

# Meeting Report & Action Plan



# 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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## *I. Welcome and Introductions*

The Forum on the Future of Surveying meeting convened at 8:20 a.m. on June 1, 2018 at the offices of the Louisiana Professional Engineering and Land Surveying Board (LAPELS) in Baton Rouge, Louisiana. Donna Sentell, Executive Director of LAPELS welcomed the group of Forum members who represented 10 key organizations across the surveying profession. All Forum members provided an introduction including the organizations they represent and their professional licenses. The group present at the meeting included:

ASPRS: Karen Schuckman, PLS, NC  
Colonial States: Doyle Allen, LS, VA, Mike Benton, PLS, NC  
NCEES: Lisa Hanni, LS, MN  
NGS: Dave Zenck, PE, LS, MN (attended by phone)  
NSPS: Lisa Van Horn, PS, WI, NSPS President-Elect  
NSPS: Tim Burch, PLS, IL, PS, WI (NSPS Secretary)  
NSPS Young Surveyors: David Anderson, PLS, GA  
SaGES/TJC: Patti Williams, RPLS, TX  
MAPPS: Pam Nobles, PSM, FL  
UESI/ASCE: Carol Morman  
POB: Perry Trunick (Editor)  
LAPELS: Donna Sentell, Executive Director, LAPELS  
Other: Karol Grove, PS, MI  
Facilitator: Barb Eljenholm, AICP, LEED AP, SITES AP



Not all invited organizations were able to attend this forum and those organizations will remain on the invitee list as well as being included in the Basecamp communication collaboration to further facilitate their involvement. These additional invited organizations are listed in Section III of this report, along with a history of Forum on the Future of Surveying attendees since 2016.

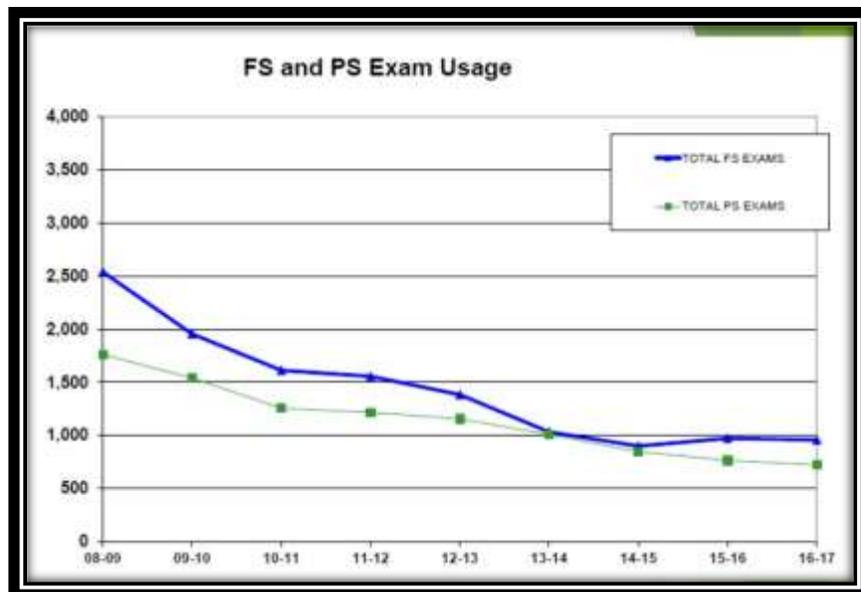
## II. Meeting Overview, Format, Ground Rules and Expectations of the Group

It was explained that the meeting would be a combination of facilitated open discussions and group collaboration, where visual and verbal input from the group would be achieved. Participants were encouraged to speak or add items to boards at any time, provided the meeting continued to flow well with this approach.

The meeting was documented by notes and graphic facilitation around the room. Voting would be used to develop consensus using sticky notes and dots. Summary, conclusions and action items needed were summarized and have become a part of this report. It should be noted that the order of the agenda items during the afternoon were changed slightly to allow discussion of other items before discussing communication and next steps. This was a strategically facilitated meeting addressing the agenda on a stringent time schedule. Primary agenda items were addressed and additional relevant items that arose from the discussions were also discussed.

- Mission and Purpose of the Forum

The purpose of original Forum was to: ***Develop an action plan, strategy and implementation plan to reduce the diminishing numbers of surveyors for the future of the Surveying profession.*** Exam Usage shown in the chart below has been the catalyst for concern about the future of surveying, due to declining numbers taking exams over the past ten years.





As the Forum has continued, the mission of the Forum, with the engagement of the profession has been described as:

***To Keep the Surveying Profession Strong, Vibrant and Widely Recognized as a Top Career Choice within the profession and with the public.***

Ways established to accomplish the mission include: ***Building the Profession's Image/Brand, Educating, Mentoring and Recruiting.***

The 2017 PR/Marketing/Outreach Plan Purpose and Priorities include the following:

***"To Increase Awareness of the Profession of Surveying"***

***"To Increase Awareness Among Educators about the Opportunities in Surveying"***

Desired Results of the overall efforts of the Forum on the Future of Surveying are to provide resources (both developed by others across the profession and developed by the Forum) that will help the profession to:

***"Reduce the Diminishing Number of surveyors and Increase interest in Surveying as a Career--To Increase the Number of Surveyors and Technicians Entering the Field and Taking the Exam"***

One key goal established in 2017 as a part of the PR/Marketing/Outreach Plan was:

***To engage the surveying profession with the Forum on the Future of Surveying to share resources and support the profession's efforts to foster the national brand/image, educate, recruit and mentor nationwide.***

A common thread of the June 2018 Forum on the Future of Surveying was to begin to accomplish the above goal with a plan of action for the upcoming year.

## ▪ Roles and Ground Rules

Roles and ground rules for this meeting of the Forum were agreed upon by the group and established as follows:

- Speak on Behalf of the Organization you are Representing, not Personally (Individuals may Rotate and the Organizations Remain Involved)
- Silence Cell Phones
- Share the Air Time—Speak for 1 Minute at a Time Rule
- No One Speaks Twice Before Everyone has had a Chance to Speak Once
- Minimize Hidden Agendas
- Send Items Off-Topic to "Parked Items" Board for Later Discussion

- No Formal Breaks Aside From Lunch-Take Breaks as Needed
- Need Timers, Enforcers, Photographers, Videographers, Scribes, Speakers in Breakouts
- Roberts Rules of Order
- Roles-Meeting Notes, Timer/Enforcer, Hospitality. Groups will need Scribes, Timers, Speakers



▪ **Expectations of the Group:**

Prior to the Forum meeting, a brief questionnaire was circulated by Lisa Hanni to gather input from the attendees. One of the questions related to expectations of the group for the meeting. The following were the responses to the question regarding expectations:

- To leave with a concrete plan of action for each subcommittee
- Identify actions that can improve image and visibility of surveying profession and, thereby, provide points that can be added to an action list for professionals to facilitate the process
- Recognize the positive accomplishments, review their impacts if possible, and set directions for next year
- Evaluate current programs and update where our message need to be refined
- To go over the role of this group, to see what was done over the year since the last meeting, to have a plan for action for the upcoming year
- continued support from organizations related to the surveying profession.
- I think the expectations should be to finalize any loose ends of the three subcommittees and to coordinate with NCEES to see if the numbers have increased
- Start implementation of the concepts presented
- Would like to see a bold new approach
- To plan and execute goals to promote our profession
- Come away with a clear marketing plan. Agree on a brand symbol.

