



Draft Report

Plan of Action and Strategy

For the

Forum on the Future of Surveying

Addressing Highest Priorities:

National Brand/Image

Education

Recruiting/Mentoring

Based on Facilitated Forum: Friday, June 10 and Saturday, June 11, 2016

LAPELS Offices, Baton Rouge, LA



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Appendix 1. Forum Agenda, June 10 and 11, 2016

Appendix 2. Notes from Activities Around the Room (For documentation purposes only. Votes using colored dots were for priority, stars represent high priority and moustache represents something that will distinguish the profession.)

Appendix 3. Notes from the National Brand and Image Subcommittee illustrating the beginnings of a definition and some initial logo samples to be further developed



I. Summary of Accomplishments from the July 10-11, 2016 Future of Surveying Forum and Primary Focus for Action Items Moving Forward.

This summary of accomplishments is provided as a brief synopsis of the June Forum on the Future of Surveying. It is intended only to brief the highlights. The details of the meeting and in-depth account of the accomplishments are provided within this full report. All readers are encouraged to review the report in its entirety for the complete accomplishments, strategies and action items of the Forum and its subcommittees.

- This was a strategically facilitated meeting addressing a full agenda on a stringent time schedule. All agenda items were addressed and additional relevant items that arose from the discussions were also addressed. This was accomplished by 20 invited representatives sponsored by key organizations in the survey world represented, including AAGS, ASPRS, BLM, Colonial States, COPPS, FIG,NACS, NGS,NSPS, SaGES, MAPPS, WFPS, Emerging Leaders, UESI, ASCE, NCEES, POB Magazine and Young Members sponsored by xyHt.
- Priorities of January 2016 Forum, held in San Diego and the June 5, 2016 Questionnaire Responses from over 2,200 Professionals were evaluated and used to determine the highest priorities for Future of Surveying Forum and to develop a plan of action focused on the highest priorities.
- The overall leadership of Forum on the Future of surveying was established at the June meeting as follows:

NSPS to Assume Leadership-Transitioning from NCEES June-August, 2016
to Serve as the Catalyst and Conduit of the Forum and its Subcommittees and Activities-
Supported by Curt Sumner

NCEES to Participate Along with All Organizations Represented in June

All Participants and/or their Organizations will Serve as Volunteers on Designated
Subcommittees to Further the Plan of Action and will be Responsible for their own Financial
Support and Attendance, as they were for the June 2016 Forum



- Three Subcommittees and their Leadership and Responsibilities were Established Based on Priorities:

Subcommittees: Forum on the Future of Surveying

National Brand/ Image
Pam Nobles, MAPPS, Chair

Educating
Willace Johnson, SaGES, Chair

Recruiting/ Mentoring
Dave Zenk, NGS, Chair

- Action Items, Timing and Responsibilities were Developed for Top Priority Items by Each Subcommittee-See Action Items Matrix
- Existing Resources Were Discussed, Tapped and Assigned to Subcommittees to Evaluate
- A Communications Program was Developed within Subcommittees and Within Overall Forum



➤ June, 2017 Commitments to Accomplishments were Identified by the subcommittees as follows:

- ***National Brand/ Image: Definitions, Image Development, Talking Points, Sample Elevator Speeches for Multiple Situations. Developing a message and definition of surveying, developing a brand and logo, increasing profession and public awareness, creating a unified message for the Education and Recruiting/Mentoring Task Forces to use for future development. Promotion and advertising. Future year consideration of Marketing and PR Plan and Program.***
- ***Educating: Toolkit for Elementary, Toolkit for Middle School, Toolkit for High School, Toolkit for College, Compilation of Resources for Professionals, Deliverable formats for presentations, target audience and organization guidelines. Targeting the Profession (through the Recruiting/Mentoring Task Force) and targeting the public (through the National Brand and Image).***

Recruiting/Mentoring: Engaging the profession to mentor and recruit. Expanding markets in defining profession and include technology to bring younger people in. Letter to all surveyors from NSPS, Presentation at conference by NSPS President, Power Point Presentations for state NSPS Directors to Present, Develop tech-savvy ways to recruit young people, Develop Master Mentor Award, Develop List of Actions for Surveyors, Develop Measurable Criteria, Create list of minimum Portal Criteria

- Each subcommittee drafted a part of their program, such as a draft definition to be used as a basis by the writers in the National Brand/Image subcommittee; Draft content for the Power Point Presentation to be used by the Recruiting/Mentoring Subcommittee for NSPS Directors and Draft Toolkit targets and parameters by the Education Subcommittee.
- Basecamp Guidelines were Established
- Measurements of Success were Established
- Next Steps were Established



II. Introductions, Purpose and Format of the Collaboration

The meeting was initiated with a welcome back and welcome to new members attending. Brief introductions around the room were made with the following in attendance:

