



Strategic Plan 2025 - 2030

STRATEGIC PLANNING SESSION

LSAW held a strategic planning session in August 2024. The session was attended by Officers, Board Members, Chapter Leaders, Committee Chairs, and representatives of the Young Surveyors Network. This group made up the LSAW Strategic Planning Committee (SPC). During the strategic plan, we reviewed previous strategic plans as well as the highs and lows of the association discussing what we have done well and what we need to improve upon. We also discussed the issues that are most pressing to the association and the industry in Washington. The most critical threats to the profession were identified and from these discussions, association initiatives were developed.

REVIEW OF PREVIOUS STRATEGIC PLANS

Strategic plan 2006 - 2012 was reviewed. The majority of the strategic plan items were short term goals that were accomplished within the 2006 – 2012 time period. It was noted that the 2006 strategic plan was forward thinking and included initiatives for online education and virtual Board of Directors meetings.

HIGHS, LOWS, AND SWOT ANALYSIS

The SPC performed a SWOT analysis to develop a list of highs and lows as well as to identify strengths, weaknesses, opportunities, and threats.

Highs / Strengths Include:

- Conference
- Virtual meeting capability
- Fall seminar and other continuing education opportunities
- PLS refresher videos
- Supporting the LSAW Foundation
- Supporting educational programs (Renton, Bellingham, Clark)
- Evergreen State Surveyor and E-News
- Executive Office
- Streamlined operations and expenses has created greater financial stability
- Update of Common Law book
- Liaisons with state, regional, and national organizations (SAB, BRPELS, NGS, WFPS, NSPS)
- Volunteers (identified as a low as well)
- Strong membership numbers (percent of members vs resident surveyors highest in the west)
- Strong chapters – local networking and peer resources
- AELC lobbying coalition

Lows / Weaknesses Identified:

- Volunteer apathy. The volunteers we have are great and work hard but it is a small pool of volunteers that do the majority of the work. We need to increase the number of members that participate.
- Two-year educational programs are struggling and no four-year degree available in state.
- Lack of formal mentorship program
- Not enough outreach and public awareness
- Need to better communicate the intangible member benefits such as representation
- Need to revitalize the Young Surveyors Network



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Threats Identified:

- Efforts to deregulate the profession
- Aging of the profession
- Insufficient public awareness
- Shortage of mentors
- Struggling formal education programs
- Unlicensed practice
- Rising fees (e.g. record of survey fees)

Opportunities Identified:

- Increase public awareness – “How the Profession Serves the Public”
- Increase outreach to those changing profession – Military/Skill Bridge
- Increase outreach to high school – STEM, CTE
- Outreach – media campaign
- Create a mentorship program
- Partner with Board of Registration on outreach
- Work with formal education institutions to integrate survey curriculum into existing programs
- Revitalize Young Surveyors Network
- Support field to office and pathways to licensure



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2025 - 2030 STRATEGIC PLAN

Based on review of previous strategic plans as well as a current SWOT analysis, the LSAW Strategic Planning Committee (SPC), comprised of Officers, Board Members, Chapter Leaders, Committee Chairs, and representatives of the Young Surveyors Network, developed the following initiatives. These initiatives will be closely monitored for the next five years.

The SPC identified specific short-term goals that will be accomplished within the five-year period and long-term goals that will likely continue past the five-year life of this strategic plan.

INITIATIVE: RECRUITMENT & WORKFORCE DEVELOPMENT

The SPC discussed the critical need to recruit both new licensees and unlicensed survey techs for the field, office, etc. As the profession ages and licensees retire, we are not replacing them at the needed rate. Low number of new licensees also increases deregulation threats. Creating a spotlight on a career in surveying is critical to recruit the next generation of surveyors. Recruitment should focus both on high school students and those later in life looking for a possible career change. The SPC agreed this will be an ongoing initiative and the following outreach avenues were identified.

- a. Development of a professional video and a new Northwest Surveyor brand in partnership with neighboring associations. In addition to long format video, short form videos clips will also be used to launch a social media campaign.
- b. Direct student outreach. Utilize the Young Surveyors Network (YSN) for these opportunities so that students can relate to and envision themselves in these roles.
 - i. STEM Events
 - ii. CTE Class Presentations
 - iii. 4-H, FFA
 - iv. Scouts
 - v. Skills USA
 - vi. Project Lead the Way (PLTW)
- c. Develop outreach volunteer resources including handouts, speaker packets, presentations, and banners for booth setup.
- d. Work with Career Technical Education (CTE) to integrate survey curriculum to high school and provide potential for certificates upon graduation. Utilize already developed resources such as CST program and FAA 107.
- e. Exhibit at CTE and School Counselor conferences to make necessary contacts to continue to engage students that would likely have an interest in surveying profession.
- f. Research Helmets to Hard Hats, TAPS, and Skillbridge and determine which would be best path forward for LSAW to utilize recruit retired military to the profession.
- g. Develop job shadowing/internship network as well as flipped internship (teachers).



