

## 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



## 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

## Objectives 2017

1. National / Provincial marketing strategy approved, resourced, being implemented
2. A clear value proposition of the profession with respect to the public
3. Proposed future changes in legislation / regulations identified & agreed to:
  - Develop service & product quality principles that serve & protect public
  - Alternative products explored
  - Sketch issue resolved
4. At least 20 new qualified surveyors
5. Strengthened relationship with York University
6. Loyalist program developing competent technical graduates
7. Surveying courses approved / offered in at least 5 High Schools, NOT just GTA
8. Succession plan in place for key Association full-time staff positions

## Mission 2017

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 marketing strategy to increase national and 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

### Legislative & Regulatory Changes

1. Confirm Task Force terms of reference (now include recommendation on principle / ethics based regulation approach)
2. Meet and review initial proposed changes to the legislation
3. Initiate jurisdictional benchmarking

### Marketing Strategy

1. Define the coalition of the 'willing', contact other organizations
2. Initial workshop with consultant to define strategy objectives, target audience, value proposition, define RFP
3. Define the marketing team / task force

### Key Priorities & Action Plans

#### Succession Planning

1. Review roles with four key staff members to discuss roles
2. Meet with head hunter to take advice on how to move ahead

### Developing New Members

1. Secure report from PEO on efforts to recruit from a diverse student population
2. Compile a list of members willing to present to educational institutions
3. Compile an initial kit for member presentations to students (junior, high, and post-secondary), and place on web-site
4. Arrange a preliminary series of events to present Survey book to 10 High Schools, follow on with member presentations to students
5. Letter of introduction from Council to York University committing to an improved relationship, proposal for Council meeting at York, and student lunch, enclose copy of new book
6. Identify list of target schools that will offer Survey Course

### Legislative & Regulatory Changes

1. Decide on whether to adopt a principle / ethics-based regulation process
2. Gap analysis of current regulations complete
3. Benchmark other professions for their approach to regulation
4. Understanding of new survey products to be covered by new regulations (or not), and client needs not presently met identified
5. High level recommendations for membership discussion for future regulation
6. Regular Task Force meetings throughout 2017, on average every 6 weeks

### 2017 Deliverables

#### Marketing Strategy

1. Coalition of the 'willing' created (or not)
2. Marketing team / task force in place (must be representative, if national)
3. Marketing firm engaged
4. Funding plan in place

#### Succession Planning

1. Succession plan in place
2. Attributes & characteristics of candidates defined for each role
3. Exit strategy defined for current staff (sequencing to avoid mass exodus)

### Developing New Members

1. Professional and technical salary study complete
2. Improved website with necessary information for prospective articling candidates
3. Visibility of AOLS enhanced on website career searches
4. Introduction to Surveying course launched in more schools, not just in the GTA
5. Member presentation kits for presentations to students and teachers available on the web site
6. Barriers to female and indigenous enrollment identified and solutions proposed
7. Council meeting held at York University and lunch with students

Trevor McNeil (Council); Andrew Mantha (Council); Al Buckle (AERC); Russ Hogan (President); Murray Purcell (Past President); Brian Maloney (ODCC); Peter Meerveld (Lay Councillor); Bill Buck (Registrar); Erik Lockhart (Queen's); Izaak de Rijcke; Blain Martin (Executive Director); Peter Richardson (Queen's); Ken Wilkinson; Paul Miller (ERG); Gavin Lawrence (Council); Andy Shelp (AERC); Dan Dzaldov (Council);



Penny Anderson (AOLS Staff); Al Jeraj (Council); Julia Savitch (AOLS Staff); Maureen Mountjoy (Deputy Registrar); Crystal Cranch; Susan MacGregor (Surveyor General); Patricia Meehan (Lay Councillor); Eric Ansell (Council); Miranda Paquette (Lay Councillor); Peter Lamb (Council); Kathleen Gowanlock (Lay Councillor); David M. Horwood; Ron Querubin (SCRG)