



# AOLS Webinar Strategic Planning

*August 29, 2018*

*by: Blain Martin, Executive Director*



# *Discussion Topics*

1. Strategic Planning Placemat
2. Participants in May 8/9 Strategic Planning Session
3. Key Priorities and Action Plans
4. Tracking
5. Other Ongoing Initiatives

### **Vision 2018**

We are known in Ontario and Canada as a forward-looking, transparent and ethical association of professional surveyors protecting and serving the public interest for over 125 years, sustained by:

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1. Developing and implementing a public relations strategy to increase provincial awareness of the value land surveyors create for society, and the attractiveness of the profession as a career
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3. Identifying and agreeing to required changes in legislation / regulations that will sustain the relevance of the Association in the future
4. Ensuring that a succession plan is in place for the core staff of the Association

### **Vision Objectives 2018**

1. Provincial Survey Records Index (PSRI) system in place and populated
2. Membership level stable, and increased number of articling students
3. Strong education partnerships in place with selected universities and colleges
4. Total membership compliant with CPD and engaged in Association activities
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### **Objectives 2018**

1. Provincial public relations strategy approved, resourced & implemented
2. A clear value proposition of the profession with respect to the public
3. Draft regulations circulated
4. At least 30 new qualified surveyors
5. Strengthened relationship with York University
6. Development of competent technical staff including support of Colleges
7. Surveying courses/workshops approved / offered in 10 Ontario High Schools, NOT just GTA
8. Succession plan in place for key Association full-time staff positions
9. Exploration of Canada-wide capacity building for delivery of Survey education via blended learning

### **Legislative & Regulatory Changes**

1. Benchmark certain professions for their approach to regulation
2. Task Force to identify regulation priorities
3. Determine ability to partition regulation changes
4. Task Force and appropriate committees draft regulation changes
5. Share recommended changes with regional groups and members

### **Public Relations Strategy**

1. Identify team
2. Develop draft PR strategy
3. Media outreach: Five stories/events covered this year

### **Key Priorities & Action Plans**

#### **Succession Planning**

1. Update and finalize the position description for Registrar
2. Develop proposal on whether or not to hire an HR consultant
3. Create a Committee to send out Job posting and review applications
4. Job overlap to allow continuity

### **Developing New Members and Technical Staff**

1. Determine funding required for initiatives and seek Council's approval
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3. Review existing data and stats already collected (PAC, GRCLC)
4. AGM - Keynote speaker on public relations
5. Membership engaged in public relations such as Toast Masters
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### **2018 Deliverables**

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5. Membership kits for presentation delivery in high schools
6. Visibility of AOLS enhanced on Internet career searches
7. Great Lengths presented to 10 School Boards
8. Comprehensive review of program and relationship with York University
9. CBEPs review and decision to re-join or not
10. Explore Canada-wide capacity building for delivery of Survey education



**Eric Ansell** (Legislation and Regulation Review Task Force Chair), **Blain Martin** (Executive Director), **Dan Dzaldov** (President), **Peter Meerveld** (Council), **Bill Buck** (Registrar), **Andy Mantha** (Council), **Erik Lockhart** (Queen's), **Russ Hogan** (Past-President), **Izaak de Rijcke** (Four Point Learning), **Trevor McNeil** (Council)



**Miranda Paquette** (Council), **Al Jeraj** (Vice President), **Maureen Mountjoy** (Deputy Registrar), **Anna Aksan** (Council), **Nancy Grozelle** (Council), **Susan MacGregor** (Surveyor General), **Peter Lamb** (Council), **Brian Maloney** (PSRI Task Force), **Gavin Lawrence** (Council)



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# ***Public Relations Strategy***

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## ***Task Force Members***

- **Blain Martin, Chair**
- Maureen Mountjoy
- Cindy Kliaman
- Kim Husted
- Grant Lee, Consultant

## ***Activities***

- Breakfast Television
- Balm Beach
- Lassonde School of Engineering
- International Plowing Match

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## ***Registrar Search Task Force Members***

- **Blain Martin, Chair**
- Dan Dzaldov, President
- Bill Buck, Registrar
- David Kovacs (Complaints Committee)
- Mark Tulloch (AERC)

## ***Activities***

- Job Ads Sent out – No response
- Talking to a Consultant
- Thinking of other professions that we could expand the search to

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# *Committees working on Developing New Members*

## *Geomatics Recruitment and Liaison Committee*

### *Members*

- **Christopher Oyler, Chair**
- Andrew Mantha, Council
- Hugh Goebelle
- Maureen Mountjoy
- Amar Loai
- Jean Tong (ESRI)
- Richard Emode
- Chris Fox
- Oussama El-Chanti
- Nigel Day
- *Costas Armenakis (York)*
- *Peter Johnson (U of Waterloo)*
- Grant Lee, Consultant

### *Sample Activities*

- Amar Loai, Maureen Mountjoy and John Negru presented a one day introduction to land surveying workshop for the York Region District School Board
- Amar Loai and Oussama El-Chanti presented a two day workshop for the Toronto Catholic District School Board
- Amar Loai and Grant Lee attended a career fair for the Toronto Catholic District School Board and had the opportunity to present “Great Lengths” to Mayor John Tory



