

2025-27 STRATEGIC PLAN



**ONTARIO ASSOCIATION OF
CERTIFIED ENGINEERING
TECHNICIANS AND TECHNOLOGISTS**

www.oacett.org

Our certification

Your success



Our Vision

Every engineering and applied science technician and technologist is certified, recognized and celebrated for their professional qualifications and competency.

Our Mission

OACETT advocates for, supports, and regulates certified professional engineering and applied science technicians and technologists in every stage of their career to foster safe and secure communities and successful businesses within Ontario.

Our Values *as an organization and as individual members*

Professionalism: We are committed to excellence in our certification practice and our members' consistent demonstration of competence and ethics.

Growth: We achieve personal and organizational advancement through enabling enhanced capabilities and professional development.

Recognition: We promote and advocate for our profession and celebrate the achievements of our members.

Relevance: We embrace innovative and forward thinking and seek to be an organization that is responsive to changing environments.

Belonging: We cultivate a sense of belonging through collaboration, inclusion of voices and ensuring fair and equitable access to resources and opportunities amongst the disciplines we serve.



BOARD REMARKS



MESSAGE FROM THE PRESIDENT

On behalf of OACETT's Board of Directors, I am pleased to share our 2025-2027 Strategic Plan. At the heart of this plan is the inclusion of our members, whose input, alongside that of our Chapters, has been pivotal in shaping our direction.

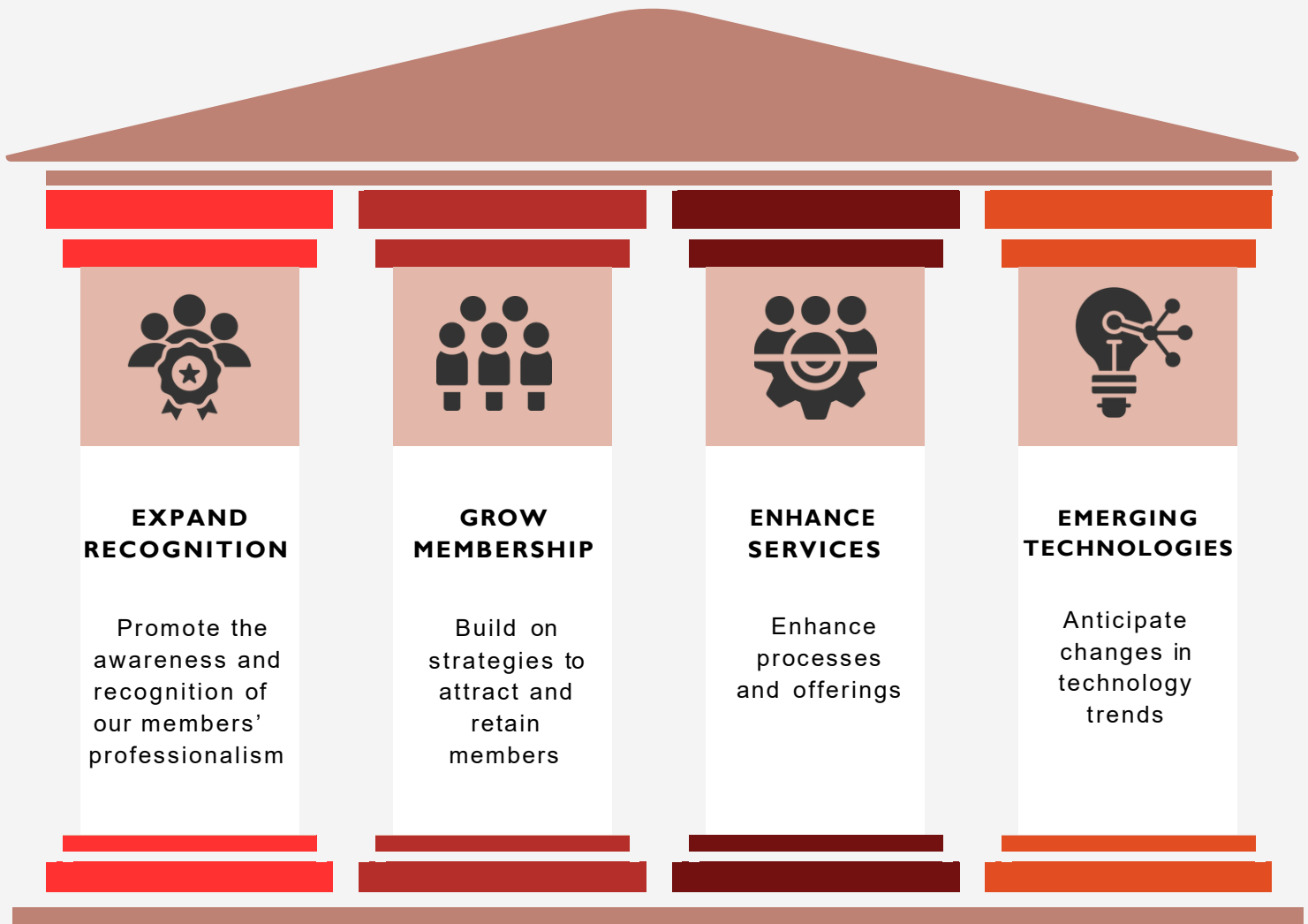
For the first time, we have established organizational values that reflect how we aspire to perform, and how our members strive to excel in their diverse and critical roles. Our four outcome-driven strategic pillars outline our commitment to advancing the expertise of OACETT professionals, supporting their contributions to employers, communities, and Ontario.

