

## **Minutes: EoT Board of Directors Meeting**

February 24<sup>th</sup> 2021 (convened at 1.35 pm)

### **Present:**

Rebecca White, CEO EoT

Erica Lee Garcia, Founder EoT

Jamie Beyore, Board Member, EoT

Ramon Yarde, Board Member, EoT

Peter Luo, EIR Board rep, EoT

1. Intros and what 2020 meant to us – E - complete
2. Review of agenda – E - complete
3. Review of action items – complete

EoT 2021 Strategic Objectives – approved (all)

EoT 2021 Board meetings – booked (E)

EoT monthly template for BoD – sent for December and Jan (B)

Supplemental Board Meeting Nov 2020 – held (B)

Feedback on governance update – partially received, reboot (J)

Feedback on EIR update – partially received, reboot (P)

### 4. Operations Update – R

- a) Biggest update is the partnership with Eng Can/Future Cities. 90 volunteers signed up and 40 schools, 874 kids total. Eng Can has accepted our input on the design of the process. Every province but PEI is on board. Volunteer training is tomorrow (offered with translation to French). Showcase event is May 5<sup>th</sup>. Some Guide and Scout groups, homeschoolers. Students create a video of a physical build or a virtual platform, with feedback from engineering volunteers and a virtual approval stamp. Not a competition; emphasis of the competition. Proof of concept for coming years, could lead to more sponsorship etc. Fills in a lull in the EoT calendar to engage volunteers.
- b) Grants: Funding application for PromoScience \$17,000 x 3 years with EngCan APPROVED. Portion of that comes to EoT for our role.
- c) Fundraising: We have one monthly donor!

- d) Awareness: Measuring reach on social media: google recognition is up 8x over 2020. SEO efforts, new website, are working.
- e) Sponsors: Expected sponsorships for 2021: Woodbridge Foam and Linamar (returning) Queen's and Smith & Anderson (new). GM didn't come through in 2020 and the decision is coming up in March 2021.
- f) Networking: We could think bigger in our relationships/circles for big donors (e.g. Mary Barra gave \$3M to Khan Academy). Becky learning from BuildADream and members of the HerPower council.

**ACTION:** All Board Members to provide Becky with input for leads for sponsorship and provide updates on possible niches by April Board Meeting

**ACTION:** All Board Members to provide Becky with suggestions on who could join our BoD as a fundraising subject matter expertise by April Board Meeting (someone senior, with experience with policy, advocacy, and government), some possible candidates:

- George Comrie
- Heather Gamble
- Paymon Sani (or other York PEO EDU connections)

**ACTION:** Becky to provide an overview of specific sponsorship strategies/value propositions (e.g. climate change, team-building, diversity and inclusion, etc) for companies to work with us.

**ACTION:** Jamie and Peter to provide Becky with event support on virtual year-end recognition event for EIRs (to be held in June, online, possible opportunity to get companies to sponsor even \$500). Admission would be free for EIR volunteers, and engagement with company would be a start. Virtual awards with Pembina Institute are a possible template.

**ACTION:** Ramon to set up an initial meeting to discuss virtual EIR recognition event

#### 5. Presentation of Annual Report -

2020 Annual report is now available on the website:  
<https://engineersoftomorrow.ca/annual-report/>

**ACTION:** All Board Members to read the Annual Report and provide any suggested revisions to Becky. Becky to create LinkedIn post and tag all Board members, so they can share.

#### 6. Board Governance Overview – J

**ACTION:** All Board Members to review updated version and send feedback. Jamie to update feedback and send link for version 1.4

: <https://drive.google.com/file/d/1JfkWOnf1NCCmO4xFGdNJXnFycfEnWTZ/view?usp=sharing>

Manual: [https://drive.google.com/file/d/1\\_Y53mXmgWKf\\_-q1uutFwrgBSxyGvYRAF/view?usp=drivesdk](https://drive.google.com/file/d/1_Y53mXmgWKf_-q1uutFwrgBSxyGvYRAF/view?usp=drivesdk)

## 6. EIR Advisory Board update –

Community group is focusing on creating groups throughout Canada, tapping into hubs of volunteers.

Content group is working on collecting content, looking to switch to an approach that is integrated through the EIR website.

Discussed 'How to Train Your Engineer' from Bob, one of the EIRs

Environment Canada did it #askascientist and it was such a success they do it monthly

Hold a virtual and live LinkedIn - Ask an engineer Q&A session?

Virtual panel with IEEE chapter chairs (via Ottawa EIRs), 3 women engineers told their stories to students

Working with John Ireland to create an engagement to replace the in-person bridge-busting event

Adjourned at 3.07 pm

Other attachments included:

2021 EoT Strategic Objectives (finalized)

FY2021 EoT Budget (finalized)