

Career Awareness Summary Report

September 2008

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.

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 and one or two simple marketing tools to promote the website.

Youth Career Awareness Site

- Professionally designed for age 12 through 18 (Grade 7 – 12) which, by definition, may not appeal to current surveyors like us.
- Designed and programmed by web consultant under the direction of the CCLS Task Force and posted and maintained by CCLS staff using CCLS resources.
- Available to all Canadian surveyors and surveying associations to incorporate into their own career awareness efforts.
- Includes images and text, provided by the surveying community that reflect:
 - Streams of a land surveying career – cadastral surveying; engineering and construction surveying; geodetic and hydrographic surveying; photogrammetry and remote sensing; applications in GIS and GPS
 - Industry applications such as natural resources (oil & gas, mining, forestry), land-use planning & development, real estate, construction, environmental assessments, etc.
 - Dynamics of a career in land surveying – using computers, GPS, GIS, LIDAR, and other high-tech and leading edge equipment; working outdoors and at the office, project management, working with clients and other professionals (i.e. architect, engineers, developers, lawyers)etc.
 - Range of career options from technologist to professional, employee to consultant to business owner, small firms to large corporations, private or public sector

Marketing Tools

- Graphic design of an e-newsletter announcing the site, using the design elements of the site itself, will be completed by the consultant.
- Graphic design of two simple marketing tools such as button, bookmark, ruler, brochure etc. using design elements from the site will be provided by the consultant.
- Individual digital files in various web and print formats of the primary design elements of the site will be provided by the consultant and available to CCLS and the associations.
- All of the above will be available to 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:
- Site online by end October 2008.
- Graphic design files for the marketing materials will be available to associations by end of October 2008.

Resources

- 2008 budget of \$5,500 will be used in 2008 for design, web hosting and committee support
- 2009 budget is recommended to add features and update content during the year to keep the site fresh.
- Some photos have been received. More photos, video clips, anecdotes, and quotes are needed to populate the site now and refresh the site in the future.

Task Force Members

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- Wayne Leeman, MLS, Co-Champion
- Kevin Grover, ALS
- Ria van der Veen, CCLS Executive Assistant
- Sarah Cornett, OLS, CCLS Executive Director

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