

**CIVILTECH**  
EduHub INC.

**Practical  
Engineering  
Knowledge**

*Promote your knowledge  
Elevate your Connections  
Enrich your Community*  
As an Educator at

**CivilTech EduHub Inc.**



# Content

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### **About CivilTech EduHub Inc.**

CivilTech is a knowledge & skills based company offering educational programs to all members of the community..

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### **Opportunity Protocal**

CivilTech provides you, as a professional, with an opportunity to promote your knowledge. We rely on the passion and commitment of our great educator, like you. To help you grow with us, we will gladly share all of our professional resources.



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Useful Links & Resources for preparing your educational program materials.



### *Welcome from the President*

As the president of CivilTech EduHub Inc., it is my great pleasure to welcome you on board. I am sure that you will soon feel the sense of pride we share in belonging to this growing educational institute. We hope that you will take advantage of the many benefits that will be presented to you while working with CivilTech. I hope you enjoy CivilTech not only as an engineering hub for connecting to Canadian professional engineering network but also as an opportunity for development of your teaching skills.

Before our cooperation, I would like to share the story that led to the establishment of CivilTech. On June 23<sup>rd</sup>, 2012 (a sunny Saturday afternoon) the concrete roof of a shopping center called the “Algo Center”, located in a beautiful city north of Ontario- Elliot Lake, collapsed. It caused some casualty and complete shutdown to most of the businesses in the community including the Service Canada and some financial offices located at the mall. I was one of the first engineers presented on seen to conduct the required forensic investigation of the building structural failure. Since the first time I visited the building and collapsed parts, a question of preventing such sad events had occupied my mind. I tried to find the answer to that issue every second I was spending there. It was after the 10<sup>th</sup> day when other investigators and I headed back to our Ottawa office to finalize our report for submission, that I started to find my answer. To prevent that kind of sad incident in future, government supervision, passing more laws and regulations, penalizing the engineers who do not act ethically and professionally are necessary, but, not enough. To me, the main preventing factor is to educate and continually update professional practicing engineers. Later on October 15<sup>th</sup>, 2014, my thought was supported by the recommendation released by Honorable Paul R. Belanger, the commissioner of Elliot Lake inquiry, in his report, recommendation 1.24:

#### **Recommendation 1.24**

The Professional Engineers of Ontario (PEO) should establish a system of mandatory continuing professional education for its members as soon as possible, and in any event no later than 18 months from the release of this Report.

By the support of this recommendation, I then saw the possibility of an educational hub that will mind the gap between professional knowledge and obtain the engineering education into a practical skill. With a fast speed of knowledge, research, and expertise development, continuing professional education is a need these days for engineers who are out of school. CivilTech is here to answer this need by offering PRACTICAL Continuing Professional Development (CPD) programs.

Here, not only our professional community benefits but also, our great educators, like you, will take advantage. It is a fact that we are leaving in a competitive market. It is also a fact that we are living in a skill oriented job market. Therefore, development of multi-level professional competencies in this economic time is necessary. In other words, developing another skill, other than your primary profession, is not only beneficial but essential. Moreover, it is much more pleasant if the second career is in the form of the primary business. Teaching continuing education is one of the most valuable skills that provide you with both the benefits of gaining an additional skill and the possibility of professional growth in your field of practice. Teaching at CivilTech will give all of us a unique part-time career opportunity to share our expert knowledge with our colleagues.

In the end, I hope you enjoy your second professional skill development with us. I would like to welcome you again to the family of CivilTech Educational Hub.

Sincerely yours,



**Ahmad Shahroodi**, M.A.Sc., P.Eng.

President at CivilTech EduHub Inc.  
president@CivilTechEduHub.com

## Our Purpose, Vision & Values

As we consider our future, and how we will continue to contribute best to the community, it becomes apparent that we exist for one reason only; **the residence of our community.**

### Our purpose is sure

CivilTech EduHub Inc. is the educational center for professional and non-professional residents. When they need to solve a problem, make a decision, elevate their proficiency, or become certified, we integrate the sources with our expertise to be a help.

