

CAREER AWARENESS  
Report to the Annual Meeting of Canadian Council of Land Surveyors  
Regina Saskatchewan  
March 28th and 29th, 2010

In June 2009 the Canadian Council of Land Surveyors introduced:

**setyourboundaries.ca**

The site was designed to attract the attention of youth (13-18 years) who are at an age where they are exploring career opportunities and need to make appropriate educational decisions. The site provides information and materials encouraging students to pick appropriate high school courses and post secondary programs for a career in surveying.



The [setyourboundaries.ca](http://www.setyourboundaries.ca) website and marketing materials are available for use by the CCLS Member Associations and their members i.e. Canadian surveyors. The web page <http://www.ccls-ccag.ca/setyourboundaries-images/webpage-to-download-images.html> lists all the available marketing tools that can be downloaded including:

- a *launch e-newsletter* ready to send (or can be modified),
- a template for a *custom e-newsletter*, and
- *images*, these two and others, web-ready and print-ready.

These images can be used to print or emboss bookmarks, buttons, or other items for distribution at events such as career fairs and classroom presentations.



The button image can also be placed on an association or corporate website and linked to [setyourboundaries.ca](http://www.setyourboundaries.ca)

Several pdf documents from the site can be printed in color and distributed at career events. They contain colourful pictures and easy to read information focused on specific career related questions. These are the pdfs available:

**From “The Real Deal” Web Page**

What’s it like out there?  
Hear from women in the biz!  
What about salaries?

**From the “In the Classroom” Web Page**

In High School Now?  
Thinking of College?  
Headed to University?  
Already in College or University?  
Teacher, Guidance Counsellor, or

Parent?

Information on other pages, such as [FAQs](#) and Links can be reproduced as well.

These are just a few possibilities. All of these tools are for CCLS Member Associations and their members to use to help promote surveying to young people as a career worth exploring.

The Associations and their members were asked to:

**Associations:** *Send this letter* to your membership at the first opportunity.

**Surveyors:** *Send this letter* to your employees, marketing department, web master, etc.

**Everyone:** *Explore the main site* and the marketing tools site yourself to see what is available. *Send the launch e-newsletter* anywhere that you can think of where the site may be of interest. You can send it by forwarding the e-mail you received with this letter or using the files on the marketing tool site.

- Your local schools
- Teacher groups or associations
- Career counsellor groups or associations
- Community based youth organizations – Scouts, Guides, Boys and Girl’s Club, Junior Achievement group, etc.

*Put a link* on your web site to [setyourboundaries.ca](http://setyourboundaries.ca)

*Use the site* and images to produce ‘hard copy’ or digital career awareness materials for career fairs, school talks, mailings, etc.

*Use the custom e-newsletter* to send new information, reminders, follow-up notes, etc.

The French web site <http://www.tracersfrontieres.ca/> was launched later in 2009.

The total budget for the initiative over two years was just over \$7,000 plus many hours of staff and volunteer time.

It is very disappointing to report that at this time, only five associations (ABCLS, ALSA, SLSA, ANSLs, and ACLS) have a link to this career awareness site on their own web sites. Three of those five links are on home pages. There have been no other reports of associations using any of the other recommendations to include this resource in their career awareness initiatives.

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