

# ANSLS STRATEGIC PLAN UPDATE

ANSLS Members June 28, 2023

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## GOAL 1: SUSTAINABILITY & GOVERNANCE

- Ensure the Association is open & transparent & protects the **public interest** with a strong regulatory framework.

# GOAL 1: SUSTAINABILITY & GOVERNANCE

- Modernize zone meetings, committee structures & mandates to address and adapt to emerging issues (e.g., digital management, fiscal management, climate change, trends in land development, recruitment & future of the office – including archiving of historical documents).
- AOLS shared a paper on emerging issues – very comprehensive
- Simeon discussed opportunities for application of AI etc. with National ExecD/CAO's
- Simeon wrote an article for the upcoming Spring Surveyor magazine on **The Times They Are a- Changin'**

# GOAL 1: SUSTAINABILITY & GOVERNANCE

- Maintain public confidence & strengthen the integrity of the profession – consult with stakeholders to ensure related acts and regulations align with the NSLS Act & Regulations
- Andy DeCoste, Peter Berrigan & Simeon attended Coastal Protection Act (CPA) Technical Focus Group meetings & provided input regarding proposed CPA regulations
- Regular contact with Engineers Nova Scotia
- Geoscientists Nova Scotia – feedback on proposed new Act (Legislative Review Committee)
- Simeon is a director of the Geomatics Association of Nova Scotia (GANS)

# GOAL 1: SUSTAINABILITY & GOVERNANCE

- Improve relationships with COGS & UNB to enhance engagement & recruitment of candidates.
- Participated in the COGS – welcome for new students & Industry Expo (Simeon & Public Awareness Committee)
- Collaborating on marketing with COGS
- Registered with “Get kids into survey” – posters received & signed on as an ambassador
- Simeon & Ray Pottier participated in the COGS Survey Technician Program (STN) accreditation review
- Public Awareness Committee members reached out to UNB faculty
- Possible site visit to UNB in the summer/fall

# GOAL 1: SUSTAINABILITY & GOVERNANCE

- Update the candidate process to increase conversion rate of candidates to members.
- Updated candidate status on ANSLs corporate One Drive and hard copy files
- Created a MS Teams & SharePoint for Board of Examiners (uploaded files)
- Council approved registration policies (Fair Registration Practices Act -FRPA compliance)
- Conducting an internal audit of the Board of Examiners to ensure compliance with our legislation & FRPA
- Undertaking a review of the Candidate handbook to determine updating requirements
- ANSLs received interest from 3 foreign trained surveyors – updates to ANSLs website with relevant information in progress
- Liaison with national ExecD/CAO's - as many are updating their processes (e.g., candidates not completing articling)





## GOAL 2: PUBLIC IMAGE & CONFIDENCE

- Improve communication and engagement with the communities we serve.

## GOAL 2: PUBLIC IMAGE & CONFIDENCE

- Develop & implement a marketing, communication & public relations strategy & member engagement strategy.
- A marketing study conducted by AOLS with Humber College & Canadian Institute of Marketing – there are opportunities for collaboration to be discussed with national group of ExecD/CEO's
- Received from Alberta Land Surveyors a study – Brian Ballantyne “Demand for, supply of, & diversity among Alberta Land Surveyors to 2033”
- Public Awareness Committee assessing which recommendations could easily apply here
- Changing the marketing narrative – Simeon responded to an inquiry from a Nova Scotia Works Centre career counselor in Truro



## GOAL 2: PUBLIC IMAGE & CONFIDENCE

- Ascertain the value of services we offer & the importance of our profession.
- Hot topic with national ExecD/CAO's
- Ontario has had discussions with Ministers – seem to be getting some traction
- Simeon has had discussions with PSC regarding a study – funding could be an issue
- NS Premier on record - increase population to 2m by 2060
- ANSLs will need to figure out how many surveyors will be needed in the future
- Quebec uses 1 surveyor per 10,000 population as a guideline

