Feet On The Ground: Using Participatory GIS As A Tool For Marketing The Geomatics Profession

Kevin Musungu, Siddique Motala, Cape Peninsula University of Technology, South Africa. Musunguk@cput.ac.za

Presentation Outline

• Overview of problem
• Current interventions
• A local context
• Overview of PGIS
• Case Studies
• Conclusions & Recommendations and future work
Background

- Surveying is arguably one of the oldest professions
- Depending on the structure of the intake various academic departments have found difficulty in attracting students
- Government subsidies are often tied to number of students
  - Closure
  - Merging departments
  - Foreign students

Global initiatives

Passive Recruitment
- Use of Flyers
- Articles
- Rebranding
- Funding & Advertisement
- Comic books

Active Recruitment
- Visits by Professionals
- Open days
- Family Engagement

- There has been varied success e.g Rebranding vs. Visits
### A Local Context

<table>
<thead>
<tr>
<th>Cape Peninsula University of Technology (CPUT)</th>
<th>University of Cape Town (UCT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>N.D Land Surveying</td>
<td>BSc. Geomatics (Land Surveying)</td>
</tr>
<tr>
<td>N.D GIS and Cartography</td>
<td>BSc. Geomatics (Geo-informatics)</td>
</tr>
</tbody>
</table>

- What attracted you to Surveying/GIS?
- Did you have another interest before this course?

### A Local Context cont’d

**CPUT**

- 61 CPUT respondents (57%) and 21 respondents (25%)
- *Active Recruitment* and Local Relevance

### UCT

- 6%
- *Visit from Professional* from a Relative
- *See Surveyors working*
- *A suitability of interest*
- *Other*
### A Marketing Discourse and the case for Participatory GIS

#### Recommendations
- Eroding unfashionable image
- Active recruitment involving teachers and students
- Gender
- Emphasizing modernity, diversity and relevance

#### Participatory GIS
- Local access and Contribution
- Sustainable decision
  - Pollution
  - Climate Change
  - Risk assessment
  - Housing and upgrading
  - Natural Resources

- PGIS can contribute to ‘Active Recruitment’ and is Locally Relevant
- Current increase in geospatial interest from communities & sponsors

---

### Case Studies

#### The Case of Graveyard Pond

- IDRC & DFID-funded Climate Change Research
- UCT mapped spatial component of vulnerability in partnership with SDI

#### Result
- Change in attitude by SDI (national)
- Sponsored one student for GIS Honours at CPUT
- Mapping Staff member has applied for GIS Honours at UCT
- Accidental but welcome
Case Studies (cont’d)

The Case of Masiphumulele

- ACC-funded Climate Change Research
- UCT mapped spatial component of flood vulnerability in partnership with a local school

Result

- Support by Teachers
- Change in attitude by learners
- Follow up at application time

Conclusions

- Active recruitment has been recommended in marketing of the qualification
- When Geomatics facilitates solutions in local environments it becomes more marketable
- PGIS can raise awareness in communities on the role Geomatics in problem solving and decision making
- There must be an intentional effort to draw the link
- Not conclusive but another option
Siyabonga, Siyabulela (Thank You)