

**Terms of Reference for CCLS Career Awareness Task Force  
July 2005**

Revised January 25, 2007

**Name:**

- Career Awareness Task Force

**Co-Champions:**

- Guy Craig
- Wayne Leeman

**Task Force Members:**

- Alvin Hayes, NLS
- Janice Henshaw, BA, Chair
- Maureen Mountjoy, OLS
- Scott Partridge, ALS

**Underlying Authority:**

- Motion D-04-34 (approval of Strategic Planning Report as amended) and D-04-38 (Budget)
- Motion D-05-60 (approval of Strategic Planning Report, Meeting of November 18<sup>th</sup> and 19<sup>th</sup>, 2005 (rev. 051215) and Motion D-05-55 (Budget)

**Aims, Objectives and Measurables:**

Included as a specific initiative in Strategic Plan of April 2004, and Strategic Planning Report of the meeting of November 18<sup>th</sup> and 19<sup>th</sup>, 2005, public awareness has been recognized by a number of member associations as a key priority. Recently, at the Harmonization of Entry Standards Forum, public awareness was identified as the number one issue facing the profession. The issue has often been discussed at the Presidents Forum. Public awareness has also been identified as a key issue at a number of CCLS strategic planning sessions.

A large number of groups have been identified as potential target audiences of a public awareness campaign including students, government, other professions, our own members and the larger geomatics community. The CCLS Strategic Plan, adopted at the 2004 Annual General Meeting, identified students as a recommended primary target of this initiative. A public awareness campaign that targets students has the potential of educating other target audiences. A focused campaign will be more effective than a general campaign that attempts to reach all of the identified targets. The campaign has to be consistent and perpetuated year to year to be effective.

The aim of the task force is to further develop and implement the number of strategies and tools for the use of member associations. The main focus is providing information and materials that will encourage high school or post secondary students to pick an appropriate post secondary program and to choose the right options.

This will include:

- The university or college student in a general program who may be interested in switching to a geomatics program,
- The university or college student choosing the specific geomatics stream that would lead to articling and licensure as a surveyor,
- The college student choosing the right options to lead to a technical staff position, and
- The student in high school choosing the maths and sciences needed to enter a geomatics program.

These strategies and tools will be developed with a view to also attracting individuals from outside of Canada where possible within the resources of the task force. Special attention will be taken to avoid any issues of immigration, visas or permits, which issues are outside of the scope of this task force.

The objectives of the task force will be:

- to adopt and have accepted final terms of reference
- to inventory public awareness resources, including those that have been adopted or prepared by member associations.
- to consult with public awareness professional(s) for recommendations of where public awareness resources could be best spent
- to initiate the development of a web host to
  - be a repository for the identified resources.
  - identify opportunities to contact the target audience
  - provide tools for teachers and career counselors
  - clearly illustrate career path options available
- to ensure visibility of web site through mailing, search engines etc.
- to identify and recommend further activities as it sees fit.

The anticipated duration of the task force will be one to one and one half years.

Benchmarks will include points where individual tasks of the task force are completed. Ultimately, completion of the objectives of the Task Force will constitute successful completion of the work.

### **Task Force Structure/Composition:**

The task force will have approximately five members and may elect to use other resources and people as the work is undertaken. There are no specific criteria for membership, although it would be desirable for members to have some background on public awareness committees/initiatives within their own Associations. The task force will be formed from volunteers whose names will be supplied by the member associations.

Proposals are currently being solicited to have a professional public relations resource person as task force support for a period of time.

The Directors of CCLS will appoint a champion from among themselves.

The term of membership would be expected to last for the duration of the initiative as identified above.

The steering committee will appoint its own chair.

Members or the Chair will be replaced by the steering committee itself.

**Conflict of Interest or Confidentiality provisions:**

No confidentiality or conflict of interest issues are apparent.

**Operations:**

The expected time commitment of members is estimated at one half day per month.

The communications plan will ensure that the CCLS Executive and Directors and through them, the member associations will be kept up to date with the activities of the task force. Regular reports will be made to Directors meetings and the Annual General Meeting of CCLS.

CCLS has budgeted the amount of \$12,000.00 for the calendar year 2006 for this task force.

Operations will be supported through the CCLS administration.

Web support will be supplied internally by CCLS Executive Assistant as much as possible, although some external sourcing may be required for technical details. Any other funding requirements, external including web support, will be as approved by the Directors.

A majority of the task force will constitute a quorum.