

2022 November 15

President's Report

Good evening! Value Analysis Canada's fiscal year ended on August 31, 2022. I assumed the role of the President of our society at the AGM held on January 19, 2021.

Activities Report

1. Value Voices - VAC's bimonthly webinar series to develop awareness and to connect with professionals were held on the following dates:
 - Jan 25, 2022 – Function Analysis Does It All (Lucie Parrot)
 - Mar 22, 2022 – Creativity in Virtual VE (Hussien Al-Battaineh)
 - May 24, 2022 – Where & Why Value Engineering Goes Wrong with Capital Projects (Dr. Neil Opfer)
 - Jul 19, 2022 - Differentiating Construction Process Functions From Project Functions (Anna Bremmer)
 - Sep 20, 2022 - Creativity: Generating Ideas for Value Improvement (Fred Kolano)
 - Nov 22, 2022 (scheduled) - The Diversity Paradox and Design of Objects and Processes (Prof. Paul Scarbrough)
2. Upgrading VAC website (ongoing) – re-imagining the VAC website from content management and user accessibility perspective (Steve Holmes)

We expect to continue with the above two items in the current fiscal year.

European Outreach

In 2022, our Value Voices webinar series generated interest with the Institute of Value Management, UK. They requested sharing those presentations with the IVM office.

In the spirit of collaborating with other societies, Lucie Parrot and Mushtaq Rabbi attended and presented at the 2nd European Value Managers Summit in Graz, Austria organized by Value for Europe.

Conference Report: 2022 VAC Symposium

In 2022 October 4-6, VAC held its second virtual conference. This was a decision made by the Board considering a number of internal and external factors. There were 14 presentations with 15 presenters, 2 training sessions and a panel discussion. There was a total of 92 participants. This was the first time VAC outsourced technical management and platform to a third party host. The virtual symposium was a breakeven. Registration Total: \$6,878.00. We had two sponsorships: Martin-Parrot and Enbridge. Thanks to our sponsors.

Financial Status

In 2021-22 VAC experienced a balance deficit of approx. \$7,300.00. The two reasons for that VAC did not host its own conference in 2021 and after almost 15 years we are upgrading our website. VAC will address on balancing its revenue stream in the coming months. However it appears VAC is still in a solid financial position.

Membership Summary

Corporate	6
Individual	5
Student	0
Conference	0
Dual	35
Honorary	7
TOTAL	53

Challenges and Opportunities

Over the last two years I had the opportunity to learn, obtain guidance from each of the Board members and negotiated approaches to move forward. We still have a number challenges and that needs to be addressed. These are more tactical in nature and here are a few:

1. Clear governance with defined responsibilities
2. Attract and retain new users/ members to Value Management and Value Analysis Canada?
3. A customer centric website for easy navigation and free interaction (e.g. "Ask Us Anything") with potential VM users
4. Generating annual revenue to cover ongoing expenses

The challenges present us with opportunities to prioritize, reposition and rebrand our society.

Closing Thought

I want to close this report with a quote,

"Success is not final; failure is not fatal: It is the courage to continue that counts."
Winston S. Churchill

It has been my honour, privilege and pleasure to be the President of Value Analysis Canada for the last 23 months. I would like to thank each board member for their continued and ongoing support during my term.

Onward.....



Mushtaq Rabbi CVS® PVM® PRINCE2® M_o_R® MSP® RPP
President
Value Analysis Canada



Financial Report for AGM

To	Analyse de la Valeur Canada – Value Analysis Canada Board of Directors and All Members
Prepared by	Azzeddine Oudjehane – Treasurer Board Director
Date	November 15, 2022

2022 Financial Statement (September 1, 2021 to August 31, 2022)

As of August 31 2022, the fiscal year ends for VAC, the financial statement highlights are as follows:

- A large deficit (7,200\$) after 3 years of positive balance
- Overall revenue dropped by 25%
- Overall expenses rose by 160%

Things to note:

- all revenues: \$5,700
 - Membership revenue decreased (-35%)
 - No conference revenue
- all expenses: \$13,000
 - Website expenses +200%

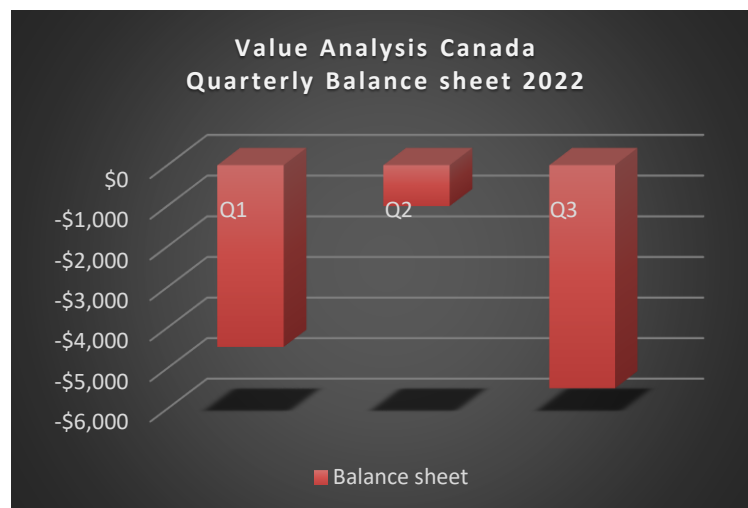
Value Analysis Canada / Analyse de la valeur Canada

Profit and Loss

September 2021 - August 2022

	TOTAL
INCOME	
4010 Membership - Corporate	2,000.00
4020 Membership - Individuals	500.00
4090 US Dual-Membership	3,242.71
Total Income	\$5,742.71
GROSS PROFIT	
EXPENSES	
5080 Administrative Expenses	645.51
5115 PAY PAL TRANSACTION FEE	19.30
5610 Accounting & Legal	3,005.45
5630 Administration Expenses	775.60
5675 Website & Tech Help	6,863.49
5685 Insurance	1,538.00
5690 Interest & Bank Charges	42.00
5700 Office Supplies	24.29
GST/HST - QST Expense	123.04
Total Expenses	\$13,036.68
PROFIT	\$ -7,293.97

2021-22 Financial statement



Communications Report

Communication to members, customers and the community at large have been done through many medias: website, direct email, LinkedIn, Facebook and Twitter.

The website information is with the report from the website committee, here we will deal with Li, FB and Twitter.

Successful Webinars held in 2022:

- January 25th **From organizational restructuring to product optimization, Function Analysis does it all!**
- March 20th – Creativity in Virtual VE
- May 24th Where VE Goes Wrong on Capital Projects
- July 19th Differentiating Construction Process Functions From Project Functions
- September 20th Creativity: Generating Ideas for Value Improvement
- November 22nd The Diversity Paradox and Design of Objects and Processes

All had an attendance of around 30 persons, from all over the world!

Social platforms are distinct from website and regular emails and are managed by a different person. Good collaboration between the 2 entities is a must to be effective.

VAC re-branding was approved by the board in 2021. Updates have been applied to the social platforms with new logo.



2022-23 Proposed budget

Value Analysis Canada

VALUE ANALYSIS CANADA		VALUE ANALYSIS CANADA	
BUDGET Revenue		BUDGET Expenses	
	2022-23		2022-23
Membership	\$7,000	Membership	\$0
Events and Conferences		Events and Conferences	
2022 Virtual Summit	\$6,000	2020 Virtual Summit	\$7,000
Regional (virtual) 2023	\$1,000	Regional (virtual) 2023	\$1,000
		General and Administrative	
		Insurance	\$1,600
		Travel	
		Website	\$2,500
		Promotion	
		Professional services	\$2,500
		Administrative services	\$4,000
Other		Other	
		Bank fees and charges	\$400
Total Revenue	\$14,000.00	Total Expenses	\$19,000.00

- Based on the Revenue and expenses from the 2022 Conference (October 2022), a
 - deficit budget is proposed for 2023, unless another event is hosted

2022 Website report

Stephen Holmes, P.Eng., CVS-Life

2022 Website Objectives

A professional website is a necessity to maintain credibility and is the first point of contact for Value Analysis Canada. The VAC website was last updated in 2017.. The board directed that the VAC website be refreshed and updated to a customer centric website that welcomes contact with Ask Us Anything for potential VM users. A Website Update Team consisting of Paul Scarbrough, Michael Tozer, Stephen Holmes was formed.