# *Committees working on Developing New Members*

## *University and College Student Liaison Committee*

### *Members*

- **Murray Purcell Chair**
- Maureen Mountjoy
- Boney Cherian
- Don Brown
- Jack Gauthier
- Keith Watson
- Trevor McNeil, Council
- Michael Haines
- Annie Fernandes
- Gavin Seaman
- Kerry Johnston
- Grant Lee, Consultant

### *Sample Activities*

- Murray Purcell, Maureen Mountjoy and Blain Martin met with a representative from Flemming College and they seem interested in setting up a program for survey technicians
- Brian Maloney starts teaching a Survey course at Durham College next week

# Committees working on Developing New Members

## Public Awareness Committee

### Members

- **Natalie Vibert, Chair**
- Michael Mathews
- Cindy Kliaman
- David Lamont
- Simon Kasprzak
- Brian Kerr
- Bob Pearson
- Bob McDermott
- Eric Ting
- Rudy Mak
- Maureen Mountjoy
- Grant Lee, Consultant

### Sample Activities

- Natalie Vibert, Maureen Mountjoy, Blain Martin and Grant Lee staffed an AOLS exhibit booth at Realtor Quest in May
- New popup traveler and brochures are being created
- Many of the Southwestern Regional Group members are attending and staffing an AOLS Exhibit booth at the International Plowing Match in September



# Results of Work by Committees

## Demographics August 10, 2018

Age	2010	2011	2012	2013	2014	2015	2016	2017	2018	M	F	Cad	CofR
<div>CPD Cycle 1</div> <div>CPD Cycle 2</div>													
Evaluated Student	28	39	35	44	53	57	59	71	57				
Articled Student	38	45	49	50	51	68	71	94	91	76	14		
New Surveyors	12	15	7	12	12	9	15	14	34				
20 - 29	5	6	3	3	6	8	6	12	15	15		15	
30 - 39	40	32	26	31	31	36	38	40	57	48	9	57	
40 - 49	189	162	143	130	112	99	84	78	71	70	1	69	2
50 - 59	237	244	247	242	238	229	211	205	185	168	17	169	16
60 - 69	117	128	137	139	136	139	130	123	143	133	10	133	10
70 - 79	46	46	48	41	38	39	30	34	36	36		35	1
80 +	5	8	6	9	8	9	9	11	12	12		12	
<b>Total</b>	639	626	610	595	569	559	508	503	519	482	37	490	29
Number of Surveyors Lost		28	23	27	38	19	66	19	18	?			
Percentage Under 50	37%	32%	28%	28%	26%	26%	25%	26%	28%				15%
Percentage Over 50	63%	68%	72%	72%	74%	74%	75%	74%	72%				7%
Percentage Over 60	26%	29%	31%	32%	32%	33%	33%	33%	37%				
Percentage Over 70	8%	9%	9%	8%	8%	9%	8%	9%	9%				

# Initiative Tracking Form Sample

1	<b>Public Relations: Action Plans</b>			
2				
3	<b>What:</b>	<b>1. Identify team composition</b>		
4	<b>Who:</b>	Grant Lee, Cindy Kliaman		
5	<b>When:</b>	by June Council Meeting		
6	<b>Date</b>	<b>Participants</b>	<b>Action Items</b>	<b>Timelines</b>
7	June 11, 2018	Task Force Composition: Cindy Kilaman, Grant Lee, Blain Martin, Kim Husted	Task Force composition approved at the June Council Meeting	
8		Blain	Funding for a Consultant	July
9				
10				
11	<b>What:</b>	<b>2. Review existing data and stats already collected (PAC, GRLC, UCSLC)</b>		
12	<b>Who:</b>	Grant Lee		
13	<b>When:</b>			
14	<b>Date</b>	<b>Participants</b>	<b>Action Items</b>	<b>Timelines</b>
15		Grant Lee	Review the data and see what opportunities can be moved forward	
16			<ul style="list-style-type: none"> <li>• Creation of new coaster for promotion of AOLS brand/corporate identity and website (QR code)</li> <li>• Creation of new rollup banner "Good Boundaries Make Good Neighbours" for various AOLS events</li> <li>• Presentation Lake of Bays Realtor Association – Bob McDermott – encroachments topic (January)</li> <li>• Publication of Lamont article on monument protection in 2018 OGRA conference Issue of Milestone</li> <li>• Article published on the GoGeomatics Canada website on February 12, 2018: "Book Review of 'Great Lengths, A Celebration of The Surveyors of Ontario'" by Mike Strutt</li> <li>• Geomatics Club Career Fair York University was staffed by B. Pearson and M. Mountjoy on February 1</li> </ul>	
<div> <span>Objectives 2018</span> <span>Legislation-Regulation</span> <span><b>Public Relations</b></span> <span>Succession Planning</span> <span>Developing New Members</span> </div>				



# Other Initiatives

- Website redevelopment
- Province Wide Survey Records Index
- Professional Development Courses
- AGM Planning

## Questions?

**Should be typed and I will answer them after  
the other presentations are complete**