

## STRATEGIC PLAN 2012 – 2015



## Foreword by the Chairman

I am very proud to chair the Engineering Council, as I believe that in partnership with the Professional Engineering Institutions, we play a vital role in assuring society that the infrastructure around them, as well as the products and services that they use on a daily basis, will be safe, reliable, efficient and sustainable.

Our success as a profession means that many members of the general public take our efforts for granted, and yet we underpin their everyday needs, from the first awakening by the bedside alarm clock, to the light that comes on at the flick of a switch, and to the clean water that flows when the tap is turned on.

This success can only be achieved through an individual commitment, supported by academics and employers, to the attainment of globally recognised professional standards. The Strategic Plan that is set out in this document explains how the professional engineering community, through joint initiative and activities, will ensure that society continues to place trust in those that become professionally qualified with us.

Rear Admiral Nigel Guild CB PhD DEng CEng FEng

## Introduction

The Engineering Council is charged with regulating the engineering profession in the UK, and influencing the training and education required to practise engineering. We do this with the 36 Professional Engineering Institutions (PEIs) and 18 Professional Affiliate organisations.

Operating under a Royal Charter, the Engineering Council maintains the national registers of Engineering Technicians (EngTech), Incorporated Engineers (IEng), Chartered Engineers (CEng) and Information and Communications Technology Technicians (ICTTech). We also set and maintain UK-SPEC (United Kingdom Standard for Professional Engineering Competence), the internationally recognised standards of competence and ethics that govern the award and retention of these titles.

Nearly a quarter of a million men and women have met the standards for registration with the Engineering Council; around a quarter of them domiciled overseas. The Engineering Council is an active member of international organisations and agreements, enabling it to exert real influence internationally. This benefits not only individual professionally qualified engineers and technicians but also UK engineering businesses and the UK system of engineer education.

## Vision

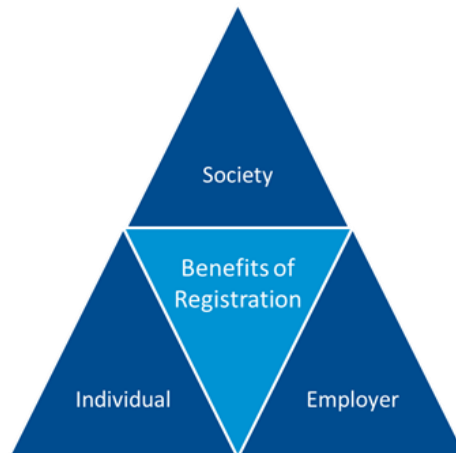
That society continues to have confidence and trust in the engineering profession.

## Mission

To maintain internationally recognised standards of competence and commitment for the engineering profession, and to license competent institutions to champion the standards.

## The Importance of Professional Qualification

Professional engineering qualifications underpin the systems and processes that ensure that the future of society is safeguarded. By awarding EngTech, IEng, CEng and ICTTech, the Engineering Council provides employers, government and wider society, both in the UK and overseas, with the confidence that professionally qualified engineers and technicians possess and maintain the knowledge, skills and commitment required to meet the engineering and technological needs of today, whilst also catering for the needs of future generations.



### Professional Qualifications provide:

#### Society with:

- A process that ensures the public is safeguarded through the provision of independent and trustworthy advice, products and services and safe and reliable infrastructure.
- Assurance of ethical and sustainable behaviour.

#### Employers with:

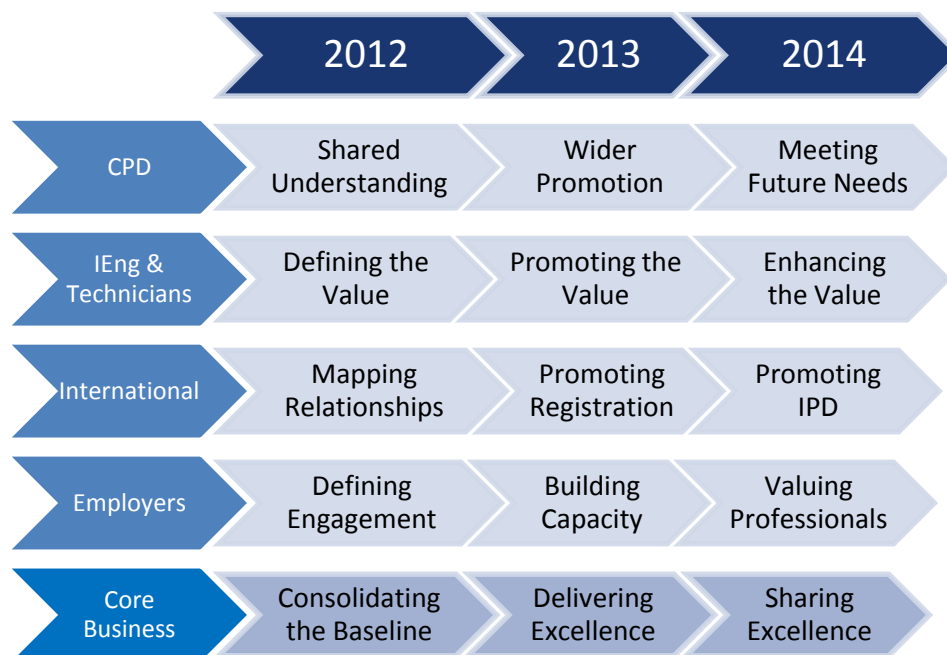
- Globally accepted third party competence assurance for customers and clients.
- A framework for encouraging employees to commit to Continuing Professional Development (CPD).

