

Career Awareness Summary Report

October 2007

Background

Public awareness has been recognized by a number of member associations as a key priority. The issue has often been discussed at the Presidents Forum. In March 2004 at the Harmonization of Entry Standards Forum, public awareness was identified as the number one issue facing the profession. Moreover, public awareness has 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 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 includes:

- 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
- The student in high school choosing the math and science courses needed to enter a geomatics program

These strategies and tools are to be developed with a view to also attracting individuals from outside of Canada where possible within the resources of the task force.

This initiative is now one of career awareness.

Task Force Members:

- Janice Henshaw, ABCLS Executive Director, Chair
- Sarah Cornett, OLS, CCLS Executive Director
- Alvin Hayes, NLS
- Wayne Leeman, MLS, Co-Champion
- Ria van der Veen, CCLS Executive Assistant
- Guy Craig, SLS, Co-Champion
- Maureen Mountjoy, OLS
- Scott Partridge, ALS
- Grant Lee, Consultant

Accomplishments at May 2007

The Career Awareness Task Force reported at the Regina Interim Board of Directors' Meeting in May 2007 that it had:

- Solicited submission of all career awareness material from the associations
- Catalogued all materials submitted by the associations
- Created cascading webpages on the CCLS website to house the catalogue including links and contacts related to each item, as submitted by the associations
- Requested that each association review the web site to ensure it is comprehensive and submit any missed or new material
- Begun work on a electronic newsletter
- Begun to plan for follow-on actions to supplement the career awareness materials currently on the website
- Begun work on ideas to make the site more attractive to targeted users, primarily revising the graphics for a more youth oriented look
- Begun work on the marketing phase for the site which is to be implemented by the associations
- Identified other projects for future consideration: a Blog (now deemed unwieldy), mathematics contest such as NSPS Trig-Star program (now deemed difficult to achieve with limited resources), geo-caching exercises, surveyor-in-a-crate, survey scout (and girl guides) badge, surveyors' week (day) recognition, TV and radio spots...

Regina Meeting Outcomes

At the Regina Meeting the Directors identified ideas for marketing:

- Simple electronic flyer for communications and marketing over E-Magazine
- Youth friendly web site design to attract target audience
- Video clip for You Tube
- National Association of Career Councillors
- National Association of Math Teachers
- Photos from contest could to provide interest
- Student focus group for key words and youth speak
- Teachers conferences
- Link to Convergence Project web site and/or geo-cache sites
- Opportunities to partner with educational institutions
- Need to mitigate the potential roadblock in marketing at the association level

Specifically, the Directors identified two action items:

Action Items	Timeline
1. Grant Lee and Ria to prepare feasibility study for youth friendly web site to include FR/EN Costs, time frames, review of content of other associations	June 30, 2007
2. Construction of web page based on feasibility study	6 to 9 months

Current Status

There has been slippage in the schedule to deliver the feasibility study. Ria has been proceeding without Grant Lee as there was no contract in place at the time for him to participate in the study. Ria estimates that she'll complete the study (proposal) for Board review by October 31, 2007.