



Workforce Development Committee

Fall 2026 Report - Committee Activity Since The Spring Meetings

(April Through October 2026)

This is the Workforce Development Committee's report for the NSPS Fall meetings in Deadwood, South Dakota. I could not make the trip this year, so this report is doing all my talking. It covers what the committee did between the Spring meeting in April and the Fall meetings in October.

As always, this is the work of the WHOLE committee. I just write it down. THANK YOU to everyone who keeps showing up on the second Tuesday of the month, and to our liaisons from NCEES, Trig-Star, YSN, Education, Military.

Meetings Since The Spring Meeting

Our Spring meeting on April 16 in D.C. was a mini strategic planning session with the Military, Membership, and Marketing committees. Since then, the Workforce committee has met four times by Zoom: May 12, June 9, August 11, and September 15. I had to cancel the July call when a client meeting came up at the last minute, and we are not meeting in October because it is so close to the Fall meetings. We had between a dozen and fifteen people on each call, and most of the liaison seats were covered every month.

April 16: What We Said We Would Do, And What We Have Done

The April 16 session put four committees in one room to talk about where we are losing people and where we are not finding them. The tables came back with a long list of ideas. Seneca Holland took notes that day and sent them to me that afternoon, and I have tried to turn that list into action items for the committee. Below is every item from that session, what has happened with it since April.

Done or moving

- **Survey123 for veterans.** Esri Survey123 sign-up so veterans at military events get connected to companies. DONE. Seneca built it, Sean Ireland used it at Fort Riley in May, and it is being expanded to ASCA, FFA, NCTM, and ACTE.
- **NCEES storefront.** The NCEES storefront went live May 1 as the Be A Surveyor resource hub. States can order outreach kits and materials through the portal now. DONE.
- **Internship playbook.** Pat Gaylord is finishing Oregon's small business internship guide, built off the CrEW guide. IN PROGRESS.
- **Surveying in high schools.** Questions were asked for surveying to be taught in high schools. The Education Committee now has a working group building a national high school surveying and geomatics framework. IN PROGRESS.
- **Firms hiring veterans.** Sean reports four former service members hired this year through the committee's outreach. The Military Committee is also going straight to state society staff. IN PROGRESS.

- **Media calendar.** Christian Cernauskas is coordinating social media pushes with Trish Milburn so the hub and new items go out together. IN PROGRESS.

Not started yet

- Gift cards for veterans at military events.
- Post job and event updates to state calendars, and check them before heading to events.
- A pay boost for earning a CST (Pat Gaylord) and referral bonuses like Matthew \$100 gift cards for staff.
- More NSPS people at state society meetings, and NSPS booths at state meetings.
- Reverse career booth, where the students build the booth and market themselves to us.

The Be A Surveyor Resource Hub

The NCEES resource hub went live in May. States and volunteers order "Be A Surveyor" materials, giveaways, and tabletop banners through a portal instead of emailing Christian one request at a time. There were 41 orders in the first two months, during the summer, and the banners have already been restocked once. The fall conference season is where the hub gets its real test, and Christian is auditing and restocking the warehouse now.

CrEW And Outreach 101: The Two Guides Behind All Of This

Almost everything on the April list already has a home in one of the two guides this committee finished over the last two years. We do not need new documents. We need people to use the ones we have.

CrEW (Credentialing, Education, and Workforce: A Step-by-Step Guide) is the retention guide. It is written for firm owners and managers, and it lays out what a firm has to do to keep people: support mentoring, pay for credentials, back licensure, and show people a future in the profession. Every retention item from April 16 fits in CrEW. A pay boost for earning a CST, a referral bonus for bringing someone in, hiring veterans, and running an internship are all firm-level decisions, and CrEW is where we should be putting those examples. Oregon is already building its internship guide off of it. The next step is a CrEW update that adds those examples, and a push to get it in front of firm owners at state society meetings, not just on the NSPS website.

Outreach 101 (A Guide to Outreach for Land Surveying and Mapping Careers) is the recruiting guide. It gives a volunteer the talking points, the materials list, the event ideas, and the follow-up steps so nobody has to invent an outreach program from scratch. The outreach items from April 16 fit here: NSPS booths at state meetings, the reverse career booth, getting surveying into high schools, and the media calendar. With the resource hub now live, Outreach 101 is the instruction manual and the hub is the supply closet. The next step is a short Outreach 101 update that points to the hub, the QR lead capture form, so a first-time volunteer can order a kit and run a booth in a week.

