

Report to Membership

April 2021

While the professional surveying industry has been dealing with everything from the price of lath and iron to how to vote at an online AGM, your PSC board has been remarkably busy responding to opportunities and preparing a new wave of membership benefits.

Welcome Joseph Chessie!

Joseph Chessie is our newest PSC Board member, representing New Brunswick. Joseph is the past Director of Surveys for New Brunswick and is currently in private practice with Southwest Surveys. He is a UNB Geomatics Engineering alumni, Professional Engineer, and was responsible for the oversight and establishment of the New Brunswick Coordinate Survey System.

Sectorial Initiatives Program Grant Application

PSC has made an application to Employment and Social Development Canada's Sectorial Initiatives Program, entitled *Building Capacity in Land Surveying to Support Social Policy and Economic Development*. This program seeks to address workforce challenges and needs in support of economic recovery for specified sectors through labour market intelligence, national occupational standards, skills certification and accreditation systems, and new workforce development methods and solutions.

Our application focuses on survey technicians and technologists specifically in the cadastral surveying industry with a focus on talent recruitment, diversity and inclusion, capacity building in rural and indigenous communities and training and accreditation. Although the grant has yet to be approved, we are optimistic and prepared to execute the program with a team of industry leaders from across the country.

Our industry in most regions of Canada is experiencing a shortage of technologists and training programs, and this program can address these concerns directly and on a national level. Although this project is independent of the ACLS Towards and Online Degree in Surveying/Geomatics project we will look for opportunities for this project to align with the CBEPS program. This application has received widespread support from the provincial land surveying regulators and ACLS.

PSC-GPC Magazine Initiative

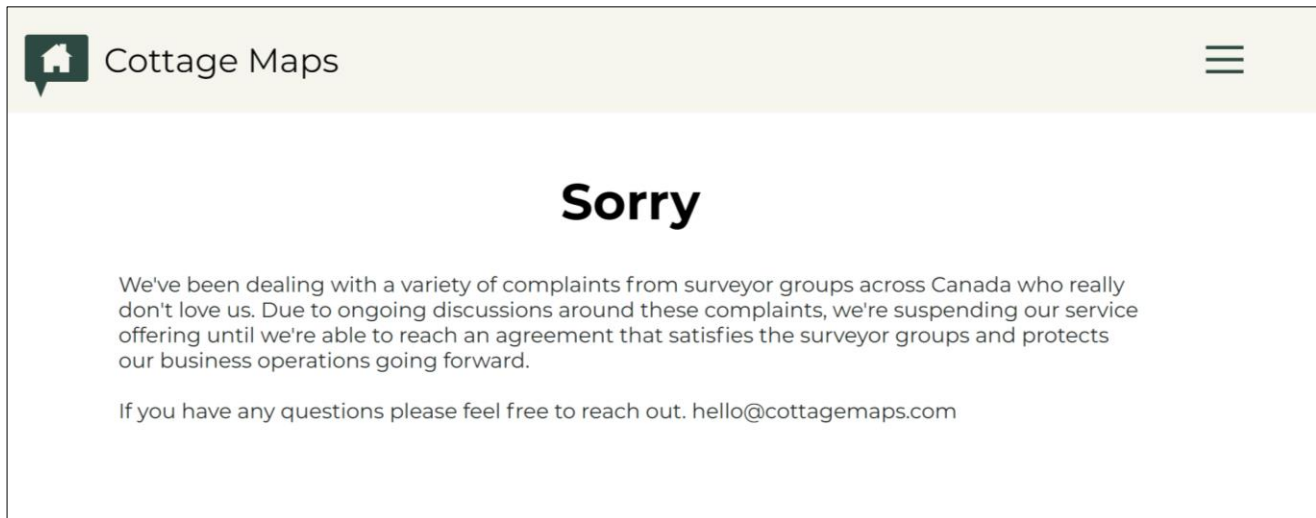
We will be launching our new PSC-GPC magazine in September of 2021. This will initially be a semi-annual publication focused on member communication with content for government and arms-length professionals. We will have a media package available for advertisers in May. The magazine will be an online resource with targeted print distribution to key stakeholders and influencers, professionally published and edited by London Road Media.

