



Africa Task Force: Southern Africa Regional Workshop

**A Tool Kit for Surveyors to:
Build Resilience in the Profession**



Dr D Dumashie
Chair FIG Africa Task Force

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FOREWORD

This publication is a result of the FIG sub-Saharan African Task Force (ATF) workshop on Building the Resilience in the land profession: A focus on Young people and Women new entrants, held 1-2 December 2011 in Cape Town, South Africa.

The FIG Africa Task Force was established in 2009 for the period 2010-2014. The workshop in Cape Town was organised to address the challenges that sub-Saharan African FIG Member Associations face in addressing their capacity issues. The key purpose of the task force was to enable the surveying profession in sub-Saharan Africa to deal with social responsibility in terms of contributing to achieving the MDGs. In this regard, the role of the surveyors as change agents engaging with the politicians and local communities is of key importance.

The workshop emphasised the importance of good land governance and the role of the African Surveying Profession in contributing to meeting the key challenges of poverty alleviation, economic growth, and environmental sustainability.

The organisers wish to thank all who participated, contributed, supported and encouraged this workshop. Each year the Task Force invites an African member association to co-host the workshop event. Especially it is gratefully acknowledged the support given by the Geomatics department at the University Cape Town (UCT) who organised the logistical arrangements in South Africa and PLATO.

The workshop was organised by Dr Diane Dumashie, Chair of ATF, Director of Dumashie Ltd, UK and during the event was assisted by a core team consisting of Dr Jenny Whittle Associate Professor and Soraya Shaffie Administration manager in the Geomatics Department UCT. FIG would like to thank the Young Surveyors / participants network for all their great efforts in contributing to this workshop and also contributing to reviewing this tool book for consideration and adoption by the Roundtable at the FIG Working Week in Rome, Italy, May 2012.

Finally, we wish to convey our sincere gratitude and thanks to all the delegates who travelled from all parts of sub-Saharan Africa to attend this workshop and whose active and enthusiastic participation ensured the success of this workshop.

In line with earlier ATF workshops, the 2011 workshop presented here is not an academic exercise. It adds to the growing resource of information which can underpin member associations' decisions and activities by disseminating and further providing appropriate tools for their land professionals. From FIG's perspective, it performs part of an effort to ensure that sub-Saharan African land professionals have a platform in which to raise and develop their own tools for their own country contexts. This is an excellent starting point from which to build up the evidential core of the work for land professional members in sub-Saharan Africa.

Diane A Dumashie
Chair FIG Africa Task Force (2009-14)

CheeHai Teo
FIG President (2010-2014)

ACKNOWLEDGEMENTS

This tool Kit was compiled and written by Dr D Dumashie, chair of ATF.

The document is based on the workshop convened in Cape Town 2011 from 1- 2 December where 50 participants devised a mix of tools that could be worked upon and at the FIG Working week in Rome, May 2012, a tool kit was subsequently agreed in content and design. I would like to acknowledge the inspiration and hard efforts of the participants for this Tool kit and much of the tools, draft ideas contained herein are a direct output of their hard work. Represented Member Associations and academics included:

- University of Botswana
- Ghana Institution of Surveyors (GhIS)
- Association des Professionels De L'Ingenierie Topographique Du Gabon (APIT-GABON)
- Institution of Surveyors of Kenya (ISK)
- University of Nairobi, Kenya
- Nigeria institution of surveyors (NIS)
- Surveyors' Council of Nigeria (SURCON)
- Federal University of Technology - Minna
- Ordre National ded Geometres Experts du Senegal (ONGES)
- Geomatics Department, University of Cape Town
- South African Council for Professional and Technical Surveyors (PLATO)
- South African Geomatics Institute (SAGI)

Special thanks also goes to Keith Hofgartner, Worldwide Sales Manager - Trimble, for his interest, input and faith in the workshop deliberations, as well as sponsoring the production of this tool kit, without his assistance this document would have remained in an unpublished format.



International Federation of Surveyors



**South African Council for Professional
Technical Surveyors (PLATO)**



**University of Cape Town
(Geomatics) UCT**



**FIG Platinum Corporate Sponsor
FIG Foundation Sponsor**

TOOL KIT INTRODUCTION

The African Task Force (ATF) held its second Land Professionals Workshop on; Building Resilience in the Profession: A focus on Young People and Women. Held on 1- 2nd December 2011 in Cape Town, South Africa.

Africa faces considerable challenges in the next couple of years, and development must be accelerated further. Accordingly the Task Force agenda has been given set themes within the framework of Professional Development and Ethics. The task force in 2011 will look at as its second theme, developing capacity and relevant tools in the key area of:

Building Resilience in the Profession: – to develop a suite of tools for member associations in Africa so that innovative ways for member associations are outlined for them to engage with, and attract Young people and Women into the Survey Profession

The focus on Young People and Women compliments the current FIG efforts, currently in Young Surveyors Network and in the past, the Minority Task Force and to increase involvement in the profession.

By the close of the two day discussion at the workshop, the objectives achieved were:

1. Understand what the barriers of entry to the profession are especially relating to women and young people
2. Add value for participants through a learning experience to enable them to act as agents of change
3. Outline and develop a range of tools that are capable of being used by member associations that will make a difference in their recruiting strategies.
4. Compile a tool box for discussion at the ATF Roundtable table in Rome (May 2012)

Leading to the production of this tool kit ratified at the ATF Roundtable to be held in the Working week 2012, has produced a range of ideas for tools, presented in two parts:

PART 1 refers to Photo Tools that seek to address the overall marketing approach utilising power point applications that can be adapted. Part 1 is then the strategic level and broad brush approach to recruit with the title 'Engagement: good reasons to join the land profession.

PART 2 deals with a range of tools and sets out **how** members may use those developed at the workshop. These are a mix of completed ideas, and suggestions for draft tools- all of which can be customised by members. Within this section are materials using power points and fact sheets followed by on-going FIG member association strategies.

The thrust of the workshop recognises that the aging profile of our profession adds an urgency that we need to ensure building future capacity of the profession; this is termed building the resilience.

Importantly it is about the general diversity of our business not just in terms of gender and ethnicity but also to ensure we have people who approach challenges in different ways, so the future are the youth and civic society as agents of change. Focussing development efforts geared at youth as a strategy to achieve the goals is essential given that they are directly concerned by all the MDGs and that they comprise more than half of the world's population.

As professionals we need to take the opportunity to fill our impending recruitment gap to encourage new recruits into our profession. Our opportunity is to target young women and recognising and attending to the needs of these audiences will build our professional resilience.

We understand the competing demands on young people and we also understand that we have to get young people interested at different levels i.e schools and universities. Similarly, resilience in land requires women: it is a sad fact that “History culture and economics still remain weighted against women “ (Sonia Ghandi 2011). It is emphasised that it is not our aim to make judgments, but to move forward inclusively for men and women. Building resilience in our profession is promoted by this workshop that attended by over 50 professionals’ raises both member awareness of the need as well as provide tools for members recruitment activities

What is the Tool Kit manual?

ATF (FIG) has launched this manual to encourage and facilitate resilience in our profession going forward, by developing a kit of ideas and suggestions for use and further development by member associations.

This tool kit is an interactive checklist and ideas of the good things that were developed at the Cape Town workshop in 2011 and are representative by the differing stripes of the Zebra, the workshops logo.

Who should use this manual?

The resource book has been prepared primarily to support FIG Member Associations based in sub-Saharan Africa. It is intended for it to be an evolutionary tool kit of ideas and suggestions and thereby provides a platform for member associations to continue adding information in a loose leaf bound system. Until 2014, FIG HQ will be responsible for administering this and updating on an annual basis.

About this manual

This manual builds upon ideas and lessons from the ATF workshop it seeks to share sequentially, the format of the deliberations, and to document the tools as they emerged over the two days deliberations. Thus some of the tool ideas have been fully developed; others are in draft. Consequently it is the intention that this document is seen as an assembly of ideas, i.e. a tool kit, and as ‘work in progress’ it should be used by Member Associations to develop further drawing upon the ideas of the workshop delegates

How to use the manual

Designed to be a working tool kit members association are encouraged to dip in and out. It is published in loose leave format and will also be available on the FIG web along with the detailed workshop Report available to be downloaded from the FIG/ ATF web site.

The manual is divided into sections and captures the completed and draft tools- all of which can be customised by members.

The basic idea of the workshop is to use appreciative inquiry to build organisations around what works rather than trying to fix what doesn’t. It is the opposite of problem solving. Instead of focusing on gaps and inadequacies to remediate skills or practices by focusing on how to create more of the exceptional performance that is occurring when a core of strength is aligned. The approach acknowledges the contribution of individuals the degree of trust they put into the process and how this could align with Member organisations. They focused on what is the best drawing from their own stories of concrete success and experiences.

PART 1 - DEVELOPING PHOTO TOOLS

In this section:

- Overview
- How to Use this Photo Tool Kit
- How to do Photo Tools
- Examples generated at the Workshop
- A Young professionals View
- Key Influencers

Overview:

An exercise to develop marketing materials in the form of 'Photo Tools' was organised by Trimble and their South African Distributor, Optron,

The 'Photo Tools' were developed with the Objective:

'To create a Photo Tool for Members Association recruitment strategies that help to break down barriers for new entrants'

A full description of how the workshop approached this is available following this section.

[See Section 1.1 – How to do Photo Tools](#)

How to use this section on Photo Tools:

This tool kit section is designed to encourage Member associations to develop their own Power Points. The basic idea is to build on the Power Points already started at the workshop and, or take ideas from these to compile your own presentation that will then be suitable for your own purposes and context.

So this tool kit captures the completed and draft presentation tools developed - all of which can be customised by you. The draft power points are available on the accompanying CD and FIG/ ATF web site so enabling you to cut and paste the slides that you require.

You have access to 6 Power Points as described next.

Output:

Four groups considered and produced the following power point photo tools, to address:

'5 Great Reasons to Become a Surveyor'

Studio	Title	Good Reason
Yellow Studio	A career in Surveying	Career and scope of a land professional
Orange Studio	Transformation	Legacy and longevity of a career
Green Studio	Sales Pitch for the Youth	Variety on offer in our profession
Pink Studio	Surveyors reloaded	Prestige of working in the land profession

[See Section 1.2 – Yellow Studio Production](#)

[See Section 1.3 – Orange Studio Production](#)

[See Section 1.4 – Green Studio Production](#)

[See Section 1.5](#) – ***Pink Studio Production***

And, the ideas were compiled into a single composite PowerPoint Workshop Tool to provide the fifth reason:

[See Section 1.6](#) - ***Engagement; A good case for the land profession***

Katie Fairlie, Chair of the Young Surveyors Network (FIG) produced a PowerPoint demonstrating;

[See Section 1.7](#) - ***A Young professionals View***

[See Section 1.8](#) – ***Reach for the Skies***

To create a strong impression, the delegates at the roundtable meeting held in May 2012 included a list of well-known persons and key influences in member nation's states, here it is represented as a Power point presentation; it could be eventually documented as a short video with the addition of further key influencing land professionals, added by other member associations.

Section 1.1 – How to do Photo Tools

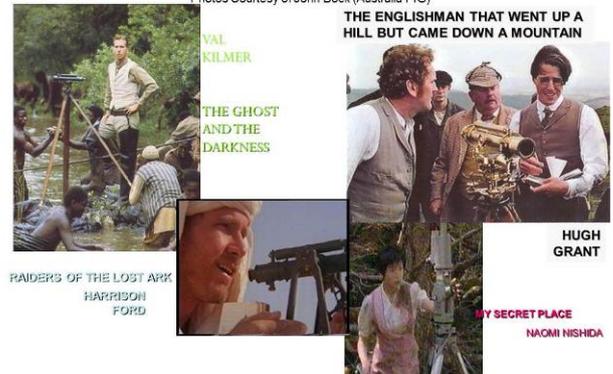
How to do Photo Tools

Fact Sheet
Cape Town 2011

African Task Force – Cape Town 2011 

Lady and Gentlemen MOVIE STAR – SURVEYORS

Photos Courtesy of John Bock (Australia FIG)



Where you are going Tool Box 1: Movie Stars?

