

BACKGROUNDER:**DATED JANUARY 27, 2009, UPDATED MARCH 8, 2009****FOR: CCLS DIRECTORS' INTERIM MEETING JANUARY 31, FEBRUARY 1, 2009****CAREER AWARENESS**<http://www.ccls-ccag.ca/public-awareness.htm>**Recommendation:**

That the following be considered:

How can the Career Resources Web Site be better utilized and what can CCLS do to facilitate this?

How can CCLS ensure that the youth site is utilized to its potential?

What resources may be available for the translation of the youth web site?

What other career or public awareness activities, if any, should CCLS pursue in 2009?

Background:

Public awareness has been recognized for many years as a key priority of the member associations and therefore of CCLS.

Due to the expansive nature of public awareness and the limited resources available, the CCLS Career Awareness Task Force focused in on developing career awareness 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 consider a career in surveying and then access an appropriate post secondary program.

Focus 2006/2007:

In 2006/2007 Task Force created a web based Career Resources site <http://www.ccls-ccag.ca/educ-resources-New.html> that provides detailed information on the academic and other requirements for a career in land surveying, links to educational programs in surveying, and a catalogue of career resources available through the CCLS member associations. The target audience of that website is adults and youth (18+ years) considering a land surveying career, career counsellors, and the association career awareness committees looking to share ideas and resources.

The site has not been used by the association as was originally anticipated.

Focus 2007/2008:

In 2007/2008 the Task Force was mandated to create a more youth oriented website that will encourage teens to explore a career in surveying. An e-newsletter and graphic design of two simple marketing tools (such as button and a bookmark) using design elements from the site will be provided. Individual digital files in various web and print formats of the primary design elements of the site and marketing tools will be available to CCLS and the associations for production, distribution or use within their own career awareness initiatives.

Timeline:

- Presentation of two design prototypes to National Surveyors Forum September 7, 2008: Done
- Site online and marketing material graphic files available to associations by end October 2008, March 2009

Resources:

- 2008 budget of \$5,500 will be used in 2008 for design, web hosting and committee support
- 2009 budget of \$1,500 was allocated to add features and update content during the year to keep the site fresh.
- The ANBLS has offered assistance in translating the site material to French.