The objective of the VAC Website update was to ensure that the Value Analysis Canada Website exceeds or achieves parity with peer group websites.

The services of a final-year engineering student were secured to conduct a diagnostic of the VAC website including:

- Looks, style, fonts, colors, placement
- Functionality
- Structure of Content
- Quality Assurance
- Security
- Benchmarking with other societies

Website Study

The top 4 Value Analysis websites by traffic were determined to be:

1. Society of Japanese Value Engineers - 6,917 users/month
2. Value Analysis Canada - 3,108 users/month
3. SAVE International - 2502 users/month
4. Institute of Value Management, UK 1396 users/month

A keyword analysis showed the countries that generated the most traffic searching for Value Methodology related terms were:

1. India - 6800 users/month
2. United States - 4000 users/month

3. United Kingdom - 2000 users/month
4. Philippines - 1700 users/month
5. Germany - 1050 users/month
6. Canada - 750 users/month

71% of users visited the site using a tablet and the top 10 pages visited were all related to learning about VM.

Content Restructuring.

The Banner Menu structure was updated to ensure content is grouped logically, content is easily accessible, and the functionality improved to better promote Value Management.

Home	Why VM?	Learn VM	Resources	Activities	About Us
	VA Benefits	Introduction to VA	Publications	News	About VA Canada
	Success Stories	VA in Depth	Consultants	Value Voices	VA in Canada
	VA and other Methodologies	VA Definitions	Links	Conferences	Join Us
	Frequently Asked Questions	Training	Archives	Events	Contact Us
		Publications		Awards	

The following menu items were recommended to be created based on comparison with the pages present on peer group websites:

- History – (of VE)
- Case Studies
- Membership
- Certification

User Experience/User Interface

The website user interface was updated. The new user interface has a new landing page, a revised menu bar, and 3 call to action buttons. Other pages were updated to remove the left menu bar.

