



Association Nova Scotia Land Surveyors

Strategic Plan 2022-2025

Goal 1 Sustainability & Governance Ensure the Association is open & transparent & protects the public interest with a strong regulatory framework	Goal 2 Public Image & Confidence Improve communication and engagement with the communities we serve	Goal 3 Professional Development (PD) Provide value-added services to the community	Goal 4 Equity, Diversity & Inclusion (EDI) Align the demographics of our membership with the demographics of the community we serve
STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES
<ul style="list-style-type: none"> a) 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management, climate change, trends in land development, recruitment & future of the office - including archiving of historical documents) b) Maintain public confidence & strengthen the integrity of the profession - consult with stakeholders to ensure related acts & regulations align with the NSLS Act & Regulations c) Improve relationships with COGS & UNB to enhance engagement & recruitment of candidates d) Update the candidate process to increase conversion rate of candidates to members 	<ul style="list-style-type: none"> a) Develop & implement a marketing, communication & public relations strategy & member engagement strategy b) Ascertain the value of services we offer & the importance of our profession c) Develop public education & awareness materials (including brochures) in partnership with the 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 d) Modernize our on-line & website presence as a “go to” for everyone (including a member portal & use of social media) 	<ul style="list-style-type: none"> a) Evaluate current PD model & enact changes b) 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.) c) Build awareness and competencies for understanding the impact of cultural, social, and economic differences in the communities we serve d) Support the development of a national online program 	<ul style="list-style-type: none"> a) Form an EDI Committee & develop a ToR & strategy b) 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) c) Actively support and encourage women to join the profession d) Make it easier for those who traditionally will not consider surveying as a profession to be able to explore it