



The term Workforce Development has been thrown around quite a bit lately. It certainly has been one of our core priorities of NYSAPLS' 2023-2025 Strategic Plan which has branched out to several of our committees' tasks and goals for the last few years. And while you may be familiar with the term, what does it really mean?

WORKFORCE DEVELOPMENT

Essentially, the goal of workforce development is to build a skilled workforce by focusing on resources and activities that encourage and prepare individuals for employment and advancement in their careers.

WHAT IT MEANS TO US

Keeping that in mind, let's dig a little deeper and explore what it means to the members who crafted NYSAPLS' Strategic Plan. In the fall of 2022, a total of 37 NYSAPLS members met over the course of two days to discuss the future of our association. They traveled to Saratoga Springs from all areas of the state and were a mix of officers, directors and committee members, along with a few newer and younger members. They analyzed our strengths, weaknesses, threats and opportunities, participated in group round table exercises, and became the thoughtful leaders deciding our next 3-year path. The retreat was led by Strategic Facilitator, Susan Weinrich of the NYS Association of Non-Profits.

Amongst the many discussions circulated in the room was the buzz of the uncertain future of the land surveying profession. Currently, 58 is the average age of a surveyor in the United States. Surveyors are retiring and leaving the workforce faster than the new generation is entering. This is evident in one of the biggest struggles our members are facing now: hiring and retaining qualified technicians and licensed surveyors.

From discussion early on, our Strategic Planning Committee had identified one of our most important strategic issues: "Pathways to Surveying – Engaging Diversity & Workforce Development". They knew they needed to address the practicality and affordability of achieving a land surveying license in New York, encourage diversity in the profession, give a greater emphasis to the CST program, and explore alternative pathways to recruit more individuals into the profession effectively. The discussion during the retreat was energetic and lively when it came to this topic. Those conversations amongst our members, along with Susan's guidance, helped us craft a plan to help address the issue head-on.

GO TIME

A strategic plan was created, and it was time to go to work. And while workforce development may only be one "piece" of the overall strategic plan, it involves a large collaborative effort between several committees. With a bylaws amendment passed by our membership, a Workforce Development Committee was created. Yet, much of the groundwork had been laid by our hardworking Young Professionals and Public Relations Committees. Those two committees had previously worked on projects and campaigns involving getting kids into surveying, developing brochures, lesson plans, videos, and much more. The Workforce Development committee was tasked with getting those resources organized in a user-friendly format on our website for members to utilize. Additionally, they created volunteer guides outlining what is needed to attend various event types to showcase the profession. From talking points, to video downloads, brochures and materials available from NYSAPLS HQ, we have you covered!



NEW WEBSITE RESOURCES LAUNCHED

We're excited to announce the launch of our new Workforce Development page <https://www.nysapls.org/page/workforcedevelopment> on the NYSAPLS website, designed to

foster connections between our members and volunteer opportunities across the state. It is our mission to invigorate the surveying profession in New York, we need your help to attract younger generations to join our field.

We invite each of you to take an active role in this initiative! On our Workforce Development page, you can:

- Sign up for volunteer opportunities. Your involvement can make a significant difference!
- Download, print, and share valuable land surveying career information. Help inspire interested talent to explore this rewarding profession.
- Access tips for preparing for successful events. We want to ensure you feel equipped and ready to engage effectively.

We encourage you to reach out to your local communities through educational outreach – think about presenting at schools, offering mentorship programs, or engaging with scout troops to help them earn their surveying merit badges. These interactions are fulfilling and essential for cultivating interest and building a pipeline of future professionals who will drive our industry forward.



ALL HANDS ON DECK

We're relying on YOU, our members who are familiar with your local elementary schools, middle schools, high schools, B.O.C.E.S. programs, Boy Scouts, Girl Scouts and other community programs to help us get involved in every area of the state. If every member reached out to just one school, or one troop, or attended one career fair, just imagine how many young minds we could introduce to the amazing profession of land surveying. Let's work together and strengthen the future of the profession!

Our goal is to build our volunteer pool large enough across the state, so we'll have coverage for any event that comes up. With busy day-to-day schedules, kids' sports and after-school activities, "fur babies" and vacations, your free time is slim. We get it! But please don't be afraid to sign up. If we call you and you're busy, we'll move on to the next member in the area. However, we hope you'll consider stepping in and helping out. It's rewarding and fun! Please review the workforce website, use the QR Code on this page, or visit <https://www.nysapls.org/page/WF-volunteer> to sign-up today.



Help us ignite our younger generations' passion for land surveying. Your participation is vital – sign up today and help us shape the future of our profession!

DID YOU KNOW?

NYSAPLS Headquarters office has everything you need for a successful event:

- Pull-up Banner
- Table runner with NYSAPLS Logo
- Virtual Reality (VR) headset pre-loaded with 3D videos
- Brochures
- Posters
- Keychains, stickers, fidget spinners, stickers, post-its, etc.



Contact our office today to get started!

