PRIORITY AREA: MORE SURVEYORS

Overall Goal: TSPS assists to develop the talent the surveying industry needs in Texas.

Strategy: Collaborate with educational institutions to promote surveying as a profession.

Objectives:
A. Student pipeline of future surveyors.

Tactics:
- Encourage student attendance at chapter meetings.
- Replicate the high school program.
- Develop a Surveying Camp aimed at middle and high school students.

B. Educational Partnerships for successful surveying programs.

Tactics:
- Build relationships with the Workforce Commission and CTE programs regionally to ensure surveying information is current.
- Collaborate with youth organizations.
- Increase visibility with guidance counselors at middle schools.

Strategy: Encourage paraprofessionals to leverage career opportunities.

Objectives:
A. Increased number of RPLS and SIT in Texas.

Tactics:
- Provide virtual support for study groups.
- Offer on-demand courses as study materials.
- Communicate opportunities to Texas SITs.

B. Higher regard of Certified Survey Technicians.

Tactics:
- Offer TSPS student rate membership to CSTs.
- Encourage management to have paraprofessionals to be tested and certified.
- Promote chapter scholarships for CST for college education.

Strategy: Expand the diversity represented in the profession.

Objectives:
A. Mentorship opportunities for women and minority professionals.

Tactics:
- Create a Diversity Task Force to identify TSPS initiatives.
- Promote recruiting messaging that resonates with those that want to work outside.
- Create “spaces” for peer-to-peer connections locally, regionally, statewide.
B. Texas Young Surveyors are engaged as the next generation of professionals.

Tactics:
- Encourage Young Surveyor engagement at the chapter level and representation on chapter boards.
- Position on TSPS Board for representation under 40.

PRIORITY AREA: BETTER SURVEYORS

Overall Goal: TSPS is the source for the education of innovative practices for surveyors in Texas.

Strategy: Educate surveyors on emerging technologies and best practices in the industry.

Objectives:
A. “Learn where you are” options.

Tactics:
- Promote the availability of online courses.
- Offer hybrid opportunities with interactive learning.
- Provide paraprofessional courses online.

B. TSPS is the premier choice for PDH.

Tactics:
- Promote course development and encourage more participation.
- Create dynamic scheduling to attract and engage more people at the convention.
- Provide regional-specific tools and technology training.

Strategy: Prepare surveyors for long-term success.

Objectives:
A. Resources to build sustainable and profitable enterprises.

Tactics:
- Encourage professional practices.
- Leverage data and communicate the market value of surveying.
- Partner with organizations to provide education and assistance for small enterprises (i.e., SBA, SCORE, SBDC, colleges).

B. Expand the scope of practice for surveyors.

Tactics:
- Cross-promote TSPS events with GIS disciplines.
- Encourage partnerships and teaming efforts for larger projects.
- Offer topics on emerging technologies at Lunch & Learns.
PRIORITY AREA: OUR SURVEYORS

Overall Goal: TSPS represents the interests of surveyors and elevates their value in Texas.

Strategy: Create a unified voice for professional surveyors.

Objectives:

A. More representation of surveyors at the state level.

   Tactics:
   - Unified concern of sustainability of the surveying profession.
   - Leverage the Survey Advisory Committee to influence TBPELS decisions.
   - One-on-one invitations to non-TSPS members to chapter meetings and state events.
   - Public awareness about the need and value of professional licensed surveying.

B. Balanced agenda on surveyor priorities.

   Tactics:
   - Collect feedback from surveyors and increase participation of TSPS members and non-members.
   - Government Affairs Committee identifies Legislative Priorities and creates Legislative Agenda.
   - Key regional influencers share the legislative agenda and facilitates outreach to surveyors.

Strategy: Develop a sense of community and collaboration among members.

Objectives:

A. Member achievements and best practices are highlighted and celebrated.

   Tactics:
   - Member spotlights in Texas Surveyor and on social media.
   - Simplify the award nomination process.
   - Communicate purpose of and increase nominations for annual awards.
   - Promote award recipients on social media.

B. Partnerships to expand opportunities.

   Tactics:
   - Encourage members to serve on local boards to promote the value of surveying.
   - Create opportunities for surveyors to meet, connect, and build relationships.
   - Support joint-chapter and co-hosted meetings with other professional society organizations.