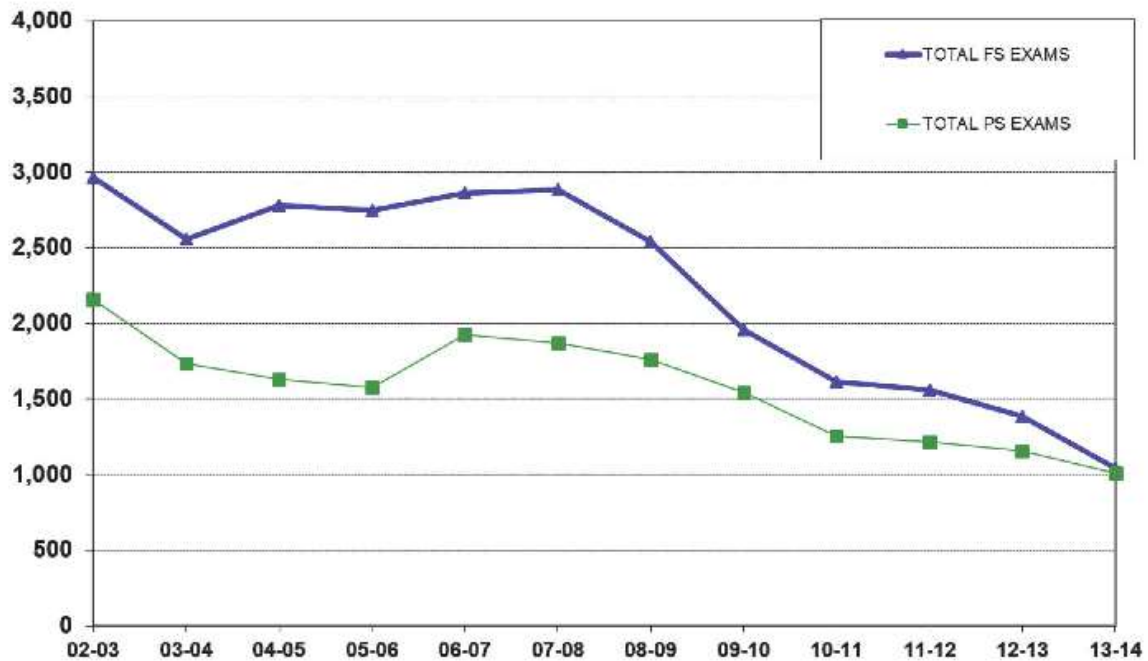
Organization	Attending June meeting	Attended January meeting
AAGS	Tony Cavel	Earl Burkhalter
ASPRS	Frank Taylor	Frank Taylor
BLM	Don Buehler	Don Buehler
Colonial States	Doyle Allen	Doyle Allen
COPPS	Ralph Guida	Ralph Guida
FIG	John Hohol	John Hohol
NACS	Ron Whitehead	Ron Whitehead
NGS	Dave Zenk	Dave Zenk
NSPS	Curt Sumner	
SaGES	Willace Johnson	Willace Johnson
SaGES	Patti Williams	Bill Hazelton
MAPPS	Pam Nobles	Pam Nobles
WFPS	Nancy Almanzan	Ron Heiren
Emerging Leaders	BJ Roberts	BJ Roberts
UESI/ASCE	Lina Neto	Lina Neto
NCEES	Lisa Hanni	Lisa Hanni
NCEES	Scott Bishop	Scott Bishop
NCEES	Dave Widmer	Dan Turner
NCEES	Donna Sentell	Donna Sentell
American Surveyor		Michael Palmarry
POB	Valerie King	Mike Anderson
XYHT	Amanda Askren (Young Members)	Gavin Schrock

Participants discussed being at the Forum to represent their organizations. The meeting format as a collaborative, facilitated discussion was outlined and tools for the meeting were illustrated.



Following introductions, a brief summary of the purpose of the meeting was discussed as being to develop an action plan, strategy and implementation plan to reduce the diminishing numbers of surveyors for the future of the surveying profession.

FS and PS Exam Usage



This introduction built upon the January meeting purpose and provided background for the new attendees.



III. Roles and Ground Rules (Developed by the Group)

Following Donna Sentell's Introduction and Welcome, the group moved into the Roles and Ground Rules. The facilitator asked the audience to set ground rules to keep the meeting on track. The rules of the first Forum were adopted which began with silence cell phones and the group. Several important rules to keep the meeting on track and make the most of the time available were identified. Roberts Rules of Order were cited. Next was the ground rule that each person was invited to join the discussion on behalf of their organization, not personally, so the comments and ideas they make should represent the organization not their personal opinion. The "share the air time" rule was set with a 1 minute rule that if anyone spoke for more than a minute they would be stopped. The next ground rule agreed upon was that no one could speak twice without everyone in the room speaking at least once. Finally, the ground rule was made to keep on task and minimize hidden agendas, so a "tangents" and parked items board was created and all were invited to post sticky notes on that board if they had a tangent or off agenda item that they wanted to discuss later. Pam Nobles was designated as the timer of the ground rules and Lisa Hanni was designated as the enforcer. Donna Sentell was the designated photographer. A description of the break out tables and the roles they would need were also discussed with a scribe, timer and speaker/group spokesperson.

▪ *Ground Rules For Basecamp*

Basecamp will serve as the primary communication tool for the task forces and the Forum participants as a whole group, based upon the recommendations of the group. The following recommendations were made for Basecamp:

1. Because this is a communication tool for implementation of the plan and strategies for the forum on the Future of Surveying, keep comments positive and productive.
2. New people attending the June meeting have now taken ownership of implementing elements of the plan, so they should replace the January attendees who did not attend in June.
3. Review and determine which comments from the January-June period to keep and which may be irrelevant and may need to be removed.
4. Supply lists of names of who is in each group with emails for conversations that need to occur outside of Basecamp.
5. Keep Basecamp professional and do not post personal comments.
6. Keep all discussions in Basecamp confidential between the Future of Surveying Forum Participants and do not share until work is fully completed—Keep our groups in the loop and share milestone updates but keep details inside each group unless the full Forum's opinion is desired.
7. NCEES BOD is concerned about the use of Basecamp to criticize any other user—so this should not be allowed.
8. Keep it friendly

