

ALSA Public Relations Plan - Sorted By Category

CAREER

Goal: Promote land surveying as a career to high school, technical school and university students.

Targets: Reduce the Alberta GDP to articulated student ratio to 2,500.
 Increase the percentage of geomatics students interested in becoming a land surveyor to 60% from 54%

Action Item	Aimed At	Objective	Frequency	Budget	Actual	Manpower
Attend UC Career Day	2nd, 3rd, 4th Year Geomatics Engineering Students	Good employment opportunities and good money Become a professional land surveyor	Annually – February 2006-2011	\$500		3-4 ALSA members
Become an educational information resource	Outreach organizations	Inform groups that ALSA members are available to visit schools Are they?	Annually – August – 2010-2011	Time and expenses		Administration
Create resource package for members doing career presentations at schools	Students ALSA Members	Land surveying is fun Land surveying is a profession Land surveyors make good money Employment prospects are strong	May 2009	TBD		ALSA members – developed by Rose Country
Develop a demonstration activity for students	Grades 9-12 – tie in with curriculum	How math is used by surveyors Land surveying is a profession with good prospects	May 2007	TBD		Administration and ALSA members – developed by Rose Country

Maintain the Made to Measure Crate with Science Alberta Foundation	Grade 8	Land surveying is fun Land surveyors use math everyday Land surveying is a career	Annually 2005 - 2011	\$0 - until end of crate's life cycle	Administration
Meet directly with students at school	Grades 11-12	Land surveying is fun Land surveying is a profession Land surveyors make good money Employment prospects are strong	Annually – September - 2005 - 2011	New materials and members mileage and time	ALSA members
Organize (or co-organize) a math and science related career fair	Grades/locations TBD	Land surveying use math everyday Land surveying is a career/profession	Annually – 2009	TBD	PR Committee Administration and ALSA members
Organize First Year BBQ	1st Year UC Engineering Students	When choosing an engineering stream, choose geomatics Good employment opportunities and good money Become a professional land surveyor	Annually – November 2005-2011	\$700	One committee member and involvement of ALSA membership
Organize UC Beef and Bun	2nd, 3rd, 4th Year Geomatics Engineering Students	Good employment opportunities and good money Become a professional land surveyor	Annually – February 2006-2011	\$2,500	One committee member and involvement of ALSA membership
Participate in Kananaskis Survey Camp	4th Year Geomatics Engineering Students		Annually – August - 2006-2011	non PR Committee budget	GELC
Plan and implement math contest	Grade 11	Land surveyors use math everyday Land surveying is an outdoor career	Annually 2005-2011	TBD	PR Committee Administration

Promote student memberships	Grade 7-university students	Learn what land surveying is all about by receiving free information directly from the ALSA	Annually – Annually - September - 2005-2011	0	Administration - To NAIT, SAIT, UC, UNB, BCIT and other post-secondary students To high school students through ALSA website and direct mail to schools
Send career brochure/poster to high school math teachers, comp sci teachers and guidance councillors	Grades 9-12	Land surveying is fun Land surveying is a profession Land surveyors make good money Employment prospects are strong	Annually – September-October 2005 - 2011	Cost of postage and mailers	Administration
Update Career websites – specifically: ALIS, Career Cruising, Carma Centre	Grades 9-12	Ensure career websites have accurate information about employment requirements, job prospects, financial rewards	Annually – July-August 2006-2011	Minimal	Administration
Update trade show displays specifically for career presentations	Students ALSA Members	Ensure trade show displays are targeted specifically at students with up-to-date information	Annually - 2006-2011	TBD	Rose Country PR Committee

CONTINUING ACTIVITIES

Goal: Increase the public's and related organizations' awareness of the land surveying profession.

Targets: Municipalities – maintain/increase image of an ALS as a surveying professional at 84%
 Realtors – Increase awareness of RPR Index to 25% from 17%
 Realtors – Increase image of an ALS as a surveying professional to 75%
 Lawyers - Increase image of an ALS a

Action Item	Aimed At	Objective	Frequency	Budget	Actual	Manpower
Create a photographic Library	In support of all of the ALSA's other PR initiatives	Alberta Land Surveyors are hi-tech professionals	Update annually	\$2,000		Rose Country Photographer Models

Create and distribute news articles – particularly the regular ALSA column in AREA Update	General public Related organizations Realtors	Answers to common questions/ misconceptions about land surveying Land surveying is an active and hi-tech profession Case studies	Six times per year 2005-2011	\$150	Rose Country Administration PR Committee/President
Create and distribute news articles – particularly the regular ALSA column in AREA Update	General public Related organizations Realtors General Media	Answers to common questions/ misconceptions about land surveying Land surveying is an active and hi-tech profession Case studies	Six times per year 2005-2011	\$150	Rose Country Administration PR Committee/President
Distribute brochures to financial institutions	Financial Institutions	Free brochures are available	Annually 2006-2011	Time and cost to post	Rose Country – names Administration
Distribute brochures to lawyers	Lawyers	Free brochures are available	Annually 2006-2011	Time and cost to post	Rose Country – names Administration
Distribute brochures to municipalities	Municipalities	Free brochures are available	Annually 2006-2011	Time and cost to post	Rose Country – names Administration
Distribute brochures to realtors	Realtors	Free brochures are available	Annually 2006-2011	Time and cost to post	Rose Country – names Administration
Issue news releases when appropriate	General public Related organizations	Land surveying is an active and hi-tech profession Depends on the issue raised	As required throughout the year	Minimal	Executive Director/President
Present Media Training seminar	ALSA Staff, Council, ALSA Members	Learn how to deal with the media and how to respond properly	Biannually	\$1,500	Rose Country Staff, Council, Members

