

Raising the Profile of Your Profession


A CURRENT STRATEGIC OBJECTIVE of Council is to raise the profile of the College and the profession of applied biology. The College has made significant progress in addressing this objective through regular communication with provincial ministries, development of an accreditation program with post-secondary institutions, collaboration with other professional regulatory organizations, and development and continuous improvement of tools used to reinforce the competency and accountability of our members (e.g. *Code of Ethics*, *Practice Guidance for Members*, and *Audit Program*). Additional initiatives underway include the development of a Practice Review Program and an online ethics course.

As the newest regulated profession in BC and the first biologists with self-governing legislation in North America, we still have work to do in raising public awareness about the significance of our professional status. Our right-to-title legislation grants members of the College the right to use professional designations; however, it does not preclude non-members of the College from practicing applied biology. As more employers, clients, aspiring applied biologists, and the general public become aware of the high standards of applied biology professionals, the profile of the profession will be elevated and the public will realize the full benefits of having the College regulate its members in the public interest.

The ability to call yourself a professional is a privilege that is indicative of your qualifications and your high standards. You can help the College enhance the reputation and profile of the profession by:

- 1. Emphasizing your professional title** (e.g. RPBio, RBTech, BIT or Trainee (RBTech)) on reports, presentations, and in everyday correspondence like emails.
- 2. Using your seal.** The seal awarded to RPBios and RBTechs is an important component of the visual identity of the College that reinforces members' roles and the standards upheld by the College.
- 3. Identifying yourself as a Registered Professional Biologist, Registered Biology Technologist, or In Training member of the College of Applied Biology in all professional situations.** Examples include features in the media or participation in public or professional meetings. This will help the public become more familiar with applied biology professionals and bestow additional weight and credibility to the information or recommendations you are presenting.
- 4. Downloading and using the Members' Logo.** The *Members' Logo* is available from the College website and can be used on websites, business cards, and reports when used with your name and designation.
- 5. Talking to your friends, employers, and clients about being a member of the College and what it means.**
- 6. Talking about the benefits of hiring or contracting College members to**

your employers and clients, or sharing the *short informational videos* recently published by the College.

- 7. Communicating the importance of high ethical and professional standards** and the role of the College in upholding them when mentoring aspiring and/or young biologists.
- 8. Prominently displaying your certificate of College membership,** highlighting the *Code of Ethics* and the *Principles of Stewardship*, and regularly wearing your College lapel pin.
- 9. Getting involved in your College.** Having self-governing legislation like the *College of Applied Biology Act* is a privilege for members. The College functions most effectively with an involved membership. Over 50 members currently volunteer on College committees, working groups, and the Council. **Contact us** to find out how you too can get involved and help forge the College's future. 

From the perspectives of employers or clients, hiring College members provides assurance that individuals have the appropriate qualifications for their practice, that they are serious about their professional obligations, and are accountable for their practice through processes such as random audits, practice reviews, and discipline investigations.