GD 2

- Making a mock up movie
- Evidenced over the generations
 - from 1000 bc (Egypt)
 - to Technological age of 2011



African Task Force - Cape Town 2011 

Group Objective

- To create a photo marketing tool for SSA recruitment strategies, That
- Helps to break down barriers for our target people (women, young and/ or both)



Photos Courtesy of John Bock (Australia FIG)

African Task Force - Cape Town 2011 

Trimble Exercise

What is needed

- Four Groups
- Knowledge Leaders identified
- Two Timed Activities

Photographic Representation

Where you are going, and bear in mind 'What this tool is'

- Marketing: Your slides should include: text, annotation & photos
- Message: That helps Member Associations to break down barriers, so it is a recruiting tool for our target people (women, young or both)

African Task Force Cape Town 2011 

African Task Force - Cape Town 2011 

Timed activities



THE FIGHTING KENTUCKIAN
JOHN WAYNE

1.5 hours to do exercise:

- A- Chain/ tape survey, 50 minutes
- B – GPS survey, 30 minutes

1 hour preparation

- C Presentation preparation, max 8 slides

45 mins Presentations

- D – Deliver tool, 10 minute flash presentations

Prepare your Presentation

In your presentation, think about

- Role: Point of surveyors
- Rush of adrenalin: people are passionate about land!
- Reality: conflict, security
- Rambling: out in the outdoor environment
- Rewards: Investment, banks
- What - it is a marketing and recruiting tool.....



Message

- Engage that surveying is
 - extremely desirable,
 - extremely accessible, and
 - extremely contributive to society and individual's goals,

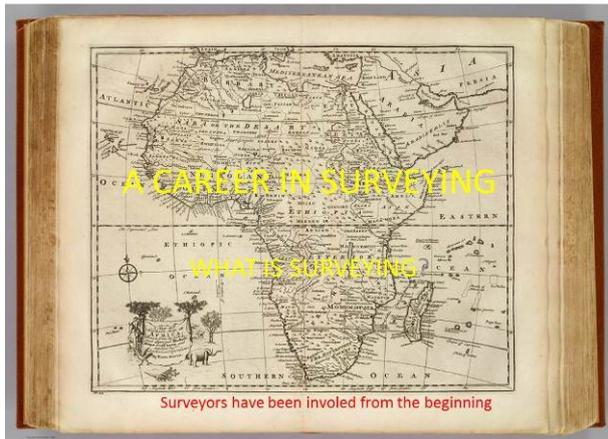
Tool Box 1: Consider.....



5 Great Reasons to Become a Surveyor

- Variety - Studio work (Green)
- Career - A Career in Surveying (Yellow)
- Prestige – Reloaded (Pink)
- Legacy – Transformation (Orange)

Section 1.2 – Yellow Studio Production



Slide 1- This composite PPT highlights the very good case to engage in the land profession, noting that this is applicable worldwide.



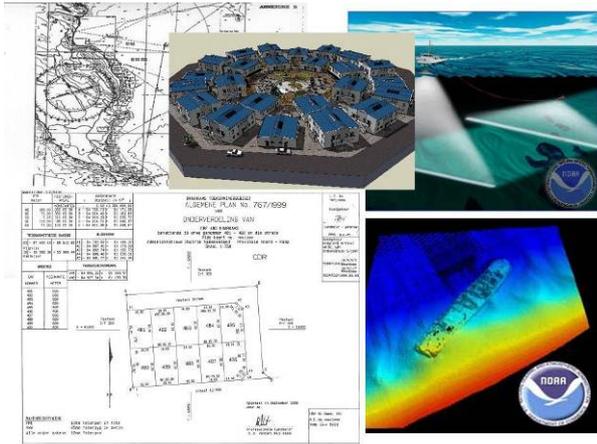
Slide 2- Surveying is a multi-disciplinary activity, with professionals usually choosing one or two disciplines to major in. Although they are likely to have a broad understanding of all others.



Slide 3 Look where we go, look what we do



Slide 4 and look at the range of technology we engage in. Our profession is often at the forefront of the application of new technology



Slide 5 Engagement is about the young and wiser ones, although mentoring, both have a lot to learn from each other.

Section 1.3 – Orange Studio Production

TRANSFORMATION !



**Why you should choose
surveying as your career!**



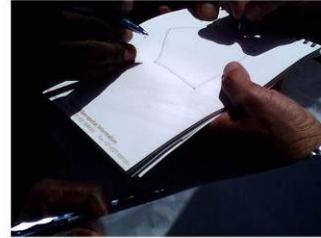
**Surveying has variety
Surveying has technology
Surveying is fun!**



Section 1.4 – Green Studio Production



HOW TO MAKE QUICK BUCKS: SURVEYING TO THE RESCUE



ATTRACTIONS

- Technology
- Social media
- GPS
- software



DISCIPLINES

- Land surveyor
- Boundary identification
- Land administration
- Land management
- Geoinformatics
- Data capture
- Data manipulation



DISCIPLINES

- Quantity Surveying
- Bills of quantities
- Cost analysis
- Procurement
- Project management



DISCIPLINES

- Estate Surveyor
- Valuation
- Property management
- Feasibility studies
- Property Rating



OPPORTUNITIES

- Wealth creation
- Networking
- Exposure
- Employment opportunity
- Sustainable development
- Reformed Land ownership
- Added avenue for economic and social planning



THANK YOU FOR YOUR ATTENTION



SURVEYING RELOADED

INTRODUCTION

- ◉ Surveying; a profession of the 21st century, bringing women and youth on board.



YOUTH

- ◉ Surveying at the speed of light
- ◉ loving what you do and doing what you love.
- ◉ Have fun while you make the bucks!!!



WOMEN



Define your boundaries with no boundaries

Surveying has become fashion friendly and trendy

Save your energy and press the buttons



CONCLUSION

- ◉ With GPS, your results are a blink away.
- ◉ Be ahead of the pack.

Are you in love with nature?

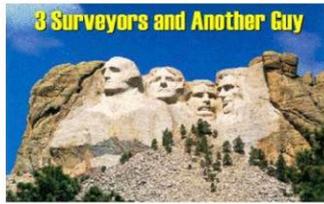


Do you love outdoor lifestyle?

Then choose the surveying profession.....

A CAREER IN SURVEYING

FIG 2012



"Seems a noble employment which brings you within hearing of the birds..." (Henry David Thoreau, 29 April 1856)

Arguably one of the oldest professions...

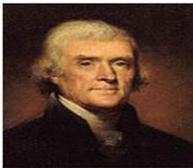
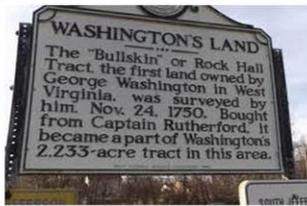


"You shall not move your neighbour's landmark, which the men of old have set, in the inheritance that you will hold in the land that the LORD your God is giving you to possess." Deuteronomy 19:14 (ESV)

Boasting many famous names...



Surveyor George Washington



Surveyor Thomas Jefferson



Surveyor Abraham Lincoln



Surveyor Henry Thoreau

Creating opportunities...



Evolving with time...



Inviting different age groups and gender...



Section 1.7 - A Young professionals View



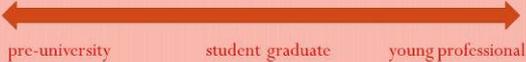
Perceptions from Young Professionals

- Attracting young surveyors
- Encouraging them to stay

Kate Fairlie
Chair, FIG Young Surveyors Network

International perspective on how to...

INSPIRE ENCOURAGE SUSTAIN



our young surveyors...

ATF, Cape Town 2011 Kate Fairlie

1. How to inspire young people to become surveyors

- Lack of young surveyors is a problem in many Western countries
- Lack of opportunity, limited study and professional development opportunities may be problems elsewhere

We can inspire young people by
- remembering what we love about our profession.
- setting a standard for involvement.

ATF, Cape Town 2011 Kate Fairlie

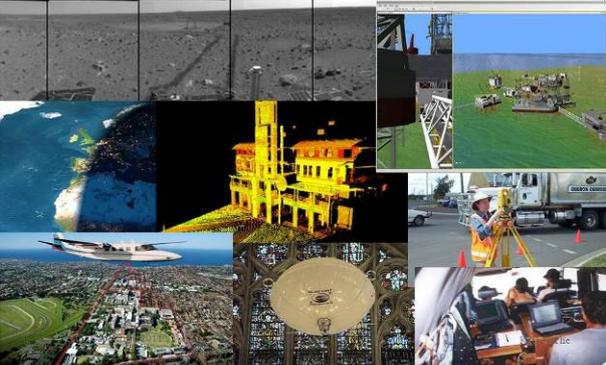
We love ... the Diversity

- FIG definition of a surveyor
 - A land surveyor, a valuer, a hydrographer, a spatial data manager etc.
- FIG Commissions

Commission 1:	Commission 6:
Commission 2:	Commission 7: Cadastre
Commission 3:	Commission 8:
Commission 4: Hydrography	Commission 9:
Commission 5:	Commission 10:
- The aim of the FIG Young Surveyors Network is to connect young surveyors around the globe

ATF, Cape Town 2011 Kate Fairlie

We love... the technical challenges



ATF, Cape Town 2011 Kate Fairlie

2. How to encourage those who have already chosen surveying as their career

- Industry linkages university studies
- Work experience and internships
- Scholarships (perhaps linked to later work)
- Networking and links with the wider profession

Eg. have student and young professional representatives and give them responsibilities

Eg. Identify projects at your workplace that are suitable for university assignments

ATF, Cape Town 2011 Kate Fairlie

Encourage – with opportunities



- These young surveyors have received support from colleagues and mentors.
- These young surveyors may also be mentors themselves.
- We **all** have a role to play in inspiring others.

ATF, Cape Town 2011 Kate Fairlie

3. How to sustain existing young surveying professionals

- Professional Development (inc. through pro bono work?)
- Networking
- Mentoring (including training of mentors)
- Involve in policy development

- Opportunities
 - Eg. Map My Town
 - Eg. Spatially Smart Wine
 - Eg. Map Kibera



ATF, Cape Town 2011

Other 'sustain' ideas

- Online professional development linked with other nations?

CrisisCommons
Joining people, skills, & resources to address crisis response

MAP KIBERA
citizens mapping | citizens media
Kibera in Nairobi, Kenya, was a blank spot on the map until November 2006, when young Kenyans created the first free and open digital map of their own community. Map Kibera has since grown into a sustainable alternative community platform.

Facebook: GIS Care
GIS Care - Everyone (Open Profile)
GIS Care
GIS Care is a program for young people in Kenya. It provides professional development and training in GIS, and also provides a platform for young people to share their ideas and experiences. GIS Care is a program for young people in Kenya. It provides professional development and training in GIS, and also provides a platform for young people to share their ideas and experiences.

LinkedIn: Participatory Geographic Information Systems (GIS)
Participatory Geographic Information Systems (GIS)
Participatory Geographic Information Systems (GIS) is a program for young people in Kenya. It provides professional development and training in GIS, and also provides a platform for young people to share their ideas and experiences.

Section 1.8 – Key Influencers

Reach for the Skies

Surveyors in Prominent Places

African Task Force – Cape Town 2011 FIG

Prominent Surveyors

- Creating an impression is so very important when marketing
- Consider well known Surveyors, in:
 1. Film & TV
 2. Gender equal
 3. Exploring New Frontiers
 4. And Africa High Office

African Task Force – Cape Town 2011 FIG

1. TV Stars –

Courtesy of John Brock (Australia FIG)...



RUPERT THE BEAR



THE SIMPSONS

African Task Force – Cape Town 2011 FIG

1. Movie Stars –

Courtesy of John Brock (Australia FIG)...



BRAD PITT

- The surveying profession is often featured in box busters....