The new website can be viewed at www.valueanalysis.ca/new4

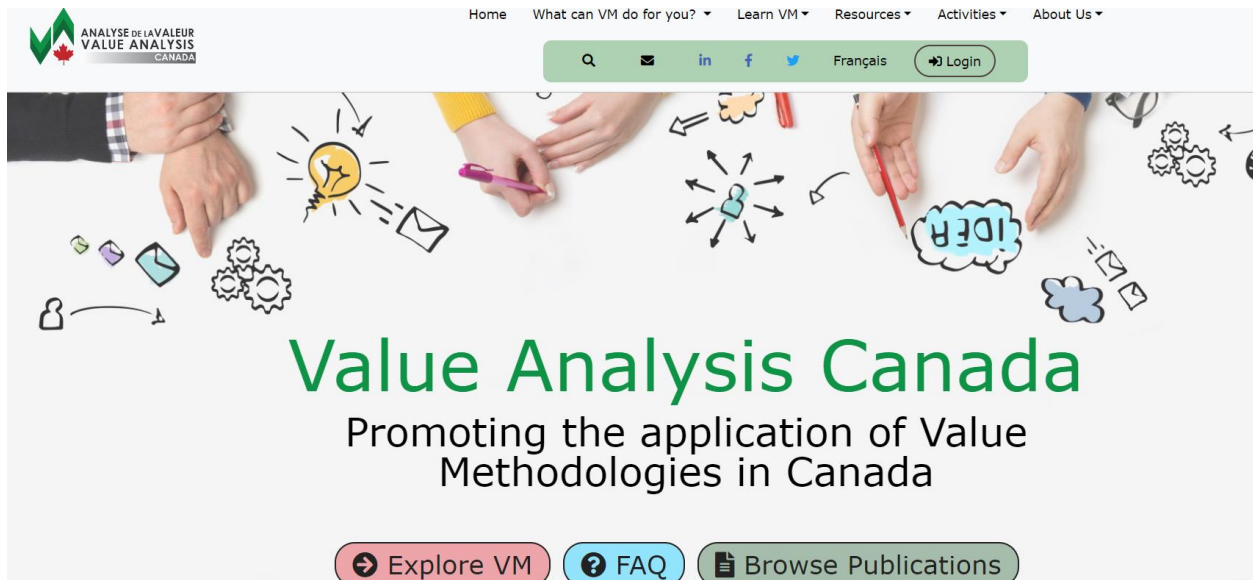


Figure 1 Home Page

Content has been curated and grouped into categories and sub categories. Navigation has been improved and the member/non member sections removed. Publications are now grouped within a category as member or non member.

Publications

Value Analysis Canada has made available a body of knowledge including case studies, webinars, explanatory fact sheets and VA program development content. The body of knowledge has been grouped into categories and sub-categories. Content is further divided into:

- Free publications
- Publications available to members

To view content choose a category on your right.

Introduction to Value Analysis

Introduction to Value Analysis

Title : Working Together and Value Engineering

(YouTube | 2014)

Author : Rijkswaterstaat - Ministry of Infrastructure and Environment

Description : Short illustrated video (1:37) that demonstrates how Value Engineering works and benefits projects

Category

Introduction to Value Analysis

- Fact Sheets
- VA Basics (VA, VE, VM explained)
- Benefits / Success Stories
- Bibliography
- About Value Analysis Canada

VA in Depth (Advanced VM)

Developing a VM Program

VM and other Methodologies

Project / Business Management / Services

Infrastructure

Industrv

Figure 2 Publications

The left menu bar has been eliminated on all pages. Right menu bars have been created for some pages to add navigation. The FAQ section was revised to group FAQs, show responses, and add an option to email VAC if they still have questions



Group

- [Why Value Analysis](#)
- [Learn How](#)
- [Explore VM](#)
- [Who uses VA](#)
- [When should VA be used](#)

✉ Still have questions? Email us at info@valueanalysis.ca

Why Value Analysis

How can I make my business more innovative?

Value Analysis is a structured approach to innovation. The Value Analysis process enables teams to step away from the current solution or process and ensure that good [value](#) is achieved. A Value Analysis program in an organization creates a climate that welcomes ideas.

For more information download [Value - a Key Ingredient of Business Decisions](#)

Figure 3 updated FAQs

Side pop out menus have been developed.

