

AOLS Strategy “At a Glance” (2012-2015)

By Blain Martin, O.L.S., C.L.S., PMP, MBA

This is the third time that the Association of Ontario Land Surveyors (AOLS) has had a focused Strategic Planning Workshop offsite. Each of the workshops was led by experts in the field of Strategic Planning. A large number of our members participated and provided input on our future as a profession. Great strides have been made with the Strategic Plan. It has evolved to become more focused on the development of realistic and detailed priorities, and action plans.

This workshop was again led by Peter Richardson, a Queen’s School of Business Strategic Planning professor; he was assisted by Erik Lockhart. Peter’s role is to lead the discussion and encourage all participants to provide their own input. Breakout groups are formed to address specific issues and the results of their discussions are recorded and fed back into the whole process.

Erik provides enough laptop computers so that all participants can anonymously answer specific questions in real time using their assigned computers. The answers are compiled and prioritized before they are added into the strategic plan document. It is a great process that allows all participants to be fully engaged.

This year the group consisted of members of Council, Regional Group Chairs, several Committee Chairs and others who are heavily involved in our profession. This large group provided a broad perspective from all demographics in our

Association, including articling students. The results of the actions from the two previous Plans formed the basis of the discussion and the results of the current workshop were used to update the priorities of the current AOLS Strategic Plan and prepare new action plans. A Strategic Plan “Map” showing the objectives and key priorities, etc. was created. You can see the map as the center piece of this issue on page 22.

The three overwhelming issues that are driving our strategic planning process are; a declining membership, business expansion and integration of all disciplines into a cohesive group. The progress of all the actions developed to solve these issues is tracked and Council reviews this progress at each Council meeting.

This Strategic Planning Process has helped our Association plan how it can move the geomatics profession in Ontario forward. Several of the members who have participated in one or more of the workshops have expressed their desire to incorporate a similar process into their own organizations. They are the forward thinkers who want to be in control of their own future and not have to merely react to outside influences.

We have been privileged to have Peter and Erik lead us through this continuing process and we expect to have another Strategic Planning Workshop next spring to review our progress and set the priorities of the newly formed Council.



Calendar of Events

July 21 to 24, 2012

Survey Summit

Esri/ACSM

San Diego, California

www.surveysummit.com

August 25 to September 1, 2012

XXII ISPRS Congress 2012

Imaging a Sustainable Future

Melbourne, Australia

www.isprs2012.org

October 25 to 26, 2012

**Third International FIG Workshop
on 3D Cadastres**

Shenzhen, China

www.cadastre2012.org

October 29 to November 1, 2012

MAPPS/ASPRS 2012

Specialty Conference

Cloud to Ground (R)Evolution

Tampa, Florida

www.asprs.org/Conferences/Tampa-2012

October 31 to November 2, 2012

**International Symposium on
GPS/GNSS 2012**

Xi’an, China

www.gpsgnss2012.com

November 14, 2012

GIS Day

Discovering the World Through GIS

www.gisday.com

AOLS Strategy "At a Glance"

Vision

We are known in Ontario and Canada as an influential and respected association of geographic professionals protecting the public interest through our governance, professional and business practices

- We have an engaged and growing membership providing innovative products and services in land surveying, hydrography, photogrammetry, geodesy, and geographic information management
- We maintain rigorous standards, including effective, transparent peer review processes
- We understand the needs of our membership and provide relevant professional development and business support and services
- We make a significant contribution to Ontario's maintenance and use of accurate cadastral information
- We collaborate with other associations, government, academia, and industry to create opportunities for mutual benefit

As a result, the Association and its members are valued for their competence and expertise

Mission

Continue laying the foundations to become a more effective, expanding association for land surveying and related geomatics professionals, through:

- Successfully implementing our simplified committee structure
- Establishing a company with a mandate to create an accurate digital cadastre for Ontario which serves the survey community and their clients
- Expanding membership by attracting new, younger members, and professionals from related disciplines
- Improving service through implementing mandatory professional development / enforce standard review process
- Improved member communications and engagement

Ontario Digital Cadastre Corporation

1. Functioning business, with identifiable revenue stream and retained earnings
2. Contract in place with iLookabout to deliver data from ODCC to MPAC and Union Gas in the format desired by clients
3. 57 firms in South West and Hamilton contracted to deliver data to Union gas and MPAC

Key Projects

Expand membership: GIM

1. Validate GIM Curriculum
2. Develop GIM Competencies
3. GIM Value Proposition

Expand membership: Entry to

1. We have identified key sources for promotional campaigns on government websites (direct links)
2. Research career-related materials on government websites (direct links)
3. Populate websites with more profiles etc.)

Ontario Digital

Cadastre Corporation

1. ODCC up and running as a financially viable company with retained earnings and prepared to add new clients

Expand membership: GIM

1. Distribute curriculum to universities and AERC
2. Develop GIM value proposition
3. Develop draft GIM competencies

Expand membership: Entry to

1. Create task force to meet with key sources for promotional campaigns on government websites (direct links)
2. Research career-related materials on government websites (direct links)
3. Populate websites with more profiles etc.)

100 Days

Glance" (2012 – 2015)

Information
 Practices
 in the fields of
 Management
 Technical
 Information
 Opportunities of
 Advise



- ### Objectives 2015
1. Membership has increased by at least 25% from 2010
 2. All geomatics areas represented in membership base
 3. 70% of membership involved in promotion and support
 4. Accurate digital cadastre in place in Ontario
 5. Attractive articling process for young, talented professionals
 6. Consistently low SRD review scores
 7. 90% compliance with mandatory prof dev activity requirements
 8. High member satisfaction ratings for prof dev activities & AOLS meetings
 9. National level programs defined jointly with PSC to maximize member benefits
 10. Increase in educational institutions accredited under CBEPS

Surveyors and
 which benefits
 geomatics
 standards / peer

- ### Objectives 2012 Update
1. Changes to regulation 1026 complete
 2. High member engagement in Commissions, Committees and outreach
 3. Company established, funded and staffed for accurate digital cadastre; AOLS strategy for digital survey submission defined
 4. Improved entry process in place
 5. No further attrition in GIM membership
 6. In excess of 50 articling students (including 10 GIMs)
 7. Mandatory PD curriculum in place - more on-line courses available - tech communications & municipal planning
 8. Launch of new web site: high usage by members & non-members
 9. Establish and validate the GIM requirements

Priorities

Expand membership: Entry to the Profession
 website as a portal for survey information, educational support material, outreach etc.
 place to go to get a definitive answers on how to enter the profession.
 finished funding applications/private company signed on/off - for PR Campaign
 profiles of members linked to salary study

Build on Regulation 1026 Changes
 1. Need regulation passed
 2. Marketing - need package to go to Membership so they understand changes to 1026
 3. Need PD course curriculum in place
 4. Membership vote

Day Action Plan

the Profession
 kly (funding campaign)
 ials currently
 tribute gov't
 materials

- ### 1026 Readiness
1. Get Black Corner copy of regulation from the Government
 2. Develop communications package for membership
 3. Develop draft communications program for PD program

- ### Other Action Plans
1. Investigate possible assistance programs for members in crisis
 2. Table Council discussions of process for protecting anonymity of individuals reporting misconduct
 3. Evaluate potential corporate memberships