### Our vision is clear

As professional associations' requirements develop, members are encouraged to update their profile. We stay alongside with our clients through this lifelong path.

When it comes to enriching our community, CivilTech, commits to the safety of citizens who are the users of civil engineering infrastructures.

### Our values are strong

#### Mentorship

We hold our valuable clients hand, watch them society grow, have their back with their engineering career plans.

#### Diversity

We appreciate and celebrate our differences.

#### Practical professionalism

We provide practical and accessible information to valued clients' professional needs.

#### Lifelong learning

We promote and encourage love of personal growth.

#### Public safety

We provide our community with the knowledge to stay in a structurally sound city.

#### Knowledge outreach

We match your related questions with carefully research answers.

#### Accessibility

We offer equitable treatment for all residence.

#### Accountability

We practice efficient and effective stewardship of information and resources.



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## Message from the Marketing Department

*“Transforming a brand into a socially responsible leader doesn't happen overnight by simply writing new marketing and advertising strategies. It takes effort to identify a vision that your customers will find credible and aligned with their values”*

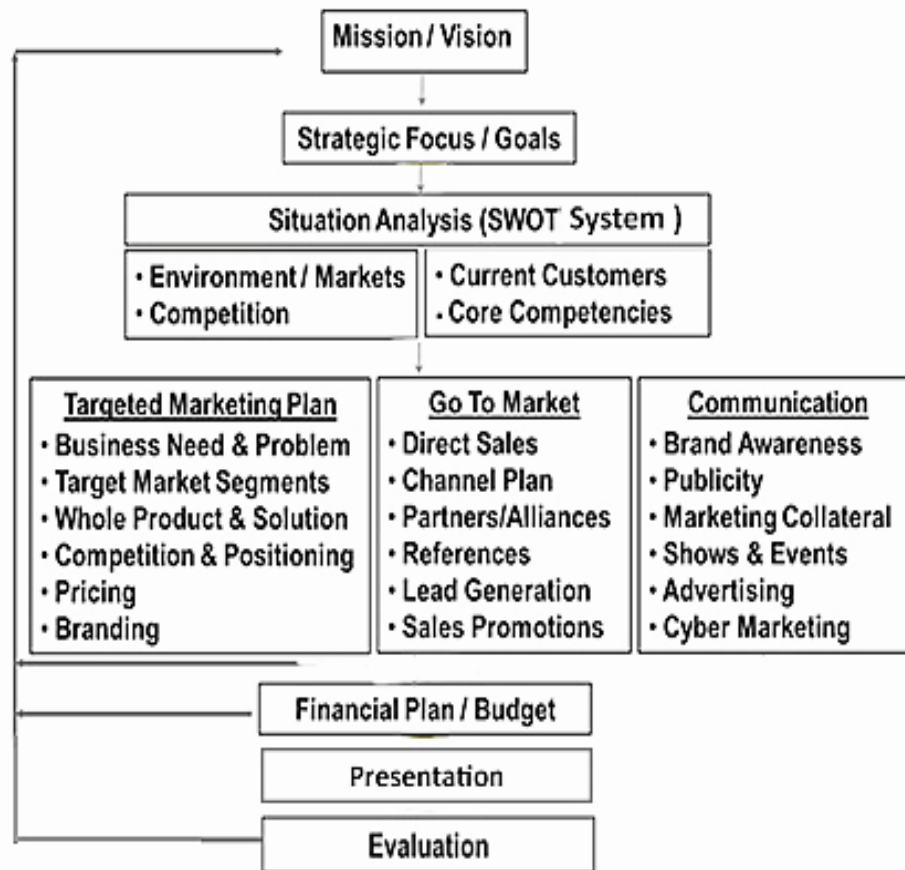
Simon Mainwaring

The word “Customer” to us has a greater meaning than a recipient of a service. If any form of art depends on a participant, audience, or appreciator to fully take shape and flourish a society, all businesses and companies depend on their customers to arise their vision. It is our absolute pleasure to work with a team of visionaries. Together, we outreach your pure visions of tomorrow and help the community to build the best. We all depend on each other, and we will take absolute initiative to visualize and interpret your perspective to the entire world of visionaries, thirsty for knowledge, just like yourself.