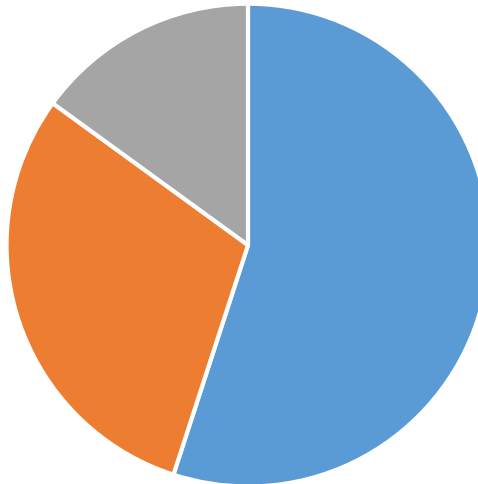
IV. Expectations of the Group

The notes that were prepared by the individuals in attendance were posted on the wall on a facilitation board, and highlights from their written text were called out in large lettering with colored markers so that attendees could see the primary thoughts presented about expectations. The expectations were as follows:

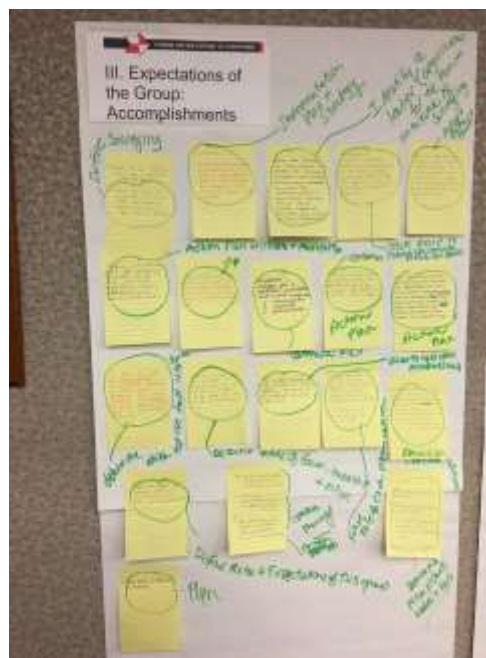
- Leave the meeting with a plan and implementation strategy to promote surveying
- Determine if this group will go forward, who will take the lead if it does. Develop action items and determine how to measure the success
- Add each organization's views and discover whether there is a demand for more surveyors and if more topics/fields need to fall under surveying
- Define roles and expectations for each member/organization
- Action on how to promote the profession, develop a common message, create events for educators to influence the younger generation
- Compose a summary of ideas to help the profession move forward in the development of young professionals
- Determine the future role of each organization and what it expects to undertake regarding implementation of activities identified as those required for success. What level of responsibility to commit.
- Representatives with a vested interest in the future of surveying will move from the stage of identifying challenges and reasons behind them to coming up with effective solutions setting a clear path for how to implement them.
- Keep discussion on topic. Focus on who we are trying to connect with and what we are trying to accomplish. Define potential profession adjustments based on the future technologies and updates/changes.
- Implement a strategy for a national surveyors outreach program with communications, products and sponsorships
- Work on action plans for how to move forward with ideas on how to incorporate our organizations/groups enthusiasm and desire into these action plans and continue to build on these ideas at a national level.
- A consensus plan of action identifying the items needing to be accomplished including methodology, schedule and who is in charge.
- Learn that we actually know what surveying is and how it is defined—what it means, not engineering—not limited to boundaries.
- Have at least 3 implementation goals, initial strategies and designated tasks for the participants, with timelines.
- Formulate an action plan and move forward in implementing it. Assign charges to sub-groups of this Forum
- Define an action plan for moving forward. Define Roles, assignments and timelines.
- Turn leadership and the future of this group to NSPS to continue valuable work already accomplished. NCEES will not be coordinating the task force after August 2016. NSPS needs to be national leader in this endeavor.

- Establish concrete plans for mentoring, public awareness and technology that affects surveying and the future of the profession.
- Adopt a path forward to guide participants and future actions to avoid non-productive distractors. There are many paths forward, we need to pick one or two.

Expectations of the Group for the Forum

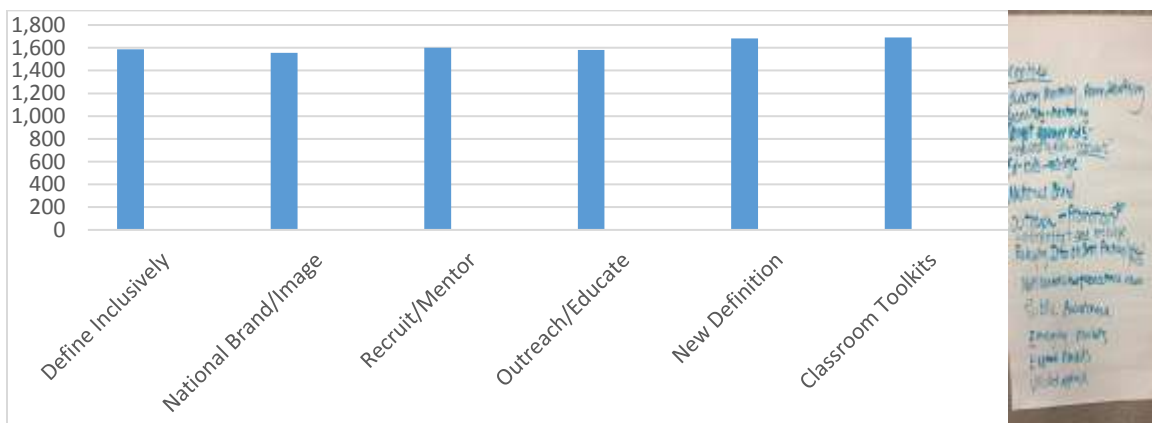


■ Develop Action & Implementation Plan ■ Define Roles & Responsibilities ■ Develop Definition ■



