



## ***The Canadian Society for Mechanical Engineering***

*A constituent society of the Engineering Institute of Canada*

## ***La Société Canadienne de génie mécanique***

*Une société constituante de l'Institut canadien des ingénieurs*

### **Strategic Planning Document CSME 2017 – 2022**

**(approved on 30 May 2017)**

#### **Mission Statement:**

Since its founding in 1970, CSME has strived to form a single organization – with a clear national identity – for Canadian mechanical engineers. CSME's mission is outlined in the following points:

- To advance the quality and scope of mechanical engineering in Canada;
- To stimulate the application of mechanical engineering for the benefit of humankind;
- To promote the creation, exchange, diffusion and access to technical and other information relevant to mechanical engineering for professionals and public interest;
- To co-operate with, and provide assistance to all levels of government and their regulatory bodies on matters concerned with, or involving the use of and practice of mechanical engineering;
- To direct studies and make reports on matters of national, regional and local interest affected by mechanical engineering technology;
- To collaborate with universities and other educational institutions to advance the relevance and effectiveness of mechanical engineering education at all levels;
- To collaborate with industries to promote the role of the mechanical engineering;
- To foster intra-national and international contacts, and co-operation in mechanical engineering and allied fields;
- To do all such other things as are incidental or conducive to the attainment of the above objects.

#### **Vision Statement:**

CSME vision is to be the best point of contact for mechanical engineers, students, industry, academia, governments and the general public in Canada and throughout the world with matters related to the profession.

### **Core Values:**

- To serve its members by providing opportunities to create, communicate and disseminate knowledge relevant to mechanical engineering.
- To be the champion for mechanical engineering in Canada

### **Strengths:**

- Bulletin
- Design competition
- CSME International Congress
- University activities, which includes CSME sponsored Student Chapter activities
- Wealth of intellectual capacity through its membership base
- CSME advisory group
- CSME Transactions
- Awards and Fellowship
- CSME Website

### **Areas for Improvement:**

- Lack of clear direction/expectation (CSME Executives, Regional VPs, Special Committees, Technical Committees, etc.). Out of these, only CSME Technical Committees roles and responsibilities have been developed.
- Database (members, industry, universities)
- Membership
- Job opportunities
- Peer to peer interaction
- Mentoring opportunities
- Student chapters oversight
- University activities, including supporting CEAB accreditation
- Succession plan and society information management
- CSME Transactions. A new model has now been proposed, pending Board approval.
- Canadian Standards Association (CSA) Collaboration

### **Opportunities:**

- Improving the professional benefit to the society members and providing clear vision and objectives
- Providing direction to move the society towards the established objectives
- Recruiting and engaging members to volunteer their help towards CSME's goals and initiatives

- Revenue generation through increased membership, advertisement and CSME Transactions/Bulletin
- Attracting involved and motivated board of directors, VPs, technical committee chairs, special committee chairs, etc.
- Interaction with other (national/international) societies to increase the reach of our congress

**Threats:**

- Succession Plans
- ASME

**Sustainable competitive advantage:**

- Increase membership by (a measurable goal)
- Create a database of members
- Create a database of industry members
- Create/maintain university activities

Long-Term Strategic Objectives	1-year Goals	Measures	Targets	Person Responsible
<p><b>Membership:</b> We must address this in two fronts: 1) keeping student members during and post-graduation, 2) attracting professional engineers. We must reach out to both groups and provide benefits to them.</p> <p>For students, we can:</p> <ul style="list-style-type: none"> <li>• Increase presence in conferences and provide discount for attending (we can justify discount by providing services to conferences to attract industry sponsors and student attendees)</li> <li>• Provide discount for university services (e.g., bookstores, food courts, etc.)</li> <li>• Increased student chapter activities (invited speakers, fun activities, movie/pizza nights, supporting design competitions, industry expert speakers, resume critique, etc.)</li> <li>• Provide mentoring (both industry and academic)</li> <li>• Create a dedicated job search</li> <li>• Increase linked-in and other social media presence for networking</li> <li>• Database of contacts (industry members)</li> </ul> <p>For professionals, we can:</p> <ul style="list-style-type: none"> <li>• Provide discount for professional engineering membership</li> <li>• Provide activities that will count towards professional engineering membership</li> <li>• Support/mentorship to help members become professional engineers</li> <li>• Provide a news outlet for companies (in the Bulletin)</li> <li>• Database of contacts (student members and other industry members)</li> <li>• Have links to CSA, Government services, Professional Engineering Associations</li> <li>• Provide access to University libraries</li> <li>• Review/validate foreign degrees for new immigrants</li> <li>• Database of Operating Experience</li> </ul>				
	<p><i>Increase membership by 20%. This can be achieved by making sure all Cdn departments' faculty are members (maybe departments can subsidize or pay for the membership)</i></p>		<p><i>Sustainable increase of members of 20% after 3<sup>rd</sup> year (considering how many Mechanical Engineering Students enroll every year in Canada).</i></p>	<p><i>Senior Vice-President, Membership Chair, Student Affairs Chair</i></p>

