PROFESSIONAL SURVEYORS CANADA
GÉOMÈTRES PROFESSIONNELS DU CANADA

Strategic Plan 2021-2023

» **VISION:** All Canadians understand and value the role of the professional surveyor.

» **MISSION:** PSC advances the influence, relevance, and value of the professional surveyor by:
Advocating on behalf of our members and the profession
Promoting the importance of the profession to the public
Supporting our members through membership services and benefits

GOAL 1 ADVOCACY	GOAL 2 MEMBERSHIP AND REVENUE DEVELOPMENT
Continue to advocate on behalf of the land surveying profession and promote its value to the public.	**Implement a revenue plan that includes membership growth, retention and alternate revenue streams for long-term financial sustainability.**
STRATEGIES	**STRATEGIES**
1. Continue to build relationships with all levels of government representatives 2. Engage members to increase provincial activity 3. Create Partnerships with 3rd parties	1. Create a plan to retain and increase memberships 2. Develop alternative funding streams 3. Implement a communication plan on the value/benefits of PSC membership 4. Maximize the adoption of P.Surv designation
3 YEAR OUTCOMES	**3 YEAR OUTCOMES**
• Positive changes have been made at the legislative level • Increased PSC regional initiatives • Governments have consulted more with PSC as the voice of the profession	• Membership levels are the same or higher than in 2020 • Revenue increased (individual and 3rd party) overall • Majority of members have adopted P. Surv • Membership is more engaged and aware of PSC's activities