V. *Priorities and Definitions (Established in January and Further Confirmed in the 2016 Questionnaire Prepared by the Forum/NSPS and XYHT)*

- **National Brand and Image:** *Developing a message and definition of surveying, developing a brand and logo, increasing profession and public awareness, creating a unified message for the Education and Recruiting/Mentoring Task Forces to use for future development. Promotion and advertising. Marketing and PR Plan and Program.*
- **Educating:** *Targeting Elementary, Middle and High School as well as Higher Education. Targeting the Profession (through the Recruiting/Mentoring Task Force) and targeting the public (through the National Brand and Image). Development of a Toolkit for Education.*
- **Recruiting/Mentoring:** *Engaging the profession to mentor and recruit. Expanding markets in defining profession and include technology to bring younger people in.*



VI. Evaluation of Questionnaire Results from the Industry

A detailed questionnaire was developed by the Forum on the Future of Surveying and the National Society of Professional Surveyors, with the assistance of xyHt following the January Forum and based on the results and priorities identified in January, to reach out to a larger group of professionals involved in the surveying profession to determine whether the priorities of the Forum participants in January were truly the same as those in the profession. More than 2,200 surveying professionals from across the U.S. and Canada responded to this questionnaire and results were compiled in the “2016 Questionnaire Summary of Results” dated June 5th, 2016, the week prior to the June Forum, to help guide the participants further relative to priorities.

Makeup of the Questionnaire Results:

- 2,212 responded to the questionnaire. 145 of them were not members of a survey or somewhat related organization. The remaining 2067 were members of organizations representing 50 states and Canada. 48 Organizations plus 1075 people who were members of state organizations were represented.
- Almost 90% were Licensed Professional Surveyors (1980). Over 800 are licensed in more than one state. 10% LSIT (226) and a few hundred PE's or EIT's. Other responses ranged from planners and real estate professionals to a commercial pilot and water/surface water professionals.
- Lowest age group represented-under age 25, next lowest 26-30 and over 76, next lowest age 31-35, Highest 51-65.
- 2069 male (95.5%) 106 female (4.5%).

Summary:

In combining the votes for high and medium priority in the following categories, the following were identified as the highest priorities:

Need for National Brand/Image:

- Areas of Focus for the Forum: Show Value to the Public by Inclusively Defining: 1,586; Outreach: 1,580; Mentoring: 1,568; Image, Brand, Perception: 1,557; Unified definition 1,423
- Desired Attributes for Image of Surveyor: Expert and authority: 1586; Problem Solver & Communicator: 1583; High Tech: 1,512; Intelligent: 1,570; Educated: 1552; Financially rewarding profession 1486;
- National Brand/Image of Field: High tech, rapidly changing field: 1,775; Diverse Work Environment: 1,759;



Need for Educating:

- Educating the Profession: 1,806; Need for New Definition Image: 1,683
- Educating the Public: Public Spokespeople: 1,704; Classroom Toolkits: 1,724; Human Interest Stories: 1,612; Pitching Stories to the general Media: 1,644
- Educating the Education Community: Classroom toolkits: 1,690;

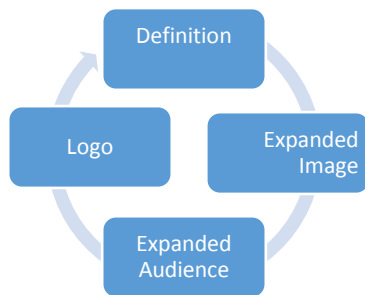
Need for Recruiting/Mentoring:

- Rate broad solution categories: Educating and Recruiting/Mentoring: 1,602; Outreach/Promotion/Advertising: 1,515, Unified approach of professional organizations together with common message: 1,406

Refer to the 2016 Questionnaire Summary of Results, Forum on the Future of Surveying and the National Society of Professional Surveyors published by xyHt, June 5, 2016 for full results, charts, graphs and information.

VII. Action Plan-Phase I and II

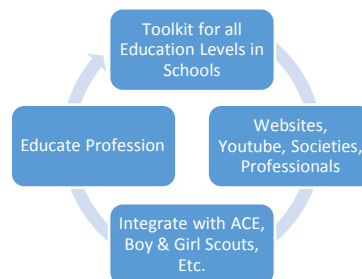
After some general discussion, the group was divided into three groups, based upon their comments as to which priorities they felt were most important. This allowed the attendees to focus upon their organization's priorities and their own highest and best use in achieving the outcomes of the meeting and the forum. Following the brainstorm, evaluation of the January meeting priorities and evaluation of the questionnaire results, the following priorities were set, vetted by the group and concluded. This was accomplished in several hours of collaboration, discussion and voting.



