSITE		✓	✓
SOCIAL MEDIA POSTS		1 POST/YEAR	
[MARKET VALUE]		[\$150]	
OUTREACH – <i>The Ontario Technologist Magazine</i> (Print and Digital)	INTRO ARTICLE <i>(write up on the new partnership)</i>	✗	✗
	FREE AD SPACES	✗	✗
	DISCOUNT ON AD SPACES	25%	25%
	1 FREE E-TECH NEWS BANNER AD	✗	✗
	LOGO RECOGNITION <i>(linkable in the OT digital version)</i>	✓	✓
	[MARKET VALUE]	[N/A]	[N/A]
OUTREACH – CTEN	POSTINGS ON CTEN JOB BOARD	1/MAX	1/MAX
	DISCOUNT ON ADDITIONAL CTEN JOB POSTINGS	25%	50%
	[MARKET VALUE]	[\$250]	[\$250]
ADDITIONAL SUPPORT FROM OACETT	DISCOUNT ON SPONSORSHIP (OACETT CONFERENCE & GALA)	25%	25%
	DISCOUNT ON NEW MEMBERSHIP APPLICATIONS	25%	25%
	DISCOUNT ON SALARY SURVEY	50%	50%
	NETWORKING OPPORTUNITIES WITH OACETT CHAPTERS	✓	✓
	NETWORKING OPPORTUNITIES AT IEP EVENT/CONFERENCE/GALA	✓	✓
	FREE SUBSCRIPTION TO "OT" [MARKET VALUE > \$30/YEAR]	✓	✓

BENEFITS OVERVIEW

COMUNITY LEVEL

		YEAR 1	YEAR 2 and BEYOND
PRICE		\$250/YEAR [EST. MARKET VALUE > \$2,600]	
ARTICLES ON OACETT WEBSITE		1 INTRODUCTORY PROFILE ARTICLE	1 TOPICAL ARTICLE
LOGO ON OACETT WEBSITE		✓	✓
SOCIAL MEDIA POSTS		2 POSTS/YEAR	
[MARKET VALUE]		[\$300]	
OUTREACH – The Ontario Technologist Magazine (Print and Digital)	INTRO ARTICLE <i>(write up on the new partnership)</i>	1x FULL PAGE	x
	FREE AD SPACES	1x ½ PAGE	1x ¼ PAGE
	DISCOUNT ON ADDITIONAL AD SPACES	25%	25%
	1 FREE E-TECH NEWS BANNER AD	✓	✓
	LOGO RECOGNITION <i>(linkable in the OT digital version)</i>	✓	✓
	[MARKET VALUE]	[\$3,500]	[\$2,500]
OUTREACH – CTEN	POSTINGS ON CTEN JOB BOARD	1/MAX	1/MAX
	DISCOUNT ON ADDITIONAL CTEN JOB POSTINGS	25%	25%
	[MARKET VALUE]	[\$250]	[\$250]
ADDITIONAL SUPPORT FROM OACETT	DISCOUNT ON SPONSORSHIP (OACETT CONFERENCE & GALA)	25%	25%
	DISCOUNT ON NEW MEMBERSHIP APPLICATIONS	25%	25%
	DISCOUNT ON SALARY SURVEY	50%	50%
	NETWORKING OPPORTUNITIES WITH OACETT CHAPTERS	✓	✓
	NETWORKING OPPORTUNITIES AT IEP EVENT/CONFERENCE/GALA	✓	✓
	FREE SUBSCRIPTION TO "OT" [MARKET VALUE > \$30/YEAR]	✓	✓

WHY YOU SHOULD BECOME A 360 PARTNER



1. GAIN ACCESS

to OACETT's 21,000+ Members and our continuous supporters both at the government and college levels.

2. BE RECOGNIZED

as an *Employer of Choice* by industry professionals and college students.

3. INCREASE CORPORATE AWARENESS

within the industry, government officials, and colleges.

4. PARTICIPATE

at OACETT Events to meet and attract the industry's top talent.

5. REDUCE

your recruitment costs with OACETT's certification process.



TESTIMONIALS

DON'T TAKE OUR WORD FOR IT,
SEE WHAT OUR SUPPORTERS SAY ABOUT OACETT



KATHY LERETTE,
C.E.T., FELLOW OACETT

Senior Vice President,
Business Transformation
Alectra Utilities

"I have had the great honour of being a part of OACETT for over 27 plus years, and it is always a pleasure working closely with the organization.

Their professionalism and commitment to creating a true partnership have benefited both parties by elevating the organization and the profession.

I would highly recommend that all companies who hire engineering technicians and technologist invest in their staff by encouraging them to get OACETT certified and consider becoming a corporate partner."



RANJAN BHATTACHARYA, B.Sc., MBA

Dean, Faculty of Applied Science
and Engineering Technology
Seneca College

"Seneca College's Faculty of Applied Science and Engineering Technology serves over 18,000 students per year. We also work with numerous industry partners to ensure our curriculum is relevant to employers and that our graduates are ready for the numerous opportunities available.

In addition to the industry relevant credential from Seneca, a professional certification is also viewed as very valuable by employers. Seneca included.

We are grateful and proud of our partnership with OACETT and will continue to provide industry prepared graduates who will be ready to obtain their professional certification."

GET IN TOUCH

DAVID TERLIZZI

Director of Professional Affairs,
Services and Government Relations



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