

Public Awareness Task Force Report to the CCLS Board of Directors Annual Meeting September 2006

A public awareness initiative was one of the highest priorities set by the Strategic Planning Committee and the Board of Directors at the 2004 and 2005 annual meetings.

The main challenges are:

- The limited resources available to CCLS,
- The range of resources available to the member associations, and
- The huge potential scope of the issue.

The strategic planning committee made several very specific recommendations to cope with these challenges.

- CCLS resources cover the co-ordination of a task force and a limited amount of professional consultation.
- Association resources are existing materials - the plan does not include producing new promotional products such as advertisements, posters, or pamphlets, which are relatively expensive,
- The focus was narrowed to form a small (5-6 person) task force to inventory all current PR materials and, with the support of a PR consultant and web technician, create an on-line inventory of career resource information for secondary and early post secondary students. This will provide a comprehensive web based, career awareness information resource for the associations to access and promote.

The following has been accomplished to date.

- The strategy was endorsed by the Board of Directors and Co-Champions were identified – Guy Craig and Wayne Leeman;
- Draft terms of reference were written based on the strategic plan, the terms were refined by the task force and adopted by the Board of Directors (March 2006);
- Associations were asked to provide volunteers for the task force and the resulting task force members are:

ABCLS Executive Director Janice Henshaw (Chair)
ALSA PR Committee Chair Scott Partridge
ANLS Director for CCLS Alvin Hayes
AOLS Deputy Registrar and PA Committee Member Maureen Mountjoy
CCLS Executive Director Sarah Cornett
CCLS Executive Assistant and webmaster Ria van der Veen;

- The task force has held five teleconference meetings (January, March, April, July and September 2006)
- A PR consultant, Grant Lee of AGL Marketing Limited, was identified and contracted (February 2006);

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- Grant Lee created, and the PA Task Force adopted, a comprehensive Communications and Public Awareness Plan (approved March 2006) including a breakdown of quarterly objectives and detailed budget;
- Associations provided a catalogue of current career awareness and educational resources based on a detailed questionnaire developed by Grant Lee and the task force;
- The possibility of a blog site was researched and a decision was taken not to proceed further;
- The catalogued information has been incorporated into a web page format, known as the CCLS Career Resources site, the first draft of which has been reviewed by the task force;
- Preliminary research on potential funding sources for research and development and general scholarships was completed (August 2007) and the decision was taken to circulate the initial results to the associations as information and discontinue any further action in this direction.

The 2006 committee budget of \$12,000 was broken down by the task force as follows:

Task	Budget	to Aug 31, 2006
Web site Development (CCLS staff)	\$400	\$450
Development of a blog site (software required)	\$500	\$0
Electronic Newsletter (cost depends upon format decision)	\$1,500	\$0
AGL Fees:		
Populate Web site with Career Information and Teaching Products	\$3,500	
List of University and College Programs and Career Fairs	\$500	
Identify key contacts at Universities and Colleges for Liaison	\$300	
Identify Funding Sources and R & D Programs	\$300	
Conference calls	<u>\$500</u>	
Sub total	\$5,100	\$2,700
Task Force Communication etc.	\$500	\$352
One face-to-face Task Group Meeting or Additional Plan Development Costs	<u>\$4,000</u>	<u>\$0</u>
Total	\$12,000	\$3,502

The next steps include:

- Revision of the web pages as per task force input and circulation of the second draft to the associations for detailed editing (targeted for November 2006);
- Preparing content for a CCLS Forum newsletter focused on the launch of the site;

- An email database of students and academics and others interested in geomatics careers is to be developed with input from the associations for the marketing of the CCLS Career Resources site.
- Preparation and distribution of quarterly marketing newsletters focused on site contents.

These next steps will complete the first phase of the task force's work based on the CCLS strategic plan. The task force has discussed briefly a number of potential follow-on initiatives for consideration in the CCLS strategic planning process, including:

1. Surveyor in a Crate/Trunk for elementary/middle school students
2. TrigStar Math Contest for high school students (information below)
3. Tool kit for land surveyors to visit classrooms elementary/high school students
4. Surveyor in a classroom

The problem with the first two items is the huge cost in development and design. Following that are resource problems in distribution and maintenance of these projects. These cannot be dismissed because they would consume a huge amount of staff time and maintenance updates and renewals of items. It would be a shame if these projects were started and then not followed up on because of distribution issues.

Across the country, there are many different regulations, levels of school board authority, curriculum issues, cultural and language differences. There is also varying levels of interest from provincial survey associations. Most of the individual associations do not have the resources to run such a program and neither does the CCLS.

Peter Unger of Saskatchewan has been moving forward with the Surveyor in a crate idea and this issue should be discussed openly with SLSA to ensure that all viewpoints are considered and some consensus is reached to move forward cooperatively.

At this time, it seems as though the best option to think about may be the "Surveyor in a Classroom", an online program that could be funded and added to by associations across the country. Please refer to Grant Lee's letter for more information on this proposal.

The Public Awareness Committee