#### Individuals with:

- An internationally recognised and respected professional qualification.
- Confirmation by their peers of their commitment to the profession.
- An opportunity to exchange and enhance knowledge within communities of practice that supports individual commitment to CPD.

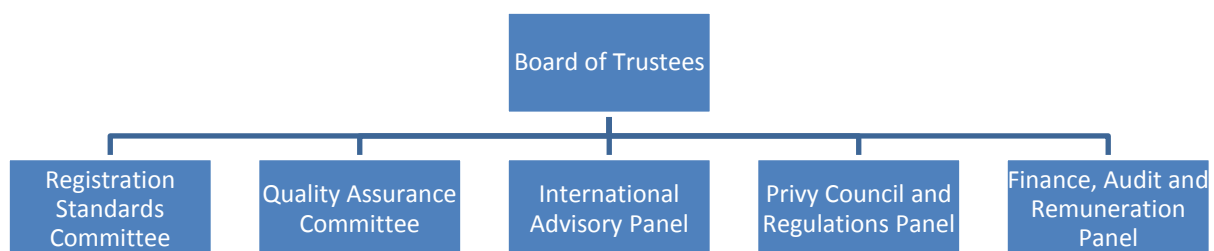
## Strategic Plan

This document sets out our plans and priorities for the next three years and shows how this activity supports the delivery of our vision and mission. Our activity includes both the routine functions that make up our core business and also new initiatives that build upon the Engineering Council's success over the last few years. The new initiatives are grouped under four strands of delivery, each of which has a series of key tasks requiring both resources and shared commitment. The resources for this activity, with the exception of the Technician strand, are provided by the income generated through Registrants' fees. The initiatives are underpinned by our core business as shown in the diagram below.



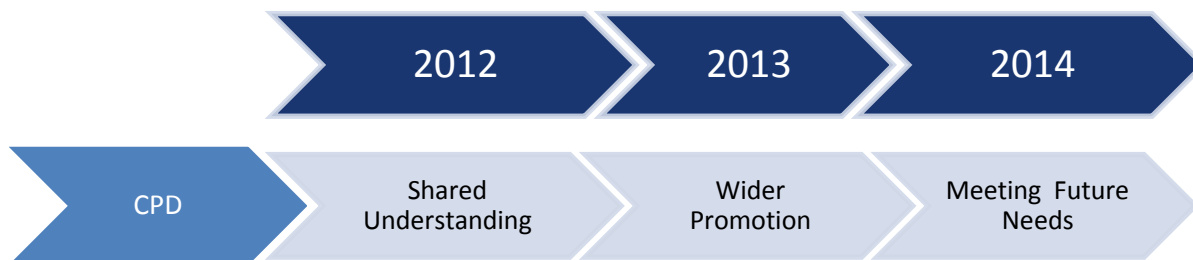
## The Engineering Council

The Engineering Council has 22 Trustees who oversee our work. They represent both the engineering profession (nominated by the 36 Professional Engineering Institutions) and wider society (nominated by Engineering UK). In order to deliver the Strategy, we operate two principal committees and three panels as shown below:



# NEW INITIATIVES

## STRAND 1. Continuing Professional Development



**Accountability:** Registration Standards Committee

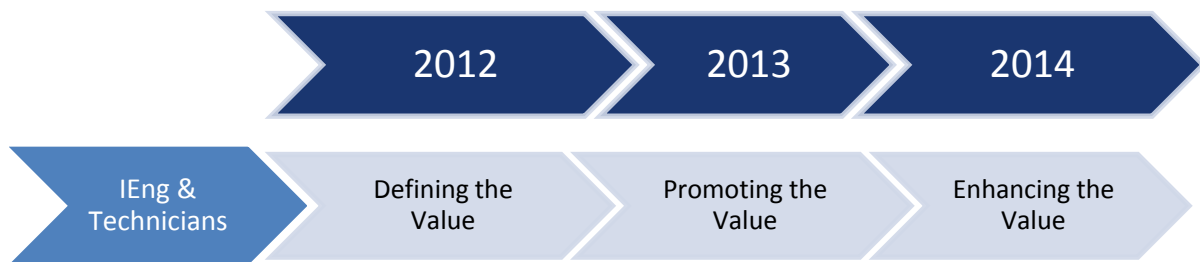
**Responsibility:** Formation Director

**Aim:** To review the profession's approach to Continuing Professional Development (CPD) so that professional engineers and technicians, with the support of their employers, are equipped to routinely maintain and improve their competence and therefore enhance the value that they deliver.

**Key Tasks:**

- 2012: Shared Understanding
  - Develop a common definition (nature, purpose and values).
  - Develop a common code (systems and framework).
  - Articulate responsibility for delivery and engagement.
- 2013: Wider Promotion
  - Develop tangible and relevant case studies.
  - Promote the business case that explains why individuals and employers will benefit from a commitment to CPD.
  - Encourage provision of best practice through a spectrum of media, across all engineering sectors.
- 2014: Meeting Future Needs
  - Explore the scope for broadening the framework beyond the technical and managerial.
  - Explore, develop and validate a lifelong model that caters for engineers and technicians from initial training through to retirement.

## STRAND 2. Incorporated Engineers & Technicians



**Accountability:** Registration Standards Committee

**Responsibility:** Marketing and Communications Director

**Aim:** To develop the IEng brand and deliver a campaign that raises awareness of and promotes the value of IEng registration.

**Key Tasks - Incorporated Engineers:**

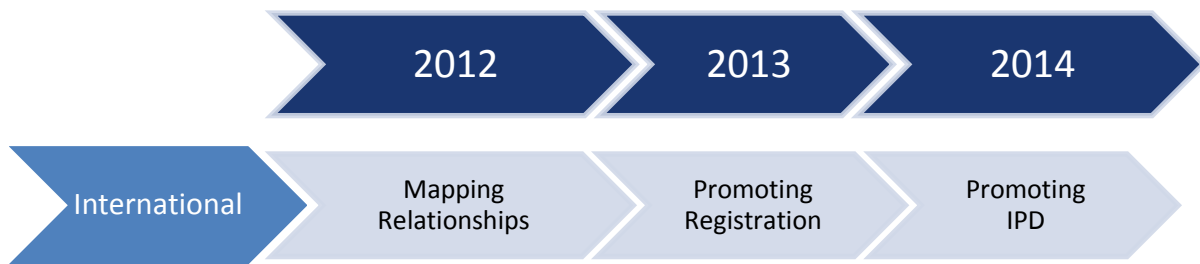
- 2012: Defining the Value
  - Consider how we can create a better understanding of the nature and value of the differing levels of registration and thereby enhance the promotion of qualifying as an IEng.
  - Develop revised promotion materials.
- 2013: Promoting the Value
  - Launch and deliver the second phase IEng promotion campaign.
  - Confirm IEng positioning to inform UK-SPEC review.
- 2014: Enhancing the Value
  - Conduct IEng surveys and review products and services to enhance the value where appropriate.

**Aim:** To develop the Technician brand and deliver a campaign that raises awareness of and promotes the value of Technician registration.

**Key Tasks - Technicians (with Gatsby assistance):**

- 2012: Defining the Value
  - Consider how we can create a better understanding of the nature and value of the differing levels of registration and thereby enhance the promotion of qualifying as a Technician.
  - With PEIs, review and develop Technician products and services.
- 2013: Promoting the Value
  - Develop and deliver a campaign to promote Technicians.
- 2014: Enhancing the Value
  - Monitor, evaluate and adjust the Technician campaign to reflect best practice and successful outcomes.
  - Consider and develop the post registration framework.