SEVEN YEARS IN TIBET

African Task Force - Cape Town 2011 FIG

Lady and Gentlemen

MOVIE STAR - SURVEYORS



VAL KILMER
THE ENGLISHMAN THAT WENT UP A HILL BUT CAME DOWN A MOUNTAIN
THE GHOST AND THE DARKNESS

RAIDERS OF THE LOST ARK
HARRISON FORD



HUGH GRANT



MY SECRET PLACE
NAOMI HIGHLAND

- ... Surveying is increasingly becoming open to both men and women, and

- Demonstrably it is
 - extremely desirable,
 - extremely accessible, and
 - extremely contributive to society and individual's goals,

Courtesy of John Brock (Australia FIG)

JENNIFER GARNER
INALIAS

African Task Force - Cape Town 2011 FIG

3. New Frontiers

...Another block buster, but
On a serious note:

Throughout generations of human exploration across the world, Surveyors are key to breaking new frontiers



THE FIGHTING KENTUCKIAN
JOHN WAYNE

3. Surveying Leaders...



Surveyor George Washington



Surveyor Thomas Jefferson, Surveyor Abraham Lincoln, Surveyor Henry Thoreau

FIG

3. New Frontiers- Surveyors



- Daniel Boone (November 2, 1734 – September 26, 1820) was an **American pioneer**, explorer, and **frontiersman** whose **frontier** exploits made him one of the first **folk heroes** of the United States
- Sir George Everest - surveyor of India after whom Mt Everest was named, and
- James Cook British Naval explorer

4. Africa: High Office in Kenya



- Hon. Musalia Mudavadi - Valuation and Estate Management Surveyor (ISK)
- Held the highest office by a surveyor includes Vice Presidency (2002), office of Deputy Prime Minister (term ending 2008), portfolio of Ministry of Local Government , then resigned in 2012 to engage in his Presidential Campaign (UIDF)



- Hon. Esther Murugi - Valuation and Estate Management Surveyor (ISK)
- Minister in charge of Special Programmes (during term 2012)

- Members of Parliament - circa 7 as at 2012

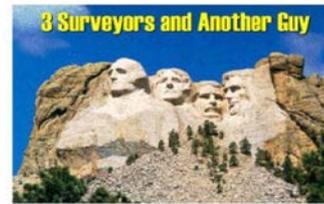
4. Africa: High Office in...



Member Association to add their own country

A CAREER IN SURVEYING

FIG 2012



"Seems a noble employment which brings you within hearing of the birds..." (Henry David Thoreau, 29 April 1856)

SECTION 2 – A RANGE OF OTHER TOOL IDEAS

In this section:

- Overview
- How to use this section on Tools
- Ideas and suggestions for Tools
- Existing Tools

Overview

The approach taken in the workshop to develop other tool ideas and are captured in a fact sheet. The delegates agreed that the Tool Box 2 will need a range of tools for members to select and build upon.

The delegates agreed that this tool kit will need a range of tools for members to select and build upon. The workshop result is the tool kit described in full in the following Section.

[See Section 2.1 - "Zebra Recruitment Tools; different stripes for different purposes"](#)

How to use this section on Tools

This Tool Kit section is designed to encourage Member associations to build resilience into the profession, which is likely to mean a focus on young People and women. Care needs to be taken to be clear on your target audience because they are likely to need different approaches (or stripes!).

This Tool Kit captures a range of mediums to provide tools, including; Power points, word documents and the use of internet technology (i.e. Monkey survey). The basic idea is to build on the tools already started at the workshop (see section B below) and, for you to take ideas from these to compile your own recruitment intervention that will then be suitable for your own purposes and context.

Although all tools were not necessarily completed at the workshop - all the materials can be customised by you. The completed/ draft tools are available on the accompanying CD and FIG/ ATF web site.

You have access to 6 ideas generated at the workshop as described in the next section, in addition, below are highlighted current interventions used by FIG member Associations from around the world.

Ideas and suggestions

The workshop presentations were critiqued at both the workshop and during the FIG/ ATF Roundtable 2012. A range of good ideas and suggestions are provided with up to 6 tool ideas developed in outline.

Some of these ideas have been completed and others are suggestions that will require further development by Member Associations.

A table on the following page shows both some of the existing materials and those planned for development.

	Who the target audience is	How to use the Tool	Supporting information
Completed Ideas			
Feet on the Ground	Young professionals	A template for Young professional to undertake project work, and a feedback mechanism to Young Surveyors Network	Completed It is a word document for reference purposes; see section 2.2. and attached at Appendix 3
Uth Tube		A Power point presentation to be loaded onto Member Associations web sites; and will need to have web enabled links with full description on 'how to do' (?) to enable feedback (via Monkey)	Completed It is a Power point & Factoid Manual; See section 2.3 and attached at Appendix 4
Geometre! Reve Des Jeunes	Secondary school	An awareness/ inspiration campaign that requires <ul style="list-style-type: none"> - the senior professionals to devote their time, and - member associations to co-ordinate the interventions 	Power Point Completed, see section 2.4; but It requires further member input to create a booklet of potential program of work and initiatives that Members can progress
Ideas for further development			
Students Outreach Program	Under Graduates	A brochure with loose leaf information with accompanying CD that demonstrates in 2 parts: Google earth App, and suggested existing models (e.g. Bristol University, UK)	A draft idea It requires further member development
Securing the future: A Guide for mentoring Young Surveyors-	Employer/ Young surveyors	Reference guideline for Employers to mentor Young surveyors; published by FIG	A draft word document It requires further member input proposed completion end 2013
Shape the World	Young people	A tool book including three separate activities: <ol style="list-style-type: none"> a) pamphlet for the young to be issued on open days which also includes activities such as showing hand held GPs b) Face book pages, already up and running for the Young professionals, to be extended to younger age groups c) mentorship programs utilising the member ship data base on how to organise and get the wise ones on boards actively assist in recruitment. 	A draft idea It requires further member development such as building upon the FIG, Young Professional Network web page

[See Section 2.2 – Young Surveyors ‘Feet on the Ground’](#)

[See Section 2.3 – UTH Tube](#)

[See Section 2.4 - Surveying! Young People’s Dream](#)

Existing Tools: from FIG Member Associations

This section allows member associations to share their own experiences and strategies and encourages circulation of their own strategies to the wider African network.

As a start, copies of the following are available on the enclosed CD or available from the Institutions directly.

Member Associations	Format/ date
Nigerian Institute of Surveyors (NIS)	Power point Marketing, December 2011
South African Geomatics Institute (SAGI)	Power point Marketing, December 2011
Royal Institute of Chartered Surveyors (RICS)	Fact sheet marketing strategy, December 2011
Society of Chartered Surveyors, Ireland	Power point and Paper, May 2011

Section 2.1 – Zebra Recruitment Tools

Tool Box 2

Recall our workshop Objective and focus

- Focus on: **Building Resilience in the Profession:**
- **A focus on Young people and Women**
- To outline and develop a range of tools that are capable of being used by member associations that will
make a difference in their recruiting strategies

African Task Force - Cape Town 2011 FIG

Group Objective

In Break Out groups , you will:

- Identify what tool is going to make a difference
- Brainstorm, Ideas for Action

Be clear:

- Which ones are do- able
- What and Why do you propose this tool
- Broadly How will it look?
 - ...remember it has to be doable!



African Task Force - Cape Town 2011 FIG

Designing Tools

In 90 minutes in your groups, you will

- Select, design, draft *and mock-up your tool*

Presentation:

- **Showcase**, And, end with two clear statements that
- 1. **Addresses SSA with a clear statement who the target is (and why it is a SMART tool),**
- 2. **Provide a clear description on how the tool needs to be used by SSA**



African Task Force - Cape Town 2011 FIG

Member Association Strategies

RICS Careers materials

- Annual careers guide 2012 : refreshed probably every 3- 5 years or so
- Course brochures
- Graduate brochures
- 14- 17 Year Olds: on U Tube, and School presentations
- Suit of CDs
- CS Training Trust (CSTT)

SURCON , SAGI, NIS, GhIS, NIESV, ISK, Botswana, ONGES...

African Task Force - Cape Town 2011 FIG

You as Agents of Change

Consider and develop with Consideration to

- Activity impact
- Practicalities, and
- Needs and development capacity of country member association:
 - How many of you in your country?
 - Your Member Association- dedicated staff?
 - Ability to train/ recruit foot soldiers?
 - Access to the community stakeholders?

African Task Force - Cape Town 2011 FIG

Unlocking Your Thinking



- Design
- Refine
- Agree

- *Constructive critique on individual post it notes*

African Task Force - Cape Town 2011 FIG

Tool Box 2

Outcomes:

- Feet on the Ground
- UTH Tube
- Geometre! Rêve des Jeunes
- SOP
- Securing the Future: A guideline for Mentoring Young Surveyors
- You can Shape the World

African Task Force - Cape Town 2011 FIG

Section 2.2 – Young Surveyors ‘Feet on the Ground’

The final document inspired by the Workshop is included in Appendix 3.

Section 2.3 – UTH Tube;

To complement the power point, also developed is a Manual and is to found in Appendix 4.



Africa Task Force Regional Workshop

Building Resilience in The Profession:

A Focus on Young People and Women

A TOOL For Uploading
 Team Members:
 Akin Olawoare), Winston A. Ayeni,
 Samba Ndong, Guy Blanchard Ikokou,,
 Njike Chigbo, David Aycocck Ishaya

SMART COMPLIANCE OF UTH TUBE

- **S** – It is a specific marketing tool which focuses on all persons of concern to the organization that is women and young persons at all levels of career development.
- **M** – It is cost effective because it only adds-on to existing and required marketing infrastructure. Effectiveness can be measured from analyses of feedback and throws back on the effectiveness of the organisation’s marketing strategies.
- **A** – It is appropriate for soft and hard sales through IT deployment and hard copy distribution respectively
- **R** – It is relevant and engaging as it rides on contemporary medium of communication.
- **T** – It is capable of being limited in time and a global evaluation through a FIG survey of professional associations will reveal its effectiveness or otherwise.

• UTH TUBE IS SMART



INTRODUCTION TO UTH TUBE

- Uth tube is a tool designed by Group 2 of the African Task Force, at the Cape Town 2011 meeting.
- It seeks to promote the Surveying professions to Women and young people using a social medium that is contemporary and cool – multimedia presentation that can be uploaded as a movie onto U tube platform
- It targets Pre – University, University and post graduation groups, in promoting the fun, seriousness, potentials and satisfaction of the Surveying professions
- It is capable of being converted to CD presentation as well as a pdf file for ease of transmission for the communities that may be IT deficient or with internet penetration.
- It contains a feedback form to monitor effectiveness of its campaign

Uth Tube...telling the story of a Surveyor

Place YOUR member logo here



join the survey cruise!

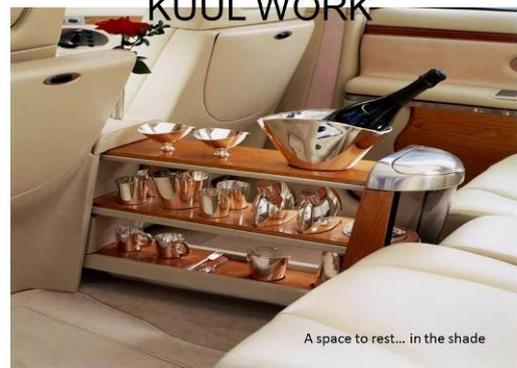
Physical and electronic addresses

KUUL WORK



fun on the field

KUUL WORK



A space to rest... in the shade

HI-TEK



...on the field

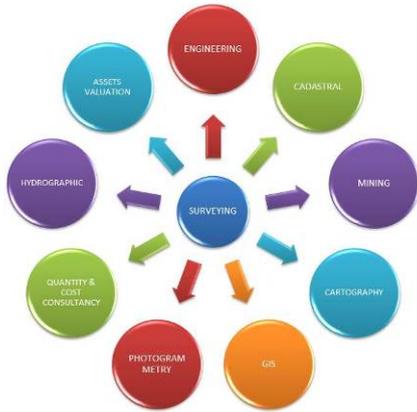
An office of your taste...

HI-TEK



... on the move

De SURVEY FAMILY



WORK & HAPPINESS



Mission accomplished ...



FULFILMENT



• Job Satisfaction
Rewarding profession

WELCOME ABOARD!



WANNA JOIN THE PARTY?

