

Appendices



Forum on the Future of Surveying

First Draft Report Date: June 14, 2018

Revision 1: June 25, 2018

Final Report July 31, 2018

Based on Facilitated Forum, Friday, June 1, 2018

LAPELS Offices, Baton Rouge, LA

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1. Meeting Agenda



Meeting Agenda

Friday, June 1, 2018

Baton Rouge, LA

- I. Welcome and Introductions (8:30-8:50) (*Donna with 30-second Self Introductions by Attendees*)
- I. Overview of the Meeting, Format, Ground Rules and Expectations of the Group for this Meeting and the Year to come (8:50-9:00) (*Barb with Sticky Notes on Board and Questionnaire Results from Group*)
- II. A Look-Back at the Accomplishments of the Group Since the First Forum in January of 2016 (9:00-9:15) (*Lisa H. with input from the group*)
- III. Major Trends and Highlights for the Past Year in the Surveying World. How Do Highlights and Trends Affect the Profession and the Forum's Direction? (June 2017-June 2018) (9:15-9:35) (*Lisa H./Barb initiate discussion with input from group on trends, then group discusses how that might affect the future of surveying and highlights*).
 - Trends-Open Group Discussion-What have you seen?
 - Highlights
 - Updated Website: *BeaSurveyor.com*-Cards, Links from State Websites on Horizon
 - NSPS North American Distributor for Program with Elaine Ball in England for Posters in Grade Schools, *Evan the Eagle* (Lisa V, Tim B)
 - FIG Update (Lisa V, Tim)
 - UK Apprenticeships
 - Pop 3Q Results
 - Boy Scouts Update

- *North Carolina Grant Application*
- *Proclamations National Surveyors Week*
- *Additional Highlights Discussion*

IV. Creating a Consistent Message Among the States and Within the Profession-A Look at How those Messages are Communicated and How to Bring Consistency from a National Perspective to Websites, at Conferences, in Communications (9:35-9:50)

- Sampling of Messages from State Websites
- BeaSurveyor.com Links from State Websites
- Certified Survey Technician Website (2 months)
- Other Ideas

V. Subcommittee Collaboration, Updates and Next Steps (9:50-10:45) (*Subcommittees and their teams-20 Minutes Each for Collaboration and 3 minute report outs to group focusing on status of items identified as needed in 2017 Report and Plan and 10 minute dot vote*)

VI. Interactive Action Item Updates and Next Steps (10:45-12:00) (*Actions from Report and Marketing Plan from 2017 Listed on Facilitation Materials Members Provide Group Updates to Forum on status-Primary areas noted below*).

- Workforce development
- Target Audiences-State Associations
- Target Audiences-Educational Institutions
- Questionnaires and New Questions from Group
- Twist
- Meetings, Trade Shows, Conferences
- 4-H
- ESRI
- Media, Press, Articles, Social Media Outreach
- Resources for Marketing Use
- Forum Continuity
- Forum Leadership
- Speaking Engagements
- Student Education
- Power Point Presentations
- Resource Center for housing all materials, NSPS
- Other

VII. Lunch and Group Photo (12:00 – 1:00)

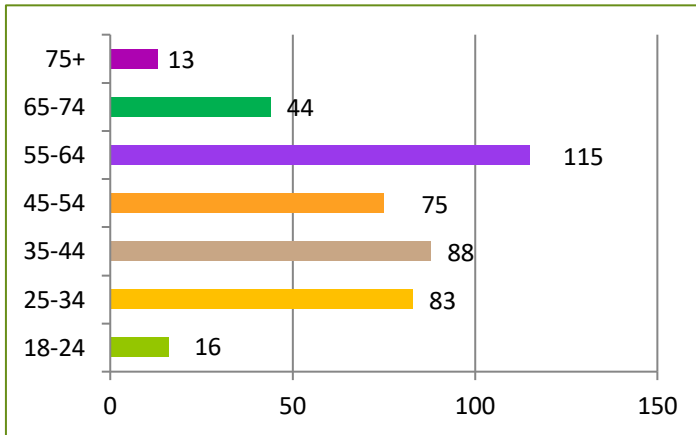
VIII. Communication-What Types of Communications Have Been Most Effective in the Past 12 Months with the Surveying World? How Should Communication Proceed in the Future? How We Can be Most Effective in Getting the Message Out Relative to

Image/Marketing/Branding, Educating and Recruiting/Mentoring and other relevant topics (1:00-2:00) (*Broken into Groups with Report Outs*)

- IX. Ideas for Outreach: Engaging an Expanded Group or the Overall Survey Profession in the Future of Surveying Forum. (Virtual, Conference Sessions, Social Media Groups and other ideas) (2:00-3:00) (Open discussion, Barb facilitating and documenting. Discuss tools/approach that can be used to identify opportunities to gather participants and gain input.)*
- How to capitalize on those other concentrations of young/future surveyors at various meetings-Development of a tool/approach to gather participants. Questionnaire or link when organizations will be exhibiting/booth. (Perry)
 - Luncheon summits at conferences inviting emerging leaders/future surveyors/young surveyors. (Perry)
- X. Quick Walk through 2017 Marketing and Outreach Plan and Discuss Update for 2018 (as a result of this meeting) Including Updates Needed to Toolkit Based on 2017 and early 2018 additions...and How to Share Information from these Documents with Profession (3:00-4:00) (Barb introduce and attendees break into 3 mixed groups-add input and new tools they have found to boards, rotate every 10 minutes, 3 minute reports at last station, 15 minutes at end for dot votes)*
- XI. Next Steps: Summary, Implementation Strategy and Conclusions (4:00-5:00)*

2. 3PopQ Results

What is your age?