Together, we'll continue to lead and innovate in an evolving profession.



STRATEGIC PILLARS

In the 2025 to 2027 OACETT Strategic Plan, four strategic pillars along with aligned actions and measures were identified.



PLAN DEVELOPMENT

In July 2024, the OACETT Board of Directors convened to discuss the organization's future Strategic Direction and objectives in the coming three-year term.

During this session, the Board reviewed insights from member surveys and chapter focus groups to assess the organization's strengths, weaknesses, opportunities, and threats. Additionally, OACETT's Vision, Mission, and Values were reviewed to ensure alignment with the evolving strategic pillars.





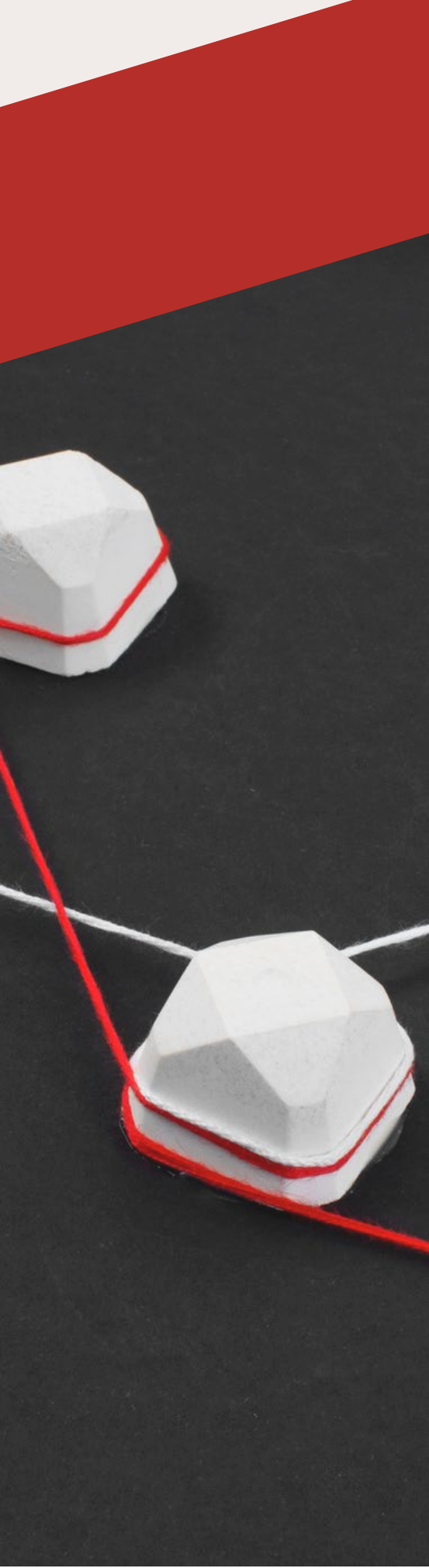
Expand Recognition

Enhance the visibility and acknowledgment of members' professionalism by strategically promoting their expertise to key stakeholders. This targeted outreach is vital for reinforcing the value of our members' contributions across diverse sectors and ensuring their professional achievements are recognized on a broader scale.

