

### 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:**

- Our highly engaged diverse membership, providing innovative products and services in the field of professional surveying
- Maintaining and enforcing rigorous standards, including effective, transparent peer review processes
- Understanding the needs of our membership and providing relevant professional development, technical and business support and services
- Making a significant contribution to Ontario's maintenance and use of accurate cadastral information
- Our commitment to making our profession a compelling career and lifestyle.

**As a result, the Association and its members are valued for their contribution to the social and economic development of the Province**

### 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
5. High member satisfaction ratings for AOLS professional activities
6. Reduced number of substantive complaints

### Mission 2018

Ensure the sustained success, relevance and effectiveness of the Association for Ontario citizens, businesses and institutions, and our members through:

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
2. Expanding our efforts to develop and train new talent for the profession
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

### 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
2. Build the SHSM strategy
3. Develop a course for SHSM program
4. Compile a kit for member presentations to students
5. Train members to deliver SHSM course
6. Contact Stats Can to update salary descriptions
7. Arrange a preliminary series of events to present Great Lengths to High School Boards
8. Develop talking points re: Canada-wide capacity building for delivery of Survey education using blended learning program

### Legislative & Regulatory Changes

1. Regulation priorities Identified
2. Government guidance on partitioning regulation changes
3. Regulation changes drafted
4. Statute changes captured in a "parking lot"
5. Recommendations for membership discussion for future regulation

### Public Relations Strategy

1. Develop a provincial PR strategy
2. Identify team composition
3. Review existing data and stats already collected (PAC, GRLC)
4. AGM - Keynote speaker on public relations
5. Membership engaged in public relations such as Toast Masters
6. Develop key messages for key audiences

### 2018 Deliverables

#### Succession Planning

1. Job description for Registrar by end of May
2. Send out job posting for Registrar by end of June.
3. Start interviews by July and candidate chosen by September

### Developing New Members and Technical Staff

1. SHSM strategy in place with funding requirements.
2. Correct Stats Can data related to Survey category and salary ranges
3. Develop competent technical graduates -> Complete Technical Salary Study and use results to attract students to technical programs
4. Identify ways to encourage female and indigenous enrolment in survey programs
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

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