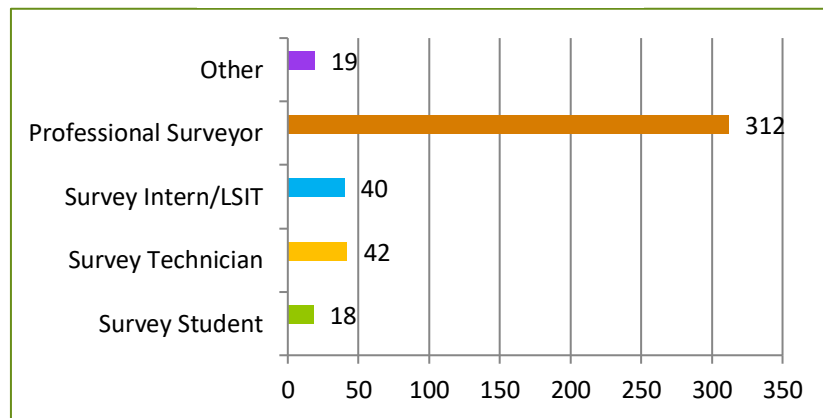


1st 3PopQ:
434 responses
(Aug-Sept1,2017)

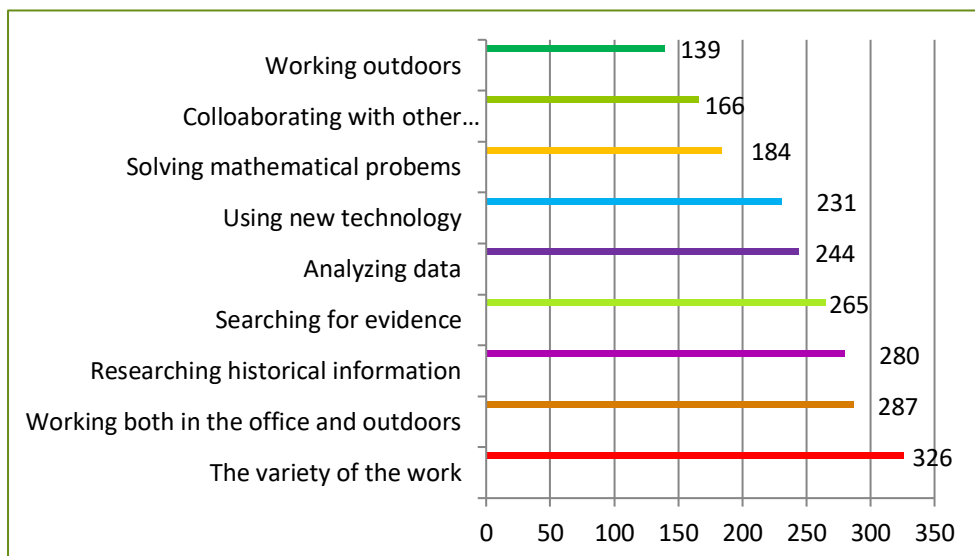
- ❖ *Using new Technology* was third and fourth highest among the 25-34 and 35-44 year olds, respectively, but dropped to sixth place among 45-64 year olds and least picked for those 65+ year olds.

- ❖ The majority of the 18-24 year olds were Survey Students who ranked *Working Outdoors* in the top four along with the options of *Researching historical information*, *Searching for evidence*, and *the Variety of the work*.

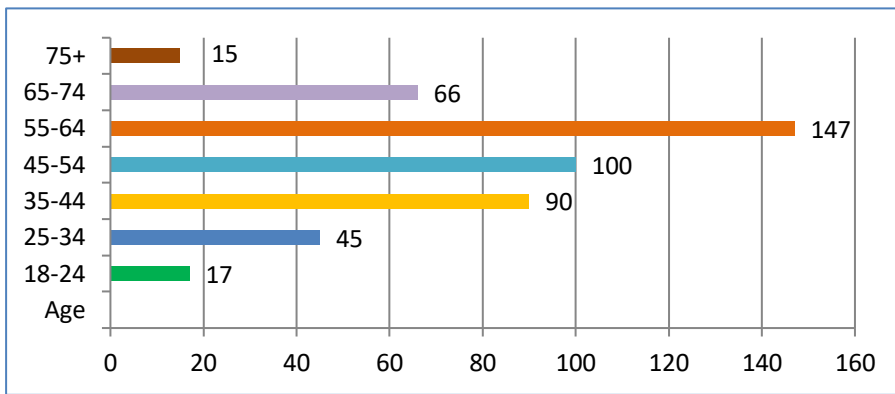
What is your Professional Status?



What do you enjoy about your surveying career?

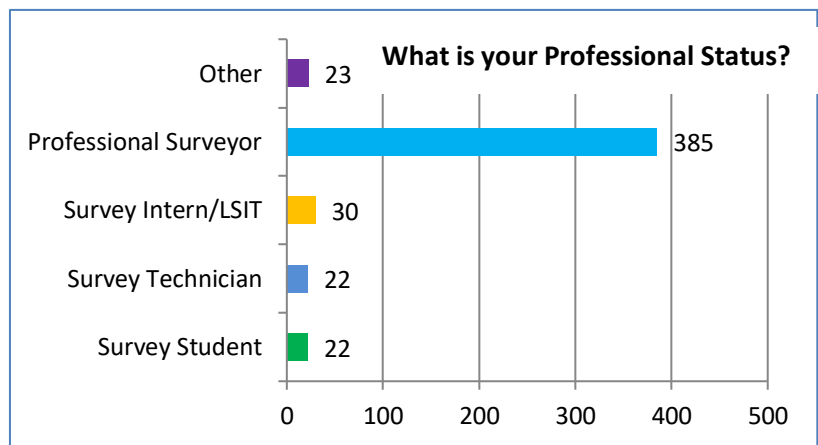


- ❖ *The variety of the work* option was the most picked option among all age groups and professional status categories.