### III. Accomplishments of the Forum Since January of 2016

*AGENDA ITEM PURPOSE: TO HELP OUR NEW MEMBERS CATCH UP ON THE HISTORY OF THE FORUM AND TO REFRESH THE MEMORIES OF THOSE RETURNING*

*This summary of accomplishments was provided as a brief synopsis of the Forum on the Future of Surveying. It was intended only to capture the highlights, to assist new members in knowing the history and progress of the group. This summary addressed the above mission, purpose and goals and included the following points:*

- History of Documentation and Reports:

<input type="checkbox"/> January 2016:	<ul style="list-style-type: none"> <li>○ Summary Report for the Surveying Forum</li> <li>○ Appendix A-Sample Elevator Speeches</li> <li>○ Appendix B-Respondent Additional Comments</li> </ul>
<input type="checkbox"/> June 2016:	<ul style="list-style-type: none"> <li>○ NSPS Questionnaire-Summary of Results from over 2,200 Responses Nationally helped to guide the Forum on priorities, which led to our three Subcommittees of: National Brand/Marketing/Image; Educating; Recruitment and Mentoring.</li> <li>○ Future of Surveying Plan of Action and Strategy with Appendix addressing National Brand/Image, Education and Recruiting/Mentoring</li> </ul>
<input type="checkbox"/> June 2017:	<ul style="list-style-type: none"> <li>○ Report and Action Plan and Appendix</li> <li>○ Draft Public Relations, Marketing and Outreach Plan (with Toolkit)</li> </ul>

- History of Assessing Priorities and Subcommittees:

The xyHt questionnaire of 2016 and results of that questionnaire were discussed as the basis for the expanded definition of surveying, and for the determination of priorities for subcommittees to address, as shown below. The questionnaire received responses from over 2,000 surveying professionals across the country, and formed a significant portion of the agenda for the June, 2016 meeting to set priorities and determine the plan of action for the future of surveying.

### Forum on the Future of Surveying

Questionnaire by xyHt developed from first Future Survey committee June 2016 (2000+ respondents):

What types of services (and related services) should be part of the survey profession:

- Boundary surveys (97.51%)
- Topographic mapping (93.63%)
- Engineering surveying (81.23%)
- Construction surveying (85.98%)
- Cadastral surveying and land management (68.82%)
- Utilities and energy surveying (68.08%)
- Other work where an LS is required (67.99%)
- Hydrographic surveys (65.96%)
- Surveying, geomatics, geospatial sciences education (63.19%)
- Mapping (assets and resources) (62.94%)
- Photogrammetry (aerial and/or terrestrial) (59.13%)
- Geodesy (56.37%)
- LiDAR (airborne, mobile, or static) (55.67%)
- Geographic Information Systems (53.41%)
- Environmental and/or agricultural surveying (50.42%)
- Consulting, phase one support, decision support (42.16%)
- Defense related surveying (39.16%)
- Large scale metrology (industrial and/or science meas. (19.19%)
- Other (7.33%)



**Challenges were identified as:**

- Definition of surveying
- Lack of mentors
- Lack of interest in licensure
- Lack of public awareness about what surveyors do
- Technology and keeping current

**Opportunities were identified as:**

- The world is becoming more geospatially aware
- We have tech-savvy youth
- There are more opportunities to expand beyond boundary services
- Tech costs are decreasing
- Salaries are competitive in the profession

The three key areas identified in the xyHt questionnaire were prominent and resulted in the formation of three subcommittees of the Forum on the Future of Surveying.

- National Brand/Image/Marketing
- Educating
- Recruiting/Mentoring

Following the June, 2016 Forum, a full report and a Plan of Action was prepared. It was agreed that follow up and progress would be reviewed in approximately one year from that Forum, which occurred on June 22, 2017.

On June 22, 2017 the Forum was held in Baton Rouge, LA at the LAPELS offices to provide updates regarding the progress of the subcommittees, as well as discuss communication, NSPS Workforce, a Marketing and Outreach Plan and implementation tools and tactics and the Forum’s focus for the future. From that meeting a meeting Report and Plan of Action were prepared, and a Draft Public Relations, Marketing and Outreach Plan was prepared. At the June 22, 2017 meeting, it was determined that a follow-up meeting should occur to update the group on progress and determine next steps. As a result, this meeting was scheduled for June 1, 2018.

Historic Forum attendance has been as follows:

	<b>Organization</b>	<b>Attended June 2018 Meeting</b>	<b>Attended June 2017 Meeting</b>	<b>Attended June 2016 Meeting</b>	<b>Attended January 2016 Meeting</b>
	AAGS			Tony Cavel	Earl Burkhalter
<b>1</b>	ASPRS	Karen Schuckman		Frank Taylor	Frank Taylor
	BLM			Don Buehler	Don Buehler
<b>2</b> <b>3</b>	Colonial States	Doyle Allen Mike Benton	Mike Benton	Doyle Allen	Doyle Allen
	COPPS			Ralph Guida	Ralph Guida
	FIG			John Hohol	John Hohol
	NACS			Ron Whitehead	Ron Whitehead
	NGS		Dave Zenk	Dave Zenk	Dave Zenk
<b>4</b>	NSPS	Lisa VanHorn	Curt Sumner	Curt Sumner	
<b>5</b>	NSPS Workforce Development	Tim Burch	Emily Pierce		
<b>6</b>	NSPS Young Surveyors	David Anderson	David Anderson		
<b>7</b>	SaGES/TJC	Patti Williams	Willace Johnson	Willace Johnson	Willace Johnson
	SaGES			Patti Williams	Bill Hazelton
<b>8</b>	MAPPS	Pam Nobles	Pam Nobles	Pam Nobles	Pam Nobles
	WFPS			Nancy Almanzan	Ron Heiren
	Emerging Leaders			BJ Roberts	BJ Roberts
<b>9</b>	UESI/ASCE	Carol Morman	Carol Morman	Lina Neto	Lina Neto
<b>10</b>	NCEES	Lisa Hanni	Lisa Hanni	Lisa Hanni	Lisa Hanni
	NCEES		Joe Flynn (Cancelled)	Scott Bishop	Scott Bishop
	NCEES		Tim Lingerfelt	Dave Widmer	Dan Turner
	American Surveyor				Michael Palmarry
<b>11</b>	POB	Perry Trunick	Valerie King	Valerie King	Mike Anderson
	XYHT			Amanda Askren (Young Memb.)	Gavin Schrock
	Other	Karol Grove			



Since establishing goals and objectives for each area in June of 2016, the three subcommittee groups made up of attendees from the above chart have been working to accomplish their action items and goals. Providing tools and a consistent message was identified as key, and great efforts have been made in doing so with the NSPS website resources, the toolkit and Draft P.R., Marketing and Outreach Plan and in other areas which are detailed further in this report. Communication of these efforts and engagement of the profession were identified as critical next steps.

The profession was engaged in 3PopQ questionnaires between the 2017 and 2018 Forum meetings, with results that helped to guide the discussions for the 2018 meeting and the future. The results of these are included in the Appendices to this report and have been presented by Lisa Hanni at meetings and conferences as an update to the work being done by the Forum on the Future of Surveying.

This agenda item and update enabled the new members of the Forum to gain the background and understanding of the Forum's efforts since 2016. The new members were provided the 2017 Draft Meeting Report and Action Plan as well as the Draft P.R., Marketing and Outreach Plan.

From this point in the meeting, the group discussed the opportunities moving forward and the need to update and/or verify priorities and identify responsibilities for implementation of action items in the plan.

#### *IV. Reflection on Trends and Highlights Over the Past Year*

*AGENDA ITEM PURPOSE: COLLABORATE ON WHAT WE ARE SEEING IN THE INDUSTRY AS TRENDS AND DISCUSS HIGHLIGHTS TO HELP GUIDE THE FORUM'S DIRECTION*

Trends and highlights were discussed in a full group forum. Each topic was discussed and updates were given regarding their status and helpfulness as a tool in promoting surveying as a career of choice. These are outlined below:

- Highlights:



- <http://beasurveyor.com/> website has been updated and is an excellent resource that was started by North Carolina and taken over by NSPS. It is excellent for educating those interested in the profession, for educating the public and for recruiting purposes, as well as for marketing and outreach. The Forum discussion included the possibility for the future for this website to house toolkits, presentations and information to be used by the profession in their efforts to raise awareness of the profession and image/national brand, recruit, mentor, educate and improve the outlook for the future.



