

# Professional Surveyors Canada Strategic Plan

## Vision Components\*:

- Your Voice in Canada
- Offering top quality service to its members
- Ensuring your future
- Expanding your future marketability
- Remaining competitive
- Moyen de travail un employer a la hauteur de vos aspiration (the means to achieve your career aspirations)

## Guiding Principles\*:

1. Members meet the highest of professional standards
2. Stand up for members
3. Build reputation of its members
4. Promote professional surveyors and their products/services
5. Build trust and confidence in the profession
6. Build competence of the membership
7. Member focused

## Mission\*:

- By being the member's voice/advocacy in industry, education, government, public, nationally/internationally
- By providing member services that advances/enhances the individual and the profession
- By serving as a coordinating body for national issues at all levels
- By focusing on members,
- By working collaboratively with our membership to build their knowledge and skills, to build trust and confidence in the profession, and to promote the profession.

### Strategic Priority 1:

Continue current association facilitation and consensus mandate

#### 1.1. Continue to Support Current Association Based Initiatives:

- Labour Mobility
- Syllabus/Accreditation
- Career Awareness web site

#### 1.2 Continue to Resource:

- Establish electoral colleges (provinces and ACLS)
- Attend President's Forums and Association Annual Meetings
- Maintain dues structure

#### 1.3 Look for 'next' issue:

- e.g. foreign credential recognition

### Strategic Priority 2:

Provide initial member services

#### 2.1 Develop a Professional Development Product:

- Investigate borrowing seed money
- Leverage existing material

#### 2.2 Develop a Public Awareness Campaign:

- Hire fundraiser to get seed money directly from members
- Hire marketer to prepare proposal
- Identify national issue/focus

#### 2.3 Continue PLIC

### Strategic Priority 3:

Build relationships with members, stakeholders, and partners.

#### 3.1 Develop Communication Plan:

##### 3.1.1 Members:

- Hire consultant
- Develop PSC Brand
- Develop Vision/Values/Mission\*
- Launch PSC

##### 3.1.2 Licensing Bodies:

- Constitute Board and Licensing Body Liaison Committee

##### 3.1.3 Others:

- Continue communication with CIG, CHS, CBEPS, ... through Board liaison
- Build flexibility into governance

\* To be fully developed with communication/marketing consultant