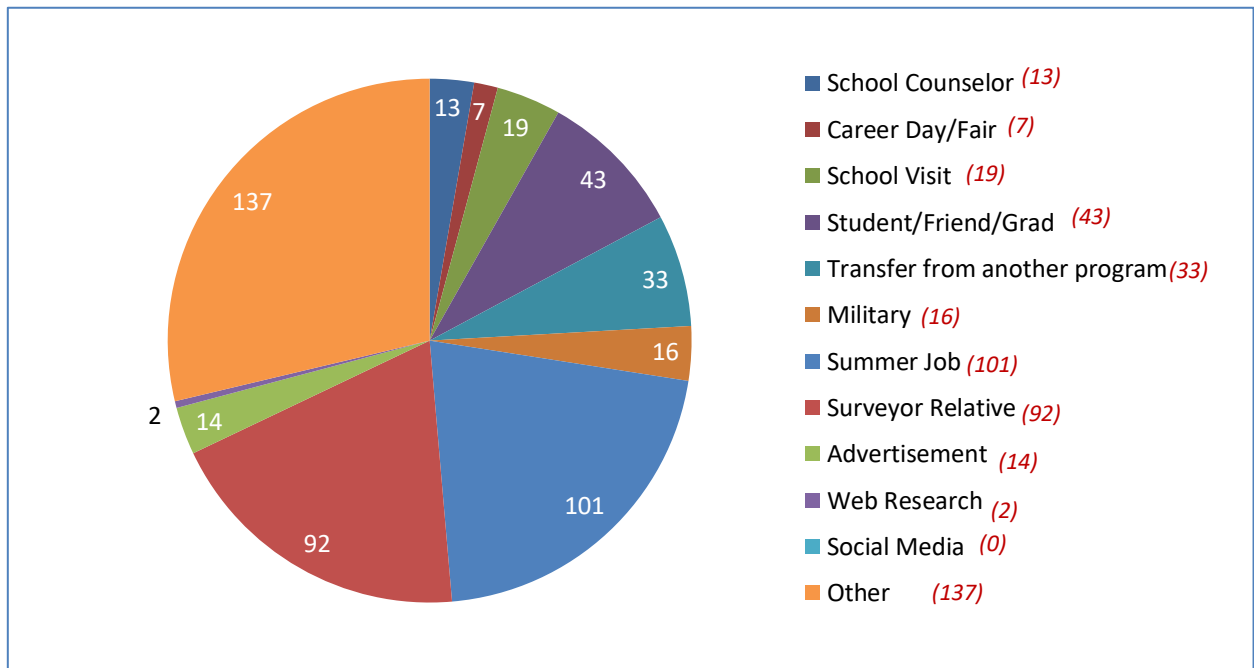
2nd 3PopQ:
482 responses
(Sept 29 – Oct 16)

What is your age?



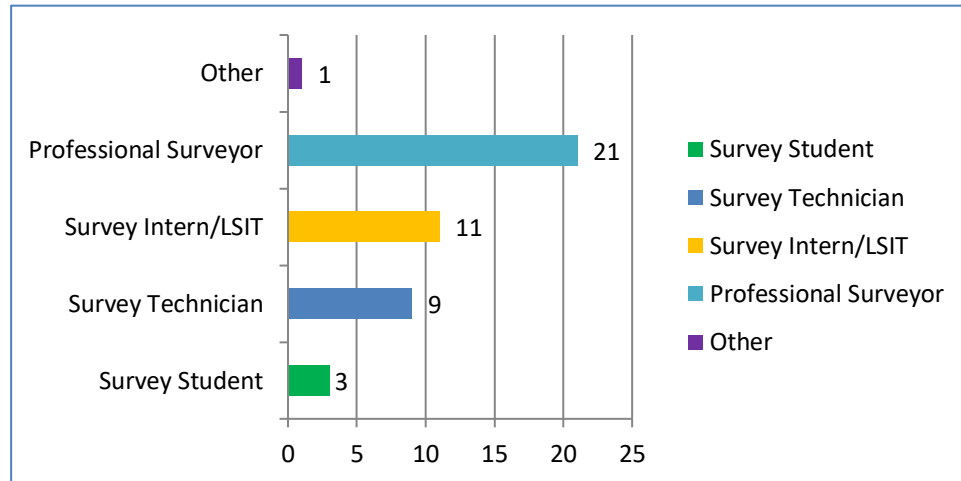
What is your Professional Status?

How did you FIRST get introduced to the Surveying Profession:

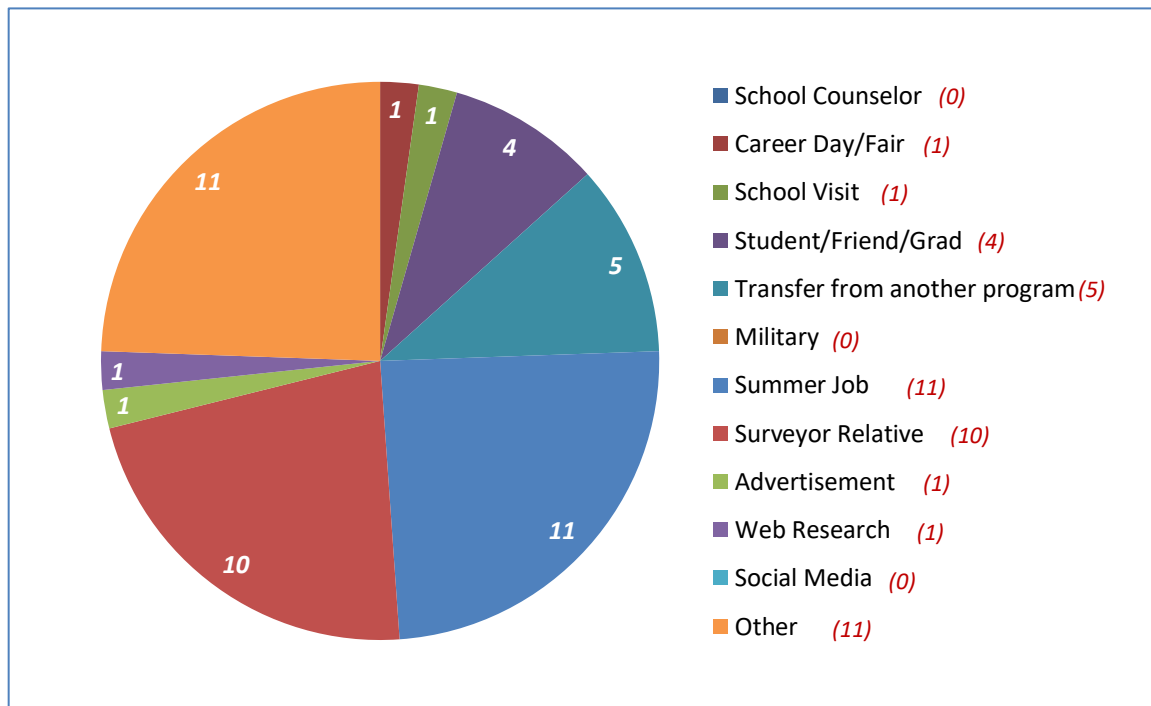


2nd 3PopQ:
(Sept 29 – Oct 16)

25-34 year olds (45 respondents):



How did you FIRST get introduced to the Surveying Profession:





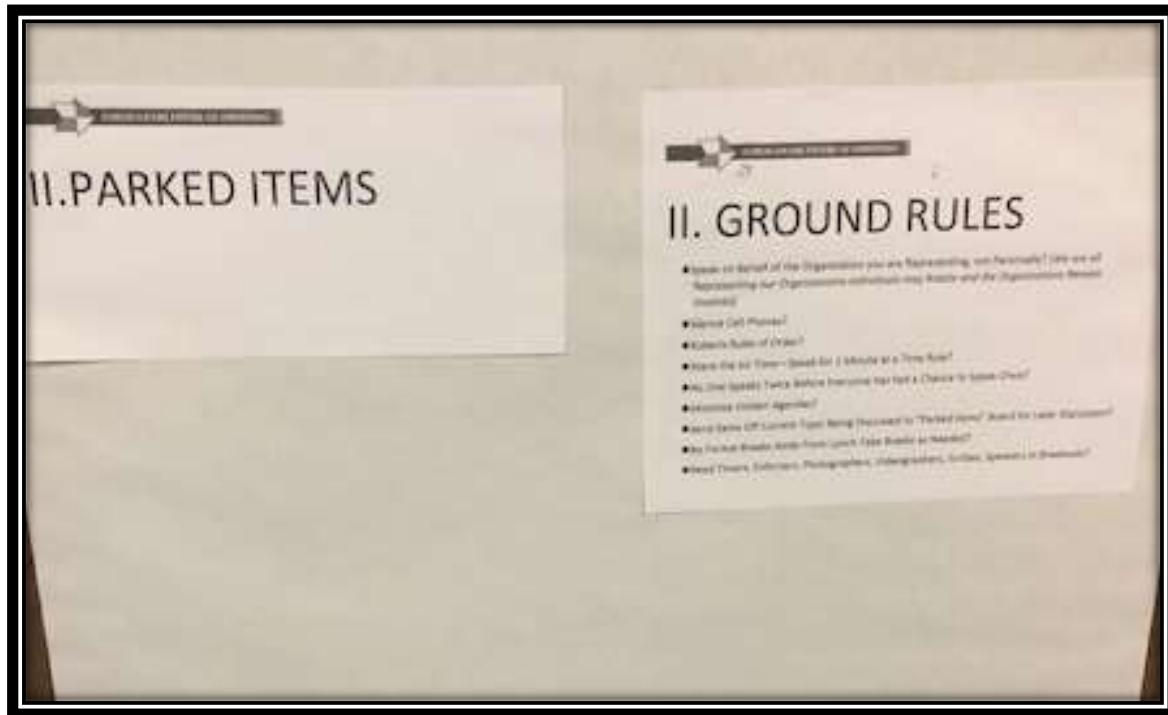
3. Meeting Notes From Graphic Facilitation

- II. Expectations, Parked Items and III. Ground Rules

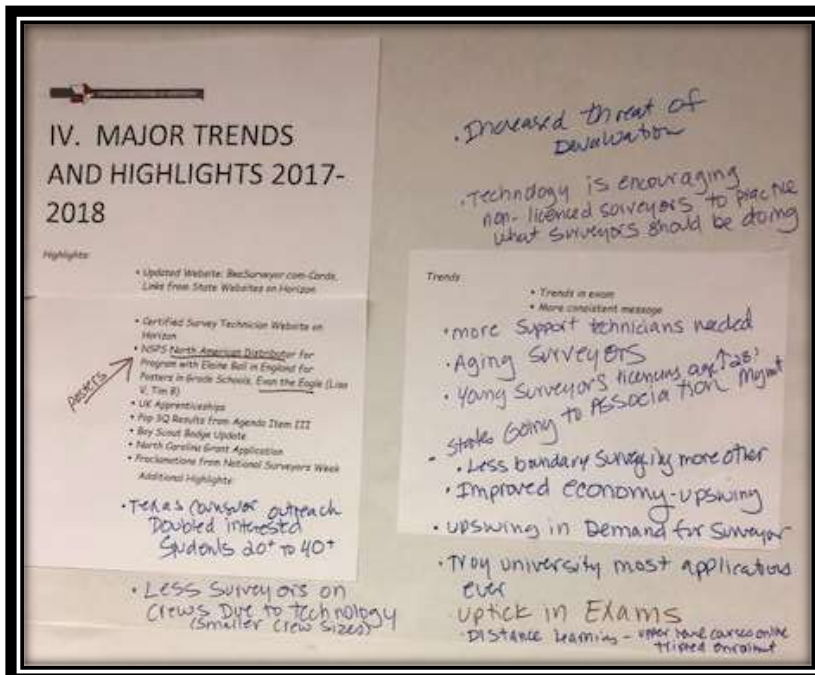
II. EXPECTATIONS

Input of Group from Questionnaire

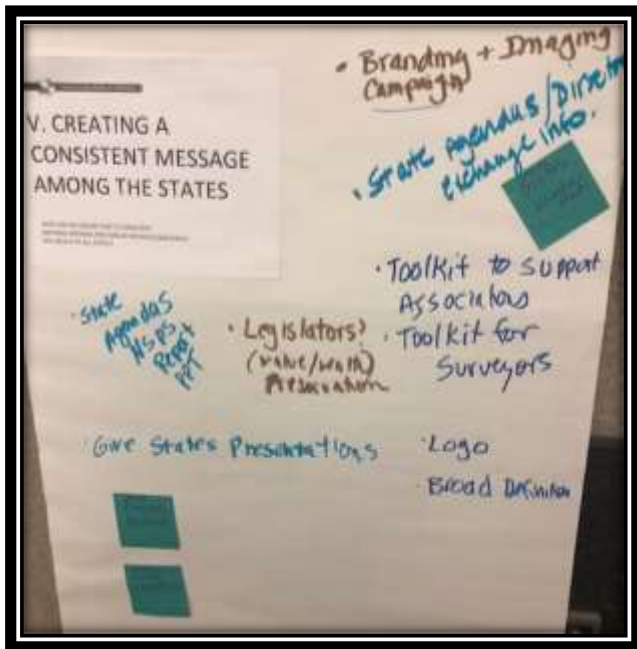
- To Leave with a concrete Plan of Action for each Subcommittee
- Evaluate current programs and update where message needs to be refined
- To go over group's role, see what was done last year, have plan of action for upcoming year
- Continued support from organizations related to the surveying profession
- Finalize loose ends of subcommittees and coordinate with NCEES to see if numbers have increased
- Start implementation of concepts presented
- **A bold new approach**
 - To plan and execute goals to promote our profession
 - Come away with a clear marketing plan and agree on a brand symbol
 - Identify actions that can improve image + visibility of surveying profession and, thereby, provide points that can be added to an action plan for professionals to facilitate the process (list)
 - Recognize the positive accomplishments, review their impacts if possible and set directions for next year