- Spotlight on Surveying Video: <https://www.youtube.com/watch?v=cEVh051SXoY&t=32s>
- Certified Survey Technician Website on Horizon being done by NSPS

- Get Kids Into Survey: Elaine Ball, from England-Posters for Grade Schools with Evan the Eagle Created for the USA-NSPS will Assist with North America-For Elementary Education. Need teachers to prepare curriculum
  - <http://www.elaineball.co.uk/campaigns/>



- UK Apprenticeships: Excerpt from The Survey Association Blog: The Secretary of State for Education, Damien Hinds, has given final approval for a Geospatial Technician Apprenticeship by approving the funding band and this is now ready for delivery. The Institute for Apprenticeships has also recommended a final funding band to the Secretary of State for the Geospatial Mapping and Science Degree Apprenticeship which will be ready for delivery very shortly. TSA funded the apprenticeship development work, assisted and guided by Apprenticeship Consultant, Christina Hirst. TSA Vice President Nick Hampson commented: "TSA has always been committed to encouraging more young people into the survey profession and we are delighted that our funding has helped to make Geospatial Apprenticeships a reality. TSA Member Companies made an important contribution to the Steering Group." "Since 2001, over 400 students have graduated from the TSA Course in Surveying at the Survey School and the Geospatial Apprenticeships are the next logical step – combining funding and a recognised qualification."
  - <https://www.tsa-uk.org.uk/government-gives-go-ahead-geospatial-apprenticeships/>



- Forum Outreach to the Profession and 3PopQ Results
- Boy Scout Badge Update (one of the original badges, ranks #100 all time. 154,418 Surveying MBs have been earned since 1911)
- Proclamations National Surveyors Week-11 States and White House Recognition
- Texas Counselor Outreach Doubled Interest from 20 to 40 Students



- Troy University has Received the Most Applications in History

- Trends:
  - There is an Upswing in the Demand for Surveyors
  - There is an Upswing in the Economy
  - The Message is Slowly Becoming More Consistent About Surveying
  - Trends Show Less of a Decline in Past 2 Years on PS Exam and Increase in FS in Past 3 Years
  - Distance Learning in Upper Level Courses Online Have Significantly Increased in Enrollment
  - States are Going to Association Management Outsourcing
  - Less Surveyors on Crews Due to Technology
  - Aging Surveyors--Average Age Over 50
  - Young Surveyors Licensing Age has Risen to 28+
  - The collection of data is in higher demand than boundary work
  - Market availability of technological advances (such as drones) increase discussions concerning deregulation
  - Technology is Encouraging Non-Licensed Surveyors to Practice What Surveyors Should Be Doing
  - More Support Technicians are Needed
  - Boy Scout Surveying Merit Badge trend: Boy Scout Badge Update (surveying is one of the original badges, ranks #100 of all time. A total of 154,418 Surveying merit badges have been earned since 1911)

<u>Year</u>	<u>Number Earned</u>
2013	1,065
2015	879
2016	1,028
2017	863

This discussion of Highlights and Trends provided key information to the group in preparation for the upcoming agenda items. Links and information provided in this discussion will be updated in the P.R., Marketing and Outreach Plan, Chapter 16, Toolkit.



## VI. Subcommittee/ Updates

AGENDA ITEM PURPOSE: TO REGROUP, INTRODUCE NEW MEMBERS TO WHAT WE ARE WORKING ON, DISCUSS WHAT WE HAVE COMPLETED AND WHAT WE NEED TO DO NEXT.

**National Brand/Marketing/Image: Pam Nobles, MAPPS, Chair; Members: David Anderson, NSPS, Young Surveyors, Perry Trunick, POB, Lisa Van Horn, NSPS**

**Progress:** As a part of this subcommittee update, it was noted that the following were drafted and provided as a part of the Draft PR, Marketing and Outreach Plan toolkit:

- Sample pitch to non-trade publications
- Sample Press Release
- Sample Elevator Speeches
- Sample Definition
- NSPS and NCEES National Survey Week Volunteer Kit
- Sample Communications Plan and Press from MN
- Draft PR/Marketing/ Outreach Plan
- Logo Developed as a Part of Questionnaire in 2016 and a Draft New Logo Developed By Pam initially in 2017 incorporating comments from the group and revised for review at this 2018 meeting.



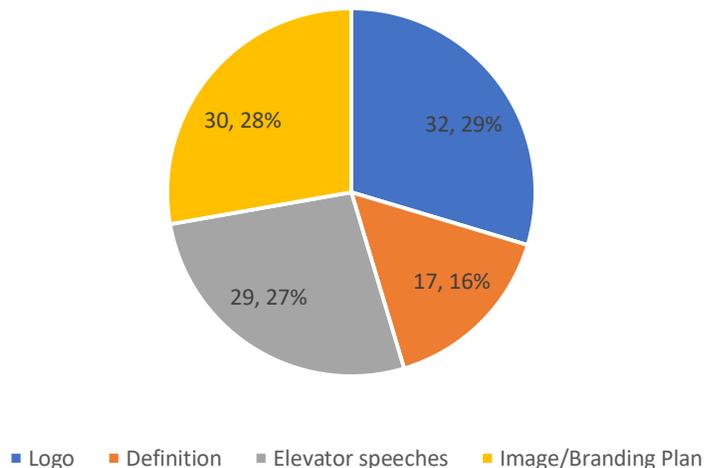
Additional discussion by the group identified that the following should be key priorities for the next year:

- Refinement of logo
- Refine definition and elevator speeches
- Develop a Press Kit
- TWIST Promotion
- Develop Branding Launch Plan and Update P.R., Marketing and Outreach Plan
- Have a plan of action

Additional discussion which occurred at later intervals in the meeting included updating the P.R., Marketing & Outreach Plan and developing a Launch Plan for the Forum to share information.

The above will be added to the toolkit.

National Brand/Marketing Subcommittee Top Priorities  
(Votes and Percentages)



**Education: Educating: *Lisa Hanni, NCEES, Chair, Carol Mormon, UESI/ASCE, Karen Schuckman, ASPRS, Karol Grove***

**Progress:** As a part of this subcommittee update, it was noted that the following were gathered and provided as a part of the Toolkit:

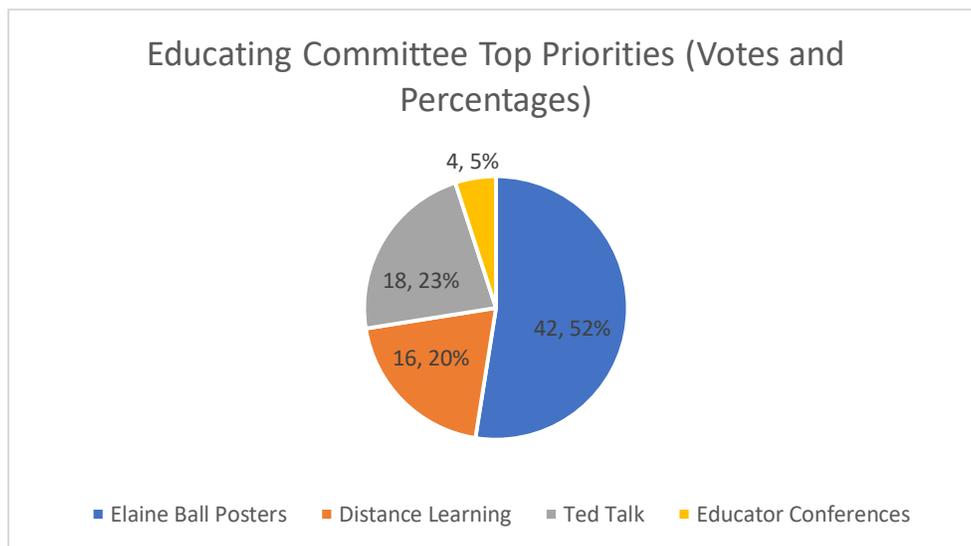
- Boy Scout Badge Information
- Wiki Merit Badge Explanation
- Texas General Land Office-Land and its Legacy in Texas History
- For Land’s Sake: George Washington as a Land Surveyor Teacher’s Guide
- Land Surveying by George Washington-Classroom Lesson, Library of Virginia
- USGS Science Resources for Primary Grades: Measuring the World Around Us, A High-Tech Career in Professional Surveying and Script for 6<sup>th</sup> Grade STEM Class
- Teacher’s Corner for UK Teachers-Become a Surveyor
- Professional Surveying, A Career without Boundaries, NCEES-High School
- NCEES Speaker’s Kit
- SaGES Education Link
- Choose Your Path, Make Your Mark, CLSA Lesson Plans for Educators about Survey careers

- Design, Engineer, Construct approved for schools in England, Scotland, Wales
- Promoting Surveying in our Schools, LSRP for teachers and guidance counselors



Additional discussion by the group identified that the following should be key priorities for the next year:

- Support Elaine Ball posters
- Have this subcommittee vet videos and links – post to NSPS site or beasurveyor.com
- Create presentation for other professionals
- Provide info to educators about where to get surveying education; add distance learning to list
- Create toolkit for teachers lesson (6-8<sup>th</sup> graders) – combine effort with Future Cities
- Develop good elevator speech
- Keep things current/resources fresh
- Subcommittee needs to meet regularly (conference calls)
- Develop TedTalk
- Educator conferences, state counselors



▪ **Recruiting/Mentoring:** *Dave Zenk, NGS, Chair; Doyle Allen, Mike Benton, Colonial States, Patti Williams, SaGES, Tim Burch, NSPS*

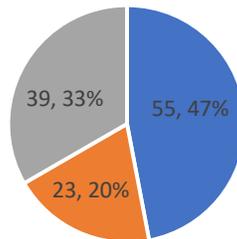
- **Progress:** As a part of this subcommittee update, it was noted that the following were research, gathered, drafted and provided as a part of the Draft PR, Marketing and Outreach Plan toolkit:
  - ❑ Beasurveyor.com
  - ❑ NSPS Website Workforce Development Under Future of Surveying & Other Resources
  - ❑ POB Magazine Article by Valerie King following Forum
  - ❑ Map the World: Learn More About Land Surveying & Why You Should Join the Field Youtube Video
  - ❑ NSPS Website Pamphlets from States
  - ❑ Become a Surveyor-Where do I Start-UK
  - ❑ Sometimes the Career Chooses You-Becomeatexassurveyor.com
  - ❑ Get Out There-Oklahoma Website with “Find a College”
  - ❑ Surveyors.com for locating firms in US and Canada
  - ❑ NSPS/NCEES Surveyor--Save Thyself PPT
  - ❑ What is a Land Surveyor Video



Additional discussion by the group identified that the following should be key priorities for the next year:

- ❑ Sandbox development/ virtual reality or use of Youtube sandbox video
- ❑ New delivery methods are needed to recruit young people – social media is a key area that is expected to factor into recruiting and educating in the future
- ❑ Develop and encourage apprenticeships, summer jobs, internships

### Recruiting & Mentoring Subcommittee Priorities (Votes and Percentages)



- Sandbox
- New Communication Delivery Method-Social Media
- Summer Jobs/Internships



## *VII. Interactive Action Item Updates and Next Steps*

### AGENDA ITEM PURPOSE: UPDATES AROUND THE ROOM ON KEY TOPICS IDENTIFIED IN 2017 WITH AN OPPORTUNITY AT THE END TO DISCUSS, AND TO ADD NEW ITEMS TO THE LIST

The following was an open discussion format with members of the forum providing the updates and information regarding action items that were a part of the 2017 Forum's agenda.

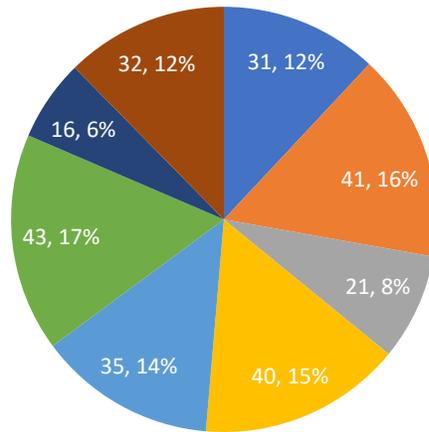
- Workforce Development: Emily Pierce has been active and several states are starting to move forward on this. One example: Ohio has surveyor listed as an "in demand" job. NSPS has a Workforce Development Tab under the Forum on the website.
- Target Audiences-State Associations: Have we taken information out to the states? In Dave Zenk's research, only 8 states have presented an update including Forum information, 30 states have not and 13 states were unsure. The group discussed how the message needs to be presented across the country in each state at annual conferences.
- Target Audiences-Educational Institutions: There has been activity in schools and college counselor's associations. This is an area that we hope to continue engaging at the college level.
- Questionnaires and New Questions from Group: We have taken two questionnaires to the profession to further engage the profession in these efforts over the past year and in 2016 the xyHt questionnaire engaged over 2,000 in surveying and related professions. Moving forward, Forum members and the profession can give ideas to Lisa for additional questions and POB can assist with raising visibility.
- Twist: Karol Grove reported on Twist and a brochure was circulated. We would like to see this started in every state; NCEES matches local amounts and has \$25,000 budgeted annually
- Meetings, Trade Shows and Conferences: American Counselors Association in Louisiana, state counselor's meetings, NSPS has supplies and banners for these purposes--call Trish.
- 4-H: Young Surveyors are reaching out on this. Also add FFA to be included.
- ESRI: Seems to be the wrong venue as they are software centric
- Media, Press, Articles, Social Media Outreach: getkidsintosurveying.com and beasurveyor.com that was initiated by North Carolina and is now under NSPS responsibility has now launched and can be viewed. Media, Press and Articles are underway and have been since the initiation of the Forum. Social media will be included. NSPS has secured a Linked In Group name. (Later discussions indicated that official launch of this plan media, press and social media outreach can occur as soon as some final steps are completed prior to September 28, 2018.)
- Resources for Marketing Use: NSPS has resources, brochure, conference giveaways. More items are in development as a part of the Forum and across the profession.



- Toolkit: Updates needed to toolkit for Chapter 16 of the P.R., Marketing and Outreach Plan and information from this meeting
- Forum Continuity: Donna has done an amazing job of keeping continuity with the group. Conference call updates need to be set (first Wednesday of every month for status updates and collaboration of Forum). Meet in September 2018 in Minneapolis with assigned tasks completed so that the program can be launched at the national meeting, followed by state conferences.
- Forum Leadership: NSPS is currently the leader of the Forum
- Speaking Engagements-Seek Opportunities to speak about surveying and encourage the profession to do so with tools gathered and provided
- Student Education can be accomplished with Elaine Ball's posters, TWIST and presentations completed and available
- Power Point Presentations for recruiting/mentoring and educating are in the toolkit and additional presentations will be created as a part of the Forum
- Mentoring Program template/guidelines can be created--some samples are available
- Resource Center for housing all materials, NSPS. Recommend moving Forum Materials to Beasurveyor.com
- Community college programs should be considered
- Meetings, Trade Shows and Conferences: Exhibit whenever possible--supplies available from NSPS
- National Education Association was noted as a possible idea
- A National Conference Bringing All Aspects of Surveying together was suggested
- American Land Title Association was noted as a possible good organization to present at

### Top Priorities from Interactive Action Item Discussion (Votes and Percentages)

- Counselors Conferences
- TWIST
- 4-H/FFA
- Meetings/Trade Shows
- Media/Press/Social
- Toolkit
- Speaking
- Mentoring



### *VIII. Lunch Discussion Included an Open Forum Discussion*

The lunchtime discussion was open and consisted of conversation from all major agenda areas. The information from these conversations, where applicable, has been included in the appropriate sections of this report under the correct topics.

