



# Communications and Public Awareness Plan

The Canadian Council of Land Surveyors

Le Conseil Canadien des Arpenteurs-Géomètres

Public Awareness Task Force Approved - March 7 2006  
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## **VISION**

**The CCLS/CCAG is a national consensus-based enabling forum providing proactive leadership to its member associations. Its prime objectives are to provide national strategies, and national/international representation within the geomatics profession.**

# Introduction

A review of the CCLS/CCAG Strategic Plan by the Strategic Planning Committee in April 2004 and November 2005 noted that public awareness was recognized by a number of member associations as a key priority. The importance of public awareness was also recognized at other meetings of the member association representatives. As with all strategic plans and public awareness programs, communications with the membership and external audiences is a fundamental element.

This Communications and Public Awareness Plan is a guide for moving information throughout the CCLS/CCAG and to its target audience(s), and archiving information. The plan is to be reviewed annually to be sure that its strategies for public awareness are being accomplished within the context of constantly changing environment. Once it is started a public awareness program has to be funded and supported for a prolonged period to achieve long-term objectives that demonstrate to member associations that CCLS/CCAG vision is being achieved. A public awareness program is not short term as often it takes years for some tactics to catch on with a targeted audience(s) to influence values, then attitude and ultimately behaviour that benefits member associations. Elements of each year's public awareness plan need to be rolled into the succeeding year to maintain momentum achieved in various public awareness activities, while implementing new tactics, or broadening the focus of the plan triggered by a changing environment. This Public Awareness Plan is the framework for succeeding plans and the benchmark for measuring performance in years to come.

The Plan has ten sections that complement the Strategic Plan of the CCLS/CCAG. Each year after the Annual General Meeting, the Plan shall be distributed to all members of each Committee, as well as the Board of Directors.

# Executive Summary

This plan has been designed to provide the framework for a first phase communications and public awareness plan for the Canadian Council of Land Surveyors. The immediate task of the CCLS/CCAG is to develop a public awareness plan targeting students with the potential of educating other target audiences. The focus of the 2006 public awareness program 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 to pursue a career as a professional surveyor. The plan accommodates the attraction of individuals from outside Canada by directing them through a knowledge-based Web portal to career information and a blog to create interest in the survey profession. Blog is short for weblog. A weblog is a journal (or newsletter) that is frequently updated and intended for general public consumption.

This plan has the flexibility to address several other objectives to support the strategic vision whenever resources or issues in the industry call for a broadening the focus of the plan.

Included in the 2006 Communications and Public Awareness Plan are the following tactics and products to attract students into the profession:

**A careers/education tools section** on the CCLS/CCAG Web site.

**Development and introduction of a blog site** to attract students and academics to consider surveying as a career option.

**Development and distribution of an electronic newsletter (e-newsletter)** for direct mail to students and academics to educate and inform about the survey profession and the work of professional surveyors.

**Development of an email database** of students and academics and others interested in geomatics careers.

**Ten months of collecting information** to populate the careers/education tools section of the CCLS/CCAG Web site and provide intelligence for the CCLS/CCAG Board, Public Awareness Task Force and Executive Director.

**Development of a list of university schools and college level programs** resulting in degrees or diplomas in geomatics engineering, geomatics, and surveying.

**Identification of major career fairs and trade shows and conferences** heavily attended by students considering professional careers.

**Identification of key personnel in universities and colleges** to establish a liaison program and agreements.

**Identification of funding sources and government programs** for undertaking P3 (private/public partnerships) research and development initiatives.

# Table of Contents

SECTION 1	
PURPOSE	1
SECTION 2	
GOAL AND OBJECTIVES	2
SECTION 3	
IMPLEMENTATION STRATEGIES	3
SECTION 4	
COMMUNICATIONS AND MEDIA RELATIONS TARGETS	5
4.1 INTERNET MEDIA SOURCES	5
4.1.1    PROFESSIONAL SURVEYORS AND GEOMICS INDUSTRY PROFESSIONALS	5
4.1.2    SECONDARY SCHOOL, COLLEGE AND UNIVERSITY STUDENTS	6
SECTION 5	
COMMUNICATIONS AND PUBLIC AWARENESS PLAN IMPLEMENTATION SCHEDULE	7
5.1 OBJECTIVES 1 AND 2 FOCUSED ON STUDENTS AND ACADEMICS	7
5.1.1    FIRST QUARTER	7
5.1.2    SECOND QUARTER	8
5.1.3    THIRD QUARTER	9
5.1.4    FOURTH QUARTER	10
5.2 TIMETABLE FOR IMPLEMENTING OBJECTIVES 1 AND 2	11
SECTION 6	
2006 BUDGET	12
SECTION 7	
PLAN REVIEW	13