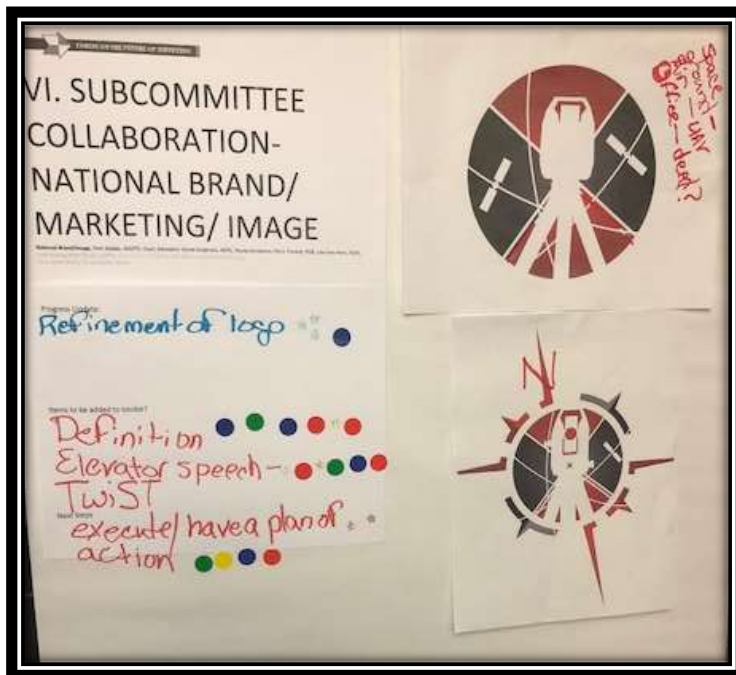
IV. Major Trends and Highlights 2017-2018



V. Creating a Consistent Message



VI. Subcommittee Collaboration



VI. SUBCOMMITTEE COLLABORATION- EDUCATING

Lisa Harris, ACEEL, Carol Morrison, IES/ASCE, Karen Schulman, ADPAC, ... Nancy Almsdorf, ...

Progress Update:

public
k-5
6-12
13+

Items to be added to toolkit?

2 main Ball posters - support
links to videos - NCEES site -- vet the content sub-group
take elevator speeches out of NCEES website
presentation to dean professors - recruiters
so you want to be a surveyor - where do you go?
- Distance Learning

Fabrics (6-8 pages) - toolkit

Next Steps

develop good elevator speeches
how do we keep things fresh?
Subcommittees have to meet regularly
Educator conferences? - state coordinators



VI. SUBCOMMITTEE COLLABORATION-RECRUITING & MENTORING

Dave Zenk, NSL Chair; Doyle Allen, NSR Benton, Colonial States; Patz Williams, SAGE; Tim Runk, NSP Workforce Development; ...

Progress Update:
Dave Zenk Report:

NSPS Participation in State Surveying Conferences

Yes	8 States	NSPS on Agenda
No	30 States	NSPS not on Agenda
Not Sure	13 States	Possibly Fall
Fall Meeting Schedules	8 States	Curt Sumner (4), Emily Pierce (1)

		Joanne Williamson (1), Tony Gregory (1), Joe Byrd (1)

Minnesota Society of Professional Surveyors-Local Report

- Chapter 6 active and productive in FOFS activity
- Built virtual reality sandbox available at events by request to Director Chris Ambourn
- MSPS local YP Representative Manny Lee will attend young surveyors network joint meeting in October
- MSPS Education committee member had excellent interaction with high school career counselor on land surveying and STEM. Chapter may look into booth at MN state counselor conventions
- Board looking at kits and making them available on MSPS website
- Looking at participation in STEM and Future Cities Events



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Items to be added to toolkit? Sandbox
M Tube - VR Sandbox

Next Steps: New delivery method. social media
Spend some money
Summer Job / Internships
Apprenticeship

VII. Interactive Agenda Item Updates and Next Steps

VII. INTERACTIVE ACTION ITEM UPDATES AND NEXT STEPS

- Workforce Statement
- Target Audience Role Acquisition
- Target Audience Educational Definitions
- Questionnaires and Take Question Form Email
- Talent
- Meetings, Trade Shows, Conferences
- A-11
- ES&I
- Media, Press, Articles, Social Media Outreach
- Resources for Marketing Use
- Forum Continuity
- Forum Leadership
- Sponsorship Engagement
- Student Education
- Paper/PDF Presentations
- Resource Center for housing all materials: DGPS