Marketing Team  
[marketing@CivilTechEduHub.com](mailto:marketing@CivilTechEduHub.com)

## Our Marketing Support

- Our marketing plans will be established according to your visions and objectives
- This process will begin after the final course outline has been approved by the board
- We will incorporate your visions to a structured strategy and begin to establish our services in the targeted markets after an in-depth situation analysis.
- We take care of all the primary and secondary market research for each course.





# Our Services

CivilTech offers two types of program to professional and non-professional communities.

**1- Professional Educational Programs (for Civil Engineers and Architects):** Ontario is the only province in Canada where professional engineers do not need to get training certificate in a period of working to renew their licenses [http://www.peo.on.ca/index.php/ci\\_id/19389/la\\_id/1.htm](http://www.peo.on.ca/index.php/ci_id/19389/la_id/1.htm)

periodically. The Professional Engineers Ontario (PEO) will soon make it mandatory for professional engineers to attend related professional courses/workshops under the title of Continuing Professional Development (CPD) for a certain amount of time if they renew their licenses (every five years as planned). Having this need in mind, CivilTech has carefully constructed a team of professional engineers with Canadian engineering degrees to design special courses that are driven by their direct experience and hands-on knowledge (e.g. Edu-Workshops). Upon meeting the requirements of the course/workshop, each candidate will be certified. The certification can be submitted to any professional association, as a valid statement of the practical knowledge or training gained during the educational program.

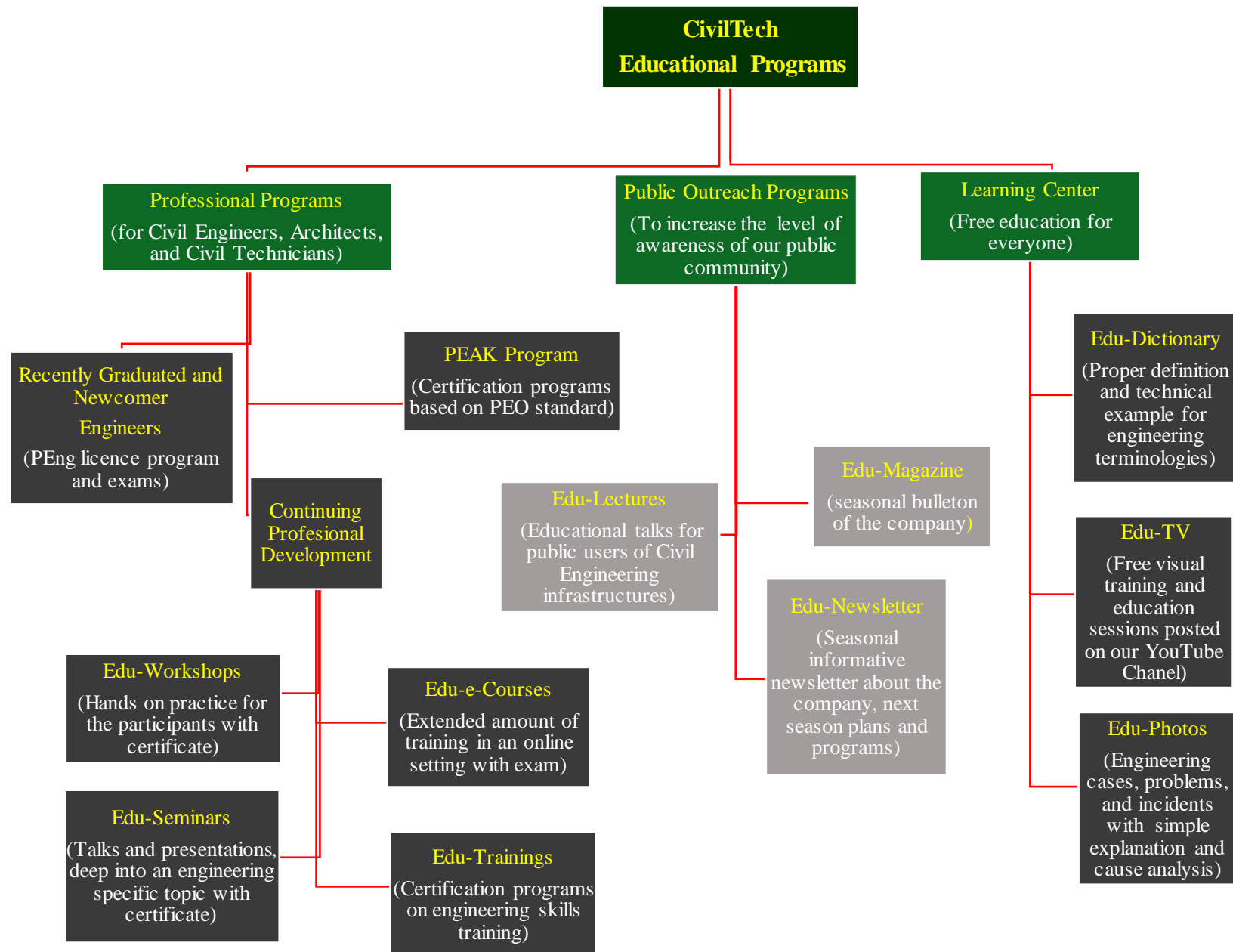
Also, CivilTech has also designed unique soft and hard skill development programs for internationally trained, new graduated, and engineering students who wish to self-govern their work eligibility and licensing. These programs (courses/seminars) are designed to be especially effective in guiding engineers in their desired career path.