## Purpose

### *CCLS/CCAG Strategic Plan*

The prime objectives of the *Vision* of the CCLS/CCAG Strategic Plan are to provide national strategies, and national/international representation within the geomatics profession. The Strategic Plan has 10 programs:

- Public awareness
- Communication
- Expanded profession
- Letters patent
- Harmonization of entry standards
- Limitations legislation
- Railway access
- Buried facilities
- CIG/GIAC relations
- International representation

The Public Awareness Plan recognizes these initiatives but focuses on communications and public awareness and the recommendations contained in the April 2004 and November 2005 Reports of the Strategic Planning Committee, and the terms of reference of the Public Awareness Task Group.

## Goal and Objectives

**Goal:** To provide national strategies, and national/international representation within the geomatics profession.

**Objectives:**

1. Create an awareness among high school and early college/university students of professional surveying as a career.
2. Implement an outreach program to the academic community in support of the public awareness program targeting students.

## Implementation Strategies

The Public Awareness Task Group has been charged with the responsibility of developing a public awareness plan targeting students with the potential of educating other target audiences. The focus of the 2006 public awareness program 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 to pursue a career as a professional surveyor.

### **Objective 1 Create an awareness among high school and early college/university students of professional surveying as a career.**

Implementation Strategy: Outreach to students (through resources of member associations) at major provincial annual university and college career fairs and high school career days. CCLS/CCAB to provide a national library of key career fairs and provide files of existing presentation information, brochures, scholarships and bursaries, and flyers that can be modified by provincial associations for use locally. The library to be archived on a section of the CCLS/CCAG Web site.

### **Objective 2 Implement an outreach program to the academic community in support of the public awareness program targeting students.**

Implementation Strategy: Liaise with universities and colleges offering geomatics engineering or survey/geomatics degree or diploma programs to have professional surveys on advisory boards, and university representatives on the Board of Examiners.

Enter into P3 (Public, Private Partnerships) initiatives to advance research by students, and search for research funding agencies.

Populate the career and academic teaching/information aid section on the CCLS/CCAC Web site with teaching tools, brochures and flyers from member provincial associations and related geomatics organizations. The site would list accredited schools and programs and all other programs offering degrees or diplomas in geomatics engineering, geomatics and cadastral surveying.

Create an electronic newsletter to be sent on a regular basis to targeted Chairs, Deans, Librarians, Counselors of selected secondary schools, departments of universities and colleges, students, and academics who subscribe to the newsletter and any other target groups who would have an interest in professional surveying as a career for students. The newsletter would document educational requirements, changes in legislation, cases, and projects and be written in a contemporary style to attract attention to the geomatics profession and survey professionals.

Set up a CCLS/CCAG blog for career, education, and professional surveyor experience stories.

# Communications and Media Relations Targets

## **4.1 *Internet Media Sources***

### **4.1.1 Professional Surveyors and Geomatics Industry Professionals**

Internal communications is vital to the CCLS/CCAG and its member associations so that all involved in the industry are aware of issues affecting their careers and business. They also need to be aware of the public awareness programs across Canada that have been set in place so that member associations and individual surveyors may access information and public awareness products used by provincial associations and the CCLS/CCAG. Magazines produced by the provincial associations will continue to play a major role in disseminating information, as well as association member and CCLA/CCAG Web sites. An electronic e-newsletter, of the CCLS/CCAG may be developed to serve as a single source for industry news and push industry targets to Web sites of member associations and the CCLS/CCAG site. Following are magazines, newsletters and Web sites that have a role in internal communications.

Link Magazine  
[www.bclandsurveyors.bc.ca](http://www.bclandsurveyors.bc.ca)  
ALS News  
[www.alsa.ab.ca](http://www.alsa.ab.ca)  
SLSA CornerPost  
[www.slsa.sk.ca](http://www.slsa.sk.ca)  
[www.amls.ca](http://www.amls.ca)  
Ontario Professional Surveyor  
[www.aols.org](http://www.aols.org)  
Géomatique  
[www.oagc.qc.ca](http://www.oagc.qc.ca)  
[www.anbls.nb.ca](http://www.anbls.nb.ca)  
The Nova Scotian Surveyor  
[www.ansls.ca](http://www.ansls.ca)  
ACLS Communique (e-newsletter)  
[www.ccls-aatc.ca](http://www.ccls-aatc.ca)  
The Newfoundland Surveyor  
[www.surveyors.nf.ca](http://www.surveyors.nf.ca)  
GIAC Bulletin