**Industry Engagement:** The industry will look for value-for-money with respect to its interaction with the society. The following are some suggestion where we can provide value for industry:

- A database of intellectual resource when industry needs to reach out to research community for their problems
- A database of students' contacts when looking to hire
- Providing reference for job applications
- Providing advertisement space, promotional articles, and act as a news outlet for industry in the bulletin and in our website
- Reviewing/validating foreign employees/new immigrants work experience
- Schedule job fairs

	<ul style="list-style-type: none"> <li>• <i>Add/increase industry members (10%).</i></li> <li>• <i>Increase professional membership (10%).</i></li> </ul>		<i>Sustainable increase of 30% of industry and professional membership each year after year 3.</i>	<i>Regional Vice-Presidents</i>
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**Bulletin:** We can increase the value of the bulletin by the following:

- Have a balanced approach to industry news and academia news (for example in addition to academia member profiles, have industry and/or professional profiles in each edition).
- Include news update from industry.
- Have special editions on a specific field, have the industry in that field provide articles and provide advertisement space for those industries.
- Outreach to companies' public affair offices (for large corporations) or CEOs (for small companies) to provide space for them to promote their companies.
- Promote conferences and have special editions on the conference using some of the submitted articles (similar to CCTC 2015).
- Have issues dedicated to current demands – such as gender-parity in engineering, entrepreneurship, etc.

	<i>Increase viewership by 20%.</i>		<i>After 5 years turn the bulletin into a revenue generating asset.</i>	<i>?</i>
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<b>Transactions:</b> Evolve into a more proactive knowledge dissemination avenue for our members. Implement the recommendation of the taskforce.				
	<i>Have at least 20 % authorship from our Canadian members</i>		<i>After 5 years bring substantial revenue for the society; Almost 60 % contribution from Canadian authorship</i>	<i>Editor CSME Transactions</i>
<b>CSME Leadership:</b>				
<ul style="list-style-type: none"> <li>• Establish a clear vision, objective and mission for the society.</li> <li>• Assign capable and motivated members to the board.</li> <li>• Monitor the progress of the activities.</li> <li>• Establish a succession plan with clear objective and duties of each section of the society.</li> <li>• Contact external entities to evaluate ways to collaborate.</li> <li>• Review current board members' activities and re-assign.</li> <li>• Provide measurable targets and review the progress of each of the society sections.</li> <li>• Follow through with assigned actions during board meetings.</li> </ul>				
				<i>CSME Executives</i>
<b>Student Affairs:</b> We need to increase our student affair activities. Some suggestions are:				
<ul style="list-style-type: none"> <li>• Regional VPs be responsible for oversight/support of student affairs.</li> <li>• Assign Student Chapter chair for each university.</li> <li>• Provide financial support to the student chapters.</li> <li>• Suggest/support activities (some of the suggestions are from the membership above).</li> <li>• Provide succession plan for student affair chairs and the members.</li> </ul>				
	<ul style="list-style-type: none"> <li>• <i>Have a database of student members, student affair chairs/committees.</i></li> <li>• <i>Establish a list of activities for each university.</i></li> </ul>		<i>Increase and sustain the student activities.</i>	<i>Student Affairs Chair; Regional VPs</i>

**External Relations:** We can increase our external relation with governments, regulatory offices, and standards by the following:

- Contact CSA and discuss venues that we can support/promote CSA
- Contact CNSC (Canadian Nuclear Safety Commission) and discuss venues that we can support/promote CNSC
- Contact TSSA to discuss venues for support/promote
- Contact ASME?
- Contact Professional Engineering in different provinces for venues to support/collaborate
- Contact international conferences to promote and facilitate having their conferences in Canada

	<ul style="list-style-type: none"> <li>• <i>Establish external relation with the above institutes.</i></li> <li>• <i>Include a webpage for external affairs on the website.</i></li> <li>• <i>Add a section on the bulletin.</i></li> </ul>		<p><i>Increase external relation activities.</i></p>	<p><i>President; CSME Executives; President's Advisory Group</i></p>
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