SMART COMPLIANCE OF UTH TUBE

- **S** – It is a specific marketing tool which focuses on all persons of concern to the organization that is women and young persons at all levels of career development.
- **M** – It is cost effective because it only adds-on to existing and required marketing infrastructure. Effectiveness can be measured from analyses of feedback and throws back on the effectiveness of the organisation's marketing strategies.
- **A** – It is appropriate for soft and hard sales through IT deployment and hard copy distribution respectively
- **R** – It is relevant and engaging as it rides on contemporary medium of communication.
- **T** – It is capable of being limited in time and a global evaluation through a FIG survey of professional associations will reveal its effectiveness or otherwise.

• UTH TUBE IS SMART

Example of Survey Form

The screenshot shows a web browser window with the following elements:

- Browser Tabs:** Gmail - Inb..., Akinolawor..., (1) Akin Ol..., Welcome tr..., www.africa..., Lagos State..., SurveyMon..., SurveyMon..., SurveyMon..., SurveyMon..., [SURVEY PF...]
- Address Bar:** file:///C:/Users/Akin%20lawore/Documents/FIG/[SURVEY%20PREVIEW%20MODE]%20YOUR%20ENQUIRIES%20ON%20THE%20SURVEYING%20PROFESSION.htm
- Page Header:** YOUR ENQUIRIES ON THE SURVEYING PROFESSION (with an 'Exit this survey' button)
- Section 1: CONTACT INFORMATION**
 - Name:
 - Address 1:
 - Address 2:
 - City/Town:
 - State/Province:
 - ZIP/Postal Code:
 - Country:
 - Email Address:
 - Phone Number:
- Section 2: Gender**
 - Male
 - Female
- Section 3: Age**
 - Age:
- Taskbar:** Shows open files like 'ltr 2-3-12 m tong.d...docx' and 'Abrogating Protoco...htm'. The system tray shows the time as 3:39 PM on 3/6/2012.

Section 2.4 –Surveying! Young People’s Dream

FIG

Africa Task Force Regional Workshop

Building Resilience in The Profession:

A Focus on Young People and Women

TOOL One

Team Members:

Yvonne O. Sowah (Ms.), Winston A. Ayeni,
Samba Ndongo, Guy Blanchard Ikokou,
Njike Chigbo, David Aycock Ishaya

African Task Force – Cape Town 2011 **FIG**

So who are we targeting?

University

Polytechnics

Pre-university

Post University

Specific – To ensure sustainability of youth

Create Awareness by:

Interacting with Heads of High Schools as follows:

- ✓ **Career Choices** – by setting up a time-table (at least once a quarter) to meet with the students especially in final year of Senior High School

Interacting with Undergraduate students –

- ✓ **Undergraduates** – by educating students on the potentials of Surveying courses, the courses to choose and the benefits to be achieved

GEOMETRE! RÊVE DES JEUNES (SURVEYING! YOUNG PEOPLE’S DREAM)

Masurable – University / Polytechnics

ENROLMENT - ON CAMPUS

- ✓ Enroll as student members, students in the following disciplines:
 - ✓ Building Technology/Quantity Surveying
 - ✓ Land Surveying/Geomatics
 - ✓ Land Economy/Estate Management & Real Estate

ENROLMENT - POST GRADUATION

- ✓ Encourage all student members to register as Trainees of Professional bodies and join the **Young Surveyors Organisation/Network (YSO/YSN)**, during and after National Service

Specific – To ensure sustainability of youth

Radio & TV programmes

- ✓ Undertake radio and TV discussions on the built environment and advising on best ways of addressing land related issues

inspire

INSPIRATION

- ✓ **Encouragement** – Inform youth on benefits of being in the Surveying profession
- ✓ **Mentorship** – Add women land professionals on to teams going on outreach programmes to act as inspiration to young females.

Appropriate – To communicate in different ways

LinkedIn

YouTube

SMS

twitter

facebook

Relevance – To youth, professionals and public

A checklist to increase relevance will be as follows:

- ✓ Increase use of surveying services
- ✓ Improve land administration
- ✓ Optimize governance through better policies on land management
- ✓ Become pro – poor
- ✓ Utilize more women & youth
- ✓ Receive governmental assistance for Surveyors management
- ✓ Better location of public projects through the use of Geo-Information Systems (GIS)

Time bound – To ensure we sustain momentum

Annual Visits 365

Open Days 

Workshops 

Lunch Meetings 

**Ensure minimum attendance at such gatherings of two (2) per annum*

Sustainability

In order to sustain our efforts; we would seek to partner with sister professional bodies, institutions, donors and international agencies including the following:







Thank you

∞ The end ∞

Team Members:
 Yvonne O. Sowah (Ms.), Winston A. Ayeni,
 Samba Ndong, Guy Blanchard Ikokou,
 Njike Chigbo, David Aycock Ishaya

Appendix:

[Appendix 1 - SMART Definitions](#)

[Appendix 2 - Tools Defined](#)

[Appendix 3 – FIG Young Surveyors – ‘Feet on the Ground’](#)

[Appendix 4 – Uth Tube – User Manual](#)

[Appendix 5 - Trimble presentation](#)

[Appendix 6 - ATF Detailed Cape Town workshop Report December 2011](#)

Appendix 1 - SMART Definitions:

SMART is a memory tool, used to set objectives, for example for **project management**, employee **performance management** and **personal development**. Although there is no clear consensus about what the five or seven keywords mean, or even what they are in any given situation, typically accepted values are highlighted in table below. The workshop utilised this tool in order to guide participant thinking and each tool is identified by the SMART principle in order to test its viability.

Letter	Major Term	Minor Terms
S	Specific	Significant, Stretching, Simple
M	Measureable	Meaningful, Motivational, Manageable
A	Attainable	Appropriate, Achievable, Agreed, Assignable, Actionable, Ambitious, Aligned, Aspirational
R	Relevant	Realistic, Resourced, Resonant
T	Time-bound	Time-oriented, Time framed, Timed, Time-based, Timeboxed, Timely, Time-Specific, Timetabled, Time limited, Trackable, Tangible
E	Evaluate	Ethical, Excitable, Enjoyable, Engaging, Ecological
R	Reevaluate	Rewarded, Reassess, Revisit, Recordable, Rewarding, Reaching

Appendix 2 - Tooling:

Diane Dumashie rehearsed the definition of a 'Tool', how it can be of practical application. Next reviewing what it means to lead and communicate change, reminding the participants that the task is to develop 'do-able' tools. (Note the detailed definition is posted on the ATF web site, and will be circulated at each ATF workshop.)

The self-explanatory Power Point Presentation (Mombasa 2010) follows.

What are Tools

An extract from Session Two
ATF Mombasaa 2010:
with explanatory notes (1-5)

African Task Force - Mombasa 2010 FIG

Overview

- Tools defined
- What do they look like?
- How are they structured?
- Factors affecting tools
- Why we indicate a priority?

African Task Force - Mombasa 2010 FIG

Defined

Any thing that enables you to meet the immediate and future needs

They are:

- Practical and pragmatic
- Enable facilitation of an objective
- Move toward achievement
- They are not lessons

African Task Force - Mombasa 2010 FIG

Note 1

- A tool is not just something that you hold in your hand (such as a hammer) to do a specific practical job.
- For the carpenter the tool may be a hammer and for the surveyor it may be a measuring tape, a total station or a GIS software programme. A SWOT analysis is a tool and so is a benchmarking concept or a policy for quality assurance, and also a policy in terms of a regional or community land use plan.

What Do they look like?

- Historically- centuries old it was print, then computers then IT, then satellite GPS
- Business: spreadsheet, SWOT analysis, Gantt charts, financial management, quality assurance, benchmarking, risk management
- Technical: check list, measuring tape, implementing policy (e.g land use plans)

African Task Force - Mombasa 2010 

Information tools

...sometimes its understanding knowledge

- Bests practice/ guidance
- Policy briefing notes
- Workshops: participatory, story telling
- Professional handbook/ notes
- Internet portals
- Contact and networking

African Task Force - Mombasa 2010 

Note 2

- Information tools may relate to the internet, text books, best practice or policy guidelines, handbooks, or just professional networking.
- In terms of FIG the tools relate to conferences, commission activities, task forces, and publications providing policy statements, guidelines, and agenda for action in relevant or topical areas of the global surveying community.

FIG Tools



- Publications
- Workshops
- Capacity building
- Agenda for Action

African Task Force - Mombasa 2010 

Note 3

- A tool in the wider context of social/economic/environmental development could be defined as “anything that enables you to meet the immediate and future needs of your subject/object”. So with respect to achievements a tool is “a resource for understanding how to carry out and perform actions” to meet your goals.

Knowledge transfer

Sustainability & Resilient:

Developed economies:

- Service market based economies are large scale, but

Developing economies:

- Grapple simultaneously with extreme poverty, political disenfranchisement and expanding informal settlements

African Task Force - Mombasa 2010 

Note 4

- The UN-HABITAT Global Land Tool Network has adopted the definition above. In this regard, tools should be practical and pragmatic by enabling facilitation for moving forward toward achievement at scale.

International Factors

- MDGs
- Change of focus: from development/ market approach to Poverty alleviation
- Rapid change: Traditional tools- e.g. planning and land titling cannot deliver quick enough
- GLT: Cross cutting issues in tool development
- Human Rights: based approach increasing influence

African Task Force - Mombasa 2010 

You as Agents of Change

Consider your Input:

- Consider your impact
- Consider the practicalities
- Consider your country capacity

..to explain

African Task Force - Mombasa 2010 

Note 5

- Tools are a means for implementation – a means for change. By acting as agents of change it is important to consider the possible impact through advocacy and community liaison; consider the practicalities e.g. in relation to the technologies available; and consider the capacity within your member organisation or country and the possible access to community stakeholders.

Consider your impact

Focus:

- Poverty alleviation?
- Support social and sustainable development?
- Advocacy and community liaison?
- Policy?
- Technical Know how

African Task Force - Mombasa 2010 

Consider the Practicalities

Choices may be restricted:

- Momentum of systems?
- Technological equipment (Computers?)
- Difficulty is to choose to affres legislative reform
- Fascination by the latest technology?

African Task Force - Mombasa 2010 

Consider Capacity

The needs and development capacity of country land professional

- How many of you in your country?
- Your Member Association- dedicated staff?
- Ability to train/ recruit foot soldiers?
- Access to the community stakeholders?

Appendix 3 – FIG Young Surveyors ‘Feet on the Ground’



FIG

Young Surveyors Network

A 'how to' guide for young surveyors to get involved at the local level

Contents

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1.2 The FIG Young Surveyors Network	3
1.3 The FIG Africa Task Force	4
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3.2 How should a mentoring program be structured?	10
3.3 Suggested roles and responsibilities within mentoring programs	11
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5. Conclusion and contacts	14

1. Introduction

This document is a tool that has been created under the International Federation of Surveyors (FIG) African Task Force (ATF). It has been written for young surveyors and professional surveying bodies, with the aim of empowering regional and local young surveyor networks.

This document:

- Provides an overview of how young surveyors 'fit' within the FIG
- Provides basic guidelines on setting up a local, regional or national young surveyors network
- Outlines mentoring program opportunities and possible structures
- Suggests potential activities that could be held to support the aims of individual skills-building and young surveyor networking.
- Presents the first-step for young surveyor engagement in their local networks and the FIG. Further tools, such as individual activity guides and regional opportunities, will become available over time on the FIG Young Surveyors website and through other initiatives.

This document is a joint outcome of the FIG Africa Task Force and the FIG Young Surveyors Network.

1.1 The International Federation of Surveyors (FIG)

The International Federation of Surveyors is the premier international organization representing the interests of surveyors worldwide. It is a federation of the national member associations and covers the whole range of professional fields within the global surveying community. It provides an international forum for discussion and development aiming to promote professional practice and standards. For further information on the FIG, visit www.fig.net.

1.2 The FIG Young Surveyors Network

The FIG Young Surveyors Network (YSN) is a network within the FIG. The YSN aims to facilitate an international network of young surveyors and their involvement in the FIG. The FIG YSN vision is that:

- Individual members can see and grasp opportunities, locally and internationally;
- The surveying profession is united across disciplines and generations;
- The international community understands the role of surveyors.
- To improve the number of young professionals participating within the FIG.
- To help young professionals in the beginning of their careers with contacts.
- To increase co-operation between the commissions and the students and young professionals network.