ACTIONS TO TAKE

- Support members in promoting OACETT.
- Provide support to members to take on external leadership positions to further recognition for OACETT.
- Collaborate with other organizations on advocacy, event cross-promotion, and professional development to enhance collective impact.
- Launch Public Relations campaigns and continue Government Relations campaigns to raise public, employer and government awareness of the profession and the importance of certification.

Measures of success include: Survey of employers, tracking OACETT in media (against a benchmark), incidents of misuse of titles, track C.E.T. and C.Tech. appearance in job ads, and instances of certified members recognized as Qualified Persons in legislation.



Grow Membership

Achieve greater diversity in our membership through demonstrating our value to individuals with differing lived experience, backgrounds and stages within their careers.

ACTIONS TO TAKE

- ♦ Enhance existing strategies and implement new approaches to better recruit internationally educated professionals.
- ♦ Expand current disciplines of registration.
- ♦ Continue to enhance recruitment through employer engagement.
- ♦ Develop new approaches with colleges to better attract student members and incorporate the Professional Practice Exam (PPE) exam.
- ♦ Explore ways to better leverage chapters.

Measures of success include: total membership growth and specifically growth in internationally educated professionals and students members, implementation of the Belonging and Inclusion (BI) strategy, and number of student members and associates who write the exam.



Enhance Services

In response to members' feedback, we will take action to enhance our programs, processes and services across all departments and offerings

ACTIONS TO TAKE

- Continue to enhance Continuous Professional Development (CPD) options for members.
- Investigate further opportunities to streamline certification processes.
- Continue to investigate new strategies to streamline and enhance communication and engagement.
- Identify and implement opportunities to improve the user experience with the member portal and website.

Measures of success include: Member satisfaction survey, Fireside Chat feedback, number of CPD offerings, process mapping to determine efficiencies against a baseline, and journey mapping of member experience.



Emerging Technologies

Anticipating rapid changes in technology advancements, we will work with partners in academia and industry on a range of actions to support the development of well-rounded members and graduates.

ACTIONS TO TAKE

- ◆ Identify emerging technologies and the ways in which they should inform certification standards, training needs and provision, and other programs and services.
- ◆ Develop strategic partnerships around emerging technologies.
- ◆ Leverage technology advancements operationally.

Measures of success include: partnerships entered into, report on the Board's Emerging Technologies initiative, report on contribution of OACETT members to college Program Advisory Committees (PACs), and reporting on operational adoption of technologies and impact.

Priority Actions

Accounting for the benefits and complexity of actions, the following chart represents a roadmap to which they will be undertaken. The prioritization of these actions will be revisited regularly to uphold transparency, incorporate feedback, and ensure the strategic plan remains relevant, equitable, and responsive to members and community needs.

Priority	Actions
Priority A	Identify emerging technologies and the ways in which they should inform certification standards, training needs and provision, and other programs and services.
	Enhance existing strategies and implement new approaches to better recruit internationally educated professionals.
	Launch Public Relations campaigns and continue Government Relations campaigns to raise awareness of the profession and importance of certification.
	Continue to investigate new strategies to streamline and enhance communication and engagement.
	Develop new approaches with colleges to better attract student members and incorporate the Professional Practice Exam (PPE) exam.
	Investigate further opportunities to streamline certification processes.
Priority B	Develop strategic partnerships around emerging technologies.
	Support members in promoting OACETT.
	Expand current disciplines of registration.
	Continue to enhance recruitment through employer engagement.
	Leverage technology advancements operationally.
	Identify and implement opportunities to improve the user experience with the member portal and website.
Priority C	Continue to enhance Continuous Professional Development (CPD) options.
	Explore ways to better leverage chapters.
	Collaborate with other organizations on advocacy, event cross-promotion, and professional development to enhance collective impact.
	Provide support to members to take on external leadership positions to further recognition for OACETT.

Priority A: Immediate priority.

Priority B: Secondary priority or needs a 'Priority A' action to be completed first before it can be launched.

Priority C: Longer term priority that requires at least some **Priority A** and **B** actions to be completed.

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