

STUDENT RECRUITMENT IN THE US

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Surveying Engineering Program



Surveying Student Recruitment

- A problem for many surveying programs in the US
- Several surveying programs eliminated, others threatened because of low enrollment



Surveying Student Recruitment

- New requirements for 4-year degree in many states
- Supply of survey graduates is not meeting the demand from the surveying profession



Surveying Student Recruitment

- Professional surveying societies at state and national level have stepped in to aid recruitment
 - Visits by surveyors to schools on career day
 - Visual aides to assist surveyors and others with classroom presentations
 - PowerPoint, video, etc.



Historical background

- University professional-level degree for surveying is relatively new in the US
 - Many states still use technical programs
 - States are requiring surveying programs to be in-state (some exceptions)



Historical background

- Public perceptions of the surveying profession are weak or non-existent
 - Surveyors stand outside grocery stores asking shoppers what they bought
 - Survey technicians holding a rod or cutting brush



Efforts to increase student recruitment

- Trig*Star
- Pennsylvania Society coloring book
- LSRP recruitment webpage
- CLSA recruitment webpage
- NSPS/NCEES recruitment video
- Boy Scout surveying merit badge



Trig*Star

- Started in 1984 by ACSM/NSPS
- Aimed at high school (secondary) students taking trigonometry courses
- Competition exam with surveying questions



Trig*Star

- Competition at local, state and national levels
 - Local surveyors or societies buy the exams
 - High school teachers proctor the exams
- Competition winners receive scholarships
 - Teacher of winner also wins a cash reward



Trig*Star

- Most winners do not enroll in surveying programs
- Many non-winners are exposed to surveying and do enter surveying programs
- Recently revised incentives for winners

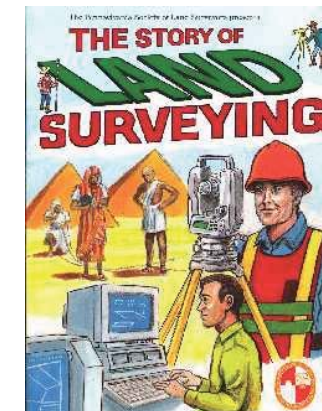


Pennsylvania coloring book

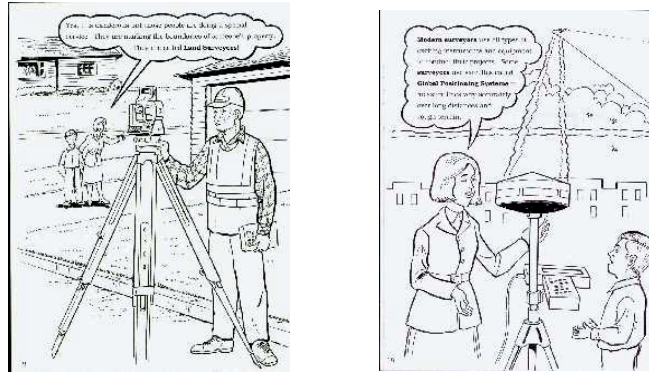
- Developed by the Pennsylvania Society of Land Surveyors
- Aimed at elementary (primary) school children (5 -12 years of age)



Pennsylvania coloring book



Pennsylvania coloring book



New Mexico State University



Pennsylvania coloring book

- Final page references the Surveying program at Penn State
- Other states granted copying privileges with editing of the final page
- Interest has dropped from initial printing

New Mexico State University



The LSRP recruitment webpage

- www.lsrp.com
- Dedicated to surveying profession
- “Promoting Land Surveying in Our Schools”
 - Originally developed by Dr. Charles Ghilani of Penn State Surveying program

New Mexico State University



The LSRP recruitment webpage

- Most US surveying programs are listed with links to program websites
- Aimed at students coming to universities
 - Passive approach but with some effect
- Designed to let pre-university teachers to incorporate materials into their classrooms

New Mexico State University



The CLSA recruitment webpage

- Hosted by the California Land Surveyors Association
- “Choose Your Path – Make Your Mark”
- Again aimed at students seeking to make surveying their career



The CLSA recruitment webpage

- Many links to surveying-related websites
- A “Teacher Guide” link specifically for primary and secondary school teachers
 - Designed to let teachers incorporate materials into their classroom studies



The NSPS/NCEES video

- Developed by NSPS with a grant from NCEES
- Targets secondary school students
- Includes a PowerPoint presentation



The NSPS/NCEES video

- Designed to be used by surveyors or surveying academics going into classrooms or attending job fairs
- Video can be put on a continuous loop for passive presentation



Boy Scout merit badge in surveying

- The merit badge has been around for many years
 - Map reading and trail following
 - Typically administered by non-surveyors
- Recent interest by surveyors to become more involved as a recruitment method



Boy Scout merit badge in surveying

- Recently upgraded to reflect tasks a land surveyor would perform
 - First aid procedures for injuries surveyors may sustain
 - Measure and mark a tract of land
 - Draw a plat of survey



Discussion on US recruitment

- Problems with public perceptions of surveyors – the surveyor image problem must be addressed simultaneously with student recruitment
 - Parents of students do not see surveying as a prestigious profession



Discussion on US recruitment

- Lack of coordinated effort
 - Each group seems to focus on different strategies
 - Duplication of efforts



Discussion on US recruitment

- No long term vision or plan for recruitment
 - No organization to coordinate efforts
 - Integrating plans for primary and secondary students
 - Updating recruitment materials
 - Organizing volunteer recruiters



Summary and Conclusions

- University surveying student recruitment is not meeting demand from profession for new surveyors
- Student recruitment was left to universities, professionals have only recently recognized the need to become more involved



Summary and Conclusions

- There are several surveying student recruitment efforts now ongoing in the US
- Recruitment efforts lack long term vision and coordination