■ *National Brand/Image (Includes Marketing, P.R. and Messaging)*

1. A definition of the field of surveying is needed. An all-encompassing definition along with a regulatory definition and an image definition (more of a message) are needed as subsets of this high priority item. Top Priority (13 votes, 5 stars, 2 distinguish the profession votes)
2. An expanded image is needed that will build upon surveying's existing image. (6 votes, 3 stars, 1 distinguish the profession vote)
3. An expanded target group to capture the excitement and enthusiasm (13 votes, 0 stars, 0 distinguish the profession votes)
4. An identifying logo is needed that will help build the image of surveying, in conjunction with the definitions, that can be used by all of the organizations and on all materials. (8 votes, 2 stars, 1 distinguish the profession vote)
5. The above can be a way of sharing that surveyors are always in demand, professional and well paid (6 votes)

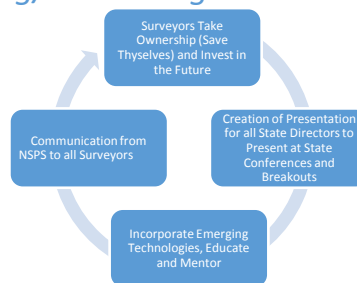
■ *Educating*



6. A surveying toolkit is needed for educating with a focus to multiple audiences. 4 different levels/ variations for use in Elementary, Middle School, High School and Community College/Higher Education are planned. These toolkits will serve to educate educators and students. (4 stars, 4 distinguish the profession votes). High Priority.

7. Educate professionals for opportunities to be involved in education and awareness activities (11 votes, 2 stars, 1 distinguishing the profession vote)
8. Create toolkit subcommittee or task force to develop ways of informing and marketing toolkits and determining ways of funding them (13 votes, 1 star)
9. Market toolkits (3 votes)
10. Use Youtube to market toolkits (6 votes)
11. Use websites in existence to market toolkits (2 votes)
12. Use societies and professionals to promote and mentor with toolkits (4 votes, 1 star)
13. Educate the public on what surveyors do through a marketing program (see 2017 National Brand, Image, Marketing discussion for Marketing/Branding Plan)
14. Integrate/Collaborate with the following pre-existing programs: ACE, Project Lead the Way; Boy Scouts, Girl Scouts, TrigStar, Geocaching.

■ *Recruiting/Mentoring*



1. Have Surveyors take ownership of recruiting by providing resources and helping them to get out there. (18 votes 6 stars, 1 distinguishing the profession vote)
2. “Value” proposition, cost versus pay—emphasize job placement (10 Votes)
3. Use emerging technologies to create excitement as teachable opportunities. (5 votes, 1 star)
4. With schools and teachers, participate in career days, state conferences, breakouts and get the message about the profession out (7 votes)
5. Prime targets for recruiting are in elementary, middle, high schools and colleges, to vets. Focus on some minority groups and women for diversity
6. Educate and mentor surveyors, engage them to take the lead in solving the issue and encourage them to invest in their profession. (7 stars, 4 distinguishing the profession votes)
7. Tap into technology with tech savvy youth to recruit through Youtube and other social media (15 stars)
8. Help Surveyors understand why they should care about low license rates, who they sell their business to, the loss of business to unlicensed practices and must take individual action
9. Need Master Mentor honor to recognize those contributing to actual license increases—honor by NSPS
10. NSPS Directors in each state need to present and oversee action.
11. A message “succeed in business by expanding your scope of services (business workshops of continuing education)
12. Need 3-4 Paragraph quote by Curt to use in all states
13. Maximize value of future sale of business workshop

VIII. Development of Subcommittees, Definition of Responsibilities for Action Plan focused on National Brand/ Image, Educating and Recruiting/Mentoring

National Brand/Image Subcommittee	
Member/Organization	Position
<i>Pam Nobles, MAPPS</i>	<i>Chair, Lead, Communicate, Schedule, Compile</i>
<i>Scott Bishop, NCEES</i>	<i>Member, Input, Review & Comment</i>
<i>Ralph Guida, COPPS</i>	<i>Member, Input, Review & Comment</i>
<i>Valerie King, POB</i>	<i>Member, Definition/Messaging</i>
<i>Amanda Askren, Young Professionals</i>	<i>Member, Logo, Review & Comment</i>
<i>Tony Cavel, AAGS</i>	<i>Member, Input, Review & Comment</i>
Education Subcommittee	
Member/Organization	Position
<i>Willace Johnson, SaGES</i>	<i>Chair, Lead, Communicate, Schedule, Compile, BOK Collection, Deliverable Formats, Toolkit Content</i>
<i>Lena Neto, UESI/ASCE</i>	<i>Member, Sharepoint Database, Toolkit Content</i>
<i>Nancy Almanzan, WFPS</i>	<i>Member, Toolkit Content</i>
<i>B.J.Roberts, Emerging Leaders</i>	<i>Member, Sharepoint Database, BOK Collection, Deliverable Formats, Toolkit Content</i>
<i>Lisa Hanni, NCEES</i>	<i>Member, Toolkit Content</i>
<i>Dave Widmer, NCEES</i>	<i>Member, Toolkit Content</i>
Recruiting/Mentoring Subcommittee	
Member/Organization	Position

<i>Dave Zenk, NGS</i>	<i>Chair: Lead, Organize Communication, Develop PPT,</i>
<i>Don Buehler, BLM</i>	<i>Member, List of Actions for Surveyors</i>
<i>Doyle Allen, Colonial States</i>	<i>Member, Master Mentor Award</i>
<i>Patti Williams, SaGES</i>	<i>Member, List of Actions for Surveyors,</i>
<i>Frank Taylor, ASPRS</i>	<i>Member, Measurable Criteria</i>
<i>John Hohol, FIG</i>	<i>Member, Minimum Portal Criteria, Tech Savvy Recruitment Methods (with Amanda)</i>



IX. Further Development of the Highest Priority Item and Workshop Hour to Develop Foundation for Action

a. National Brand/Image

Initial thoughts were that the group could draft a few possible definitions in the hour given for this agenda item. The thought process led to needing a professional writer or PR firm to wordsmith the definition after generated by the group. Appendix B includes some of the drafts of definitions provided for consideration. The task force includes a writer for POB magazine, Valerie, and therefore, she volunteered to be the wordsmith of the definition. Key factors in the definition were identified as: Authority on measurement of all kinds/expert; Historian, interpreter, investigative; a blending of subjects including math, geography, history and other professional disciplines; an explorer or detective; a diverse work environment, inside and outside; invisible and everywhere; the beginning and end of every project. These were key thoughts to developing the definition, message and elevator speeches and below are the beginnings of two possible definition scenarios to be edited by the writers and developed further:

