

STRATEGIC MAP

April 19, 2004
Updated October 5, 2006

VISION: The CCLS 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.								
Timeline / Dollars	Completed	\$	2nd half 2006	\$	1st half 2007	\$	2nd half 2007	\$
Public Awareness: Guy Craig and Wayne Leeman								
	1. Begin to create task force, identify Champion, draft terms of reference							
	2. Bring task force together - Champion - over fall 2005							
	3. Identify consultants - PR and Teacher							
	4. Refine draft terms of reference - Task Force for Board approval - Dec 31			6. Obtain mailing list - Task Force - by Dec 3				
	5. Develop inventory - Task Force - by Dec 31			7.b. Association and committee review of web content				
	(aimed at students, teachers, counselors)- Task Force - 4 months			9. Buy search engine priority				
	8. Enter content - 1 month			10. Do mailing	\$12,000	11. Hire educational consultant to focus on more content	\$5,000	12. Monitor, communicate, increase content
Result: By mid 2006, early 2007, having spent \$12,000, CCLS has a low budget but concrete public awareness product aimed at attracting students to the profession that can be dressed up and/or used by member associations. Current budget for 2006 is \$12,000. Will be some surplus for 2007 completion of tasks.								

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Harmonization: Joe Johnson and Larry Pals								
Resolution #4 - Review of Common Core Syllabus								
	1. Develop terms of reference	\$0						
	2. First face-to-face meeting - April, 2005	\$4,000						
	3. Teleconference and follow-up on action items from first meeting.							
	4. Learning Outcomes - Examiners		(Consultant fees)	\$5,000				
	5.a. Hire consultant Jim Simpson to follow-up and document tasks.		4. Continue learning Outcomes - Examiners - by December 31	\$3,000	5.b. Second face-to-face meeting - BECC - to be determined	\$4,000		
Result: Completion of consensus based review of common core syllabus for use across Canada as a step towards harmonization.								
Timeline / Dollars	Completed	\$	2nd half 2006	\$	1st half 2007	\$	2nd half 2007	\$
Resolution #1 - Exemption Study								
	1. Co-Champions identified							
	2. Reviewed tasks and revised methodology - Champions							
	3. Develop basic terms of reference and list of tasks - Champions	\$0	Conclusion to replace this strategy with emphasis on equivalency process	\$0	4. Advertise equivalency process to institutions through associations	\$0		
Result: Completion of methodology for use by educational institutions to maintain complete list of exemptions apply for and maintain equivalency status for specific courses for use by member associations and boards of examiners to improve transparency and inform students. No budget in 2005 current draft.								
Resolution #6 - recommendations re: association web sites								
	1. Obtained mandate from Board - June 2005 annual meeting							
	2. Solicited input from Associations - low response							
	3. Define more detailed objectives and tasks - ExDir - Oct 2005							
	4. Research association web sites - ExDir and Admin Assistant - Fall 2005							
	5. Development of recommendations - ExDir and Administrative Assistant - by Dec 31, 2005	\$0	6. Further communication to Associations	\$0				
Result: Recommendations to association which, if implemented, will increase transparency of process for potential new members.								

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Expanded Profession: Marie Robidoux								
	1. Identify Champion - Board - at June meeting							
	2. Create task force and terms of reference - Champion - Nov 2004							
	discuss potential directions - Task Force		some overlap in members -- Champion					
	4. Report to Board - Champion - September meeting		7.a) Develop terms of reference to address recommendations - TF					
	5. Communicate results to associations - ExDir & Directors	\$150	supporting an association's initiative - Board					
			7 c) Reconsider strategy	\$0	7. Hire professional to research legislation	\$2,500	8. Host forum to review legeslative challenges	\$15,000
Result: Information provided to associations and possibly to establish building blocks on which to build consensus regarding "embracing the whole profession".								
Limitations Legislation: Earl Robinson								
	1. Identify Champion - Board - at Sept 2005 meeting							
	2. Prepare questionnaire for associations based on ANLS letter - Champion							
	3. Circulate to associations and get feedback - Directors							
	4. Prepare report based on feedback - Champion.							
	5. Research by Encon regarding insurance iplications	\$0	6. Additional communication to associations	\$0				
Result: Information from associations to determine if there is a need to develop a national strategy on limitations legislation at this time.								
Letters Patent: Ray Pottier								
	1. Identify Champion - Board - at June meeting	\$0						
			2. a) Exec Dir to review bylaws for consistency with strategic plan and governance structure and policies.		3. Review by Board and circulation to Associations			
			2. b) Review by task foce		4. Legal Review			
					4. Ratification by Associations.			
					5. Register by-laws with Gov't	\$500		
Result: Updated and consistent by-laws to compliment CCLS work and structure.								

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Web Forum for Associations: Executive								
	1. Adopt as a priority - Board							
	2. Identify Responsible Group - Board							
	3. Prepare proposal with options for President's consideration - Admin Assistant							
	4. Circulate proposal to Executive & President's and solicit feedback - ExDir							
	5. Move forward based on feedback, build site, post site, train associations.	\$0	6. Encourage and monitor association use	\$0	7. Consider overall CCLS web strategy	\$0		
Result: New web based forum on CCLS site to facilitate better communication amongst member associations.								
Senior Association Administrators Communication Forum: Executive								
	1. Adopt as priority - Board							
	2. Identify Responsible Group - Board							
	senior association administrators based both on CCLS's need to							
	4. Host forum	\$150	5. Host next forum and establish routine	\$150				
Result: Regular CCLS access to key association communicators and facilitated networking opportunities for senior administrators.								
BECC Terms of Reference: Executive								
	1. Prepare report on issues with recommendations - Dobbin, Hol, Cornett - end of year							
	2. Present report to Board for consideration							1
	3. Input from BECC and adoption of new T of R	\$0	4. Implementation of new T of R	\$0	6. Encourage recognition of accredited programs through Res #4 work.	\$0		
Result: Revitalized and relevant BECC.								

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Distance Learning: Derek French								
	1. Circulate ammended MOU and get signatures to build concensus							
	2. Form steering group from association appointees				3. CCLS provide forum and facilitator to regain momentum OR CCLS provide 1 year electronic communication for steering group (reduce to \$2000)	\$8,000		
					5. CCLS provide seed funding for inital corse offering	\$5,000		
Result: Self sustaing association based distance learning program.								
Attracting New Members: TBA								
					1. Invite consultant to President's forum in Feb/Ottawa	\$500		
					2. Propose seminar dealing with cultural shifts pilot at AOLS AGM (cost shared with Assoc)	\$4,000		
					3. Feed information to CCLS committees and assoociations			
Result: Better understanding of of motivations of all people we are trying to attract to the profession.								
Attracting Youth to the Profession: TBA								
					Hire a consultantthat deals wit youth issues to speak to Start Planning Committee	\$500		
					Committee to research issues			
					Feed information to CCLS committees and associations			
Result: Better understanding of motivations of youth people we are trying to attract to the profession.								
Inter-Provincial Mobility: TBA								
					Kick start with discussion of jurisdictional legislation vs. ethics at presidents' forum	0		
Result: Better understanding of implicaions or reduced inter-provincial barriers and building concensus around fundemental principles.								
Annual Total \$		\$4,300		\$20,150		\$30,000		\$15,000