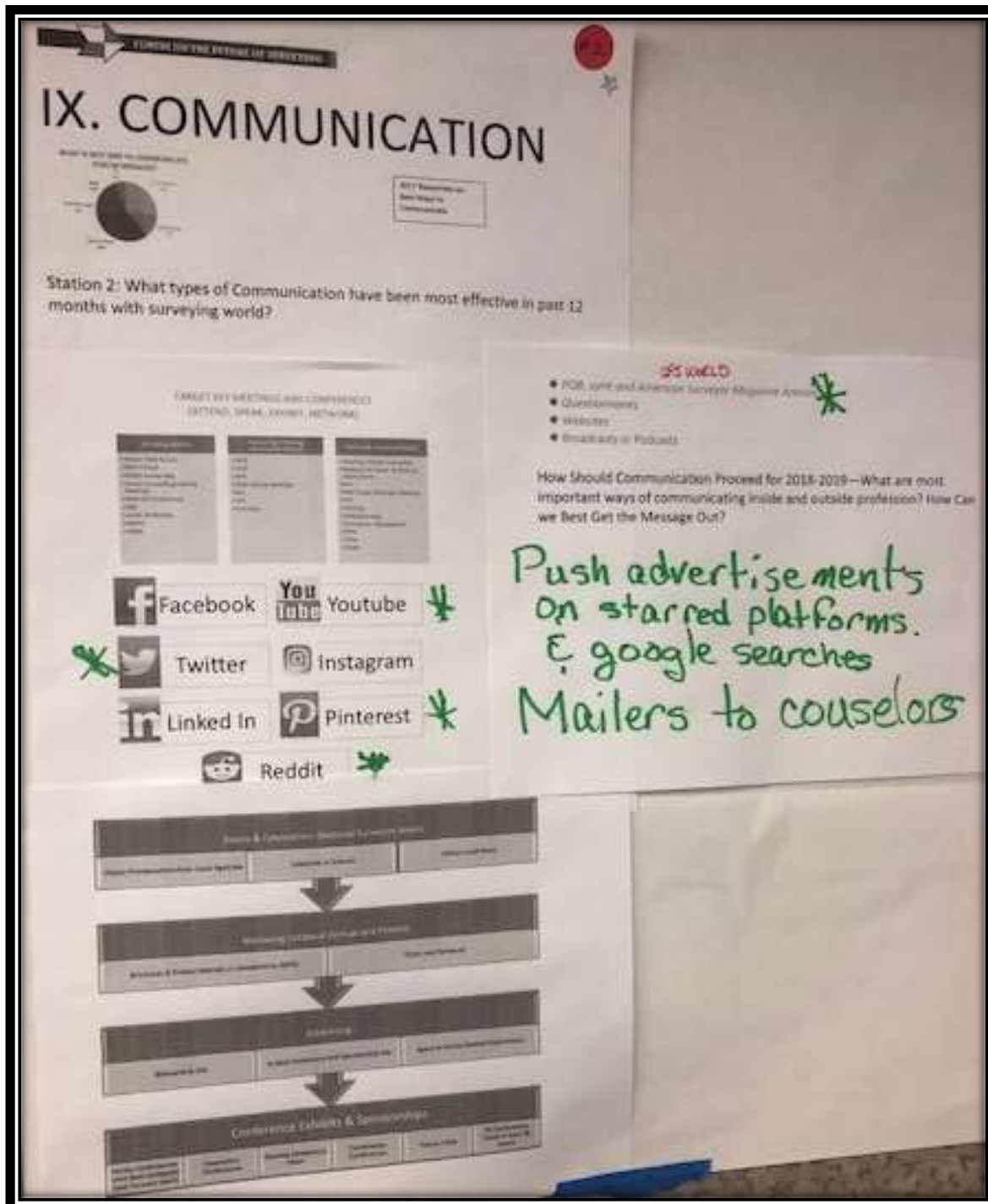


Social media •
Resources for Marketing •
Toolkit ••
Forum •
••••• Speaking Engagements
Student Education
Power Points •••••
mentoring programs ••

•• Community College Programs
•• Conferences
•• American School Counselors Ass
CISA + NSPS
•• State Conferences (counselors)
National Conference (Education)
•• National Education Association
•• A National Conference Bringing all
aspects of Surveying together
American Land Title Assoc

Workforce Development •••
Target State Associations
Target Educational Institutions
TWIST •••••
Meetings, Trade Shows, Conferences
H-H/FFA •••
ESR I
Media, Press, Articles •••••

IX. Communication



IX. COMMUNICATION

Station 2: What types of Communication have been most effective in past 12 months with surveying world?

TARGET KEY MEETINGS AND CONFERENCES (ATTEND, SPEAK, EXHIBIT, NETWORK)

- ASCE World
- PCB Joint and American Surveying Alliance Annual
- Questionmark
- Websites
- Smart City in Products

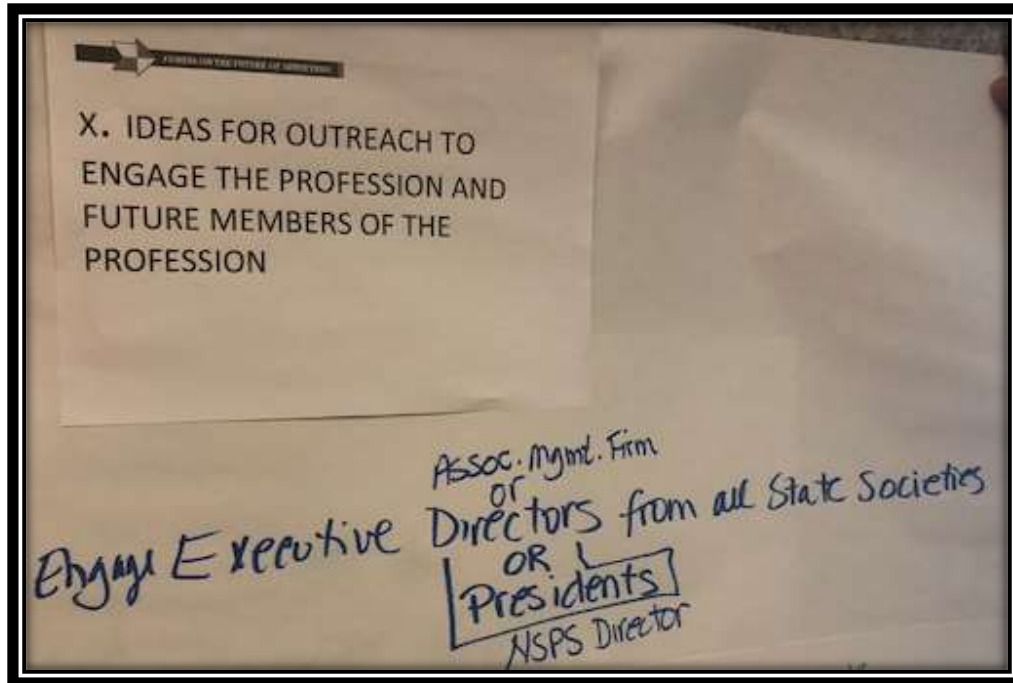
How Should Communication Proceed for 2018-2019—What are most important ways of communicating inside and outside profession? How Can we Best Get the Message Out?

Handwritten in green: Push advertisements on starred platforms. E.g. google searches. Mailers to counselors

