



## FORUM ON THE FUTURE OF SURVEYING

### 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*)
- II. Overview of the Meeting, Format, Ground Rules and Expectations of the Group for this Meeting and the Year to come (8:50-8:55) (*Barb with Sticky Notes on Board and Questionnaire Results from Group*)
- III. A Look-Back at the Accomplishments of the Group Since the First Forum in January of 2016 (8:55-9:00) (*Lisa H. with input from the group*)
- IV. Reflection on 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) (9:00-9:20) (*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*
    - *Additional Highlights*

- V. 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 (9:20-9:35)
- Sampling of Messages from State Websites
  - BeaSurveyor.com Links from State Websites
  - Certified Survey Technician Website (2 months)
  - Other Ideas
- VI. Subcommittee Collaboration, Updates and Next Steps (9:35-10:15) (*Subcommittees and their teams-10 Minutes Each for Collaboration and 3 minute report outs to group focusing on status of items identified as needed in 2017 Report and Plan*)
- VII. Interactive Action Item Updates and Next Steps (10:15-12:00) (*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
- VIII. Lunch (12:00 – 1:00)
- IX. 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*)
- X. 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)

XI. 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 groups- Image/Marketing/Branding, Educating, Recruiting/Mentoring and add input and new tools they have found to boards)*

XII. Next Steps: Summary, Implementation Strategy and Conclusions (4:00-5:00)

Note: This agenda revised on May 18, 2018 and is subject to change