## IX. Communication

### AGENDA ITEM PURPOSE: COLLABORATE ON WHAT WE SHOULD BE COMMUNICATING, HOW TO DO THAT MOST EFFECTIVELY AND WHO WE ARE TARGETING

The communication agenda item was moved from item IX and considered as a part of the remaining agenda. Key communication items were use of Beasurveyor.com. To best get the message out, it was suggested and agreed that a presentation to NSPS leadership in October 2018 at their annual meeting would be the best place to roll the overall Forum program out. This could then be carried out to request them to make the presentations at the State Survey conferences. Targeted audiences are the survey profession and will expand to the audiences listed in the pie chart above following this roll out. Targeted audiences were identified in the 2017 Forum and included in that report as well as the P.R., Marketing and Outreach Plan.

Key items in the communications areas were mentioned in prior areas of this report and throughout the remainder of the meeting. They focused upon:

- Engaging NSPS Directors with Questionnaire
- Presenting Forum Results at NSPS Annual Meeting in DC in October
- Having Directors take Information to their Annual Conferences and Present Update on Forum
- Get the Profession Involved-Take from State to Local Chapters
- Have State and Related Websites link to Beasurveyor.com
- Use Social Media to Engage More Young People
- Push Advertisements on Youtube, Twitter, Pinterest, etc.
- Add GPS World and Squared Magazine to Targets for Articles and Possibly ENR
- Send Mailers to Counselors
- Develop Press Kit
- Make the Public Aware of Surveying Profession through Media and Social Media
- Develop a Ted Talk



## *X. Ideas for Outreach: Engaging an Expanded Group of the Overall Survey Profession in the Forum*

AGENDA ITEM PURPOSE: GET IDEAS ABOUT WHO WE WANT TO ENGAGE, AT WHAT LEVELS AND HOW TO DO THAT

Outreach ideas were discussed initially, focusing on questionnaires, possible virtual meeting places, conferences, social media groups, meetings and luncheon summits at conferences with young surveyors. Although all of these are ongoing and will continue over the next year, the group began to focus on the most important outreach to begin to get the messages, tools and information out to the survey profession. The Executive Directors of NSPS in each state and Presidents for all state societies were considered the most important group to engage at the present time.

The Forum will engage Executive Directors/NSPS Director Presidents for all state societies immediately. Lisa Hanni will create questions and send out to NSPS (priorities from the group) to begin this engagement. The questionnaire will include questions about priorities and what they are working on.

A presentation will be provided at the NSPS Meeting in October to share information about the Forum. Presentations will be provided to each NSPS Director from each state for them to take to their state meetings. These can then be used by local chapters as well.

Lisa Van Horn as President-elect of NSPS will be visiting many societies can give presentations about the Forum and available tools and resources to strengthen the future of the Surveying profession.

Forum representatives can go out to present in regions as they are available and make presentations and the tools can be provided to the entire profession to engage surveyors and prospective surveyors.



## *XI. Walk Through 2017 P.R., Marketing and Outreach Plan to Update for 2018-2019*

The group discussed that the priorities of the P.R. Marketing and Outreach Plan were still valid from 2017. These are as follows:

- Increase awareness of the profession of surveying
- Increase awareness among educators about the opportunities in surveying
- Increase the number of surveyors taking the exam and entering the profession
  
- Create resources for marketing use including logo, definition and pitch/elevator speech
- Increase enrollment in surveying programs across the country
- Identify targets, get messages to targets and get more people to enter the profession



The group broke into mixed groups for this discussion and rotated to three stations focused upon the following:

### ***Station 1: Review Position in the Marketplace-why choose the Survey Profession, Key Messages, Sample Elevator Speeches***

The following statements, with some slight revisions, were considered to be appropriate for the updated P.R., Marketing and Outreach Plan:

*“High pay as compared to similar entry-level and career positions in similar fields”*

*“Variety of work and tasks, as well as a variety of career paths provide opportunity”*

*“Travel and the ability to see different countries and places across the nation”*

*“Opportunities to learn emerging and advanced technology such as drones, LiDAR and constantly new, more efficient ways of serving clients”*

### **The Story:**

*Surveying, the cornerstone of both the built and natural environments, has become increasingly more important and technologically advanced over time. Once practiced by our Country’s forefathers, including George Washington, Thomas Jefferson and Abraham Lincoln, Surveying is known to date back*

*to the times of the ancient Egyptians, Stonehenge and William the Conqueror. Although grounded in history, Surveying has been catapulted into the future as innovation and technology race toward better, faster, more effective and efficient methods of Surveying.*

*With the needs for Surveying expanding and the definition of Surveying now extending to the many aspects of new technology such as LiDAR, drones (UAV, UAS), GIS and autonomous vehicles, the growing need for new Surveyors entering the field is falling considerably short of meeting the high demand for talented leaders, professionals and technicians.*

**Key Messages were determined by the group to be accurate and good for use:**

*“Surveyors are problem solvers”*

*“The profession is so old, but so new; based on a historic foundation yet has entered the high, tech, rapidly advancing areas of technology”*

*“Surveying is a high paying field, which provides indoor and outdoor working environments and a wide variety of tasks working locally, regionally, nationally and internationally”*

*“Surveying Jobs are available because geolocations services are needed everywhere...from self driving cars to drones, to 3D Scanning and Forensic Surveying to applications as land agents and title examiners, photogrammetrists and GIS. It is a career of the future”*

**Definition was considered good, although another shorter version is being worked on as a part of the action items from this June 1, 2018 Forum:**

*The surveying/Geomatics profession, is a high-tech, rapidly evolving field dedicated to geospatial accuracy built upon historic foundations. It is blending of disciplines involving math, science, geography and measurement that use the most cutting-edge tools such as satellites, LiDAR and drone technology in invisible realms. The diverse work environments of a surveyor range from air, land and water to conventional and unconventional mobile office environments across the world. The field encompasses boundary, topographic, cadastral, hydrographic, engineering and construction surveying as well as photogrammetry, mapping, geodesy, GIS and many other areas. Surveying is exploration...the beginning and the end of every project...and a pathway to the future for making the world a better place.*

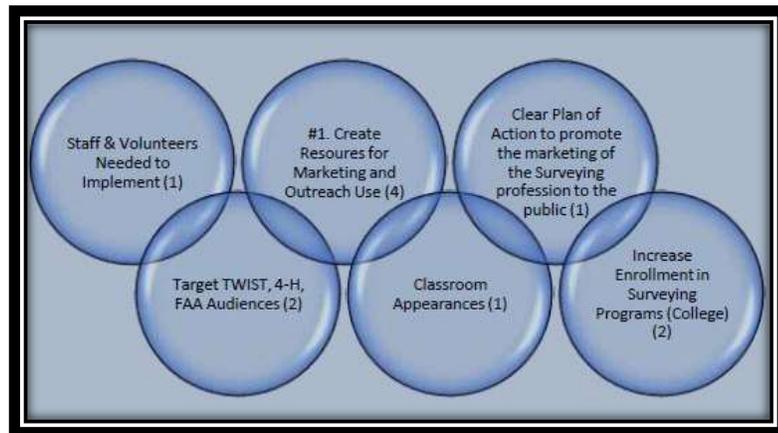
**The following Sample Elevator Speeches were determined not to be included. A new elevator speech will be derived from the above definition and presented in the updated P.R., Marketing and Outreach Plan. This should include that surveying jobs are available and be less technical. Perry Trunick will provide this elevator speech for the plan subsequent to this June 1, 2018 meeting:**

