

MEMBER ENGAGEMENT

The Institute's Member Engagement Committee, working with Institute staff, oversees key elements of PIBC's membership outreach, engagement, and related activities, as well as engagement and liaison with Student members and academic planners at the four accredited university planning programs in BC and Yukon through a specific liaison sub-committee. The volunteer membership of the Committee continued to be co-chaired throughout 2024 by Andrew Yan RPP, FCIP, & Cleo Corbett RPP, MCIP. Sawngjai (Dear) Bhokanandh RPP, MCIP stepped down from her role as a co-chair of the Committee during the year.

MEMBER ENGAGEMENT & OTHER ACTIVITIES

Student & Academic Liaison:

The Academic Liaison Sub-Committee continued to be co-chaired Mark Holland RPP, FCIP as the faculty representative, and was joined by German Ocampo as the student representative. The sub-committee continued to work on key activities and guide initiatives in support of student members over the course of the year. This work focused on highlighting and communicating the work of both planning students and academic planners at the four accredited university planning programs at UBC, UNBC, SFU and VIU to the wider membership and profession.

In particular, through efforts in 2024 continued to focus on creating and publishing regular, rotating features and profiles highlighting accredited university planning programs and their people—both students and faculty—in *Planning West* magazine. Additional featured profiles and updates were also shared through the PIBC e-News and on the PIBC website. The Committee also undertook activities to support students by helping to inform and guide them through their career development and the transition from academic studies to professional practice.

Support for Student Members:

The Committee continued in 2024 collaborating with our Student Member Representatives, staff, and others to ensure PIBC funding opportunities and other supports for students were promoted and delivered to Student members. These opportunities include continued financial support for student events and activities (including social and networking activities with all four planning programs in 2024). Further support was provided through the Institute's annual conference student funding program – facilitating the subsidized participation of several Student members as attendees at the conference and giving them full participation and access to the sessions, networking, and learning opportunities that made up the full conference program.

Other Member Engagement Activities

The Member Engagement Committee also worked to organize and activate in-person engagement with PIBC members attending the 2024 BC Land Summit through a 'Let's Chat' outreach initiative at the conference. This involved Committee and other volunteer members staffing the PIBC table at the conference seeking input, answering questions, and assisting members with various inquiries. Additionally, engagement was undertaken on certain ongoing or emerging Institute activities and initiatives, to seek informal member feedback and input.

Additionally, with the support of the Board, the Committee began the initial stages of work to consider and scope out a potential research project on the state of the profession. Subject to further work, and the engagement of potential external expertise, the research project would likely examine issues such as the economic context of and demand for professional planners in BC and Yukon, the demographic make-up of the profession, and other key aspects of the profession currently. Further work on this scoping and a potential 'request for proposals' for the initiative will carry forward through 2025.

COMMITTEE THANKS:

Sincere thanks and appreciation are extended to all the volunteer members who contributed to the Member Engagement Committee and its sub-committee over the past year. Our appreciation also goes to the PIBC staff for their continued support and assistance.