All young surveyors are welcome to join the YSN, irrespective of their professional body's membership of the FIG. Membership is gained simply by joining the YSN on online networking sites such as Facebook and LinkedIn, and by joining the mailing list through attendance at an FIG event or by emailing fig.youngsurveyors@gmail.com

Addresses for the online sites include:

Facebook: <https://www.facebook.com/groups/26072565877/>

LinkedIn: http://www.linkedin.com/groups?gid=1957180&trk=hb_side_g

FIG YSN website: www.fig.net/ys

1.3 The FIG Africa Task Force

The FIG Africa Task Force (ATF) is an initiative that aims to support FIG African Member Associations and Academic members over the period 2010 – 2014.

The key purpose of the task force is to enable the surveying profession in Sub Saharan Africa to deal with social responsibility in terms of contributing to achieving the MDGs. In this regard, the role of the surveyors as change agents engaging with the politicians is important. This relates to the professional status of surveyors that in turn is based on the principles of social responsibility and justice.¹

This document arises from the 2012 workshop of the ATF, hosted by the University of Cape Town, Geomatics Department and the South African Council for Professional and Technical Surveyors. This meeting had as its aim:

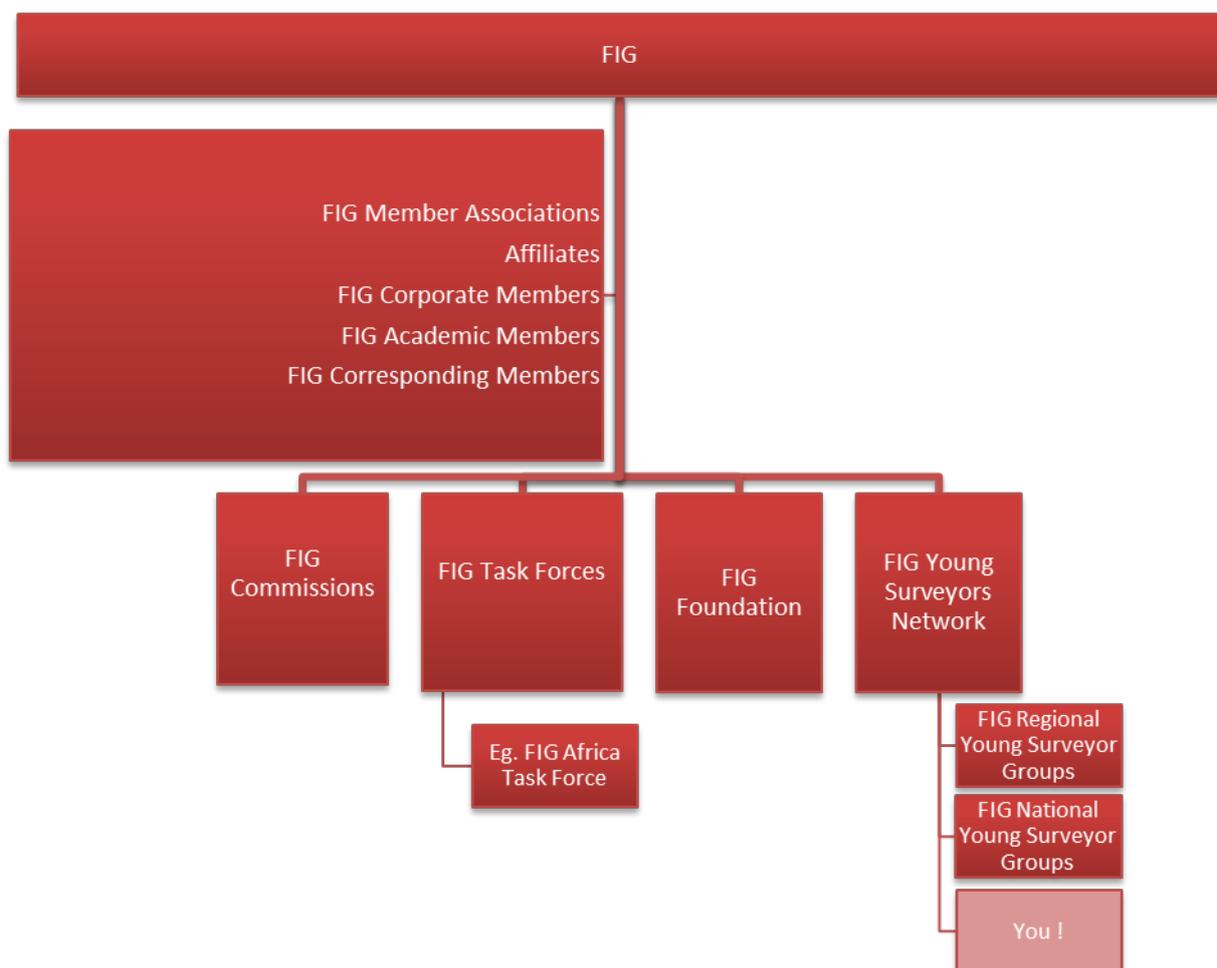
Building Resilience in the Profession: – to develop a suite of tools for member associations in Africa so that they may have innovative ways to engage with, and attract young people and women into the survey profession.

¹ FIG ATF webpage <http://www.fig.net/tf/africa/index.htm> accessed June 2012

2. **Setting up a local or national Young Surveyors Network**

This section provides a step-by-step overview of how you, as a young surveyor or young surveyor supporter, can ensure that young surveyors are participating and active within their local and regional membership bodies. It is just a quick overview – for more information refer back to the FIG Young Surveyors Network website and/or post questions and calls for assistance on the FIG Young Surveyors Network Facebook or LinkedIn pages.

2.1 Institutional setting: Where do young surveyors fit?



At the core of the FIG are the FIG Member Associations – these are generally the national professional membership bodies that represent and regulate individual surveyors. Some examples include:

- The Institution of Surveyors, Kenya
- The Nigerian Institution of Surveyors
- The Nigerian Institution of Estate Surveyors and Valuers
- The South African Council for Professional and Technical Surveyors

To find the relevant professional body for you, have a look at:

<http://www.fig.net/members/memassociations.htm#K>

Of course, your country may not yet have a professional body of surveyors, or the professional body may not be a current member of the FIG. In this case, there may be relevant Affiliates or Corresponding members for your country that you can contact.

Within the FIG there are 10 Commissions, 3 Task Forces (as at June 2012) as well as the Young Surveyors Network. Most Member Associations will not only have a delegate to the FIG, but also a delegate to each Commission. It is the aim of the Young Surveyors Network that Regional and Commission coordinator positions will be developed to facilitate information sharing and the FIG involvement of young surveyors. *Eventually, we aim to have a national young surveyor representative from each country, nominated by the FIG Member Association!*

But first things first ...

2.2 How can I be a part of the FIG, and my local organization?

So how can you be a part of the FIG? And what does a local, regional or national Young Surveyor Network consist of? Essentially all you need is an enthusiastic group of young surveyors, keen to improve their skills and networks and also to contribute this to the wider international community. A few small details, outlined below, may also help...

1. Work within an overarching professional surveying organization

The first step is to simply be a member of your local professional surveying organization.

Most countries have a national professional surveying organization – and many of these are FIG member associations. As a surveyor, membership of your professional body often provides you with some form of professional accreditation, lending credibility to your work. Membership bodies are also often sources of technical information, knowledge sharing, and certification and may provide additional benefits, like advertising job opportunities.

As a *young* surveyor, working closely with a national body will ensure greater resources and also continuity – young surveyors should feel part of a wider community of professional surveyors, both locally and internationally. Many issues of concern for young surveyors will also overlap with those of professional bodies – for example, skills shortages, technical skills, community profiles and networking. Young surveyors can make significant contributions to solving these issues, but need to work within a wider network of intergenerational and international surveyors in order to do so.

But how can I find my local professional surveying organization?

You should have heard about your professional body whilst at university, but if you are struggling to make contact, try talking to colleagues or if really stuck email the FIG: fig@fig.net

Some countries may have more than one representative body – in this case, the young surveyor should find out more information about the relevant bodies to determine which is the ‘best fit’ for him or her. Once you’re a member, start getting involved – attend seminars and events and put your hand up for some responsibility.

Having joined the professional body, the next step is to join the local young surveyors group, and become an active member. If no group exists already.. then read on!

2. Formalise the young surveyor network structure, goals and responsibilities

The most vital element of a young surveyors network is ... people! Enthusiasm and energy are also important. Once you have these elements, it is wise to try to formalize the young surveyor structure to make sure you are all striving for a common goal.

Some example goals and targets may include:

- To increase the student and young surveyor membership numbers and participation within your professional body.
- To increase student and young surveyor engagement in activities.
- To provide opportunities (such as: job openings, internships, skills-building, networking, etc.).
- To provide youth-focused seminars, eg. On technology, registration or starting your own business.
- To provide mentoring.

Formalising and reaching these goals will act as a measure of success. Using a system such as SMART (**S**pecific, **M**easurable, **A**greed-upon, **R**ealistic and **T**rackable) to define your goals may best ensure that you achieve your goal. As the young surveyor group, ask yourselves:

1. Is our goal specific and clearly-defined?
2. Is it measurable (how will we know when we have achieved our goal)?
3. Do we agree upon this goal and how we will achieve it?
4. Is our goal realistic? Will we achieve it?
5. When do we expect to achieve our goal by?

One word of advice: don't set the bar too high! Start with 1-2 small, achievable goals and work your way up to a broader vision.

Make sure to also keep the wider FIG Young Surveyors Network informed of your progress through facebook and LinkedIn – these sites should serve as

3. Link to the FIG Young Surveyors Network

Make sure your members are aware of and engage also with the Young Surveyors Network.

Join us on:

Facebook: <https://www.facebook.com/groups/26072565877/>

Use facebook to promote activities and opportunities and to highlight surveying news.

LinkedIn: http://www.linkedin.com/groups?gid=1957180&trk=hb_side_g

Use LinkedIn to ask questions of colleagues, or to discuss issues relevant to young surveyors

Twitter: @fig_young

Use twitter to tell others about your day-to-day news or to flag key news pieces

FIG Young Surveyors Network website: www.fig.net/ys,

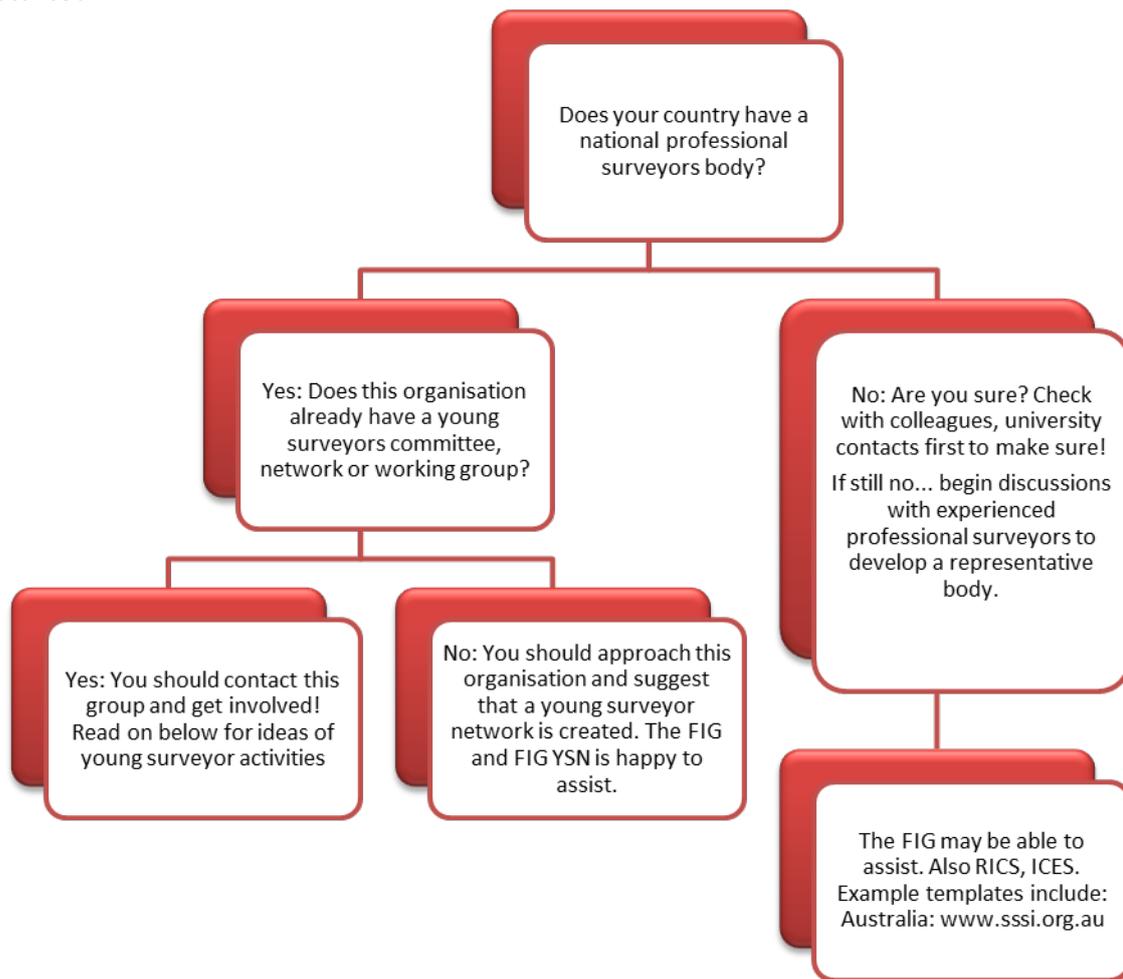
View our website for resources such as the YSN workplan, newsletters and committee contact details.