*A surveyor is a land title expert that uses cutting-edge technology to gather data to help solve boundary issues. We also gather and analyze other geospatial data to aid in the decision of any issue that has a geographical component.*

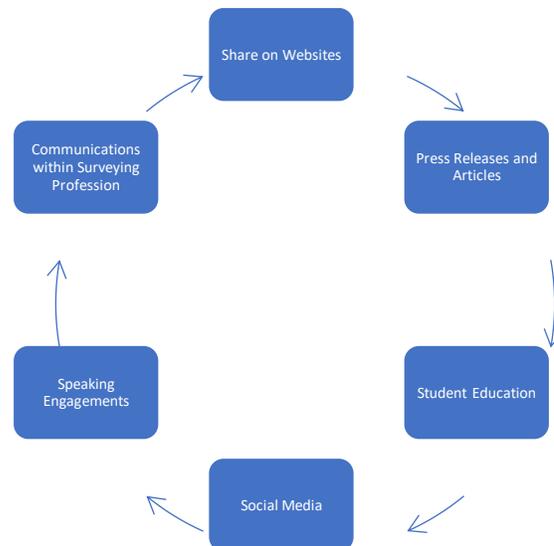
*Surveyors are a group of very professional, loyal individuals that are vested in their careers. We are well paid, well-educated and tech savvy. Our profession opens doors to use technology unavailable in other professions. We are licensed to protect the health, safety and welfare of the public and we are proud to do so.*

- **Station 2: Review and Edit Highest Priorities from 2017. Review and Edit top Strategies.**

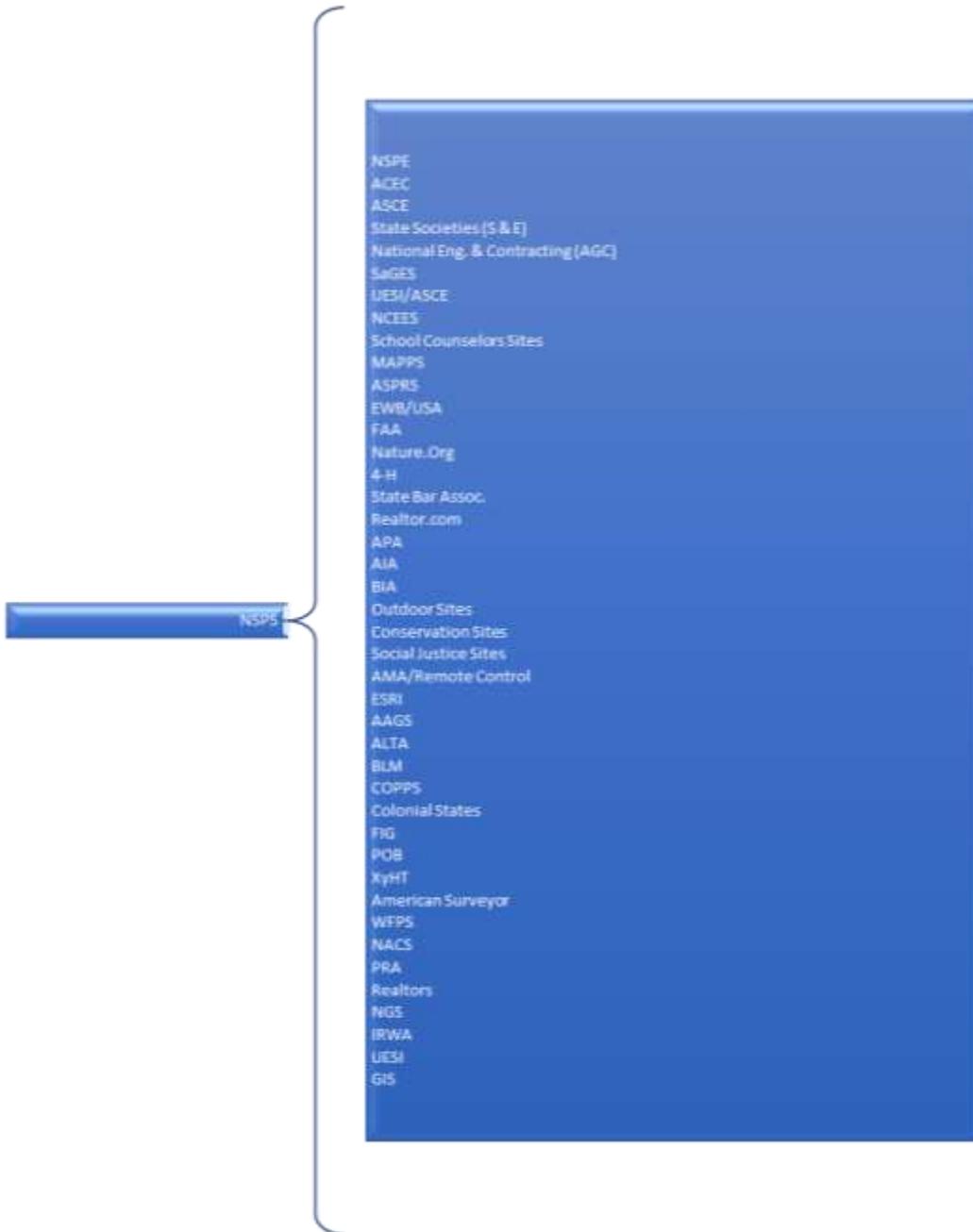
The following was considered to still be top strategies, with highest priorities being to create resources for marketing and outreach use and a clear plan of action to promote the marketing of the surveying profession to the public.



The following were still considered to be accurate and of high importance:



The following websites were still considered to be of greatest importance to share the Future of Surveying message. One addition was made to include the FFA website and all of these and state websites will be asked to have a link to [beasurveyor.com](http://beasurveyor.com) Lisa Van Horn will take this as an action item for NSPS.



The group noted engagement of the NSPS Directors will help to redevelop target initiatives with the questionnaire.

**Station 3-Edit the Matrix and Evaluate Funding Sources--**The Matrix of Action Items and responsibilities has been edited and additional items included that were discussed at the June 1, 2018 meeting. This is presented in Section XII of this Report, Action Plan and Matrix of Action Items and Responsibilities.