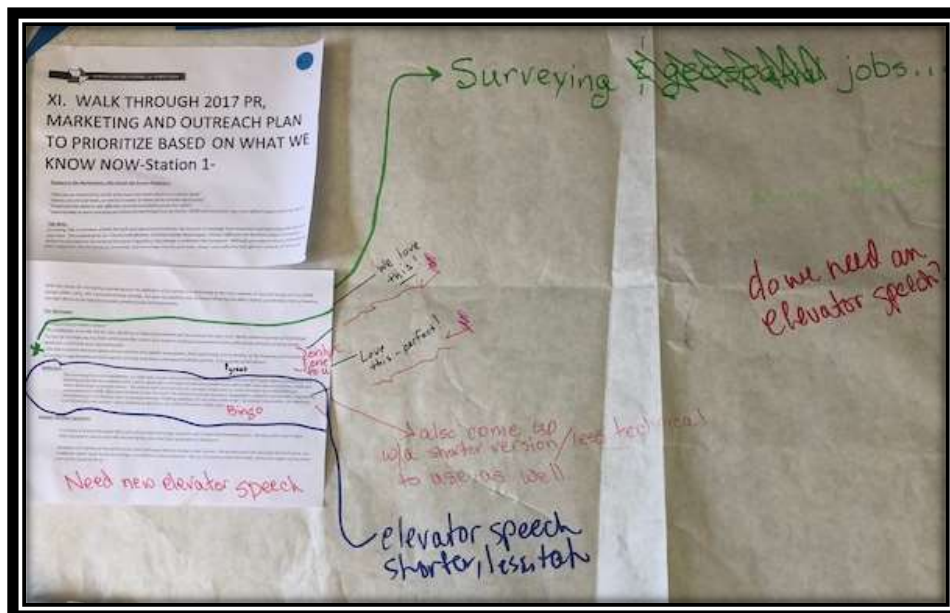
Social Media Icons: Facebook, YouTube, Twitter, Instagram, LinkedIn, Pinterest, Reddit. Each icon has a green star sticker next to it.

Flowchart: A vertical flowchart with four main stages: 1. Events & Conferences (National Surveying Society), 2. Meetings (Surveying Association of Engineers), 3. Exhibitions, 4. Conference Exhibits & Sponsorships.

X. Ideas for Outreach to Engage the Profession and Future Members of the Profession



XI. Walk through 2017 PR, Marketing and Outreach Plan to Update





XI. WALK THROUGH 2017 PR, MARKETING AND OUTREACH PLAN TO PRIORITIZE BASED ON WHAT WE KNOW NOW-Station 3-Edit the Matrix, Review Budget

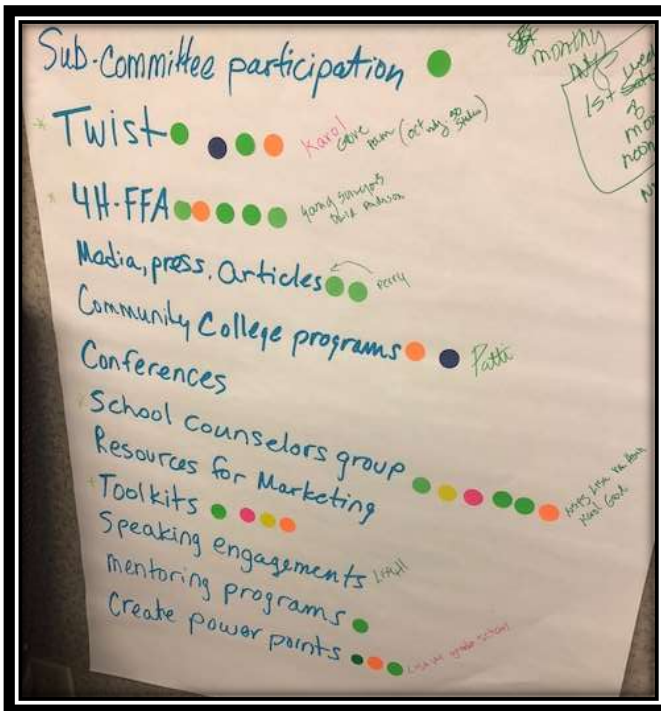
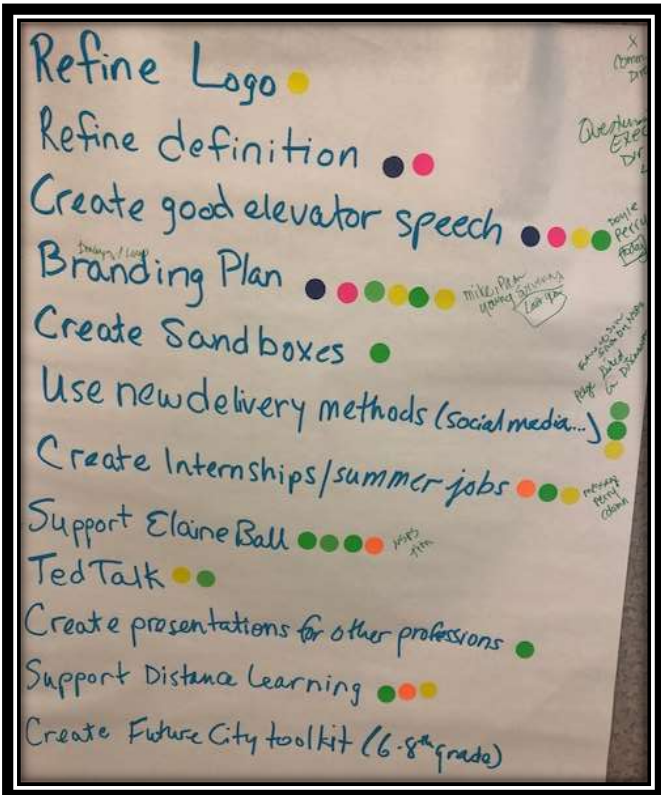
Handwritten notes: "Linda - in charge of PR, Outreach, Lisa Van Cleve"