Surveyors, best described in modern times as Geomatics Professionals, guarantee that abstract geospatial information matches the reality on the ground. By applying this guarantee to land and property rights, they underpin the foundation of all modern economies. The field of surveying/geomatics encompasses a broad spectrum of services and high-tech tools. Boundary surveying, Photogrammetry (both aerial and terrestrial) GIS, LiDAR (mobile, terrestrial and aerial), Topography, Hydrogeography, decision support, large scale metrology and modern measurement or imagery all fall within the theoretical foundation of the survey profession. Although not all of these aspects of surveying require a license, the professional surveying license provides those in the field with additional opportunity, higher salaries and a level of professional stature equivalent to the professional licenses of engineers and architects. The profession opens doors to use technology unavailable in other professions. Surveyors are licensed to protect the health, safety and welfare of the public and are proud to do so. (Source: Summary Report, January Forum, January 29, 2016)

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 of



making the word a better place. (Source: Summary documented from discussion in meeting by facilitator)

b. Educating

The educating sub-committee during this breakout developed target audiences and an outline of their plans. Their program involved the following:

- *Research existing toolkits, including survey in a box in Canada and NSPS toolkit components and develop the toolkit contents from these items for varying grade levels targeted below.*
- *Elementary, Middle School, High School and College Level variations of toolkit*
- *Target schools and STEM programs, Boy Scouts, Girl Scouts and similar programs*

c. Recruiting/Mentoring

The group developed an outline for a power point presentation to be given by each NSPS Directors in each state. The intent was to use a unified approach and have each President present this at their state conferences.

Surveyor—Save Thyself! Power Point Presentation Outline:

Slide 1 Intro: Surveying as a profession has suffered a decline of licensure over the past 10 years (show slide with chart of declining numbers).

Slide 2: If this trend is not reversed, some logical outcomes may be expected.

- *The public will be forced to seek needed services from underqualified, maybe unlicensed practitioners*
- *Other professions will take up the slack*
- *Licensing board will stop issuing LS licenses altogether and roll that into engineering/architecture*
- *You will be unable to command a reasonable sales price for your business (add more bullets)*

***Slide 3: How many of you here today care about any of these outcomes?
The future can change.***

Slide 4: You are in charge.

- ✚ *You can mentor a promising colleague to become licensed*
- ✚ *You can explain the value of licensure to the public so that they can select based on qualifications not price*
- ✚ *You can expand your business to include other services to maximize profit then pay better wages to attract new licensees*



 *You can inspire and educate teachers in STEM to understand surveying sciences.*

Slide 5: Here is the trend in your state:

- *Licensees by year*
- *Age of licensees*
- *Students enrolled in surveying programs*
- *Placement rates for those enrolled in surveying*
- *Wages of those placed directly out of surveying programs*
- *Competing wages*

Slide 6: As your NSPS Director, I stand ready to help you with resources. (show list of resources and provide speakers/panelists if necessary or opportunity available)

Slide 7: Remember, only you can save your profession.

Slide 8: It is in all of our personal and professional interest to do so. I don't ever want to be the oldest living surveyor. The last of my kind. A museum piece.

Thank you.

X. Tangents/Parked Items

- *Tiered Licensing was identified and addressed by the group. The discussion included conversation regarding the way it is done in North and South Carolina, which the latter has a full survey license, a boundary license and a GIS license. Virginia has a surveyor/photogrammetrist license and Florida. The decision of the group was that this is not something this group can address. This is a state level issue at a regulatory level.*
- *Mentors were identified as a parked item and the topic was incorporated into the Recruiting discussions*
- *The name of surveyors was discussed and it was determined "Professional Surveyors" was the most used, trusted term*
- *How will the toolkit be funded? Was a parked item and it was discussed as a part of the Subcommittee discussion. Grant funding was discussed as a top option.*

XI. Resources and Tools Available

As an additional agenda item, the group determined that at a juncture in the meeting on Saturday it would be advantageous to discuss what each representative's organization in the room had available as resources. The following were outlined and will be reviewed by each sub-committee as a part of their tasks:

- *Toolkit (Surveying Speakers Kit) (NSPS): This will be reviewed and evaluated for components that can be used by the Education and Recruiting/Mentoring Sub-Committees*
- *Boy Scout Merit Badge Toolkit (NSPS): This will be reviewed and evaluated for future use in Education Sub Committee*
- *PBS Video (NSPS) This will be reviewed and used as a tool, as appropriate*
- *Speaker's List/Bureau (NSPS): To be reviewed and used/updated*
- *Survey in a Box (Alberta, Canada): To be used to develop the toolkit*
- *Professional Surveyors Video (Canada): To be used as a resource*
- *Website: Be a Surveyor (Now to be taken over by NSPS): To be used to populate with information developed by the Forum and its Subcommittees*
- *Links to all State Boards-Photogrammetry (ASPRS): To be used as resources and to provide information*
- *Teaching Teachers (a 1-week course) to be reviewed by Education Subcommittee*
- *Videos (BLM): To be reviewed and used by each organization and Subcommittee as resources*
- *Future Education Requirements (AGS AAGS): To be reviewed*
- *Model Manuel In Progress (ASCE)*
- *Best Practices (LSU/Universities)*
- *Vendors have resources-need to be explored*
- *Higher Education Opportunities (SaGES)*

XII. Subcommittee Continuation Beyond Action Items

The following addresses each subcommittee's plan for targeting assistance from within and outside the group to help their program move forward, their communications plan for each subcommittee, their measurements of success and the comprehensive task list for the subcommittee work.