## Revisit the Budget Ideas

**Budget Sources**-This item was not discussed further than the 2017 discussion as follows:

The following budget ideas and sources were reviewed by the groups and determined to be valid ideas:

“State Associations”

“State Workforce Development Grants”

“Grants in General for the profession or for careers in technology, educational grants and grants for minorities”

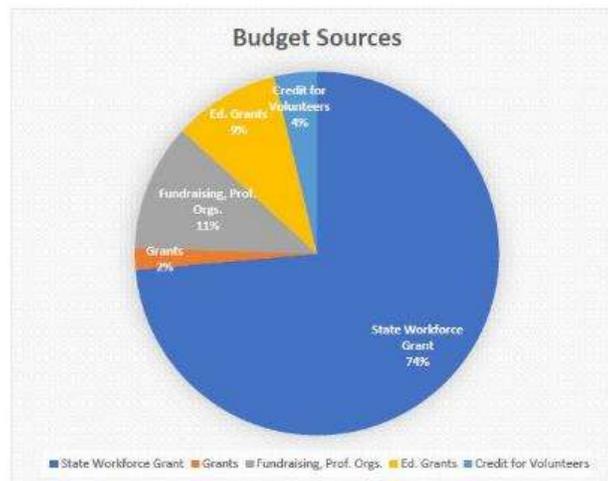
“Fundraising from professional organizations”

“Manpower through volunteers in the profession, needing no capital”

“Sponsors and Vendors”

“Offer credit to Surveyors for volunteering”

“Maintain Continuity by having NSPS maintain leadership role and NCEES continue to set up meetings, calls and logistics”



## *XII. Next Steps: Summary, Implementation Strategy and Conclusions*

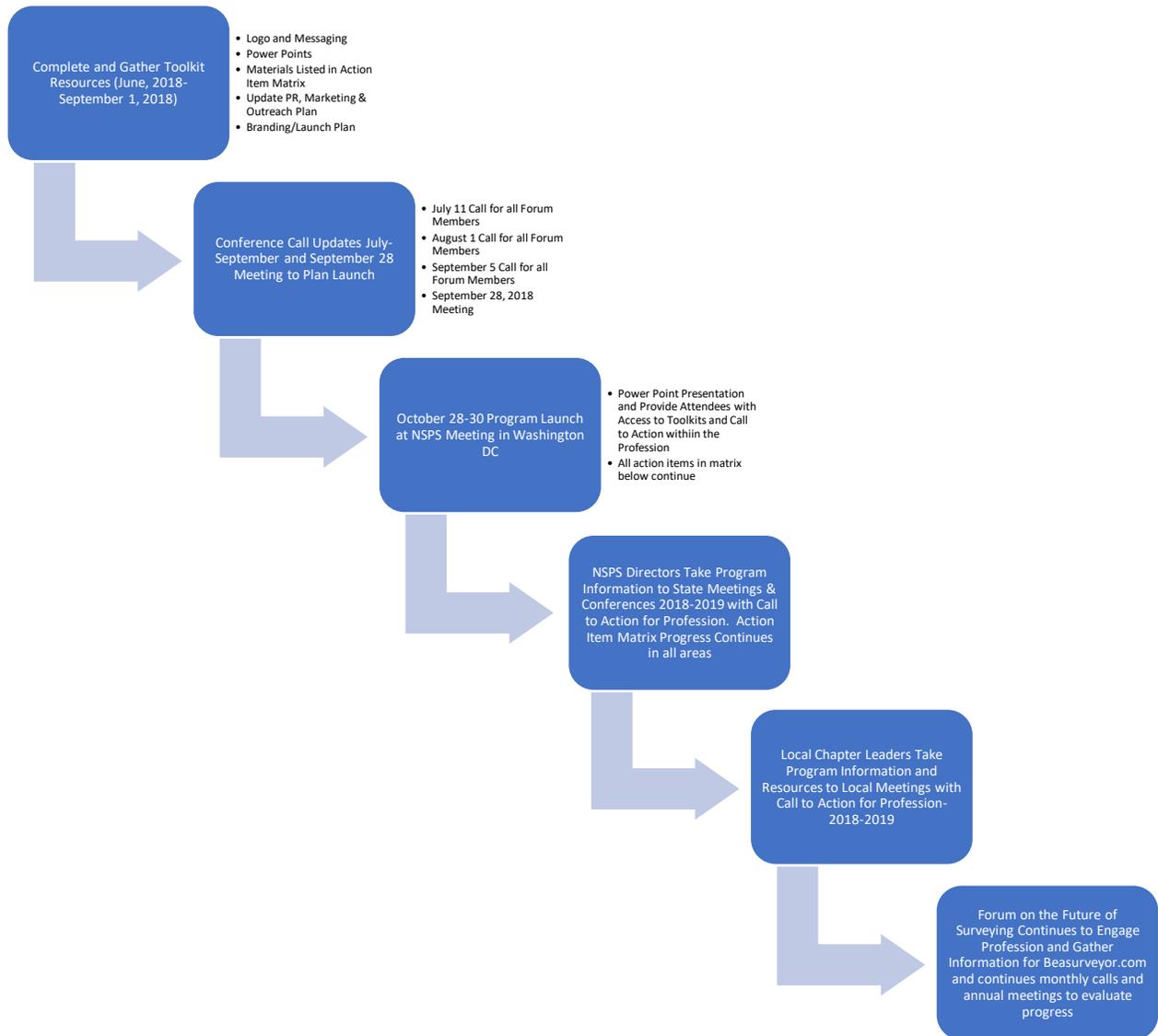
Beyond information provided in the matrix of action items and responsibilities under Section XII of this Report, which creates defined goals for the upcoming year and a plan for accomplishing them, the following next steps were recommended via questionnaire by the group:

- Start presenting to the public
- Build a roadmap and guide to develop awareness for the future of surveying
- Enhance outreach to NSPS general members at state and local conferences and ask members for their personal involvement
- Keep attending and communicating
- Evaluate success and failure (this may be based on benchmarks from previous plan)
- Execute Action Items



### *XIII. Action Plan and Matrix of Action Items and Responsibilities*

The Plan of Action for the key engagement of the profession moving forward was discussed as follows:



### *Matrix of Action Items and Responsibilities*



Action Item	Forum Member Taking Responsibility	Discussion/Notes	Date Needed
Maintain Forum Continuity	Donna Sentell, NCEES	Set up June 2018 Forum and monthly calls the first Wednesday of each month, check Basecamp	✓
Set Up September Forum in MN	Lisa Hanni, NCEES	Set up September 2018 Forum to Prepare for October Launch of Presentations and Future of Surveying Program	6/30/18
Develop Agenda for Group Review for September 28, 2018 Forum Meeting	Barb Eljenholm, Byline7	Based on discussion from June Forum and drafted as a part of this document	9/1/18
Develop Standard Agenda for Conference Calls	Barb Eljenholm, Byline7	Based on Action Plan Matrix of Action Items and Responsibilities and Meeting Discussion and drafted as a part of this document	7/9/18
Attend Monthly Calls and Provide Status Updates on Items in this Matrix	All Forum Members	Attend. Upload Notes to Basecamp	7/11/18, 8/1/18, 9/5/18
Maintain Leadership of Forum	Curt Sumner, NSPS, Lisa Van Horn NSPS President-Elect	Lead Forum, host Basecamp, provide web location for Toolkits/Resources	Ongoing
Questionnaire Development of 3PopQ questions to profession	Lisa Hanni, NCEES	Develop and provide results to Forum and profession	Ongoing
Develop Questionnaire to Engage NSPS Directors in States	Lisa Hanni, NCEES	Develop and distribute-possible assistance from Perry in publicizing	7/1/18
Power Point General	Curt Sumner, NSPS	Already prepared	✓
Power Point to Educators	Carol Mormon, URSI, ASCE  Emily Pierce Lisa Van Horn	Prepare template for Forum and profession to use as needed  6th Grade Elementary	9/1/18
Power Point to Middle School	Emily Pierce, NSPS, YS	Prepare example for Forum and profession to use in outreach-Coordinate with Future City Program	✓
Power Point to Profession	Dave Zenk, NGS	Prepare example for Forum and profession to use in outreach	9/1/18
Power Point to NSPS Conference-October	Lisa Hanni, NCEES	Prepare suggested PPT for Directors to customize and take to their states	9/1/18
Present Power Point at NSPS National in October in Washington DC	Lisa Van Horn, NSPS	Customize above presentation for large group in general session at NSPS DC Meeting	10/18
TWIST	Pam Nobles, MAPPS Karol Grove	Become involved and determine process for other surveyors. Work with teachers on lesson plans	Ongoing-need update report for surveyors by 9/1/18
Key Meetings, Conferences to Attend, Speak, Exhibit	All Forum Members	Determine which to attend, speak, exhibit and do so	Ongoing
4-H and FFA	David Anderson, NSPS YS Pam Nobles, MAPPS	Reach out to Organizations and Become involved, determine process	Ongoing-need update report for surveyors by 9/1/18
Resources for Marketing Use-Refine Logo Refine Message/Definition/Elevator Speech	Pam Nobles, MAPPS Perry Trunick	Take from draft to final and be ready to share with Group by September 1, 2018 so that they can be included in	9/1/18



