Workshop 1

**Students Where Are You?**

Impulse Presentation

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**Fact or Fiction**

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

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**Reality**

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

The surveyors footprint is everywhere.

Monitoring change...

Evolution of the surveying profession in DK over 40 years.

Education and Society

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

Changing Profession!

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

Marketing Messages!

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

Discussion Topics

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

Organisation of Workshop

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

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

What remains to be said ...

Looking forward to

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

No Surveyors No Society No boundaries

Watch it live