

Navigating the Future of Surveying Education

Outcomes and Conclusions of the FIG-Comm2-Workshop 2009 in Vienna

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& Key Note Speakers, Speakers and Participants



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Overview

- Introduction
- Key Notes
- Core Messages
- Outcomes of Workshops
 - "Students Where Are You"
 - "Students Today Students Tomorrow"
- Summary



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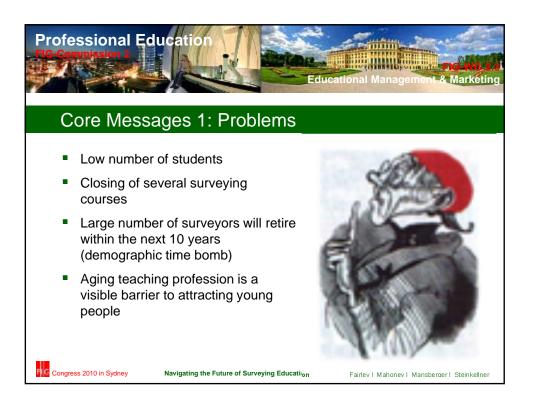


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Core Messages 2: Challenges

- Professional involvement in student recruitment
- The "Big Swing": From Measurement to Management
- The "Global Drivers":
 - Technological development
 - Micro-economic reform
 - Globalization
 - Sustainable development
 - Changing demographics and
 - Changing times

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Core Messages 4: Creating Quality Culture

- Excellent teachers for excellent students appropriate curricula & proper infrastructure
- Quality management tools have to be used
 - Evaluation of courses
 - Integration of incentive systems
 - Implementation of mentoring concepts
 - New teaching and learning methods
 - Assignment of international reviewers/examiners
- Including project work



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Core Messages 5: Globalization-Harmonization-Mobility

- Bologna Communiqué to create a European Higher Education Area
 - Mobility
 - Full recognition
 - Quality
 - Transparent study cycles, ...
- Young Surveyors Network
- International projects (between professional companies)



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Core Messages 6: Professional Competence

- Mix of general competence & knowledge competence (professional & social point of view – visions)
- Employability-oriented education towards a "Global Surveyor"
 - Hand-in-hand training for general and professional skills
 - As well as lifelong learning
- Additionally interdisciplinary cooperation
 - Interdisciplinary knowledge transfer
 - New fields of work







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Core Messages 7: Marketing

- Definition of the Surveying Profession:
 - Very complex
 - National and regional variations
 - Near invisible profile of a "Surveyor"
 - Poor local and international perceptions
- Review the definition towards a set of core competences
- Need of focused and coordinated marketing
- International network of young surveyors
 Mentoring & networking across generations, disciplines, cultures



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Core Messages 8: Recruitment

- In the past: through universities need to get the professionals more involved
- Key client group within higher education
 - No longer 18 to 25 years old
 - Towards more experienced people (Changing circumstances and future needs)
- The goal is not only to attract a big amount of students but also quality students



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Workshop "Students Where Are You" (1)

Five questions - Key points of discussion (...cont.):

- 3. The lack of active marketing?
 - Direct marketing as the most successful approach
 - Example France: visit to schools, presenting a "comic/cartoon" video
 - Considerable variation of the need for 3- or 5-year degree
 - Need of an attractive name for degrees
 - should take a leading role in developing templates for schools!
- 4. How to enhance technical interest?
 - Engagement with teachers is essential
 - Example US Military: material "The Live Accelerator"
 - Promote the involvement in global problems by surveyors

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Workshop "Students Where Are You"

Five questions - Key points of discussion (...cont.):

- 5. How to encourage LLL, PM & QM?
 - Chambers/ Professional bodies are involved in CPD
 - Chambers/ Professional bodies should monitor CPD, LLL



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WS "Students Today - Students Tomorrow" (1)

Getting to University (Key messages)

- The personal contact with a surveyor/university representative is very important
- There is a lack awareness what surveyors do
- Different outlook on "university lifestyle"
 - Students coming straight from high school
 - "Mature-aged" students









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WS "Students Today - Students Tomorrow" (2)

At University (Key messages)

- Structure of studies vary regionally
- Bologna Structure: overall positive response
- More information about surveying in secondary education is required
- Good workplace accessibility like in Australia & UK should be replicated elsewhere







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WS "Students Today - Students Tomorrow" (3)

Networking and Beyond University (Key messages)

- Networking and mentoring are key factors to produce a wellrounded surveying graduate
- Professional bodies struggle to attract active students participation
- Most students find work through their network
- Soft Skills are important but more a domain of professional bodies (post graduate)



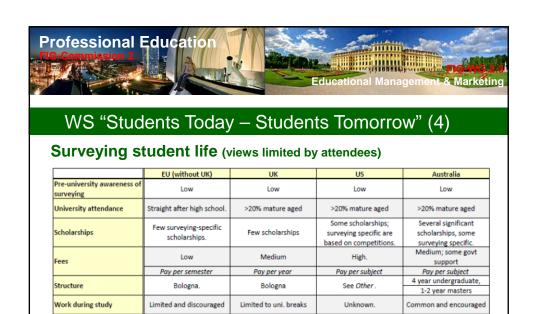
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International exchange is passively encouraged.

> some scholarships available.

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Summary and Recommendations

The Conference addressed:

- What is the profession really today & how is it recognized in today's society
- The need for realistic expectations/ carriers for young people
- The importance of social networks and electronic communication channels
- Students and young surveyors must be involved in marketing initiatives, helping to address any image problems
- New methods of knowledge transfer are required to bridge the gap between developed and developing countries

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