		updated Marketing Plan and Branding Launch Plan by the September 28 Meeting	
Seek Speaking Engagements	Curt Sumner, NSPS David Anderson, NSPS, YS Forum members and NSPS Directors	Target speaking engagements to promote National Brand/image, /Educating / Recruiting and Mentoring	Ongoing-Update on Monthly Calls
Conferences, Exhibits, Sponsorships & Trade Shows	NSPS Lisa Hanni, NCEES	Get materials together and exhibit to educate/inform	Ongoing-Update on Monthly Calls
Social Media & Press Releases	Barb Eljenholm, Byline7	Build social media presence and Press/Media attention. Push information and ads out	Ongoing. Set up and report on by 9/1/18
Student Education	Carol Mormon, URSI/ASCE	Build student education and provide others with tools	Ongoing
Articles in Trade Publications	Perry Trunick, POB	Write articles to build national brand educate & recruit/mentor and share Forum progress	Ongoing
Articles in Non-trade, General Interest & Career Publications	Perry Trunick, POB Barb Eljenholm, Byline7	Pitch and write, as noted above.	Ongoing-update on monthly calls
Prepare Branding/Launch Plan	Mike Benton, Colonial States Pam Nobles, MAPPs Barb Eljenholm, Byline7	Identify and Draft Plan for Launch	9/1/18
Prepare Draft Meeting Report and Action Plan	Barb Eljenholm, Byline7	Draft Report for Group Review	6/20/28
Edit P.R., Marketing and Outreach Plan including Chapter 16, Toolkit with added resources	Barb Eljenholm,Byline7	Revise P.R., Marketing and Outreach Plan with final information Based Upon Meeting Updates from June 1, 2018 Meeting and completed Logo, definitions, elevator speeches.	Draft 8/15/18 Finalize 9/5/18
Open Linked In Group	Tim Burch,NSPS	Obtained Group in Meeting, Build Group	9/1/18
Encourage Summer Internships/Summer Jobs	Perry Trunick, POB	Will include suggestion in POB article	9/1/18
Support Elaine Ball with Educational Poster Distribution in North America	Tim Burch, NSPS	Working with Elaine to develop teachers lesson plans	Ongoing-updates on monthly calls
Develop TedTalk	TBD		TBD
Community College Programs	Patti Williams,SaGES/TJC	Work on creating community college programs	Ongoing-need updates
Refine Sample Mentoring Program	Doyle Allen, Colonial States	Edit and refine sample from existing mentoring program	9/1/18
School Counselors Group	Karol Grove	Reach out and contact. Prepare to send mailers to counselors	9/1/18
Develop Sandboxes or video sandboxes	Tim Burch, NSPS		Ongoing-update on monthly calls
Contract with a marketing person to create press kit, materials, radio spots, and get the word out about the future of surveying	TBD	TBD	TBD



Maintain and Update Beasurveyor.com	Trisha Milburn will update for NSPS with information from the Forum Group. Pam will send link to organizations identified in P.R., Marketing and Outreach Plan based on NSPS list	Develop it as launching pad for information from the Forum. Add a place for donations and sponsors. Add resources that exist on NSPS site.	Ongoing-update on monthly calls
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The attendees committed to accomplishing the above action items to implement the Action Plan, with the launch of the program in October, concurrent with the October 18-20 NSPS Meeting in Washington D.C. Participants were committed to attending monthly calls and providing their updates monthly on progress on the action items above, and to meeting on September 28, 2018 face to face with completed items needed to implement the action plan.

The September 28, 2018 Agenda was suggested as follows:

- I. Unveil National Brand/Image/Marketing Materials
  - Logo, Definition, Messaging
  - Updated P.R., Marketing and Outreach Plan
  - Branding/Launch Plan Including Social Media and Press
  - Contents on Beasurveyor.com
  - Article Updates
  - Social Media Engagement
- II. Unveil Education Materials
  - PowerPoints for Each Grade Level
  - Power Point for October 28 NSPS Meeting Presentation in DC
  - Questionnaire Results
  - Twist Program Progress
  - School Counselors Group Update
  - Elaine Ball Program Update
- III. Unveil Recruiting/Mentoring Materials
  - Power Points for Recruiting and Mentoring
  - Suggested Mentoring Program for Local Chapters
  - Update Community College Program Progress
- IV. Discuss Launch Plan
- V. Dry Run for Presentation at NSPS in October
- VI. Open Discussion and Conclusions

Conference Call Agendas are proposed as follows:

I. Update on General Items

Forum Continuity and Call Attendance (Donna)  
September Meeting in MN (Lisa H.)  
Agendas for Calls and September Meeting (Barb)  
Key Meetings and Conferences to Attend/Speak/Exhibit (Lisa H./Lisa V. All Members)  
Seek Speaking Engagements (Curt/David A./Group)  
June 1 Meeting Report and Action Plan (Barb/Group)  
Summer Interns/Jobs (Perry/Group)  
Ted Talk (TBD)  
Develop Sandboxes/virtual (Tim)  
Contract with PR/Marketing Firm (TBD)

II. Update on National Brand/Image/Marketing Materials

Logo, Definition, Messaging (Pam/Perry)  
Updated P.R., Marketing and Outreach Plan (Pam/Barb)  
Branding/Launch Plan Including Social Media and Press (Pam/Mike/Barb)  
Contents on Beasurveyor.com (Lisa V.)  
Article Updates (Perry)  
Social Media (Tim/Barb)

III. Update on Education Materials

PowerPoints for Each Grade Level (Emily, Lisa V.)  
Power Point for Educators (Carol M.)  
Power Point for October 28 NSPS Meeting Presentation in DC (Lisa H.)  
Power Point for NSPS Directors to take to States (Lisa H.)  
Power Point for Profession (Dave Z.)  
Questionnaire Results (Lisa H.)  
Twist Program Progress (Karol/Pam)  
School Counselors Group Update  
Elaine Ball Program Update (Tim)

IV. Update on Recruiting/Mentoring Materials

Power Points for Recruiting and Mentoring (Doyle/  
Suggested Mentoring Program for Local Chapters (Doyle/Mike)  
Update Community College Program Progress (Patti)  
4-H/FFA (David A./Pam)

The above agendas will be reviewed by the Forum members and updated as needed for the conference calls and meetings.

The meeting of the June 1, 2018 Forum on the Future of Surveying concluded at approximately 4:45 p.m.

**Report Preparers:**

The information discussed at the Forum and provided by all attendees has been compiled into this report. Authors and primary reviewers contributing to this report include Lisa Van Horn, Tim Burch, Karen Schuckman, Doyle Allen, Mike Benton, Dave Zenk, Curt Sumner, David Anderson, Pam Nobles, Carol Morman, Lisa Hanni, Donna Sentell, Perry Trunick, Karol Grove, Patti Williams and additional contributing members from the Surveying profession. This report was compiled and prepared by the meeting Facilitator, Barbara Eljenholm, AICP, LEED AP BD+C, SITES AP, CEO and President of Byline7.



**Thanks**

Many thanks to the participating individuals & organizations who have participated in the Forum on the Future of Surveying. Thanks to those in the Surveying profession who have taken the time to respond to questionnaires that have helped to guide the efforts of the group and the profession's future.

