

# Workshop 1

## Students Where Are You ?

Impulse Presentation

Rob MAHONEY, UK

## Fact or Fiction

- ☺ Surveyors work is fundamental to the well being of a society
- ☺ Job possibilities of graduates in surveying are nowadays rated good to excellent *(Geofuture, 2007)*
- ☺ Graduates of surveying are objects of desire *(Geoinfo, 2007)*
- ☺ Surveyors are specialist with international highly recognised academic qualification *(Geoinfo, 2007)*
- ☺ Nearly all students of surveying will find a well-paid job after having finished their studies *(Geoinfo, 2007)*
- ☺ Surveyors are working in multidisciplinary projects
- ☺ Employment may be in management not measurement

## Reality

- ☹ Number of Students in Surveying are decreasing or stagnating
- ☹ Cancellation of Study Courses in Surveying
- ☹ Closing of Academic Surveying Institutions
- ☹ Missing of Academic Surveying Education in Africa, South America and some other parts of the world
- ☹ Public understanding of the skills, knowledge and experience of the surveyor is poor
- ☹ Children do not have a positive image of surveying
- ☹ We do not tell society what we do – we do not do active marketing



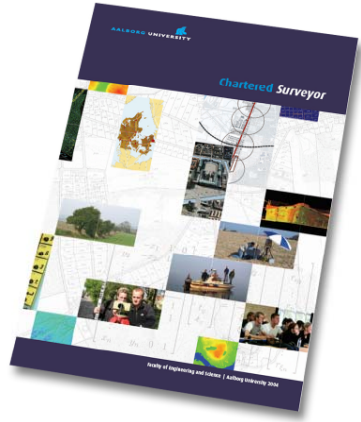
WHY BECOME A GEOMATICS CHARTERED SURVEYOR?

WHY BECOME A RURAL CHARTERED SURVEYOR?

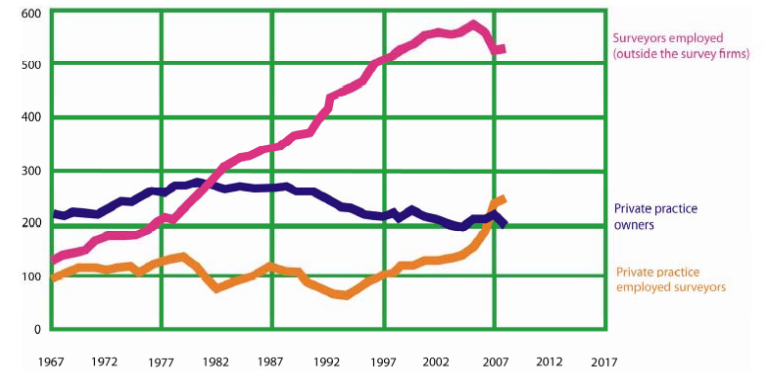
WHY BECOME A MINERALS & WASTE MANAGEMENT CHARTERED SURVEYOR?

WHY BECOME A CHARTERED ENVIRONMENTAL SURVEYOR?

And....promotion for attracting students



Monitoring change...



Generation Y:  
 Unlocking the talent of young managers

Dr Alison Mcleod  
 June 2008

In association with



The surveyors footprint is everywhere



Education and Society

- A country with very high salaries must strive for a leading position at the top of the performance pyramid and not at its bottom
- Not just territories and natural resources are important, but people
- Global competition, also in research and education (USA, Europe, Far East)
- Employment market: reduced chances for people with low qualification, good options for top qualified people
- → Qualification, qualification and again, qualification

Vienna, Feb. 26, 2009  
 FIG Commission 2 / Workshop  
 H. Sünkel





## Discussion Appetizers - Thoughts

### Changing Profession!

- ❖ From measurement to management
- ❖ Require management and project management skills
- ❖ 'The Land Professionals'
- ❖ Broad professional profile
- ❖ Need to sell / promote the profession
- ❖ Adaptable approach to course design and Life Long Learning
- ❖ The 'Google' factors



Rob MAHONEY | Impulse Presentation for WORKSHOP1: Students Where Are You?



## Discussion Appetizer - Thoughts

### Marketing Messages!

- ❖ Secondary School Education – Spatial Intelligence
- ❖ Need of the workforce to think spatially
- ❖ Definition for Surveyor
- ❖ Active Marketing – for **Kids not Adults** - designed to make it relevant, exciting and interesting
- ❖ What's in a name Geomatics; Geoinformatics; Geosurveying; Geosomething



Rob MAHONEY | Impulse Presentation for WORKSHOP1: Students Where Are You?



## Discussion Topics

1. Is the surveying profession itself to unattractive for today's young people?
2. Is the low number of surveying students the result of an insufficient and inadequate education?
3. Is the low number of surveying students the result of only a missing or none active marketing of the surveying study and/or the surveying profession?
4. How to enhance technical interest and interest especially for academic surveying education? Mustn't technical education and training begin at kindergarten/ elementary school?
5. How to encourage life long learning, project management and quality management?



Rob MAHONEY | Impulse Presentation for WORKSHOP1: Students Where Are You?



## Organisation of Workshop

1. Formation of four working groups  
Group1: Room A802 - Group2: Room A803 - Group3: Room A714 - Group 4: Room A103a
2. Discussion within working groups about
  - assumed reasons for the decreased interest of young people to enroll academic surveying courses?
  - measures to be done or to be enhanced to bring students to the lecture halls of surveying institutes?



Rob MAHONEY | Impulse Presentation for WORKSHOP1: Students Where Are You?



## Organisation of Workshop (cont.)

3. Summary of results of working groups by the chair of workshop 1 and by the moderators of the four working groups
4. Presentation of the summarized results by the chair of this workshop in the Closing Session of the conference



## What remains to be said ...

Looking forward to

- ❖ good discussions – be radical; be provocative; be dynamic
- ❖ strategies to meet the 5 challenges
- ❖ Positive feed back – **PowerPoint bullets and on a stick**
- ❖ 11.15 – 13.00 Breakout discussions
- ❖ Meeting with chairs / moderators