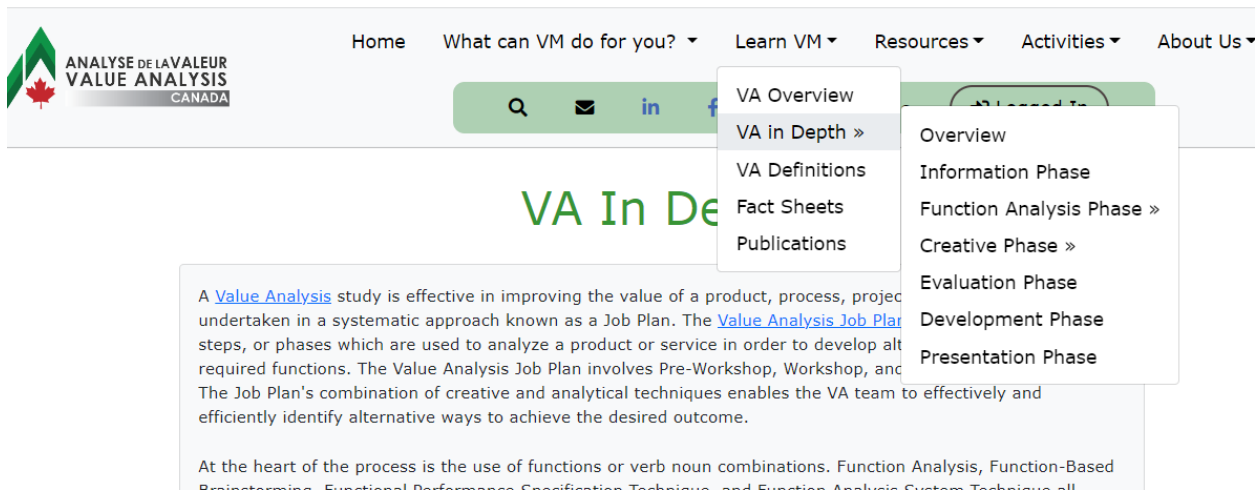


Figure 4 Sample content page

Layout issues remain to be reviewed including:

- Factoids are no longer shown with the elimination of the left menu bar.
- Sub Menus for content nested 3 layers deep may need right side navigation aids.

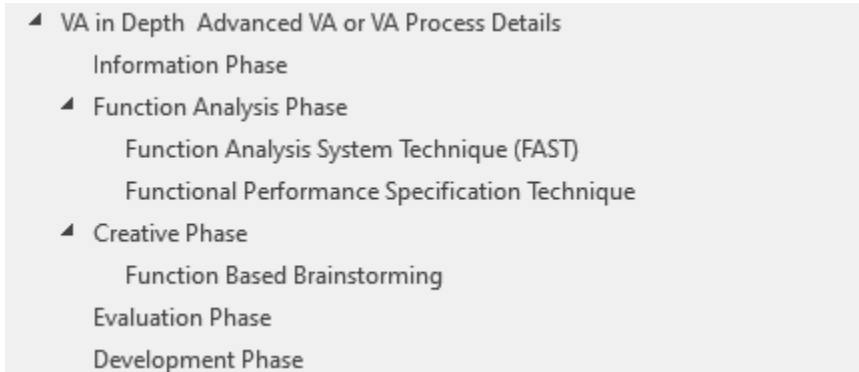


Figure 5 Example of 3 deep menu items.

Operating Platform (Back End)

Options for replacing the operating platform, content management system and languages were evaluated. The current platform uses PHP and has custom built content management modules for a bilingual website. PHP is better able to manage a bilingual website than other platforms. The PHP platform and content management systems were retained. Platform was updated to Bootstrap v5 to reduce security vulnerability and improve functionality. Jquery updated to 3.3.7 and PHP to 3.4.1.

Content Management System Upgrades

Many upgrades to the Content Management System were made to support new functionality including:

- Publications CMS
 - Created new publications and categories CMS to enable drag and drop sorting.
 - Modified to accept YouTube content and other file formats
 - Sorting by category simplified
 - When content is in English only, the content title, author and description will be displayed when selecting the category on the French side.
- Dictionary Files
 - Added a download feature to create a CSV file of dictionary content to simplify sending content for translation and maintaining English and French content in sync.

Value Analysis Canada has made available a body of knowledge including case studies, webinars, explanatory fact sheets and VA program development content. The body of knowledge has been grouped into categories and sub-categories. Content is further divided into:

- Free publications
- Publications available to members

To view content choose a category on your right.

Selon la mission d'AV Canada de favoriser l'utilisation des méthodes de valeur au Canada, la société est fière d'offrir les titres suivants dans le but d'augmenter votre compétence et vos connaissances des approches de la valeur, des outils et des techniques.

Figure 6 Sample dictionary download showing out of sync content

- Files CMS
 - Created a Files CMS to enable upload, management and searching of files.
 - Created a path copy feature to simplify linking to file content.
- Events CMS
 - Created new events CMS.
 - Added check for broken links feature and ability to toggle events off to reduce broken links.