## STRAND 3. International



**Accountability:** International Advisory Panel

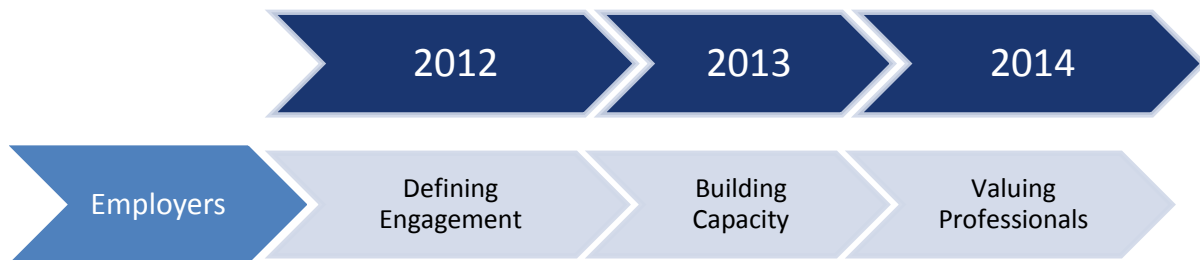
**Responsibility:** Head of International

**Aim:** To extend the influence and global reach of UK engineering through the promotion of the benefits competency based assessment aligned to UK-SPEC.

**Key Tasks:**

- 2012: Mapping Relationships
  - Develop a global relationships map that benchmarks the similarities and differences of approach to professional qualification and academic standards between states, countries and regions and showing how they relate to the UK engineering community
  - Provide tools that assist UK based employers to manage mobility and promote skills development.
  - Develop a strategy to promote the value of competency based assessment both within the EU and worldwide to encourage alignment and enhance mobility.
- 2013: Promoting Registration
  - Develop a proposition to promote the value of registration in a global context.
  - Assist the PEIs to identify local partners overseas who can develop professional membership systems that comply with UK-SPEC.
- 2014: Promoting Initial Professional Development (IPD)
  - Review and extend the global relationship map to include IPD.
  - Develop a programme to establish or enhance IPD as a key part of the global qualification process in order to ease the facilitation of mutual recognition.

## STRAND 4. Employers



**Accountability:** Finance, Audit and Remuneration Panel

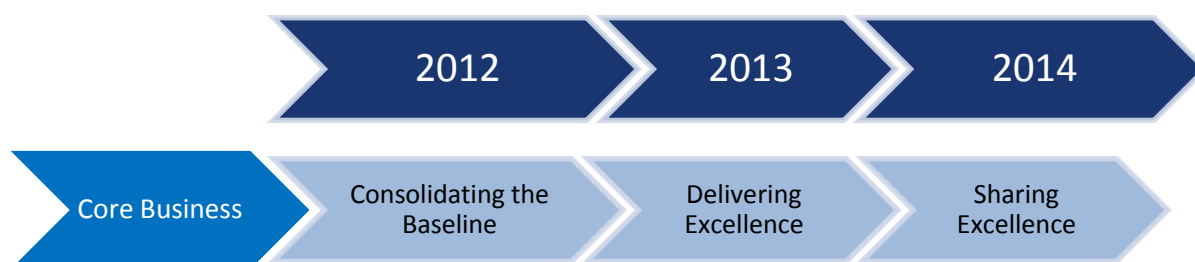
**Responsibility:** Operations Director

**Aim:** To develop partnerships between employers and PEIs that deliver value to both parties through their commitment to the professional qualification process.

### Key Tasks:

- 2012: Defining Engagement
  - Develop and establish, with the PEIs and a range of employers, the value proposition that facilitates PEI/employer engagement and therefore promotes the benefits of becoming professionally qualified.
  - Develop diversity and inclusion guidelines for PEIs and employers that help them to meet future skills needs whilst improving the image of UK engineering.
  - Establish mechanisms to monitor support for professional membership across a diverse data set, in order to better understand the impact on organisational performance.
- 2013: Building Capacity
  - Support the development of the professional membership pipeline to meet the demands of individuals and employers.
  - With the PEIs and a range of employers, develop tools to benchmark the provision of professional development opportunities from an employer perspective to inform improvement initiatives.
  - Promote the importance of professional conduct and ethical behaviour to assist employers in meeting external requirements.
- 2014: Valuing Professionals
  - Assess the contribution of professional behaviour to enhancing reputation and business efficiency.

# CORE BUSINESS



The Engineering Council will approve a business plan that sets out how the new initiatives will mesh with the routine activity that makes up the core business. During the period covered by this Strategic Plan, each calendar year will have its own strategic theme as outlined below:

## Key Themes:

- 2012: Consolidating the Baseline
  - Delivering appropriate structures, robust processes, sound technological platforms and clear relationship mapping.
- 2013: Delivering Excellence
  - Developing the Engineering Council as a centre of excellence for regulatory activity with benchmarked processes and published performance criteria.
- 2014: Sharing Excellence
  - Extending and sharing best practice amongst the professional engineering community in order to be recognised as a leading profession within the UK.