2026 National Events

Four national events this year. NCEES is covering the booth cost on three of them. THANK YOU, NCEES!

ASCA. ASCA (New Orleans, July 11-14) is done and went well. Dr. Balaji Ramachandran and the Louisiana Society of Professional Surveyors really stepped up to staff the booth, and the same group has been asked back for ACTE in December.

FFA. FFA (Indianapolis, October 21-24) is in good hands with Ryan Selby and ISPLS. We moved up to Booth 1411 in the high-traffic part of the hall, and ISPLS is handling setup and shipping. Volunteers can sign up at ispls.org/sheet/workforce-development.

NCTM. NCTM (Denver, October 28-31) is new for us. NCEES could not fund it this year, so the Workforce Development budget is covering the booth (\$2,765) and Trig-Star is covering Aaron Leach's travel. Thank you to the Board for approving that quickly. Aaron will be there all three days, I will be there Wednesday, and Colorado is stepping up: Todd Beers is lining up volunteers and letting us ship the booth items to his office, and Warren Ward and Stephen Cory Bloomfield, PLS, are helping as well. We are still looking for volunteers to cover Thursday and Friday.

ACTE. ACTE CareerTech VISION (New Orleans, December 2-5) is our last national event of the year and ACTE's 100th anniversary. We have Booth 2122, a 10x20. Dr. Balaji is in for December 3 and 4. We are still looking for volunteers to cover both expo days.

Looking ahead. GeoWeek 2027 (Salt Lake City, February 23-25). Tim Burch says NSPS will be right inside the front door next to Trimble. Keep it on your radar.

Junior Surveyor Activity Book And Three Children's Books

Heather Keenan and I (mostly Heather) created the Junior Surveyor Activity Book, Volume 1, for ages 5 to 8. It is 56 pages of coloring pages, mazes, word searches, and puzzles built around two kid surveyors, Leo and Lilly, with a certificate at the end and a page of notes for the grown-ups handing it out. Every activity was reviewed by multiple licensed land surveyors. Scan the QR code on the last page to get it from the Outreach 101 files.

We are also working on three children's books right now, and they should be ready for review soon. All three tell the same story: a new playground is going to be built, and it takes three surveyors to make it happen.

- **Lilly the Land Surveyor.** Lilly starts at the beginning. She finds the old monuments, reads the deed, and sets the property corners so everyone knows where the playground can go.
- **Drew the Drone Surveyor.** Drew flies the site. The drone maps the whole park in an afternoon, and the pictures and the point cloud show the planners what is there before anything is built.
- **Leo the Construction Land Surveyor.** Leo stakes it out. Once the plans are done, he lays out the swings, the slide, the walkways, and the fence so the builders put everything exactly where it belongs.

Three surveyors, three ways into the profession, one playground. More to come! (couple of teaser images)



NSPS Workforce Development Committee – Submitted by Trent Keenan- Chair

Liaison Updates

Each of these committees has its own report in the Board book, so I will keep this short. The point is that we work together, every month, and the pipeline is one piece.

Education. Congratulations to Seneca Holland on finishing her Doctor of Engineering at the University of Maine in August. Her dissertation is about building education pathways into surveying, which is our whole job. The Education Committee's working group on a national high school surveying and geomatics framework is the item that touches us most directly. Shelby Sharpe and Adam Salazar are leading it, and they need volunteers to research state standards.

YSN. The 2026 mentoring program grew from 15 mentors and 24 mentees in May to 105 mentors and 100 mentees by June 9. The YSN is doing a great job!

Military. Four former service members hired this year. The Survey123 lead form started with the military events and is now being built for all four national conferences. Fort Leonard Wood is the week before the Fall meetings, and after that the posted schedule is mostly overseas.

Trig-Star. The Trig-Star Board holds its Fall meeting virtually on Thursday, October 15, at 4:30 PM Eastern. On the agenda: finalizing the 2027 local test, and a middle school that offers high school math credit and how its students fit into Trig-Star. The Education Committee also discussed Trig-Star in September. Dimitrios Bolkas's survey of program coordinators ranked Trig-Star low for directly recruiting students into surveying programs. (we all know this) But, it is still the one structured way a surveyor gets invited into a math classroom, and the discussion was about doing more with that visit. We are hoping NCTM conference will bring more awareness to the teachers!