www.giac.ca  
Geomatica  
www.cig-acsg.ca  
URISA Chapter Newsletters

#### 4.1.2 Secondary School, College and University Students

Communications with students who have the academic capabilities and may be contemplating a career in geomatics is best carried out through direct contact. This is accomplished at career fairs and through Internet-based messaging. Traditional public awareness tactics such as regular direct mails and newsletters that push candidates to web sites and blog sites for information are effective communications bridges. Once students find sources that provide fast, easy and graphic knowledge to assist them with taking decisions to act, the chances are much improved for pulling candidates into geomatics programs that lead to membership in provincial surveyors associations. The CCLS/CCAG can play a major role in directing students toward information and knowledge that helps them take the decision to become professional surveyors. Following are media sources that target students.

University and College Program Outlines (web –based and printed).

School and department newsletters.

Professional association blog sites. (Blog is short for weblog. A weblog is a journal (or newsletter) that is frequently updated and intended for general public consumption.)

Electronic newsletters issued by subscription.

Professional Association Magazines.

University and talk/sports radio stations.

Trade shows and conferences (papers and seminars).

# Communications and Public Awareness Plan

## Implementation Schedule

### *5.1 Objectives 1 and 2 Focused on Students and Academics*

The CCLS/CCAG, through its Strategic Planning Committee, has taken the decision to focus the attention of its communications and public awareness campaign by developing a Web-based inventory of existing career awareness and educational resources. This initiative can be implemented through 2006 within the context of the CCLS/CCAG Communications and Public Awareness Plan and direction of the Public Awareness Task Group.

First Quarter	Strategy
<p><b>Obj. 1) Create an awareness among high school and early college and university students of professional surveying as a career.</b></p>	<p>CCLS/CCAG to provide a national library of key career fairs and provide files of existing presentation information, brochures, bursaries and scholarships, and flyers that can be modified by provincial associations for use locally. The library to be archived on a section of the CCLS/CCAG Web site.</p> <p>Outreach to students (through resources of member associations) at major provincial annual university and college career fairs and high school career days.</p>

Second Quarter	Strategy
<p><b>Obj. 1) Create an awareness among high school and early college and university students of professional surveying as a career.</b></p>	<p>CCLS/CCAG to provide a national library of key career fairs and provide files of existing presentation information, brochures, bursaries and scholarships, and flyers that can be modified by provincial associations for use locally. The library to be archived on a section of the CCLS/CCAG Web site.</p> <p>Outreach to students (through resources of member associations) at major provincial annual university and college career fairs and high school career days.</p>
<p><b>Obj. 2) Implement an outreach program to the academic community in support of the public awareness program targeting students.</b></p>	<p>Liaise with universities and colleges offering geomatics engineering or survey/geomatics degree or diploma programs to have professional surveyors on advisory boards, and university representatives on the Board of Examiners.</p> <p>Enter into P3 initiatives to advance research by students, and search for research funding agencies.</p> <p>Populate the career and academic teaching/information aid section on the CCLS/CCAG Web site with teaching tools, brochures and flyers from member provincial associations and related geomatics organizations. The site would list accredited schools and programs and all other programs offering degrees or diplomas in geomatics engineering, geomatics and cadastral surveying.</p> <p>Create an electronic newsletter to be sent on a regular basis to targeted Chairs, Deans, Librarians, Counselors of selected secondary schools, departments of universities and colleges, students, and academics who subscribe to the newsletter and any other target groups who would have an interest in professional surveying as a career for students. The newsletter would document educational requirements, changes in legislation, cases, and projects to attract attention to the geomatics profession and survey professionals.</p> <p>Set up a CCLS/CCAG blog for career, education, and professional surveyor experience stories.</p>