These training/educational seminars (called Edu-Seminars) are the direct results of years and years of experience of our professional educators. We consider them as the most effective of our mission.

**2- Community Awareness and Training (for Civil Engineering infrastructures users):** Canadian residents use Civil Engineering infrastructures (e.g. homes, buildings, roads, bridges, sidewalks, and etc.) in a daily basis. The safety of these infrastructures are expected to be regularly inspected and maintained by professionals, but citizens, being the main victims of the related hazards, must be aware of the basic safety principals. CivilTech dedicates to the safety of our community. As a result, we offer unique public outreach seminars to increase the level of awareness and knowledge of our citizen. These awareness seminars are in the fields of House Fire Safety, General Structural Inspection, Electrical Maintenance and Inspection, Road Safety and Urban Accident Analysis, Energy Management, and Improvement of Residential Homes. To make our trainings more accessible to all Canadian citizens, we will also offer free educational awareness campaigns through our social media network (Edu-TV on our YouTube channel and seasonal publications).

**In summary, we take initiative to make sure that our chosen slogan “*Practical Engineering Knowledge*” will remain our main torch of practice to bring light in every individual’s home and professional life.**

# Our Educational Programs





# Opportunity Protocol

CivilTech has been organized to offer the highest standards of professional education. Our educators like you set the very foundation by which this goal can be reached, and we encourage you to become actively involved in our recruiting process. In addition, CivilTech believes in transparency between the management board and educators (as the primary asset of the business). Therefore, we explicitly provide you the standard protocol we follow, to accept a proposed program before going through the marketing process. Should you have any questions or comments, please do not hesitate to contact our board of management.

## Standard Recruiting Protocol (SRP)

CivilTech believes that every engineer deserves an opportunity to offer his practical knowledge/skills to society of professionals or residence. Any engineer can propose a seminar, training, or workshop format educational program to our educational board. CivilTech is completely flexible and helpful with the teachers for planning the structure and contents of the program, guest speakers, necessary tool, and facility. However, there is a three step guide, called Standard Recruiting Protocol (SRP), for evaluating the program before going into the final offering stage to participants.