4. Communicate

Be proactive in communicating and marketing your message to not only young surveyors and the professional bodies, but to all stakeholders – including employers and teaching institutions.

Regional and local networks of young surveyors should maintain regular contact with YSN representatives to promote and learn about international opportunities. You can send in articles for the FIG YSN Newsletter (eg. to report goals, internships, work experiences, etc.) and also simply email for feedback on what you require from a global organization!

5. So that's it! But for a quick overview of the above points, here's a handy checklist to get you started:



3. Mentoring of Young Surveyors

In the early stages of developing a local young surveyors network, within a wider professional institution, mentoring can be an easy and highly effective first activity to coordinate. Mentoring will expose young surveyors to a wider network of professional surveyors and provide many opportunities for career development. Strong, ongoing relationships with a mentor are often cited as key components of successful careers.

This section has been strongly informed by the Australian Surveying and Spatial Sciences Institute Young Professionals Queensland Region Mentoring Guidelines. At the time of writing, this document is still in draft, but links to it will be posted on the FIG Young Surveyors Network website when available.

3.1 What is mentoring?

The underlying philosophy of mentoring is self-managed learning through relationships of sharing and trust. A successful mentoring relationship includes a transfer of knowledge, advice or skills between two or more people.

Mentoring may be one-to-one, one-to-many or even facilitated through group situations (many-to-many). What is important is that it works. For the surveying profession as a whole this means that it:

- supports the career development of young surveyor participants
- retains talent within the profession
- accelerates learning outside of traditional study and/or the everyday workplace
- strengthens the leadership potential of young surveyors

It is important to keep in mind that mentoring is a two-way learning relationship. Whilst the benefits to the (typically younger) mentee are often stressed, the benefits to mentors should also be clearly stated. These include:

- Mentors can use the mentoring process and structure to develop their own leadership, communication and management capabilities.
- A successful and ongoing mentoring relationship is likely to also assist the career development of the mentor.
- Younger mentees have generally had more exposure to new technologies and advancements, and may have different skillsets to mentors. These factors can be exploited if the two-way learning relationship is acknowledged.
- Mentoring will support the profession, likely increasing both visibility and growth.

3.2 How should a mentoring program be structured?

A successful mentoring program is likely to include the following elements:

- A clear statement of program goals.
- A clear statement of roles, responsibilities and limits to expectations for all involved.
- Information accessible to all participants
- A coordinator with responsibility for the day-to-day management of the program.
- Voluntary participation for both mentors and mentees.
- Regular feedback and some flexibility to adapt within the program

The process

1. Establish a group of people with clear responsibilities to manage the mentoring program. Do some research and draft your program guidelines (eg. How this program will work, how to be a mentor, how to be a mentee) based on other programs.
2. An expression of interest or general call for mentees should be established. This can also be done for mentors, or program coordinators can specifically ask or otherwise nominate mentors.

OR

Local young surveyor networks can utilise these guidelines to support mentor programs, but ask mentees to find their own mentors. Networks could suggest methods to find a mentor, rather than directly facilitate the relationship.

3. Mentees should be matched to mentors. How this is done will depend on step 1, but should take into account the respective interests, needs and career stage of participants.
4. Where possible, simple training of mentors and mentees could be provided. At the very least, mentors and mentees should be encouraged to establish an agreed set of roles, expectations, responsibilities and a timeframe. These should be written down and signed by both parties to ensure agreement.
5. Mentees should be proactive in setting goals and meeting times and agendas. Meeting schedules should be agreed upon by both parties and may range from weekly through to monthly or ad hoc. Generally meetings
6. The relationship between the mentee and the mentor should be self-managed. The ongoing role for the program coordinator should be a supportive role only, assisting others to resolve disputes themselves, as they arise.

3.3 Suggested roles and responsibilities *within mentoring programs*

Role of the coordinating membership body:

- Assist in methods to identify and achieve mentoring goals
- Assist in identifying appropriate mentors, and suggest methods of contact
- Assist in sharing mentoring experiences and 'do's and don'ts' for new mentoring relationships
- Support involvement in mentoring programs by accrediting and/or awarding professional development points (where these are a condition of membership)

Role of the mentee:

- Commit to the program
- Respect the boundaries of the mentoring relationship, and do not abuse positions of trust
- Be honest with mentor
- Be proactive both in the mentoring relationship and own career. This means both scheduling meetings, goal setting, measuring progress towards goal and timely in providing feedback where necessary ... as well as not relying on mentor for everyday coaching.
- Review progress
- Raise issues directly with mentor, and seek assistance from coordinating body if issues remain unresolved.

Role of the mentor:

A mentor provides guidance based on long-term and broad career perspectives, taking into account the mentee's personal and professional needs.

In comparison to a workplace relationship with a supervisor, the mentoring relationship is generally less structured and less hierarchical. A mentor is not there to provide answers, but to assist a mentee to reflect, challenge and plan.

- Be open and honest with mentee
- Be clear about availability of time and capacity to help
- Guide mentee, rather than give answers
- Confront issues and seek assistance if problems develop
- Do not abuse position of power
- Provide feedback on progress towards goals
- Listen actively
- Be prepared to share knowledge and experience
- Model the leadership values and behaviours of the surveying profession
- Keep items discussed in meetings confidential
- Be non-judgemental and accept differences
- Treat the mentee with respect

Principles that guide the mentoring relationship

1. Commitment

Successful mentoring requires the commitment of both parties to the program and to each other.

2. Clear goal setting.

Mentoring may assist careers, but it is not the only tool. Participation in a local surveying network, proactive career steps and self-study should also be pursued.

3. Responsibility.

Mentees should not approach mentors for answers, but rather use the relationship for guidance and support. Mentees are responsible for decisions and actions and should drive the knowledge-sharing relationship.

4. Confidentiality and trust.

To ensure and maximise benefits, mentors and mentees must feel safe about being open with each other. This means that what happens in a mentoring meeting must remain confidential and there should be no abuse of power within the mentoring relationship.

5. Openness and honesty.

Mentors and mentees should address any communication issues directly, or seek outside help where necessary from the coordinating body.

6. Respect should be the basis for mentoring relationships.

4. Ideas and activities for young surveyor networks

Young surveyor network activities may have a variety of goals – networking, socialising, raising the profile of young surveyors or the profession and so on.

Additional activity ideas and 'how-to' documents will gradually become available on the FIG YSN website – www.fig.net/ys - so feel free to add to these, or provide feedback on existing documents.

A preliminary list of activities that local young surveyor networks around the world have undertaken is listed below – email fig.youngsurveyors@gmail.com if you need help in replicating any of these!

- Mentoring
 - Speed networking
 - Charity fundraisers
 - Sports events
 - Socialising events on a weekly or monthly basis
 - Workshops and master classes
 - Survey/GIS/Environment days
 - Map My Town
 - Young Surveyor afternoon conferences
 - 'How-to' sessions
- And many more!

5. Conclusion and contacts

This document provides a brief introduction to the FIG and the FIG Young Surveyors Network.

Much, much more information is available online and there are several active forums and contact points which should be your first point of call for any questions, queries or to update or correct any information.

Please remember that the FIG Young Surveyors Network is just that – a network of young surveyors who are learning from each other. Such a network requires active contributors – so please contribute! Follow up on the links below if you are unsure how – Facebook and Email are perhaps the first step!

The International Federation of Surveyors (FIG)

Website: www.fig.net

Email: fig@fig.net

The FIG Young Surveyors Network

Website: www.fig.net/ys

Email: fig.youngsurveyors@gmail.com

Social networking sites: Search “FIG Young Surveyors”

- Facebook: www.facebook.com
- LinkedIn: www.Linkedin.com
- Twitter: www.twitter.com

Appendix 4 – Uth Tube – Users Manual



African Task Force – Cape Town 2011

UTH TUBE...telling the story of the Surveyor

A TOOL TO ENGAGE AND RETAIN FEMALE GENDER AND YOUNG PERSONS IN THE SURVEYING PROFESSION

PREAMBLE

A tool in the wider context of social/economic/environmental development could be defined as “anything that enables you to meet the immediate and future needs of your subject/object”. So with respect to achievements a tool is “a resource for understanding how to carry out and perform actions” to meet your goals. Diane Dumashie, November, 2010

WHY UTH TUBE?

Contemporary medium of communication in business and especially among the young persons that are the primary focus of FIG, is the Internet and the Social media derivatives.

Uth tube has been put together as a multimedia presentation, visually telling the story of a Surveying practitioner in an exciting and relational manner.

Uth tube focuses on all levels of prospective market – be it Pre University students who require career counseling or University undergraduate who require direction and an assurance of stable professional future or a University graduate who desires career change.

Uth tube has the flexibility for electronic and virtual mass information (soft marketing) as well targeted and locational marketing. It is presentable in printed version for the IT disadvantaged locations without losing its allure.

DEPLOYMENT OF UTH TUBE

This tool can be deployed in any or combination of the following ways:

- a) Electronic format –
 - i) Website of professional bodies
 - ii) Post to Secondary School websites
 - iii) Group facebook accounts
 - iv) U tube
 - v) Twitter accounts
 - vi) Websites of FIG and other Surveying organizations
 - vii) Presentation at Career days of schools
 - viii) Parents’ email boxes

- ix) Presentation in CD-ROM and Distribution as corporate gifts to the general public, teachers, parents and students and especially at Surveying related events
- b) Print format –
 - i) Circulation to schools, especially those with low internet penetration
 - ii) Distribution as Corporate literature
 - iii) Donation to School libraries

UTH TUBE USERS' MANUAL

SET UP

Uth tube can be delivered electronically or in rewritable CD-ROM. Specific set up can be done on behalf of Associations before delivery but the following is DIY set – up approach.

Set up of electronic version

- a) The cover slide should be edited to carry the logo and address of the professional body
- b) The response collector for the Survey responses should be edited before deployment, either from source or by setting up a free Survey Monkey Basic account at www.surveymonkey.com
- c) Slide #6 may be edited to contain Profession – specific disciplines of the professional organization

HOW TO USE UTH TUBE

After set up Uth tube may be deployed in any or combination of means described above.

Uth tube is a first contact tool to engage attention of the prospects and it is expected that the professional organization has other literature that will give more detailed information and guidance to enquirers.

Such information may be contained on the organisation's website and / or brochure which will be made available to enquirers immediately enquiries are received.

The questionnaire on the Survey Monkey platform has been designed to capture salient information that the prospect will not consider a burden in releasing and it is sufficient for the organization to make a follow up. A copy of the questionnaire is included in the CD-ROM for Print version.

It is therefore important that the Response Collector, whose email the responses will come is in charge of Membership development.