CareerView XR. Oregon asked about licensing the VR headset package. Bridget Knudson at Be More Colorful sent an updated flyer on September 8, and I passed it to Oregon. Short version for any state that asks: the web tour is free on BeASurveyor.com, each VR video is \$1,000 to license, and the package with all three videos, a pre-loaded headset, case, and casting device is \$3,500. Ten states have statewide access now.

Get Kids into Surveying. The Get Kids into Surveying Monopoly game went live for pre-order on September 15 at \$55 a game.

Future City

Good news from Christian this month. A few months ago he met with the DiscoverE and Future City leadership about getting land surveying into the Future City program. He told them that only 10 to 15 percent of the students he saw at the regionals and at nationals knew what land surveying was, to any degree. This year, Future City wrote land surveying language into the Program Handbook. Middle school teams across the country build a city for that competition every year, and now surveying is in the instructions they read before they start. Thank you, Christian!

Tracking Leads

Seneca's Survey123 form with a QR code lets a booth volunteer collect a visitor's contact information in a few seconds on an iPad. It started with the military career fairs in May and is being built out for ASCA, FFA, NCTM, and ACTE with a short question list. Seneca is also setting up the data so Sean and Aaron can see the leads directly. Katie Britt added an exit survey question asking students how they first got interested in surveying, and I still owe

the committee a questionnaire for current surveying students on why they picked the profession. Until we have that data, we are guessing which events and which messages produce students.

Boot Camps

Two technician boot camps this fall. Michigan held its Surveyor Technician Boot Camp September 21-25 at the Seiler training office in Wixom. The Central Indiana Chapter of ISPLS ran a five-day Surveyor Bootcamp October 5-9 in Indianapolis with Todd Horton, PE, PLS, as the trainer, at \$600 a seat for 16 technicians.

Around The States

A few things members brought to the calls that other states can use.

- **Oregon.** Pat Gaylord's student outreach program ran 100 students through three sessions. Oregon chapters are also setting up at farmers' markets and an off-road show.
- **North Carolina.** Sherri Barron mentioned that they ran another YSN Tech Day on the coast in August.
- **Georgia.** Byron Freeman reported \$50,000 in scholarships this year, double the previous record, and a new internship program with two interns within his company.
- **Florida.** Katie Britt pointed us to the Worlds of Work career fair in Tallahassee for 8th through 10th graders and is taking Trig-Star to 4-H and homeschool groups.
- **Kentucky.** Ben Shinabery is sending the state society's paid staff to outreach events, since the volunteers' calendars are full, and combining university recruiting with workforce outreach at the same events.
- **Kansas City.** A member is meeting with the new director of Kansas City Kansas Community College about pairing with a high school on a survey program, aiming for a workshop in 2027 as well as a Boot Camp.
- **Regional.** Washington, Idaho, and Oregon are running a NW Surveyor outreach competition. Arizona, California, Nevada, and Utah are starting a Southwest Surveyor outreach branding!

What Still Needs Work

Follow-up. We make more contacts than we keep up with. The Air Force contact from earlier this year sat for months because everyone thought someone else had it. We need one list of who owns each contact and when it was last touched.

Volunteers for the national events. ASCA worked because Louisiana stepped up. FFA works because Indiana owns it. NCTM and ACTE are still short. We need a state champion named for each event months ahead, and we should be lining up 2027 volunteers now.

Budget. NCEES currently carries three of our four booths this year. NCTM showed what happens when an event falls outside that. Tim Murphy is right that the 2027 NSPS budget has to plan for four national events a year, and we have to be able to show the Board what we get for it.

Presenting, not just exhibiting. A booth gets us seen. A session gets us in front of teachers and counselors who chose to be there. We missed the 2026 NCTM deadline. Someone needs to own the 2027 session submissions for NCTM, ASCA, and ACTE. 😊

Closing

This committee got a lot done in six months, and it also left some things on the table. Both are in this report. The hub is live, the mentoring program doubled, the high school framework has started, four national booths are funded, and the first lead tracking we have ever had is in place. The April 16 list is the unfinished part, and it is written down now.

