

Indiana Society of Professional Land Surveyors  
Board of Directors Meeting

MINUTES

Friday May 5, 2017 | 1:00pm-5:00pm  
RGI Conference Room | 9100 Purdue Rd Ste 200 | Indianapolis, IN 46268

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Present: Bryan Catlin, President; Eric Banschbach, Vice President; Brent Friend, Treasurer;  
Vincent Barr; Norman Hiselman; David Myers

On Phone: Ryan Swingley, President-elect; Rich Hudson, Immediate Past President; Alexander  
Fabian, Secretary; Kurt Vonderheide; Don Williams (left at 3:16pm)

Guests: Brian Lewis, Executive Director

1. Call to Order

Bryan Catlin called the meeting to order at 1:00pm and a quorum was established. Everyone  
was asked to review the Mission and Vision of ISPLS as printed in the agenda.

2. Approval of the Consent Agenda

Board Meeting Minutes - February 17th, 2017  
ISPLS Financials - March Financial Report & March Balance Sheet  
Membership Report - Current Membership Report

A motion was made and seconded to approve the items in the consent agenda. **PASSED**

3. Strategic Discussion - Workforce Development and Promoting the Land Surveying Profession

The discussion was started by reviewing the major areas as determined during previous Board  
discussions. For ISPLS, Public Relations can be divided by audience into "Creating Interest in  
Land Surveying as a Career" targeting youth (high school / middle school students) and  
"Educating Our Customers on the Role and Value of Professional Land Surveyors."

A social media campaign is one identified method of getting the profession in front of both of

our target audiences. The IPLS Foundation has provided funding for a video that will promote Land Surveying as a potential profession to students. The video is almost ready to release and can be used as part of a social media promotion. The next step in a social media campaign is to reach out to the membership to collect additional videos and pictures. Videos and pictures are needed that show:

Interesting technology that Land Surveyors get to work with  
What we do and helping people understand when to hire a Land Surveyor  
Activities involved with Land Surveying that we want associated with the Profession  
Promoting the Land Surveying Profession as a Profession  
(and not something just anyone with a GPS can do)

In an effort to get our members involved with providing all of this content, we will develop a quarterly video/picture contest in conjunction with the Hoosier Surveyor.

An additional suggestion was to reach out to our members about submitting articles on high profile projects. These articles could then be submitted to other publications to highlight the role Surveyors play that the general public may be unaware of. These articles could also be used in the Hoosier Surveyor as they would be of interest to our members. Even if we can't get them into other publications, they can be incorporated into our social media campaign.

The ISPLS Job Board has been incorporated into our current social media schedule but it's important to keep encouraging our members to post jobs on the ISPLS site so we can use them to promote how many career opportunities there are within this field.

There was a discussion on the ISPLS Facebook Group, Facebook Page, the reasons for having both, encouraging members to sign up, and how to utilize both of them. In our weekly emails we'll revise how we're promoting all of our social media channels and better explain how to use each of them.

The Executive Director will reach out to the Indiana School Counselor Association to determine how we can work with their membership to a) get information on Land Surveying as a career in front of students, b) how we can participate in Career Days, c) and how we can get Trig-Star into more schools.

Ryan Swingley has submitted a grant request to the Foundation for a 3-D Sandbox and he talked about how that could be used in conjunction with visits to school or in public to demonstrate some of the neat things involved with Land Surveying to spark interest in it as a career.

The Board discussed attending events such as the Fairs and Home Shows where we could educate general consumers on who Land Surveyors are and what they do.

In order to take advantage of working with the Counselors Association and opportunities to get

out in public, we need some promotion tools available for use. Staff will develop two brochures, one aimed at promoting Land Surveying as a career and the other aimed at explaining why & when someone should hire a Professional Land Surveyor. This information will also be used to revise our website to create pages aimed at workforce development and improving the public facing information we provide to customers. Staff will also look into getting quotes for items such as booth signage & printed materials that could be made available for member use and promotional items such as window decals that could improve the visibility of ISPLS.

More research is needed to look into what our key metrics should be to track the success of our workforce development efforts. The most important benchmark will probably be enrollment in Indiana approved Surveying Programs as these programs are the pipeline to future licensed Land Surveyors. Also tracking the number of new licensees will help forecast any potential attrition issues with students graduating with a LS Degree but not continuing on to get licensed.

#### 4. RGI Contract Renewal

A new contract was presented for July 2017 - June 2020 that was essentially the same as the previous contract with a 4% COL increase to the rate. The Executive Director explained that after researching the hours used over the last 12 months and analyzing the Society's needs for the Convention, that the current contracted hours would be sufficient to assume a larger role in the Convention along with additional projects such as webinars and workforce development. The previous one year contract had been used as the template and upon review it was noted that the annual 4% COL was missing. Upon clarification, a revised contract will be provided that includes the COL increase. The Board of Directors authorized the ISPLS President to execute and sign the revised agreement.

#### 5. Annual Convention

Briefly discussed the 2017 Convention and the progress that is being made on the 2018 Convention education. We have a proposal for a mobile app that will accomplish everything we would need it to do. It is currently being used at a conference for another Association so we are pending some feedback on how it works for them. With a price tag of only \$3,000 we should be able to offset its cost by lowering our overhead and it could go a long way in improving session check-in and the overall attendee experience. We are also looking into how we can adjust our sponsorship & exhibitor offerings to improve our net revenue on this portion of the Convention.

#### 6. ISPLS Committees

The Board discussed the various committees and our recruitment efforts. The next step is to reach out to a couple people to finalize the committee appointments and to revise the website's listing. Committee recruitment is an ongoing process so we'll continue to promote to our

members getting involved and leave the committee survey open indefinitely.

7. ISPLS Webinars

An update was given on the two webinars currently in the works. One presented by Gary Kent will target Realtors to educate them on the services provided by Land Surveyors and another presented by Tony Gregory on ethics. Also discussed opportunities for additional topics and using webinars for presentations that might not draw enough interest to do at Convention.

During the webinar discussion, it came up that ISPLS has a full curriculum for a Fundamentals course but now that the exam is given on demand we are unable to get enough attendees to host the review. The Executive Director will reach out to the authors and see if we can make the information available to our members as a free service (to members) to help more people with the licensing process.

8. 2017 / 2018 Budget

As we prepare for the next fiscal year, the Board discussed what new programs we would like to invest in. The two new areas that were highlighted were webinars and funding for our public relations efforts, including social media advertising, printed materials, signage (for booths / displays), and vinyl window decals.)

9. Legislative Update

The Board discussed the results of the 2017 Indiana Legislative Session which included our unsuccessful bid to get funding for the Indiana-Michigan state line and the successful passing of SB 505 that included an increase in recording fees and directs more money to the county surveyor corner perpetuation funds from \$3.00 to \$5.00.

10. Next Board Meeting

After discussion it was determined to send out another poll that included June 30th to see which day might be the best.

11. The Board Meeting was adjourned at 4:21pm.