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INITIATIVE: YOUNG SURVEYORS NETWORK & SURVEY TECH RESOURCES

The SPC discussed the importance of supporting the industries' young professionals in their careers and on their pathway to licensure.

- a. Revitalize and support the Young Surveyors Network
- b. Develop a mentorship program to pair young professionals with a seasoned PLS.
- c. Create a flowchart or easy to follow path to licensure. Include path to LSIT and PLS.
- d. Develop more study resources for exams and facilitate study groups.
- e. Continue to offer survey tech track during the conference. Add topics such as reading cursive (GLO notes) and taking field notes.
- f. Create a program to help develop soft skills such as public speaking, interview techniques, resume writing, etc.

INITIATIVE: PUBLIC AWARENESS

The SPC discussed the fact that the public is not aware of the profession and the role land surveyors play. Many of our workforce development and deregulation issues stem from that lack of awareness.

- a. Create How the Profession Serves the Public brochure for print and website. Include a venn diagram that shows how surveying overlaps other professions. Highlight the importance of hiring a licensed land surveyor.
- b. Develop a presentation that can be used at Rotary, Chamber of Commerce, Realtor Associations, etc.
- c. Create elevator pitch and provide cards that can be distributed by field crew
- d. Develop short videos (reels) that can be used to demonstrate how the profession serves the public and/or how to consult a surveyor (beyond fence line services). Similar to Grady Hillhouse engineering videos.
- e. Utilize National Surveyors Week to increase local visibility of the profession
- f. Engage with the public by having booths at fairs, festivals, STEM events

INITIATIVE: FORMAL EDUCATION

Currently there are a no four year degree programs and only a few two year programs that have had struggles. The SPC agreed that having a strong formal education program will be important to recruit the next generation of surveyors.

- a. Continue to support current educational programs
- b. Help to establish additional programs and eventually a four year degree program



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INITIATIVE: EXPAND ADVOCACY, LEGISLATIVE IMPACT, & CROSS DISCIPLINE ENGAGEMENT

LSAW has a strong history of legislative advocacy and representation at the local, state, regional, and national level.

- a. Maintain involvement in AELC lobbying coalition with increased eye on items that affect the land surveying profession, such as record of survey fees.
- b. Continue to host in-state lobby day to build connections with legislators and raise awareness of the profession.
- c. Identify a legislator that will sponsor the monument preservation legislation.
- d. Maintain strong liaison positions with BRPELS, SAB, WFPS, and NSPS.
- e. Increase involvement with cross-discipline associations such as local/state chapters of IRWA, APWA, ACEC, NSPE, SEAW, URISA, ASPRS, tribal groups, etc.
 - i. Identify LSAW members that are members of other associations
 - ii. Develop presentations that can be offered to these association conferences
 - iii. Share information and collaborate on legislative issues when appropriate

INITIATIVE: MEMBER ENGAGEMENT & BENEFITS

LSAW has a small group of dedicated volunteers that work hard to keep LSAW and the profession moving forward. However, apathy among members is a concern and LSAW will work to spark an interest in volunteerism.

- a. Continue to maintain active local chapters. Chapters should be meeting at minimum on a quarterly basis. Chapters are encouraged to stack meetings including having a survey tech topic followed by a regular chapter meeting.
- b. Develop a speakers bureau that chapters can access when setting up chapter meetings.
- c. Continue to support publishing of the Evergreen State Surveyor magazine.
- d. Encourage vendors to get more involved.
- e. Develop small business resources including a class on branding/promoting your business.
- f. Virtual Meetings: For those members that are outside of a local chapter area, it is important that they have a mechanism to engage with the association. LSAW to host virtual happy hour meetings to provide additional networking opportunities for all members.
- g. Develop resources material regarding implementation of the 2022 datum.
- h. Increase communication of member benefits, including intangible benefits such as representation.



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MONITORING PROGRESS

To monitor progress, the strategic plan will be included in each agenda. Executive Director will assist the Board in identifying specific goals/initiatives to be covered at each meeting and will recommend the creation of Ad Hoc committees when the need arises.