Website Maintenance

The diagnostic analysis of the website found many issues from broken links, long load times due to images, spelling mistakes, logical errors and redundant content. Each page of the site was reviewed and issues documented. Content errors remain but most broken links and English spelling errors were resolved.

A systematic and annual review of the website is needed to maintain a professional image. Diagnostic tools should be periodically run to evaluate and rank website proficiency.

Effort

	Period	Hours	Discount	Amount
2rcsoftware	Oct21-Dec21	29.5	7.75	\$ 1,833.43
	Jan 22-Jul 22	13.25	6.25	\$ 823.49
	Jul 22- Sept 22	56	9.75	\$ 3,480.40
	Sept 22- Nov (estimate)	56		\$ 3,480.40
	Total	154.75		\$ 9,617.72
	Assume			\$ 10,000.00
Murad Gohar Steve Holmes	May22 - Aug 22	102		\$ 2,448.00
	Nov 21-Nov 22	200 - 300		

Next Steps

- Publications need to be classified as member or free
- Success Stories requires an update
- VA in Canada requires an update.
- Membership requires an update.
- VA Benefits requires an update and additional fact sheets for benefits by sector prepared.
- FAST diagram page is the most visited. Content needs refresh.
- All French language content requires review for spelling and grammar.
- French language content needs to be updated to be in sync with English.
- Certification page needs to be created.

Reporting Period: 2021 / 22

Rakesh Shreewastav, P.Eng., VMA, FEC
Director of Promotion

N	Items / Description Period	Outcome / Future Outcome	Remarks
1	<p>Lunch and Learn presentations involving co-presenter Mike Pearsall (President, SAVE) to number of Ontario Public Service (OPS) Ministries. Attendees included senior executives such as Assistant Deputy Ministers (ADM) and Directors.</p> <ol style="list-style-type: none"> 1. Cabinet Office 2. Treasury Board Secretariat 3. Education 4. Finance 5. Children Services 	<ul style="list-style-type: none"> • Enhanced awareness about VM among senior staff, policy leaders and decision makers 	<p>Number of follow up questions and responses</p>
2	<p>Ongoing discussion with number of other ministries and agencies for future sessions</p> <ul style="list-style-type: none"> • Work on including VM policy framework to Ontario projects and processes. 	<ul style="list-style-type: none"> • More awareness within Ontario civil servants for future policy related outcome 	<p>Work ongoing</p>

3	Value Symposium Promotion and contacts: Information sharing and partnership with number of agencies <ol style="list-style-type: none">1. Ontario Society of Professional Engineers (OSPE)2. Canadian Society for Civil Engineering (CSCE)3. Municipal Engineering Association, Ontario (MEA)4. Metrolinx	<ul style="list-style-type: none">• Enhanced awareness about VM conference and speakers	Follow up promotion ongoing
---	---	---	-----------------------------

2022 ELECTED OFFICIALS OF VALUE ANALYSIS CANADA

2022 AGM ATTENDEES		2022 DIRECTORS	ROLE
AMIN SARANG	Y	AMIN SARANG	
ANDREANNE MARTIN	Y	ANDREANNE MARTIN	
AZZEDDINE OUDJEHANE	Y	AZZEDDINE OUDJEHANE	
DANIEL BLANCHETTE	Y		
JEAN FRANCOIS CHENIER	Y		
JOSEPH ARCARO	Y		
LUCIE PARROT	Y	LUCIE PARROT	PRESIDENT
MIKE TOZER	Y		
MUSHTAQ RABBI	Y	MUSHTAQ RABBI	
NARINDER BUBBAR	Y	NARINDER BUBBAR	
PAUL SCARBROUGH	N	PAUL SCARBROUGH	
RAKESH SHREEWASTAV	Y	RAKESH SHREEWASTAV	
SARAH THATCHER	Y	SARAH THATCHER	
SCOT McCLINTOCK	Y		
STEPHEN HOLMES	Y	STEPHEN HOLMES	
TAMMY DOW	Y	TAMMY DOW	
TOM FLETCHER	Y		