If you are a PSC-GPC member and interested in helping in this endeavor, please contact our Executive Director. If any regulatory association or individual has content for our pilot issue, please contact Michael Thompson at michael@psc-gpc.ca.

Cottagemaps.com

A group based in Ontario began to market 'Property Reports' to property owners throughout Canada and the USA in January of 2021. These reports showed cadastral or tax-base mapping overlayed on satellite imagery starting at \$39, purporting to allow the user to find their survey monuments and to allow them to find the boundaries of adjacent parcels.

Concurrent efforts from AOLS, ACLS, and PSC have resulted in the group retracting their services. Although this instance of unauthorized practice of professional surveying has been retracted, we expect similar problems will occur from time to time. Stay tuned for further opinion on the matter in the inaugural issue of our magazine.



Annual General Meeting

PSC will be holding our Annual General Meeting online on Wednesday May 26, 2021 at 12:00 EDT. Members, please watch your inbox for the official announcement and invite.

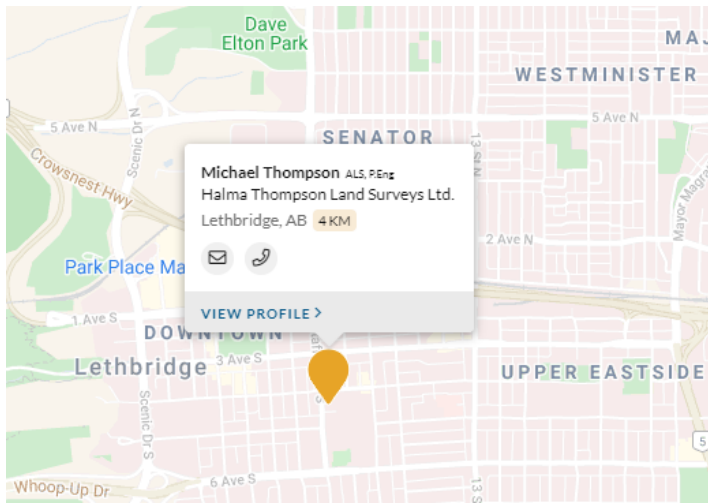
P.Surv Trademark Finalization

The [P.Surv Trademark](#) received approval and was officially registered on April 1, 2021. Provincial associations will be receiving a sublicensing agreement to allow for all professional surveyors registered with them the option to use the trademark. While this new designation is intended to communicate nationwide what we do, and who we are, to the public and all levels of government, there is no requirement for professionals to use the term. If your association has not yet signed a sub-licensing agreement, an individual end user licence agreement will be available to members on the PSC website. If you have questions about this, please contact the PSC office.


Communications Strategy

Over the past few months, PSC has been working with a consultant to develop a communications plan. This plan will tie together existing initiatives and activities while also setting in motion new ideas. Our communications will have two target audiences, the first being PSC members and the second being public leaders and influencers. On the membership side, PSC members will see a website refresh, a new members area, and an increased focus on engaging and informing members. On the public side, PSC will be working to improve existing communication channels, such as social media. Additionally, we will be preparing content and messaging that is targeted towards key influencers and stakeholders.


PSC Members Web Map – Launching May 5st



 **Michael Thompson** ALS, P.Eng
Halma Thompson Land Surveys Ltd.

 4km away from your location

 #200 – 410 Stafford Drive South, Lethbridge, AB

 403-381-1320

Our Web Map feature will be launching on May 5th, along with our website refresh. This will provide a direct means for the public to find a PSC member near their home or project site. This will be initially populated with our member information on file, so be sure to log in to check and update your contact information accordingly.

Questions, comments and suggestions are always welcome and can be sent to info@psc-gpc.ca.

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