Update brochures - Career	General public	Ensure information is current and correct	Review one brochure annually	\$6,000 to reprint ?? to re-design	Rose Country PR Committee
Update brochures - Easements	General public	Ensure information is current and correct	Review one brochure annually	\$6,000 to reprint ?? to re-design	Rose Country PR Committee
Update brochures - Monuments	General public	Ensure information is current and correct	Review one brochure annually	\$6,000 to reprint ?? to re-design	Rose Country PR Committee
Update brochures - RPR/Title Ins	General public	Ensure information is current and correct	Review one brochure annually	\$6,000 to reprint ?? to re-design	Rose Country PR Committee
Update brochures - Subdivision	General public	Ensure information is current and correct	Review one brochure annually	\$6,000 to reprint ?? to re-design	Rose Country PR Committee

DEVELOPERS

Goal: Inform developers of brochures and other information that may be of interest to their clients

Targets: Maintain image of an ALS as a surveying professional
Maintain high level of satisfaction that developers have for Alberta Land Surveyors

Action Item	Aimed At	Objective	Frequency	Budget	Actual	Manpower
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Use developers as ambassadors	Developers Developers Clients	ALSA has free brochures (RPR, subdivision, monuments, easements) which may be of interest to their clients)	Annually	Time and postage	Administration
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ENERGY

Goal: Increase awareness of the role of the land surveyor to rural landowners who may have contact with pipelines or wellsites.

Targets: Measure rural land owners satisfaction

Action Item	Aimed At	Objective	Frequency	Budget	Actual	Manpower
Create a rural landowners brochure that would include information on surveying, pipelines, and wellsites	Rural landowners	Educate rural landowners and provide a source of reference information	May 2007	TBD		Rose Country PR Committee
Distributed through land agents, municipal offices, Farmer's Advocate						

GENERAL COMMUNICATIONS

Goal: Increase the public's knowledge/awareness of the expertise that an Alberta Land Surveyor provides
Increase the public's knowledge/awareness of the services and skills that an Alberta Land Surveyors provides

Targets: Increase the public's awareness that land surveyors require university degree plus training from 16% back up to 29.4%
Increase the number of monthly "hits" on the ALSA website

Action Item	Aimed At	Objective	Frequency	Budget	Actual	Manpower
Advertise through billboards, radio, television and/or newspapers	The public – urban and rural	Reinforce the new brand	Once branding exercise is concluded	TBD		Rose Country

Branding	The public, membership	Distinguish the ALSA from the competition	??	TBD	Members, Council, Rose Country
Develop a quarterly electronic newsletter (database marketing)	Subscribers – primarily the public, lawyers, realtors	Articles on land development related issues	Quarterly - 2007-2011	Time	Administration
Encourage members to be involved in communicating to the public	ALSA members	Members must be encouraged to become publicly visible in their communities	December 2005 issue of ALS News	None	PR Committee – Art Miller agreed to ALS News article.
Investigate hosting a special public event or sponsor an existing event	The public	Positive brand awareness		TBD	Administration Public Relations Rose Country
Investigate producing a one hour documentary for television	The public	Celebrating the centennial of the ALSA Recognizing the historical achievements of land surveyors	One-time effort	TBD	Rose Country
Join Alberta's Promise	The public	The ALSA supports programs that benefit children and youth	One-time	None – specifically to become a promise partner	Rose Country Council
Promote the ALSA Centennial	The public and stakeholders, related organizations	Land surveying is an historically important part of the development of Alberta		TBD	The public and stakeholders, related organizations
Revise website	The public, members, students	ALSA is hi-tech The website is the place to get information about land surveying/geomatics issues	December 2005	Time	Administration

GOVERNMENT

Goal: Keep elected and unelected provincial officials informed of land surveyors and the initiatives of the Alberta Land Surveyors' Association.

Targets: No targets have been established as it is difficult to measure the success.