National Brand/Image Subcommittee:

Targeted Assistance: Use other Sub-Committees (Education and Recruiting/Mentoring to spread the word in and through all organizations; use publications, use Amanda's artist who may donate time for logo)

Communications Plan: Dropbox for the group, Basecamp for voting, Education and Recruiting/Mentoring subcommittees for their areas, all organizations involved in the Forum for outside, publications for the profession

Measurement of Success: Rumor mill—talk among groups, feedback from surveying community, publications interest and reach in articles, national organizations/identity. Within a year, results for increases/decreases in test taking.

Educating Subcommittee:

Targeted Assistance: Engage state societies, NSPS, young surveyors groups, NCEES, Canadian Survey in a Box and similar resources.

Communications Plan: Utilize a new sharepoint site to collaborate on documents, Toolkit outlines, share existing resources. Use Basecamp for Forum group and delegate responsibilities among the group. Use various networks.

Measurement of Success: Milestone tracking and evaluation, peer review, long term feedback from the survey community and a plan for delivery.

Recruiting/Mentoring Subcommittee:

Targeted Assistance: Engage the survey profession and target the entire community of surveying. Target survey publications to get the message out, target toolbox group and young surveyors in NSPS

Communications Plan: Recruiting/Mentoring: Use Basecamp subgroups and communicate within the Forum with Basecamp

Measurement of Success: The trends in licensing and the numbers achieving recognition

XIII. Action Items Matrix

National Brand, Image Subcommittee (Includes Marketing P.R. and Messaging)

Action Item	Subtask	Lead	Responsible Members	Timing and Action Items Addressed from January Plan
1.0 Branding/Messaging, Definition	1.1 Combine Samples, review and provide thoughts on Definition (Regulatory), Definition (Image), and Top Tag Lines/Elevator Speeches (3 products)	Pam Nobles	All	By September 2016 Addresses Action Items 8, 11, 12, 13, 14, 17, 18, 19, 21
	1.2 Set up Dropbox as communication tool	Pam Nobles	Pam Nobles	By July, 2016
	1.3 Compile all comments	Pam Nobles	Pam Nobles	By August 1, 2016
	1.4 Write Definition and Messaging based on all comments	Pam Nobles	Valerie King	By September 1, 2016
	1.5 Review and Discuss	Pam Nobles	All	By October 1, 2016
	1.6 Finalize and Send out for vote	Pam Nobles	To Full Forum-Basecamp and after that vote to larger level group	By October 7, 2016 By Mid-November 2016
	1.7 Launch Definition and Message	Pam Nobles	Work with Education and Recruiting/Mentoring and all organizations to launch	By End of January, 2016
2.0 Logo	2.1 Research/Thoughts	Amanda	All	Timing: July 2016

				<i>Addresses Action Item 20 (partially)</i>
	<i>2.2 Compile Logo Ideas</i>	<i>Amanda</i>	<i>Pam Nobles</i>	<i>August 2016</i>
	<i>2.3 Work with Artist-Special Contact</i>	<i>Amanda</i>	<i>Amanda</i>	<i>September 2016</i>
	<i>2.4 Review/Discuss</i>	<i>Amanda</i>	<i>All</i>	<i>October, 2016</i>
	<i>2.5 Revise with Artist and Vote in Subcommittee</i>	<i>Amanda</i>	<i>Amanda</i>	<i>November, 2016</i>
	<i>2.6 Send out for Full Forum Vote</i>	<i>Amanda</i>	<i>Full Forum-Basecamp</i>	<i>December, 2016</i>
	<i>2.7 Launch</i>	<i>Amanda</i>	<i>Work with Education and Recruiting and all organizations to launch and make available</i>	<i>By End of January, j2017</i>
Next Steps-3.0 Marketing Plan	<i>3.1 Evaluate the need for a marketing/branding plan</i>	<i>All</i>	<i>PR Firm</i>	<i>2017-Would address Actions 7, 20 and 39</i>
4.0 Multiple sub-definitions	<i>4.1 Create multiple definitions for various audiences</i>	<i>All</i>	<i>TBD</i>	<i>2017</i>

Education Subcommittee

Action Item	Subtask	Lead	Responsible Members	Timing and Action Items Addressed from January Plan
1.0 Educating-Create Toolkits for Various Education Levels and audiences	<i>1.1 Create Sharepoint Database for Communicating and shared documents</i>	<i>Lina and BJ</i>	<i>Lina and BJ</i>	<i>July 2016</i>
	<i>1.2 Collect Data-evaluate existing toolkits, determine</i>	<i>All</i>	<i>All</i>	<i>September 2016</i>

	<i>learning objectives, target audiences</i>			
	<i>1.3 BOK Collection-seek 4-6 grade, middle, high school and college examples to develop content</i>	<i>Will & BJ</i>	<i>Will & BJ</i>	<i>October 2016</i>
	<i>1.4 Sort by Groups (age and organizations such as scouts, ACE, etc.)</i>	<i>All</i>	<i>All</i>	<i>December 2016</i>
	<i>1.5 Develop Toolkit content</i>	<i>All (2 by 2)</i>	<i>All (2 by 2)</i>	<i>March 2017</i>
	<i>1.6 Deliverable formats (power point, pdf, media) blackboard-web based</i>	<i>Will & BJ</i>	<i>Will & BJ</i>	<i>May 2017- Addresses Action Items 16, 26</i>
	<i>1.7 Production & Delivery</i>	<i>TBD</i>	<i>TBD</i>	<i>Beyond June 2017</i>