## Organisation

The internal structure that will deliver this Strategic Plan has four teams as shown on the diagram below:



Their activity is summarised in the pages that follow.

# FORMATION

## Standards

**Accountability:** Registration Standards Committee

**Responsibility:** Formation Director

**Purpose:** Ensure that UK-SPEC is globally recognised and that standards are maintained and appropriately developed, and supported by PEIs and other stakeholders

**Key Tasks:**

- Maintain and review standards and regulations for registration and accreditation.
- Foster common understanding and use of standards (e.g. in relation to accreditation of programmes and assessment of individual applicants).
- Monitor and engage with policy developments in education, training and other relevant matters.
- Engage with other relevant UK bodies (employer organisations, education bodies, SSCs, National Skills Academies).
- Engage with UK legislation development.
- Provide advice to PEIs and other stakeholders.
- Provide the secretariat for Registration Standards Committee and support the independent Engineering Accreditation Board.

## International

**Accountability:** International Advisory Panel

**Responsibility:** Head of International

**Purpose:** Ensure that Engineering Council standards are globally recognised and that the international mobility of engineering professionals is facilitated

**Key Tasks:**

- Foster common understanding and use of standards in a global context.
- Monitor and engage with policy developments in education, training and other relevant matters within the EU and elsewhere.
- Engage with other relevant international bodies (FEANI, IEA and ENAEE etc.).
- Provide advice to PEIs and other stakeholders.
- Provide the secretariat for the International Advisory Panel.

# OPERATIONS

## Quality Assurance and Licensing

**Accountability:** Quality Assurance Committee

**Responsibility:** Operations Director

**Purpose:** Ensure that Licensed Members efficiently maintain consistent standards of individual competence in accordance with UK-SPEC

**Key Tasks:**

- Engage with PEIs and other stakeholders to monitor, develop and share best practice for registration processes.
- Engage with Professional Affiliates and support progression to Licensed Body status where appropriate.
- Monitor other engineering bodies and support progression to Professional Affiliate Status where appropriate.
- Maintain a pool of competent registrant volunteers who can liaise with and monitor Licensed Members.
- Liaise and work with other regulatory bodies and support the development of regulation best practice.
- Provide the secretariat for Quality Assurance Committee.

## Registration and ICT

**Accountability:** Finance, Audit and Remuneration Panel

**Responsibility:** Operations Director

**Purpose:** Manage the ICT Systems, ensuring the integrity of the registration database

**Key Tasks:**

- Develop and maintain an ICT capability that enhances and optimises the efficiency of the organisation.
- Maintain and operate the central database of professionally qualified engineers and technicians and ICT Technicians.
- Engage with PEIs and registrants to ensure data integrity and to provide assistance and advice where it is requested.

## Governance, Discipline and Appeals

Accountability: Privy Council and Regulations Panel

Responsibility: Operations Director

**Purpose:** Ensure that the engineering community continues to serve the interests of society through appropriate structures and professional behaviours

Key tasks:

- Monitor and periodically review the Engineering Council's Charter and By-laws.
- Monitor, review and advise on governance and constitutional matters and Royal Charter petitions.
- Act as the Engineering Council's disciplinary and appeals body.
- Provide the secretariat for the Privy Council and Regulations Panel.

## MARKETING AND COMMUNICATIONS

Accountability: Finance, Audit and Remuneration Panel

Responsibility: Marketing and Communications Director

**Purpose:** Promote the value of professional qualifications to clients, employers, registrants and potential registrants, thereby enhancing the status of registrants and the brand of the Engineering Council

Key Tasks:

- Engage with PEIs and other stakeholders to promote the value of becoming professionally qualified.
- Create and exploit public relations opportunities, alongside our partner bodies (PEIs, Engineering UK and Royal Academy of Engineering etc.).
- Ensure that PEIs, staff and other stakeholders are kept informed of relevant activity through a variety of media.

## FINANCE, ADMINISTRATION AND SUPPORT

Accountability: Finance, Audit and Remuneration Panel

Responsibility: HR and Administration Manager

**Purpose:** Ensure that the operation of the organisation is delivered in an efficient and effective manner

Key Tasks:

- Operate financial processes and maintain appropriate statutory accounts.
- Deliver fair and consistent people management policies and practices.
- Provide effective facilities management services.





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