Review the Budget and Report Sources

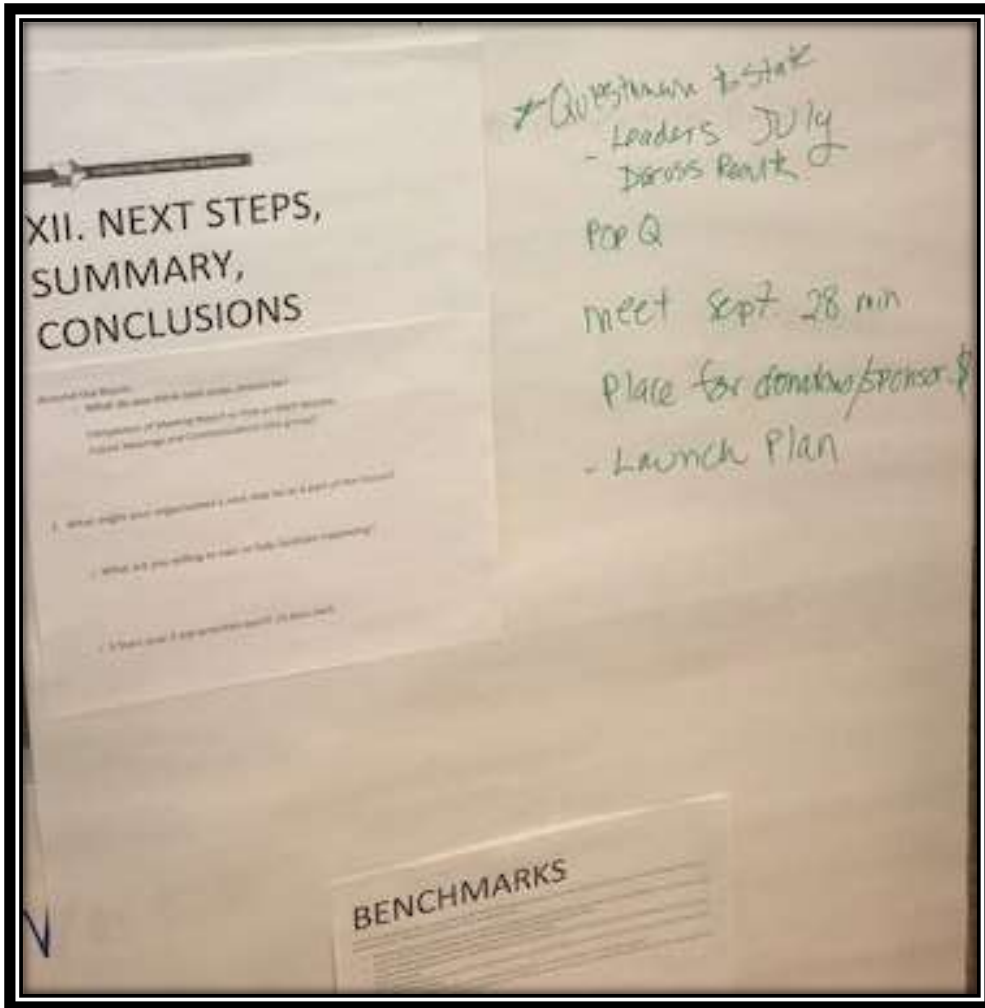
- "State associations"
 - "State workforce development boards"
 - "State or Council for the profession or for career in technology, additional grants and grants for research"
 - "Funding from professional organizations"
 - "Sponsors through conferences or job positions, leading in practice"
 - "Sponsors and vendors"
 - "Gift cards to members for networking"
 - "Member continuity by having NCTD members leadership role and NCTD continue to set up meetings, calls and reports"
- An emphasis is placed on relying on the profession to volunteer to share the message, educate, mentor and recruit. Additional ideas include "Go Fund Me" or "Kickstarter" for specific programs.

Budget Sources





XII. Next Steps, Summary, Conclusions





Next Steps:

- To Start presenting to the public
- Its my first meeting. Build a roadmap and guide not only to the public & develop awareness and future surveyors.
- Enhance outreach to NSPS general members especially at State & local conferences & meetings. Ask members for their personal involvement.
- Keep attending & communicating!
- To create defined goals for the group with a plan for accomplishing them.
- Was a logo ever finalized? A tremendous amount of work has been completed by the Forum. If the steps from the plan have been implemented, perhaps take a year off then regroup to check the status of the plan to see what impact it has had on the Surveying Profession. Can this metric be measured beyond an increase in the number of Surveyors?
- Evaluate the success of failure of the concepts that were implemented and make adjustments for improvement. ~~implemented~~ Determine if any of the proposed initiatives will be successful.
- This will be my first meeting so I do not know what your previous steps were.
- Come up with a way to execute the above goals

4. Summary

Report on the Future of Surveying Forum

The Forum reconvened on June 1, 2018 in Baton Rouge, Louisiana. The following organizations were represented:

- **ASPRS** – Karen Schuckman
- **Colonial States** – Doyle Allen, Mike Benton
- **NCEES** – Lisa Hanni
- **NGS** – Dave Zenck (phone)
- **NSPS** – Lisa VanHorn
- **NSPS Workforce Development** – Tim Burch
- **NSPS Young Surveyors** – David Anderson
- **SaGES/TJC** – Patti Williams
- **Other** – Karol Grove
- **MAPPS** – Pam Nobles
- **UESI/ASCE** – Carol Morman
- **POB** – Perry Truncik
- **LAPELS MBA** - Donna Sentell

We had four new faces in the group (those who had not previously attended). We updated the group on the purpose of the Forum and past accomplishments.

We discussed trends in the Surveying industry in the past year and noted that there is an uptick in First time test takers for both the FS and the PS examinations. Others noted that Distance Learning courses offered at schools have significantly increased their student numbers. We also discussed that although geospatial awareness is becoming more prolific worldwide, it appears to encourage non-licensed practitioners. For instance, State licensure boards are discussing whether products and data obtained through Drone technology falls under their definition of the practice of surveying.

We polled the Forum group before the meeting and asked “In professional meetings you attended in 2017, did the topic of the future of surveying get discussed?” Everyone responded *Yes* to that question, even though not all State Survey conferences showed it as a topic on their annual agendas. When we discussed the Agenda Item about creating a consistent message, our questionnaire results were discussed along with two short-term action items:

- Prepare a questionnaire for the NSPS leadership (Executive Directors, State representatives) and other organization’s leadership for their comments on the Forum’s priorities; and
- Prepare presentations for the representatives to present at their conferences

We modified our priorities as a result of the committee updates . The biggest leap forward was the understanding that the **BEASURVEYOR.COM** website will be the home for the Forum. NSPS acquired the website from the North Carolina Society of Surveyors Education Foundation. The idea of the website is to have it become the go-to site for information and links relating to all the types of surveying careers. This is exactly what needed to happen in order for us to implement our priorities and have a



launching pad for people to learn more about educational opportunities, licensing, jobs, the role of surveyors, and associated links to professional organizations. Although at this point the site is maintained by NSPS, the Forum (an everything-surveying body as noted by our participants) will be the instrumental group to update and maintain the content of this site.

With this in mind, the Forum participants agreed to meet prior to the NSPS annual meeting in October to finalize the branding/image of the **BEASURVEYOR** concept, review the questionnaire results from the society representatives, review the presentations to be given at the various society meetings, and discuss hiring a marketing person for the implementation and roll out of the website and associated material.

The next meeting is scheduled for September 28, 2018 in the Minneapolis area. In order to prepare for the meeting, NSPS will organize a monthly phone conference for Forum participants to call in with their updates.

Respectfully submitted,
Lisa M. Hanni, L.S.