An effective and concerted deployment of the tool both electronic and hard copies will require a focused marketing approach. IT savvy employees may be saddled with the responsibility of creating facebook, twitter and linked - in groups respectively and inviting several other young persons and persons of interest to the organization, to the group for wide visibility of the tool.

MONITORING AND EVALUATION

The response rate to the exposure will determine the effectiveness of the deployment strategies and audience. The Survey Money has a back end that provides analyses of responses and this should be evaluated regularly.

Uth tube will be more effective as the marketing infrastructure and strategies of the Association improves.

SMART COMPLIANCE

UTH TUBE IS SMART

S – It is a specific marketing tool which focuses on all persons of concern to the organization that is women and young persons at all levels of career development.

M – It is cost effective because it only adds-on to existing and required marketing infrastructure. Effectiveness can be measured from analyses of feedback and throws back on the effectiveness of the organisation's marketing strategies.

A – It is appropriate for soft and hard sales through IT deployment and hard copy distribution respectively

R – It is relevant and engaging as it rides on contemporary medium of communication.

T – It is capable of being limited in time and a global evaluation through a FIG survey of professional associations will reveal its effectiveness or otherwise.

Cost headings for Uth Tube

1. Cost of CDs
2. Postage to remote locations

3.

YOUR ENQUIRIES ON THE SURVEYING PROFESSION

[Exit this survey](#)

*

1. CONTACT INFORMATION

CONTACT INFORMATION Name:

Address 1:

Address 2:

City/Town:

State/Province:

ZIP/Postal Code:

Country:

Email Address:

Phone Number:

2. Gender

Gender Male

Female

*

3. Age

Age

4. Educational level

- Educational level Pre University
- University
- Graduate

Other (please specify)

5. Comments

Comments

Done

Powered by **SurveyMonkey**
Create your own [free online survey](#) now!

YOUR ENQUIRIES ON THE SURVEYING PROFESSION Exit this survey

***1. CONTACT INFORMATION**

Name:

Address 1:

Address 2:

City/Town:

State/Province:

ZIP/Postal Code:

Country:

Email Address:

Phone Number:

2. Gender

Male

Female

***3. Age**

Age

ltr 2-3-12 m tong.d...docx Abrogating Protoco...htm Show all downloads...

3:39 PM 3/6/2012

Appendix 5 – Trimble Presentation





'Mission: Impossible 5'
.....Your chance to star in a movie



Four 'Studios'

- You will be divided into four teams
 - Yellow Studio
 - Red Studio
 - Green Studio
 - Blue Studio

Using the selection of coloured stickers...
First come, first served..



The Mission – Define your 'Cast'

<p>Crew (capture the task)</p>	<p>Director Camera Person Recorder 1 Recorder 2</p>
<p>Actors (undertake the task)</p>	<p>Actor 1 Actor 2 Actor 3</p>
<p>Laboratories (develop the results)</p>	<p>Booker Computer Processor 1 Processor 2 Processor 3</p>



'Tool' production

- Where are you going and bear in mind...
- What the 'Tool' is..
 - Marketing: Your slides should include: text, annotation and photos (movies)
 - Message: That helps Member Associations to break down barriers, so it is a recruiting tool for our target people (women young or both)
 - Time scale: One hour allocated for this..

Being a Surveyor is not.... 'Mission: Impossible'

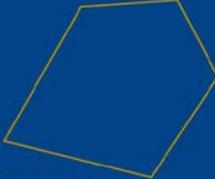


The Mission - Field Exercise

The following tools are available:

- Measuring Tapes
- Optical Squares
- Compass
- Ranging Rods

NOTE – it is not expected that the exercise can be completed in the allocated time but a process of how the task would be completed is required.



And afterwards we will do it the easy way to check your results!



Your Mission... (if you decide to accept it!)

- To measure as accurately as possible the area of a 'plot' of land (defined by relevant coloured pins) and then subdivide into two equal areas.
 - Using 'Old technology'

All in 50 minutes!!
and then check it ...

- using 'New technology'

All in 30 minutes!!!
Or Less!!



ATF 2011 - Detailed Cape Town Workshop Report

Dr. Diane Dumashie FRICS, CEDR

December 2011



1. Background to the Workshop

The African Task Force (ATF) held its second Land Professionals Workshop on 1- 2nd December 2011 in Cape Town, South Africa. The focus was on “Building Resilience in the Profession.”

This is the detailed Workshop II proceedings and supports the Final Report of the Sub Saharan African Task force workshop submitted to the FIG Office January 2012.



The FIG global taskforce emerged in response to consideration by the general council and approved by General assembly in Eilat, Israel, May 2009 to operate until FIG Congress 2014. The terms of reference and supporting material can be viewed at www.fig.net/africa.

The key purpose of the task force is to enable the surveying profession in Sub Saharan Africa to deal with social responsibility in terms of contributing to achieving the MDGs. In this regard, the role of the surveyors as change agents engaging with the politicians and civic society is important.

Africa faces considerable challenges in the near future, and development must be accelerated further. Accordingly the Task Force agenda has been given set themes within the framework of Professional Development and Ethics. The task force in 2011 will look at as its second theme, developing capacity and relevant tools in the key area of:

Building Resilience in the Profession: – to develop a suite of tools for member associations in Africa so that innovative ways are outlined for Member associations to engage with, and attract Young people and Women into the Survey Profession

The focus on Young People and Women compliments FIG efforts, currently in Young Surveyors Network and in the past, the Minority Task Force and to increase minority involvements in the profession’s respectively.

Structure of the document:

Section 1- Background to the Workshop

Section 2 – Thursday 1st December 2011

Section 3 – Friday 2nd December 2011

Section 4 – Tool Development & Progress Made

Section 1 – Background to the Workshop

As professionals we need to take the opportunity to fill our impending recruitment gap to encourage new recruits into our profession. Our opportunity is to target young and women, recognising and attending to the needs of this audience will build our professional resilience.

As African nations struggle with sustaining sufficient entrants into the profession Land Governance issues associated with achieving the Millennium Development Goals are increasingly difficult to



progress. Over the two day workshop the objectives were to:

5. Understand what the barriers of entry to the profession are especially relating to women and young people
6. Add value for participants through a learning experience to enable them to act as agents of change
7. Outline and develop a range of tools that are capable of being used by member associations that will make a difference in their recruiting strategies.
8. Compile a tool box for discussion at the ATF Roundtable table in Rome (May 2012)

These objectives were achieved and that a suite of draft tools designed will be worked upon over the subsequent months prior to the ATF Roundtable to be held in the Working week 2012.

The workshop program is at appendix A.

Using the above objectives as a basis for the compilation of knowledge and preparation of a strategy to take the process further, the 2-day Workshop was designed by adapting the Appreciative Inquiry method (defined at Appendix B). as follows

- Day 1 the focus of this first day was on discover, dream and provided a clear foundation to understand member associations recruitment activities and begin to devise the needs of SMART tools. The afternoon provided an opportunity to understand perceptions and technology leading to the subsequent tool design of visual photographic tools.
- Day 2 the focus concentrated on Partnerships and Perceptions both leading to communication and leadership. In particular groups worked towards design and delivering a suite of tools to enable the members to effectively recruit. These are to be finalised for discussion at the next FIG working week in Rome May 2012.

These proceedings provide the background information and a record of the discussants activities, debate and deliberations during the course of the running of the two-day workshop. It is also intended to be made available as a briefing document for the roundtable in 2012 where the final suite of tools will be considered and discussed.

Dr D Dumashie acted as the lead designer and facilitator of the Workshop.

The deliberations of the participants during the workshop are explained below.

Section 2- Thursday 11th November

After the ATF chairperson welcome and greetings from the hosts, Department of Geomatics, University of Cape Town (UCT), Professionals Land and Technical Surveyors (PLATO) and by special invitation the Young Surveyors Network (YSN) chairperson, the

outline of the participatory two-day workshop was presented.

The thrust of the workshop recognises that the aging profile of our profession adds an urgency that we need to ensure building future capacity of the profession, this is termed building the resilience.

Importantly it is about the general diversity of our business not just in terms of gender and ethnicity but also to ensure we have people who approach challenges in different ways.

As professionals we need to take the opportunity to fill our impending recruitment gap to encourage new recruits into our profession. Our opportunity is to target the young and women and recognising and attending to the needs of this audience will build our professional resilience.

Resilience in land requires youngsters and especially women to enter the profession and to act as agents of change, in general to attain the MDGs and in particular, to support good land governance.

We understand the competing demands on young people and we also understand that we have to get young people interested at different levels i.e schools and universities. Similarly, resilience in land requires women: it is a sad fact that women have been marginalised in land and property assets. It is emphasised that it is not the workshop aim to make judgments, but to look and move forward inclusively for men and women. Building resilience in our profession is promoted by this workshop that with over 50 land professionals attending this raises both member awareness of the need as well as provide tools for members recruitment activities.



The workshop structure is based on and adapts the appreciative inquiry method. Appreciative inquiry employs a particular way of asking questions and envisioning the future that fosters positive relationships and builds on the basic goodness in an organisation.

It utilises a cycle of four processes focusing on:

1. Discover - the identification of an organisational processes that work well.
2. Dream - the envisioning of processes that would work well in the future.
3. Design - planning and prioritising processes that would work well.
4. Deliver - the implementation (execution) of the proposed design.

This process was adapted, so embedding into this structure are the objectives of the workshop by considering different ways of thinking categorised into: Performance and Technology, Partnerships & Communications, and Perceptions & leadership.

In overview the focus of the first day is on the 'discover, dream and deliver processes. The first morning started with 'Discover' was led by presentations (all available on the ATF web site) from:

- Joycelyn Makena, Kenya
- Eugene Etuonovbe, Nigeria
- Ugwulebo Benedicta Amarachi, Nigeria



A striking message heard that “the much bigger obstacle to putting more women at the top is that so many struggle to balance work and family” (JM). In all societies at least for now, women shoulder most of the burden of looking after children and ageing parents. Not surprisingly because this has some difficulties many able women opt for jobs with predictable hours.

Each shared their personal professional experiences enabling delegates to concentrate on their own ‘discover aspects of adaptive inquiry.

Next moving to the member organisation level, delegates heard from

- Peter Marsh, President SAGI, South Africa and
- Winston Ayeni Chief Registrar of SERCO, Nigeria

They presented their respective associations recruiting activities. Setting the scent to the enable the groups to deliberate and clearly document SMART (Definitions Appendix B) issues to attract new recruits to the Profession and key actions for members association recruitment activities. This Information was available to build knowledge during the second tooling design exercise.

Sincere thanks are extended to Trimble Optron (Global & South Africa) offices who steered the afternoon activity that concentrated on performance and technology. Keith Hofgartner presented Trimble and their role in Africa (PPT at appendix C), next with the help of the local Trimble team (Optics) survey equipment was supplied and they ran a full afternoon of interactive land survey session.



This involved group work, the challenge in 50 minutes was a timed survey of the university playing fields using older techniques of land measurement and written calculations followed by a significantly shorter time horizon in which to undertake the same survey using GPS.

Further, inspired by John Brock (Australia) his substantial knowledge of surveyors captured in movies and cinema, the delegates were then tasked to create a photo marketing tool using hand held video recorders (courtesy of Trimble). Dividing into groups the objective is to create a photo marketing tool for recruitment strategies that

- Helps to break down barriers for our target audience,
- Engage to demonstrate that surveying is: Extremely desirable, Extremely accessible and Extremely contributative to society and individuals’ goals

Spending 1 hour preparing their photo tool and then 30 minutes delivering it to the wider group, participants critiqued the tools. The plenary agreed that these tools could work well for the Member Associations to adapt to their needs. In the subsequent plenary these tools were prioritised according to how do-able each is.

Reflections and observations

From the days deliberations discussion from the participants to build the resilience of the profession. The salient issues included:

Delegation:

- Experienced/ Older surveyors need to delegate responsibility, facilitate and allow the young to take bigger decisions/ responsibilities and thus expose them to processes and experiences.
- Recognising that there is a split between a) who takes the blame when things go wrong and b) delegating a framework, noting that it is adult responsibility to take this, they are the wise ones.

