

Where are we heading?

The Crisis in Surveying Education and a Changing Profession

Photo by courtesy of Kingston University for Frances Plimmer

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Presentation overview

- Introduction
- Supply and Demand
- Fundamental Problem
- Knowledge Society
- Possible Solutions

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Introduction

- There are a number of fundamental challenges facing the surveying profession
 - New technologies
 - New opportunities
 - Broader skill sets
 - Diversity of activities
- Surveyors are multi-talented professionals
- A surveying competency may lie in another profession in another jurisdiction!

Introduction - Supply and Demand - Fundamental Problem - Knowledge Society - Possible Solutions

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Introduction

Key questions ...

- What will constitute the core skills of professional surveyors in the medium to long term?
- What does the profession need to do not only to retain its position of expertise within the professional community and in society but also to enhance it?

Introduction - Supply and Demand - Fundamental Problem - Knowledge Society - Possible Solutions

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Introduction

Key questions (con't) ...

- How should education develop to meet the challenges of a changing profession?
- How should the profession respond to the medium to longer term impact of globalisation on the profession?

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Supply and Demand

- The major issues are:
 - Appropriate surveying skills
 - The impact of globalisation
 - The need for technical expertise
 - Ageing profile of those in education

Introduction - **Supply and Demand** - Fundamental Problem - Knowledge Society - Possible Solutions

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Supply and Demand

- The technical expertise and breath of the specialisation across the range of skills is a major problem

RICS has identified over 180 specialist surveying skills

- How do we attract the best students?

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Fundamental Problem

Identity:

“the surveying profession is currently struggling for an identity in both the developed and developing worlds”

Williamson 1997

10 years on has the situation improved?

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Fundamental Problem

The primary marketing barrier = lack of public profile and understanding. A recent survey conducted by the NZIS revealed that many professional people had a:

“surprisingly low level of understanding of the surveyor’s tertiary qualification and career path, and some misunderstandings or ‘misty view’ of a surveyor’s skills and knowledge”

Toner 2006

Introduction - Supply and Demand - **Fundamental Problem** - Knowledge Society - Possible Solutions

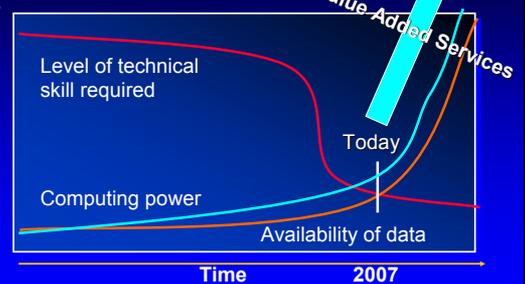
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Fundamental Problem

High

Low



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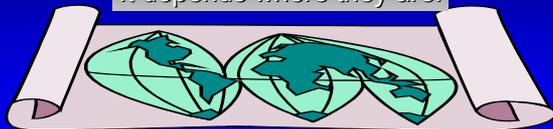
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Fundamental Problem

When is a Surveyor NOT a Surveyor?

It depends where they are!



National and Regional Variations

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Fundamental Problem

Identify the Surveyor



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Fundamental Problem

- International Perception – two UN documents
 - International Standard Classification of Occupations (ISCO)
 - 10 classifications of Surveyor, do not cover FIG definition of 'surveyor'
 - International Standard Industrial Classification (ISIC Rev.3)
 - Hard to see how 'surveyors' fit

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Fundamental Problem

As a profession we tend not to exploit our ability to act as 'professional facilitator'

There are pockets of change - The Marrakech Declaration (FIG 33 2004) is intended to:

- "support politicians, senior managers, professional organizations and decision makers in their efforts to enable a balanced coexistence of a sustainable nature and a liveable habitat".

We need to exploit our professional abilities on the world and national stage.

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Fundamental Problem

- We do not have a global coherent marketing message – resulting in:
 - Poor public recognition
 - Poor student numbers
 - Poor understanding of surveying skills and practice
 - Poor remuneration

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Knowledge Society

'Knowledge workers . . . give the emerging knowledge society its character, its leadership, its central challenges and its social profile. They may not be the ruling class of the knowledge society, but they already are its leading class.

In their characteristics, their social positions, their values and their expectations, they differ fundamentally from any group in history that has ever occupied the leading, let alone the dominant position.

Druker (1994)

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Knowledge Society

A number of major changes are occurring within:

- engineering
- land administration
- cadastral systems
- GIS
- planning
- environmental impact and strategic assessments
- marine projects

with the result that multi-professional groupings are being created to generate holistic complete life cycles solutions, of which the surveying profession can form an integral component.

Introduction - Supply and Demand - **Fundamental Problem** - **Knowledge Society** - Possible Solutions

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Knowledge Society

These changes may even demand a 'root and branch' restructuring of the professional specialisms and therefore both professional education and professional qualifications.



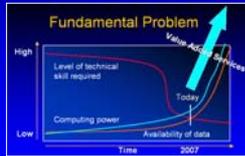
Photo by courtesy of Reinhard Marberger

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Knowledge Society

If these opportunities are not embraced by the surveying profession, to allow collaborative working to become a major outlet for the provision of value added services, professional commercial competitors will move into the marketplace previously dominated by the surveying profession.



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Possible Solutions

- Review the Definition of the word 'Surveyor'
- Identify Successes and Failures
 - Changing name is not a long term solution
 - Focused marketing is essential
 - Co-coordinated marketing is essential
 - High levels of remuneration are attractive

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Final Remarks

- The identify crisis should be addressed by FIG as a whole
- The Profession's future is at stake and we must attract the best students to the profession



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Final remarks

Thank you

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