Action Item	Aimed At	Objective	Frequency	Budget	Actual	Manpower
Annual meetings with key ministers – particularly Sustainable Resource Development, Government Services, HR&E	MLAs	Keep ministers informed of land surveyors and the initiatives of the Alberta Land Surveyors' Association. Speak to ministers about any current issues at the time	Annually - 2006-2011	Time and expenses		ALSA President Executive Director
Attend Premier's Dinner in Edmonton	MLAs, Related organizations	Make contacts with MLAs and other organizations attending the dinner	Annually - 2006-2011	\$2,000		Executive Committee
Invite MLAs to AGM	MLAs	Show that the ALSA is a vibrant and active organization	Annually - 2006-2011	Minimal		Administration
Invite MLAs to AGM - This is the Centennial AGM - Invite all MLAs	MLAs	Show that the ALSA is a vibrant and active organization	Annually - 2006-2011	Minimal		Administration
Invite MLAs to golf tournament	MLAs	Show that the ALSA is a vibrant and active organization	Annually - 2006-2011	Minimal		Administration

Meet with CAPP, LTO, DOS, Metis Settlements, EUB, Special Areas, Surface Rights Board, AUMA, AAMD&C and others. Who are the others? What is the appropriate forum?	Government bureaucrats and related organizations	Address any concerns or issues related to the organization/department and land surveying	Annually - 2006-2011	Time and expenses	ALSA President Executive Director
MLA Night	MLAs	Keep elected provincial officials informed of land surveyors and the initiatives of the Alberta Land Surveyors' Association. Speak to MLAs about any current issues at the time	Bi-annual 2006, 2008, 2010	\$2,500	Administration Membership

LAWYERS

Goal: Increase lawyers' knowledge about land surveying so that they can impart accurate information to the public

Targets: Lawyers - Increase image of an ALS as a surveying professional from 30% to 50%
Lawyers - Increase awareness of RPR Index to 25% from 17%

Action Item	Aimed At	Objective	Frequency	Budget	Actual	Manpower
Advertise in magazines aimed at the legal profession (ie: Law Now, Law Matters)	Real estate lawyers	RPR Index available (Law Matters) RPRs/ monumentation destruction/ municipal surveying	Law Matters - ?? Law Now – when special supplement prepared 2008	TBD		Rose Country Administration PR Committee

Make presentation at Edmonton/Calgary CBA Luncheons	Real estate lawyers	The role of the land surveyor/ lawyer in the real estate transaction What the land surveyor can do to benefit the lawyer (ie: RPR Index) Free brochures available Other current affairs	Annually – 2007-2011	Time and expenses	Administration ALSA President
Use lawyers as ambassadors	Lawyers/ General public	Inform lawyers that free ALSA brochures are available (how? – through snail mailing, email subscription) and that they could hand out this information to the public	Annually – September 2007-2011	Cost of mailing and brochures	Administration

MUNICIPALITIES

Goal: Increase municipalities' knowledge about land surveying so that they can impart accurate information to the public

Targets: Increase awareness of all ALSA publications
Increase municipalities' confidence regarding the importance of surveyed boundaries
Increase/maintain image of an ALS as a surveying professional at 84%

Action Item	Aimed At	Objective	Frequency	Budget	Actual	Manpower
Investigate participating in AUMA, AAMD&C, CPA, LGA, ADOA trade shows	AUMA, AAMD&C, CPA, LGA, ADOA members – elected officials and administration	Distribute brochures and provide delegates to interact with members of the profession		\$2,500		PR Committee
Offer survey-related training for municipal staff	Municipal staff	Easements, rights-of-way, subdivision, plan registration, RPRs, monument destruction and so on. Must have broad appeal		Should be self-sufficient		Administration ALSA Members

Paid advertising directed at municipalities	AUMA and AAMD&C newsletter readers	Focus on areas where low knowledge exists	Annually - in conjunction with municipal association newsletters	TBD	Rose Country
Speak at municipal conventions	AUMA, AAMD&C, CPA, LGA, ADOA members	Dependent upon topic and audience Have ALSA input into those topics	In conjunction with each conference – send letter each January 2006-2011	Time and expenses	Administration ALSA President
Use municipalities as ambassadors	Individual municipalities	Inform municipalities that the ALSA has free brochures Provide free brochures Encourage municipality to make brochures available to the public	Annually – in January – 2006-2011	Time and postage	Administration

REALTORS

Goal: Increase Realtors’ knowledge about land surveying so that they can impart accurate information to the public
Increase Realtors use of the ALSA website, in particular the RPR Index

Targets: Increase awareness of the RPR Index from 17% to 25%
Increase awareness of RPR Brochure from 57% to 65%
Increase image of an ALS as a surveying professional

Action Item	Aimed At	Objective	Frequency	Budget	Actual	Manpower
Develop survey training program for real estate professionals	Realtors	Educate Realtors about the land surveyor’s role in RPRs, easements, right-of-ways, subdivisions, plan registration and so on.	2010	TBD		Administration Membership
Meet with Real Estate Boards	Realtors	Inform Realtors about free ALSA brochures Other current events of the day	October – annually – 2006-2011	Time and mileage		Executive Director President Membership

Prepare a Realtor Guide to Real Property Reports	Realtors	Address issues such as the RPR in listing agreements, cost, time, when to order an RPR, comparison to title insurance, liability issues, legal issues, availability of free brochures – distributed the Realtors, the web and direct mail.	2007	TBD	Public Relations Committee Rose Country Administration
Use Realtors as ambassadors – develop a database of real estate professionals	Realtors General Public	Inform Realtors that the ALSA has free brochures Provide free brochures Encourage Realtors to make brochures available to the public	March – annually – 2006-2011	Time and cost to post	Administration Rose Country