

CAREER AWARENESS REPORT
Canadian Council of Land Surveyors
May 2009

Focus 2008/2009

The Task Force was mandated to create a 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 as many aspects of surveying as possible.

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.

Resources

- 2008 budget of \$4,941 was used for design, web hosting and committee support.
- 2009 budget of \$1,500 is to produce a French version and update content as needed.
- Photos, video clips, anecdotes, and articles were begged, borrowed, and stolen.
- Text was written by Sarah Cornett and Ria van der Veen.

Task Force Members

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

Submitted by:

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Career Awareness Committee