Thank you to everyone who brought their state's work to the calls!

Have a good Fall meeting, and I will see you in the spring!

Schedule:

National FFA Convention & Expo

- Held in Indianapolis through 2040. Partnership with the Indiana Society of Professional Land Surveyors remains key.
- 2026 - Indianapolis, IN (October 21-24) - Booth 1411

National Council of Teachers of Mathematics (NCTM)

- 2026 - Denver, CO (October 28-31)
- 2027 - Orlando, FL (October 27-29)
- 2028 - Minneapolis, MN (October 11-14)
- 2029 - Boston, MA (September 26-29)

ACTE CareerTech VISION

- 2026 - New Orleans, LA (December 2-5) - ACTE's 100th Anniversary - Booth 2122
- 2027 - Las Vegas, NV (December 8-11)
- 2028 - San Antonio, TX (November 29 - December 2)
- 2029 - Phoenix, AZ (November 28 - December 1)

GeoWeek

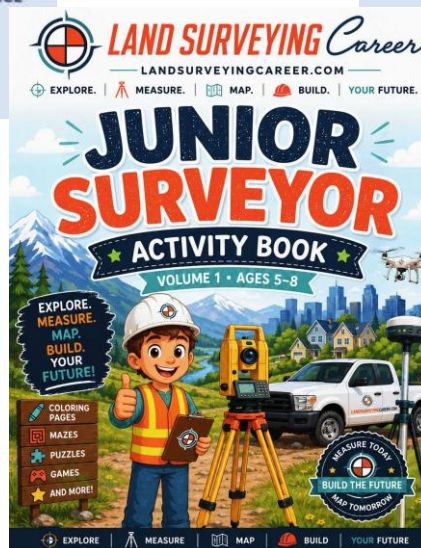
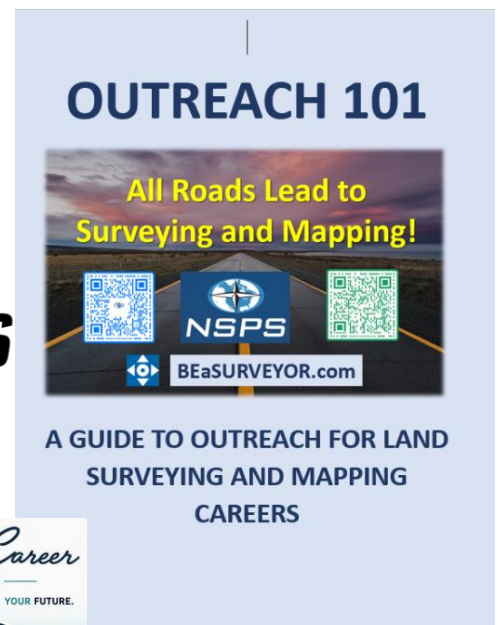
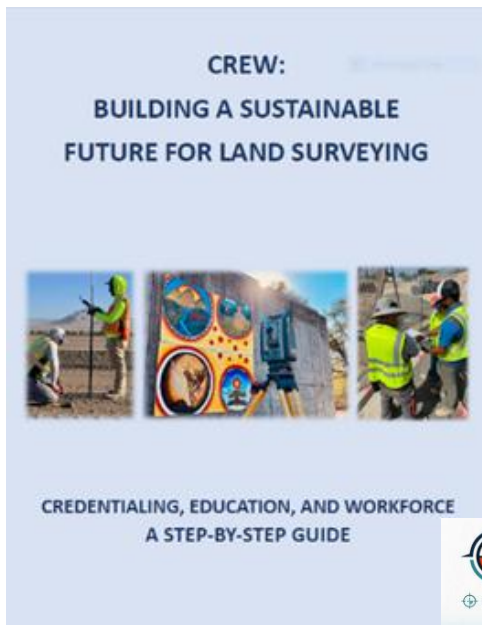
- 2027 - Salt Lake City, UT (February 23-25)

American School Counselor Association (ASCA)

- 2027 - Columbus, OH (July 17-20)
- 2028 - Seattle, WA (July 15-18)
- 2029 - Charlotte, NC (July 14-17)



HIRING OUR HEROES



BEaSURVEYOR.com

