

SurveyOklahoma | Career in Surveying

Workforce Development Initiative

On July 27, 2015, the Oklahoma Society of Land Surveyors (OSLS) and The State Board of Licensure for Professional Engineers and Land Surveyors (State Board) held a preliminary meeting to discuss the formation of a Task Force between the two groups with the purpose to promote the profession of Land Surveying in Oklahoma. The first official meeting of that Task force was held on September 18, 2015. At that meeting the objectives and goals of the Task Force were adopted.

- I. Develop goals which will support:
 - A. Surveying Education including Continuing Education
 - B. Advancement of Professionalism and Leadership Development
 - C. Advancement of the profession of surveying as it relates to public protection
- II. Advise the State Board about surveying regulations and bring recommendations for revisions.
- III. Study the effects of technological advancements within the profession

One of the first of these objectives to be addressed was the future of Survey education in the State of Oklahoma. Discussions with each of the 4 colleges began almost immediately with the goal to determine what each of the respective programs need to grow and attract new students.

At the same time the Task Force began working on a Career in Surveying campaign designed to attract high school students to the profession. After planning and discussions with various marketing firms, the Task Force began working on **SurveyOklahoma**, a campaign made up of print (poster and brochure) and digital aspects. The central focus of the campaign is the website; www.SurveyOklahoma.com.

In August of 2016 after months of work on content and design the website launched and the campaign began. The campaign begins with a introductory e-mail to all public school counselors in the State of Oklahoma (over 1100) and is followed by each one receiving a campaign brochure and poster to display in their office. Both of these mediums are designed with the sole purpose to direct counselors and students to the website where they can find out all they want to know about the profession. Things such as: average pay, scholarships, history of surveying and much more.

We would like to thank everyone who was involved in this portion of the campaign and look forward to the next phase

www.SurveyOklahoma.com

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