**Step I) Instructor Approval:** At this stage, instructor (and guest speakers) resume, scientific background, industrial and teaching experience, and certifications are evaluated by the educational board at CivilTech. It is required that the lecturer has an undergraduate degree approved by the Canadian Engineering Accreditation Board (CEAB)<sup>1</sup>, post-graduate degree from an approved Canadian institute<sup>2</sup>, and related Canadian work experience (industrial or research).

**Step II) Course Approval:** An approved educator is asked to preliminary present his course by submitting a course outline and a lesson plan. All documents related to program will be reviewed by the board. Upon meeting the standards of the company (from scientific, communication, graphical, and practical points of view), instructor may be invited for a technical interview.

Upon final approval of the program, all documents and instructor will be forwarded to CivilTech marketing department and program advertisement will be started. Our marketing department will use your advices and technical feedback in designing your program's marketing plans.

**Step III) Community Smart Filtration:** CivilTech strongly believes in professional clients and participants' feedbacks and evaluations. Besides getting direct feedback from participants completed a program, number of referrals is our next evaluating tools. If a course doesn't satisfy the needs of participants, the course plan is considered failed and secondary review is called (instructor skills, course structure or contents, marketing strategies, or etc.). Several failures in a program will result in permanent elimination of the program

At the end, we would like to invite you to be more involved in your company and share your comments with us. Your valuable suggestions are highly appreciated.

## Appendix

- 1- The process for accrediting an engineering program is undertaken by the Canadian Engineering Accreditation Board (CEAB), a working Board of the Engineers Canada (EC). More information at [http://www.engineerscanada.ca/accreditation-resources?page=/e/files/guideline\\_admission\\_with.pdf&from=](http://www.engineerscanada.ca/accreditation-resources?page=/e/files/guideline_admission_with.pdf&from=)
- 2- List of Canadian universities approved by the CEAB can be found at [http://www.engineerscanada.ca/sites/default/files/accredited\\_engineering\\_programs\\_institution.pdf](http://www.engineerscanada.ca/sites/default/files/accredited_engineering_programs_institution.pdf)



## Useful Links & Resources

The following links are suggested for preparing your educational program materials. However, you are welcome to use your own resources.

- 1- Creating an Effective PowerPoint Presentation,

<http://www.ryerson.ca/content/dam/lt/resources/handouts/EffectivelyPresentingContent.pdf>

- 2- Writing Learning Objectives

[http://www.uwo.ca/tsc/graduate\\_student\\_programs/pdf/LearningObjectivesArreola.pdf](http://www.uwo.ca/tsc/graduate_student_programs/pdf/LearningObjectivesArreola.pdf)

- 3- The Purposes of a Syllabus

[http://www.uwo.ca/tsc/graduate\\_student\\_programs/pdf/Parkes2000\\_Syllabus.pdf](http://www.uwo.ca/tsc/graduate_student_programs/pdf/Parkes2000_Syllabus.pdf)

- 4- Preparing an Effective Syllabuses

[http://www.uwo.ca/tsc/graduate\\_student\\_programs/pdf/Slattery2005\\_Syllabus.pdf](http://www.uwo.ca/tsc/graduate_student_programs/pdf/Slattery2005_Syllabus.pdf)

- 5- How not to Plagiarize

<http://www.writing.utoronto.ca/advice/using-sources/how-not-to-plagiarize>

- 6- Poster/presentation preparation and design

[http://guides.library.utoronto.ca/posters\\_presentations](http://guides.library.utoronto.ca/posters_presentations)

CivilTech EduHub Inc. technical board is pleased to be always available for consulting.



*“Practical engineering knowledge is the only way to encourage professionals to enjoy learning after school”*

*Ahmad Shahroodi, President*