Third Quarter	Strategy
<p><b>Obj. 1) Create an awareness among high school and early college and university students of professional surveying as a career.</b></p>	<p>CCLS/CCAG to provide a national library of key career fairs and provide files of existing presentation information, brochures, bursaries and scholarships, and flyers that can be modified by provincial associations for use locally. The library to be archived on a section of the CCLS/CCAG Web site.</p> <p>Outreach to students (through resources of member associations) at major provincial annual university and college career fairs and high school career days.</p>
<p><b>Obj. 2) Implement an outreach program to the academic community in support of the public awareness program targeting students.</b></p>	<p>Liaise with universities and colleges offering geomatics engineering or survey/geomatics degree or diploma programs to have professional surveyors on advisory boards, and university representatives on the Board of Examiners.</p> <p>Enter into P3 initiatives to advance research by students, and search for research funding agencies.</p> <p>Populate the career and academic teaching/information aid section on the CCLS/CCAG Web site with teaching tools, brochures and flyers from member provincial associations and related geomatics organizations. The site would list accredited schools and programs and all other programs offering degrees or diplomas in geomatics engineering, geomatics and cadastral surveying.</p> <p>Create an electronic newsletter to be sent on a regular basis to targeted Chairs, Deans, Librarians, Counselors of selected secondary schools, departments of universities and colleges, students, and academics who subscribe to the newsletter and any other target groups who would have an interest in professional surveying as a career for students. The newsletter would document educational requirements, changes in legislation, cases, and projects to attract attention to the geomatics profession and survey professionals.</p> <p>Set up a CCLS/CCAG blog for career, education, and professional surveyor experience stories.</p>

Fourth Quarter	Strategy
<p><b>Obj. 1) Create an awareness among high school and early college and university students of professional surveying as a career.</b></p>	<p>CCLS/CCAG to provide a national library of key career fairs and provide files of existing presentation information, brochures, bursaries and scholarships, and flyers that can be modified by provincial associations for use locally. The library to be archived on a section of the CCLS/CCAG Web site.</p> <p>Outreach to students (through resources of member associations) at major provincial annual university and college career fairs and high school career days.</p>
<p><b>Obj. 2) Implement an outreach program to the academic community in support of the public awareness program targeting students.</b></p>	<p>Liaise with universities and colleges offering geomatics engineering or survey/geomatics degree or diploma programs to have professional surveyors on advisory boards, and university representatives on the Board of Examiners.</p> <p>Enter into P3 initiatives to advance research by students, and search for research funding agencies.</p> <p>Populate the career and academic teaching/information aid section on the CCLS/CCAG Web site with teaching tools, brochures and flyers from member provincial associations and related geomatics organizations. The site would list accredited schools and programs and all other programs offering degrees or diplomas in geomatics engineering, geomatics and cadastral surveying.</p> <p>Create an electronic newsletter to be sent on a regular basis to targeted Chairs, Deans, Librarians, Counselors of selected secondary schools, departments of universities and colleges, students, and academics who subscribe to the newsletter and any other target groups who would have an interest in professional surveying as a career for students. The newsletter would document educational requirements, changes in legislation, cases, and projects to attract attention to the geomatics profession and survey professionals.</p> <p>Set up a CCLS/CCAG blog for career, education, and professional surveyor experience stories.</p>

5.2 *Timetable for Implementing Strategies of Objectives 1 and 2*

INITIATIVE	March	April	May	June	July	August	Sept.	Oct.	Nov	Dec.
Develop Web site section for Archiving Career and Educational public awareness products.										
Collection of products and materials for web site (see above)										
Develop a blog site targeting students										
E-Newsletter Create electronic newsletter and develop email database to distribute career and other information to subscribers.				Dist. first e-news.			Dist. second e-news			Dist. Third e-news
List university and college geomatics programs and identify association recognized programs.										
Identify major student career fairs and participation by provincial associations.										
Establish/confirm main contacts with universities and colleges offering geomatics engineering and survey programs.										
Identify funding sources and programs to carry out P3 research and development initiatives.										

## 2006 Budget

Web site Development (CCLS/CCAG staff)	\$400
Development of a blog site (software required)	\$500
Electronic Newsletter (cost depends upon format decision)	\$1,500
Populate Web site with Career Information and Teaching Products (AGL)	\$3,500
List of University and College Programs and Career Fairs (AGL)	\$500
Identify key contacts at Universities and Colleges for Liaison (AGL)	\$300
Identify Funding Sources and R & D Programs (AGL)	\$300
Conference calls (AGL)	\$500
One face-to-face Task Group Meeting or Additional Plan Development Costs	\$4,500
<b>Total Cost</b>	<b>12,000</b>

## Plan Review

The Communications and Public Awareness Plan would be reviewed by the Public Awareness Task Group and Board of Directors at the CCLS/CCAG annual meeting. There, the Plan would be measured against a report from the Executive Director that details anecdotes where the Communications Plan has contributed to advancement of the strategic vision of the CCLS/CCAG.

The Task Group and Board would measure the Executive Director's report against costs of implementing the Plan, and the Schedule for Implementing components of the Plan.

The Board of Directors would direct changes to the Plan that would be carried out by the Public Awareness Task Group and Executive Director.

### Responsible Committee

- Council

### Action by

- CCLS/CCAG Chair
- Executive Director

### Timing

- Annual Meeting Review