## GOAL 2: PUBLIC IMAGE & CONFIDENCE

- Develop public education & awareness materials (including brochures) in partnership with PSC and other associations to advance & promote the profession; present to related professions such as foresters, engineers, lawyers, realtors, government agencies, etc.; engage with school counselors.
- Public Awareness Committee – produced a brochure for COGS industry expo & well received
- ANSLS Complaints Committee developed a brochure – on the ANSLS website
- Developing a list of contacts in related organizations
- Some members reaching out to registry, etc. & presenting to schools/counselors
- Promoted Options & Opportunities O2 program for grades 10-12 – some members engaged

## GOAL 2: PUBLIC IMAGE & CONFIDENCE

- Modernize our on-line website presence as a “go to” for everyone (including a member portal & use of social media).
- “Story boarding” website changes, updating documents and creating new ones
- Created new section on the website for complaints (including an on-line form for submission of complaints)
- New website to be instituted over the 3 year period including a member portal
- Social media under utilized but concerns



## GOAL 3: PROFESSIONAL DEVELOPMENT

- Provide value-added services to the community.



## GOAL 3: PROFESSIONAL DEVELOPMENT

- Evaluate current PD model and enact changes.
- Contacted other associations across Canada – there are some interesting comparisons
- Many land surveying associations across Canada are looking at making changes to the way they do PD
- ANSLs will need to see where we fit and what should be changed if anything

# GOAL 3: PROFESSIONAL DEVELOPMENT

- Identify common issues raised from the complaints process & PRD reviews & implement PD workshops (e.g., leadership, sales, best business practices, communications, employee recruitment & retention, succession planning, etc.).
- Simeon presented at 2023 Spring Seminar on Employee Attraction & Retention
- There was a presentation on Succession Planning at 2022 AGM Seminar
- ANSLs Complaints Committee chairperson (Glenn Crews) presented at 2022 AGM Seminar
- Andy DeCoste (PRD) presented at zone meetings & at the 2023 Spring Seminar





## GOAL 3: PROFESSIONAL DEVELOPMENT

- Build awareness and competencies for understanding the impact of cultural, social, and economic differences in the communities we serve.
- Nothing to report

# GOAL 3: PROFESSIONAL DEVELOPMENT

- Support the development of a national online program.
- Sent letter of support to CBEPS/ACLS for Towards an On-line Degree (TOLD) project
- Jody Isenor & Robyn Ash (Council elected representatives) very involved with the project
- Article on TOLD written for the upcoming Spring Surveyor magazine

## GOAL 4: EQUITY, DIVERSITY & INCLUSION (EDI)

- Align the demographics of our membership with the demographics of the community we serve.

# GOAL 4: EQUITY, DIVERSITY & INCLUSION (EDI)

- Form an EDI Committee & develop a ToR & strategy.
- Sasha Sears & Bradley Middlemiss (Council members) volunteered to be on the committee
- Developing a Terms of Reference (ToR) before soliciting member participation
- Hot topic of discussion with national ExecD/CAOs
- Reviewed what BC & Alberta are doing (current state assessment reports & strategies)
- ISANS presented workshops on EDI with Council and members at the 2022 AGM Seminar
- Simeon participated in the ISANS Welcoming Ambassador Program

## GOAL 4: EQUITY, DIVERSITY & INCLUSION (EDI)

- Engage, motivate & grow a diverse & robust membership by actively supporting & encouraging prospective members from other regions and from racially visible communities (such as African Nova Scotians & Mi'kmaq).
- Would be helpful to have information on COGS/UNB students who have moved away from Nova Scotia (so we might be able to attract them back?)
- Requested alumni database from NSCC/COGS – some faculty have these
- Simeon reached out to the Native Council of Nova Scotia to discuss collaborative opportunities

## GOAL 4: EQUITY, DIVERSITY & INCLUSION (EDI)

- Actively support and encourage women to join the profession.
- Looking to feature women surveyors & candidates (& students at CGS/UNB) in the Nova Scotian Surveyor magazine – possibly video interviews
- Possibility to coordinate with COGS admin – marketing targeted at women



## GOAL 4: EQUITY, DIVERSITY & INCLUSION (EDI)

- Make it easier for those who traditionally will not consider surveying as a profession to be able to explore it.
- Nothing to report