

**THE CANADIAN COUNCIL OF LAND SURVEYORS  
STRATEGIC PLANNING COMMITTEE**

Meeting September 2-4, 2009  
Crowne Plaza Airport Hotel, Toronto, ON

**EXECUTIVE SUMMARY rev. 1**

**The full meeting report is available on request from the CCLS office.**

**Participants:**

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Output of the meeting including the full meeting report, this executive summary, and a strategic plan document for approval of the CCLS Board of Directors.

**PROPOSED TRANSFORMATION**

**Canadian Council of Land Surveyors to Professional Surveyors Canada**

*The following is the strategic direction recommended to the CCLS Board of Directors for the transformation of Canadian Council of Land Surveyors (CCLS) to Professional Surveyors Canada (PSC)*

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**Professional Surveyors Canada** What will not change:

Professional Surveyors Canada will continue to:

- Be the voice of the surveying industry at the National and International level.
- Have the best interest of the profession as its main objective.
- Be a coordinating body for the licensing bodies in Canada.
- Build consensus with all the licensing bodies in Canada.
- Provide forums for all of the licensing bodies to discuss national issues.
- Strive to facilitate the licensing bodies in taking advantage of economies of scale.
- Recognize that the licensing bodies have the sole authority to accept or reject the recommendations for change to their legislated mandates or changes to the processes in meeting those legislated mandates.
- Have representation from all 11 electoral colleges (all provinces + ACLS).
- All members of a licensing body will be members.
- Current dues structure will remain intact.

**Professional Surveyors Canada What will change:**

Professional Surveyors Canada will:

- Provide leadership for the profession on national issues.
- Provide forums to discuss member issues.
- Address the collective concerns of our individual members.
- Provide services that meet the needs of our individual members.
- Communicate directly with individual members.
- Take advantage of economies of scale for member service delivery.
- Canvas members directly to fund initiatives that are of mutual benefit.
- In cooperation with the 11 licensing bodies, hold elections in 11 electoral colleges (all provinces + ACLS).

**Professional Surveyors Canada Guiding Principles:**

In meeting its mandate, Professional Surveyors Canada will be guided by the following principles:

- Enhance the professional image of the profession
- Avoid duplication of services.
- Work cooperatively with all of its partners.
- Communicate in a timely manner.
- Support its members in meeting the highest professional standards

**Professional Surveyors Canada Kick-off Initiatives for Year 1:**

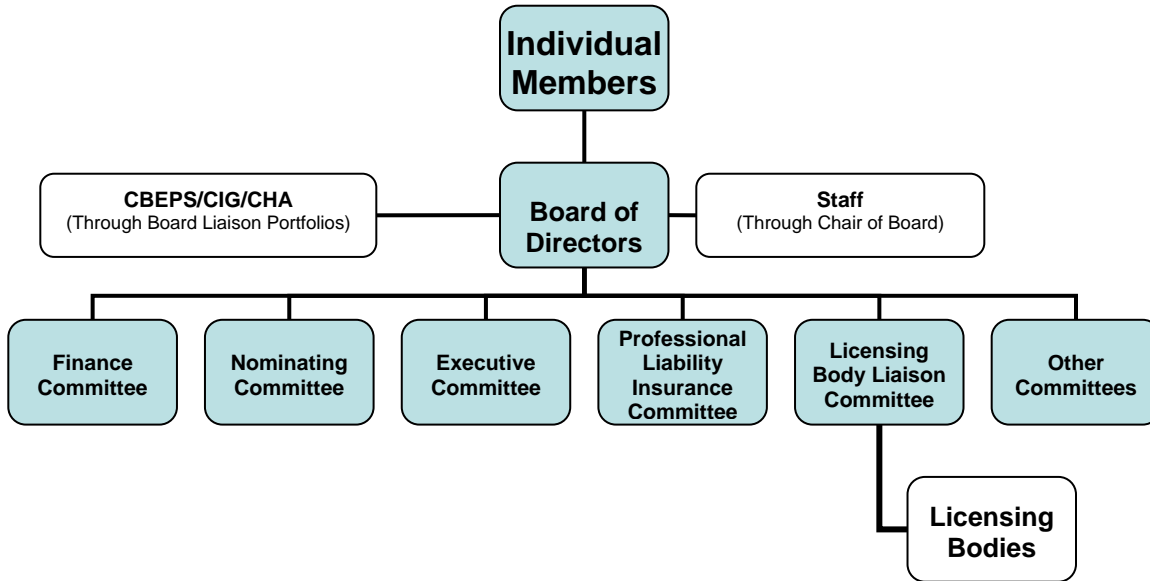
In the initial year of its mandate, Professional Surveyors Canada will take on these initiatives:

- A national professional Public Relations Campaign on the value of the surveyors product which puts emphasis on its benefits over title insurance
  - Will be national in scope
  - Will use professional communications consultant services in its design and implementation
  - Will be funded by the membership through a fundraising campaign incorporated into the initial branding and communication plan of Professional Surveyors Canada
- Delivery of a professionally developed and nationally applicable **Professional Development Course**.
- Continued management of **Professional Liability Insurance Program** for Surveyors
- Continued **Forum for Association Discussion** of national issues such as:
  - Labour Mobility,
  - Harmonization,
  - Recognition of Foreign Trained Professionals, etc.

**Professional Surveyors Canada Proposed Next Steps:**

1. Board of Directors approval of strategic plan
2. Development of letters patent and by-laws
3. Licensing Body approval of letters patent and by-laws
4. Registration of letters patent and by-laws
5. Branding of Professional Surveyors Canada using professional consultant services
6. Communication Plan using professional consultant services
7. Implementation of Professional Surveyors Canada Kick-off Initiatives for Year 1

**Professional Surveyors Canada Basic Governance Structure:**



**Professional Surveyors Canada Proposed Three Year Targets:**

	2010	2011	2012
Professional Development	<ul style="list-style-type: none"> <li>• Work Place Readiness Training for Surveyors hiring FTPs</li> <li>• 1 or 2 Courses</li> </ul>	<ul style="list-style-type: none"> <li>• 2 Courses</li> </ul>	<ul style="list-style-type: none"> <li>• 2 Courses</li> </ul>
Public Awareness	<ul style="list-style-type: none"> <li>• Branding</li> <li>• Title Insurance Campaign RFP</li> <li>• Fundraising – set goals</li> </ul>	<ul style="list-style-type: none"> <li>• Identify Topics</li> <li>• Fundraising</li> </ul>	<ul style="list-style-type: none"> <li>• Identify Topics</li> <li>• Fundraising</li> </ul>
Annual Meeting	<ul style="list-style-type: none"> <li>• Potential June Calgary, CIG</li> <li>• May St. John’s ACLS</li> </ul>	<ul style="list-style-type: none"> <li>• ACLS Yellowknife</li> </ul>	<ul style="list-style-type: none"> <li>• ACLS/SLSA</li> <li>• CIG</li> </ul>
Coordinating Licensing Bodies	<ul style="list-style-type: none"> <li>• \$100,000 HRSDC for harmonization (labour mobility, recognition of foreign trained professionals)</li> <li>• Labour Mobility Monitoring</li> <li>• Finalize Accred. Process and Transfer to CBEPS</li> </ul>	<ul style="list-style-type: none"> <li>• Issues from Licensing Bodies</li> </ul>	<ul style="list-style-type: none"> <li>• Issues from Licensing Bodies</li> </ul>
PSC	<ul style="list-style-type: none"> <li>• Communication - Target members</li> </ul>	<ul style="list-style-type: none"> <li>• Communication - Target associate members</li> </ul>	<ul style="list-style-type: none"> <li>• Communication</li> </ul>