Recruiting/Mentoring Subcommittee

<i>Action Item</i>	<i>Subtask</i>	<i>Lead</i>	<i>Responsible Members</i>	<i>Timing and Action Items Addressed from January Plan</i>
1.0 Engage Surveyors in Becoming a Part of the Solution to Recruit Into the Profession	<i>1.1 Create and send email letter from Curt Sumner, NSPS Communicating to Members Importance of Recruitment</i>	<i>Curt Sumner, Executive Director, NSPS</i>	<i>All</i>	<i>August/September 2016 Addresses January Action Item 9, 10 and 15</i>
	<i>1.2 NSPS Director to Speak at State Conference with Recruitment Message</i>	<i>NSPS President</i>	<i>All</i>	<i>July-October 2016 Addresses January Action Item 1</i>

	1.3 Develop Supporting Power Point and Print Presentations (National and State Levels)	Dave Zenk	Dave Zenk/NSPS	September-December 2016 Addresses January Action Items 1, 5, 6
2.0 NSPS Leadership Goal Development and Criteria	2.1 Create list of Minimum Criteria for Portal-A Real Record-NSPS Director	John Hohol	John Hohol/NSPS	July 2017
3.0 Develop a List of Actions for Surveyors	3.1 List of Action Development	Patti Willin	Patti Willin, Don Buhler	September-December 2016 Addresses January Action Item 22
4.0 Develop Measurable Criteria	4.1 Create criteria by which success can be measured short and long-term	Frank Taylor	Frank Taylor	August-October, 2016
5.0 Develop Master Mentor Award	5.1 Develop Master Mentor Award Criteria and Honor Roll	Doyle Allen	Doyle Allen	January, 2017 Addresses January Action Items 9, 10 and 16
6.0 Develop Tech Savvy Ways to Recruit New Surveyors	5.1 Develop New Tech Savvy Ways to Recruit New Surveyors	John Hohol and Amanda Askren	John Hohol and Amanda Askren	August 2016-January 2017 Addresses January Action Item 3
7.0 Expand into New Market Opportunities	7.1 Business Improvement Seminars at State Conferences	All	Vendors	Ongoing



Key Action Item Accomplishments by June, 2017

- ***National Brand/ Image: Definition and Logo, Marketing & PR Plan Consideration for Future***
- ***Educating: Toolkit for Elementary, Toolkit for Middle School, Toolkit for High School, Toolkit for College, Compilation of Resources for Professionals, Deliverable formats for presentations, target audience and organization guidelines***
- ***Recruiting/Mentoring: Letter to all surveyors from NSPS, Presentation at conference by NSPS President, NSPSs President to speak at conference, Power Point Presentations for state NSPS Directors to Present, Develop tech-savvy ways to recruit young people, Develop Master Mentor Award, Develop List of Actions for Surveyors, Develop Measurable Criteria, Create list of minimum Portal Criteria***

XIV. Overall Leadership and Coordination Moving Forward

- *Forum on the Future of Surveying Leadership: NSPS will assume leadership of the forum, transitioning from NCEES beginning in June and completed in August, 2016. NSPS will serve as the catalyst and the conduit, fully supported by Curt Sumner.*
- *Subcommittee Leadership:*
 - *National Brand/Image Chair, Pam Nobles*
 - *Education Chair, Wallace Johnson*
 - *Recruiting/Mentoring Chair: Dave Zenk*
- *Conference Call Schedule or Other Mechanisms for Status Updates*
 - *Task Forces Conduct Internal Group Calls Every 2 Months*
 - *Full Forum on the Future of Surveying Calls Every 4 Months (3 Times Yearly for Updates)*
 - *One Representative (Chair) From Each Group Call Every 2 Months for Status Updates, Coordination and Synergy*
 - *Annual Face to Face-Target June 2017 in Baton Rouge*
- *Action Plan Action Item Matrix and Tracking (Shared Documents) to be communicated within each subcommittee on Basecamp or their preferred forum*
- *Peer Review: Peer review will occur on all subcommittee items prior to release to a larger group or the public/profession via Basecamp or email*
- *Communication Outside the Group within Organizations and the Field: Transparency is key. As soon as items are completed and peer reviewed they can be available to the outside in a timely manner, first through each organization represented and the publications.*
- *Communication to the General Profession: Feedback should be given to those who took the survey and this report should be made available.*

XIV. Next Steps Beyond Those Discussed in Action Plans and Leadership/Coordination Discussion—Agreements and Request

1. *Everything done is done on behalf of the group. Not an individual or a single organization.*
2. *Doyle asks that everyone attending this meeting provide him with 1 good idea from each member to motivate surveyors.*
3. *Make sure all surveyors and young people entering the profession understand the opportunities to serve and volunteer.*
4. *NSPS Young Surveyors Network have volunteers with nothing to do—Amanda will coordinate*
5. *Curt will update young surveyors list on websites*
6. *LA-LSPS to state society/board*
7. *Universal Common Copyright will be used as needed to credit the group: Forum on the Future of Surveying*

XV. Appendices

Appendices to this report are contained under separate cover and represent items that are outlined in this report.



Meeting Facilitation and Preparation of this report were completed by Barb Eljenholm of Byline7;
<http://byline7pr.com> on behalf of NCEES and the Forum on the Future of Surveying