Timeline

- It is important that recruitment starts early, so to engage with the high schools , although
- noting that Ethiopia the young do not have choices at higher education as their degree subjects are allocated

Mentorship

A key skills in success is recognising that

- both mentor and mentoree have to be tolerant and
- Mentors have to be open

Communication

Understanding the language of land and our profession to be made accessible to all, to encourage participations and uptake.

Section 3 - Friday 12th November HOW

Day two opened formalising the Zebra as the delegates vote on the Cape Town African animal as the most appropriate and representative big 5 animal with stripes for a range of tools under development.



The second day continued with different ways of thinking, concentrating upon partners and perceptions drawing from the adaptive inquiry process of discover, develop, design and delivery.

As a start, and to facilitate delegates strategic thinking, Key note presentations provided

First,

- Aditya Kumar & Vuyani Myango discovering partnerships with an excellent presentation of the pragmatic and effective work Shack Dwellers International is doing in informal settlements in Cape Town, Aditya & Vuyani discussed participation and communication, empowering and reminding delegates of the benefit of professionals working with Grassroots.

Next

- Yvonne Sowah (Past President GhIS) talked about perceptions and leaderships and women in surveying and

Finally

- Kate Fairlie (Chair YSN) enthused the audience with perceptions and communication from a young professional's viewpoint



Diane Dumashie rehearsed the definition of a 'tool' , how it can be



of practical application. Next overviewing what it means to lead and communicate change, reminding the participants that the task is to develop 'do-able' tools. Note the detailed definition is posted on the ATF web site, and will be circulated at each ATF workshop.

Rigorous and logical group debate followed as delegates identified, considered and found further ideas for action for a second set of tools that will enable sub Saharan African members to engage with new recruits. Delegates designed tools, clearly stating what and why they propose this tool and how will it look, before delivering at Plenary a "mocked-up" version of their respective tools and accompanying a clear description of how the tool needs to be used by member associations to enable them to make a difference.

The outcome was 6 draft tools:

A range of tools such as these identified will inevitably included the newest tool i.e. power sharing knowledge through social media platforms. Given that with this tool, information can travel faster and reach a big crowd, social media is undoubtedly already part of life for the younger generation and it can be helpful in a lot of ways. Importantly, recognising we need to keep in mind that it is not the only tool the result was a healthy range proposed by the groups including:

1. Feet on the Ground for Young professionals
2. UTH Tube for Young professional
3. Geometre! Rêve des Jeunes for Secondary Schools
4. Students Outreach program for Under graduates
5. Securing the Future for Employers Mentoring Young Surveyors
6. You can Shape the World for Young People

On the plenary stage the group presentations of each groups proposal were made, followed by a show case approach that enables individual critique of the group tools. By the close of the discussion over the two days, participants came to the conclusion that Individual groups would take away their tools to refine and represent at the Roundtable in May 2012.



In the final plenary session/ wrap up it was agreed that:

The range of tools are good:

- Is the depth of techniques suggest at times too heavy
- Shape the world as a project
- Notably all are do-able to different degrees. On the one hand need to take care no to 'dumb down' and on the other hand which tool can realistically be finalised in time (and resources) for the roundtable. Agreed that some will need to remain at the inception/ ideas stage and remains as good ideas for subsequent member association development.
- Are some o the tools doubling up on tools already available? E.g. You Tuber
- It would be very beneficial to achieve a FIG publication
- Capturing diversity of approaches best to categorise tools

into three different categories in order that marketing strategies could differentiate between targets i.e. Secondary School, Undergraduates and Young Professionals

- Agreed that tool box 1 holding the photo tools should be merged into one (perhaps use rics bullets?)

Section 4 - Tool Development: Rationale and Progress Made

Land professionals have a key role to play to act as agents of change, in general to support good land governance, and in particular to attain the MDGs. To do this requires capacity and resilience of sufficient number of professionals entering the profession.

A tool kit of ideas and templates to engage with, and attract Young people and Women into the Survey Profession could make a difference to Member Associations recruiting activities.

The workshop has delivered a concept tool kit that divides the ideas into:

1. A photographic tool to demonstrate the strategic benefit of joining the Land Profession
2. A suite of ideas for tools that address 3 target audience levels
3. Current FIG Member Association Marketing tools and strategies that may be used as templates

Finally

4. The tools are displayed in a resource format that may utilise the ATF Folder that encourages Member Associations to add their own experience as they go along.

The drafting of this tool kit has been undertaken by each of the 6 groups during the period December 2011 to March 2012, each group was responsible for review and refinement before this was collated and edited by Dr D Dumashie

During the editing consideration was given to:

- 1) What will the tool look like?

Although there is significant quantity of information, with appropriate design it can be incorporated into the folder circulated for the 2010 (Mombassa) workshop, and

- 2) What will be the impact/ customer focus of this tool?

We concluded that Professionals acting as agents of change will be driven by the agenda of building resilience unto the profession and those tools that are included could be both used in their present format as well as built upon to develop their on understanding and applicants, such as SAGI and SAGO already do, providing this is further built upon by member associations

3) We considered the administration / dissemination practicalities of the tool because many member associations do face resource limitations in the number of member surveyors in the country, and rarely any dedicated office staff.

We concluded that a handbook should be capable of additions provided incrementally by Members, particularly over the short term. In the first three years (i.e the life of the ATF), this can be administered by the Task Force.

Presented at the FIG Working Week May 2012 for discussion will be a tool titled:

**“ Zebra Recruitment Tools;
different stripes for different purposes”**

It is available on the web site for review

Task force Website

The ATF FIG web site is located at:

www.fig.net

Dr Diane Dumashie

Chair, Chair Africa Task Force

April 2009- 2014

Appendices:

Appendix A: Workshop Program

Wednesday 30 th November – Early Arrivals	
19.00-21.30	Early registration, and Informal Welcome reception (not mandatory)
Thursday 1 st December	
08.30-08.45	Arrival and registration
8.45 - 9.15	Welcome, PLATO & UCT Chair <i>Dr Diane Dumashie</i>
9.15- 9.30	Introductions & Strategy for the Workshop <i>Dr Diane Dumashie</i>
9.30 -10.00	Session 1 Discover: Personal Perspectives- I am.... <ul style="list-style-type: none"> • <i>Joclyn Makena, Kenya</i> • <i>Eugene Etuonovbe, Nigeria</i> • <i>Benita Hill, Nigeria</i>
10.00- 10.15	Session 2 Dream: What worked for you?
10.15- 10.30	Market Show place - Shared Understanding
	With Coffee/tea
10.30- 11.00	Feedback Aquarium - What worked for you
11.00- 12.00	Session 3 – Member Associations Recruiting Actions <ul style="list-style-type: none"> • <i>Winston Ayeni Chief Registrar NIS,</i> • <i>Peter Marsh President SAGi</i>
	Group Wt3 Discover: Finding ideas for action- What are the SMART issues to attract our target people?
12.00- 12.30	Group presentations: <i>Key issues and Actions for Sub Saharan African Member Association Recruitment Activities</i>
12.30	Lunch
13.30- 13.45	Introducing different ways of thinking: Performance & Technology, Partnership & Leadership, Perceptions & Communication - Dr D Dumashie
13.45 - 14.00	Session 4 Performance & Technology: Trimble In Africa, Keith Hofgartner, Projects Manager (worldwide) Trimble
14.00- 15.30	Session 5 Develop : Trimble Exercise –Trimble & Optron
15.30- 16.30	Groups Wt5 Develop: Groups prepare Presentations
	With Coffee/ tea/ Cakes
16.30- 17.25	Session 6 Deliver: Tool Box 1. <i>Group Photo Presentations and Plenary feedback, Chair Yvonne Sowah, GHIS</i>

17.25- 17.30	Wrap up words <i>K Hofgartner , Trimble</i>
17.30- 17.45	Car Park, Vote & Close Dr Diane Dumashie
19.00- 22.00	Participants Dinner, Fig Tree Restaurant <i>ALL</i>
Friday 2nd December	
8.45- 9.00	Workshop day 2 Introduction & setting the days theme: <i>Dr Diane Dumashie, Chair ATF</i>
9.00- 9.30	Session 1 Discovering Partnerships: <ul style="list-style-type: none"> • Partnership and Communication: <i>Aditya Kumar, Slum Dwellers International (NGO)</i> • Perception and Leadership: <i>Yvonne Sowah, GHIS</i>
9.30- 10.00	Session 2 Developing Perceptions: <ul style="list-style-type: none"> • Perception and Communication: <i>Kate Fairlie, YSN (FIG)</i> • What it means to lead change and overview of Tools <i>Dr Diane Dumashie</i>
10.00- 11.00	Session 3 Design: Tool Box 2 A twin track focus on Young Professionals and Women
	Wf3 Finding and developing Tools for action: <ul style="list-style-type: none"> • What and Why do you propose this tool? • How will it look?
	<i>with Coffee/tea</i>
11.00- 12.30	Session 4 Design Wf4: Draft your tools for action fro SSA: <ul style="list-style-type: none"> • Clear statement to accompany your tool • Clear description on how the tool needs to be used
12.30	Lunch
13.30-14.30	Session 5 Delivery Wf5: Showcasing tools, Presentations by Groups
14.30- 15.15	Market show Place 2: Comments and reviews
	<i>With Coffee/tea</i>
15.15 15.45	Session 6 Deliverable: Tool Box 1& 2- Do you agree? Plenary Chair: <i>Madame Angela Etuonovbe</i>
15.45- 16.00	Final discussion on our results & Car Park, <i>Dr Diane Dumashie</i>
16.00 – 16.15	Next steps & Closing, Dr Diane Dumashie

Appendix B – Definitions

1) Appreciative Inquiry

It is an applying a hands-on model of organisational development rather than a purely theoretical one. The model is based on the assumption that the questions we ask would tend to focus our attention in a particular direction. So traditional methods of assessing and evaluating a situation and then proposing solutions are based on a deficiency model.

Traditional methods ask questions such as what are the problems, what is wrong or what needs to be fixed.

Instead of asking what is the problem the question may be couched in terms of challenges: what are the challenges. Regardless of whether the question is asked harshly or softened with less antagonistic language, the model remains as one of deficiency. The thinking behind the questions assumes that there is something wrong, that something needs to be fixed or solved.

Appreciative inquiry flips all that on its head. It starts with the belief that every organisation and every person in that organisation has something good about it. Each person has something valuable to contribute and the organisation itself has merit of some kind. It asks questions like what is working, what is good about what you are currently doing.

Appreciative inquiry employs a particular way of asking questions and envisaging the future that fosters positive relationships and builds on the basic goodness in a person, a situation or an organisation. It utilises a cycle of four processes focusing on discover, dream, design and destiny.

The basic idea is to build organisations around what works rather than trying to fix what doesn't. It is the opposite of problem solving. Instead of focusing on gaps and inadequacies to remediate skills or practices AI focuses on how to create more of the exceptional performance that is occurring when a core of strength is aligned. It's line of reasoning is assume to act motivational since the work doesn't stop when a particular problem is solved but rather focuses on what is the best we can be. The approach acknowledges the contribution of individuals in order to increase trust and organisational alignment. The method aims to create meaning by drawing from the stories of concrete success and lends itself to cross-industrial social activities.

2) SMART

SMART is a memory tool, used to set objectives, for example for [project management](#), employee [performance management](#) and [personal development](#). Although there is no clear consensus about what the five or seven keywords mean, or even what they are in any given situation, typically accepted values are highlighted in table below. The workshop utilised this tool in order to guide participant thinking and each tool is identified by the SMART principle in order to test its viability.

Letter	Major Term	Minor Terms
S	Specific	Significant, Stretching, Simple
M	Measureable	Meaningful, Motivational, Manageable
A	Attainable	Appropriate, Achievable, Agreed, Assignable, Actionable, Ambitious, Aligned, Aspirational
R	Relevant	Realistic, Resourced, Resonant
T	Time-bound	Time-oriented, Time framed, Timed, Time-based, Timeboxed, Timely, Time-Specific, Timetabled, Time limited, Trackable, Tangible
E	Evaluate	Ethical, Excitable, Enjoyable, Engaging, Ecological
R	Reevaluate	Rewarded, Reassess, Revisit, Recordable, Rewarding, Reaching