

Surveyors Week

March 19-25

by Curt Sumner, ACSM Executive Director

Since 1984, when President Ronald Reagan established the first National Surveyors Week, NSPS has encouraged surveyors nation-wide to use this event to promote the surveying profession. This year's Surveyors Week will be from March 19 to March 25.

"In the development of our country," wrote Reagan, the role of the surveyor has been of vital importance." Voicing this same sentiment, NSPS has registered with Congress a request for a permanent resolution proclaiming the National Surveyors Week.

The 2006 Surveyors Week will be held in Washington, D.C. Surveyors across the country can join in the celebration, in several ways.

One of the most direct and rewarding ways is to introduce elementary, junior, and senior high school students to surveying. To make this task easier, NSPS has developed, in collaboration with NCEES and ACSM, the Surveying Speaker's Kit, which is available on request from NSPS at ACSM's headquarters [trisha.milburn@acsm.net].

Another way is to stage a demonstration of new surveying technologies. The newest surveying instruments and gadgets tell the story of a profession that is at once rudimentary and advanced; rudimentary because the information that surveying provides is fundamental to the success of other professions, and advanced because it is steeped in science and technology whose potentials are being tested on Mars and other planets where mankind searches for life.

The Surveying Merit Badge, which Boy Scouts have been earning since 1910, presents yet another way of promoting the surveying profession among young people. NSPS has been assisting Boy Scouts of America with the offering of this badge since 1989. You can help the Society and the scouts working to earn the badge by presenting the Speaker's Kit to a Boy Scout Council in your area.

Strong, consistent message, flexibility and convenience...

One year after the release of the ACSM/NSPS/NCEES Surveying Speaker's Kit, praises are pouring in from surveying state society recruiting coordinators.

"The Speaker's Kit uses exciting, up-to-date graphics to introduce students to parts of the profession that they've never seen before, and the fast-paced, 60-second introduction video grabs their attention right away," said Florida's coordinator Michelle Chapman.

Measuring the World Around Us: A High-Tech Career in Professional Surveying is more than a title of a kit; it is the clearest and most consistent message about the profession of surveying crafted by surveyors so far. "We need to have a clear and current message to the community," said Curt Sumner, Executive Director of ACSM. The Speaker's kit "gives us the type of consistent presence throughout the country which we so urgently need to raise the awareness of the public about surveying."

Measuring the World Around Us is primarily targeted at young people in search of exciting and rewarding careers, but the kit also provides some valuable tools to those who decide to bring that message to them.

Nearly 300 kits have already been distributed to U.S. surveying licensing boards, colleges and universities with an ABET-accredited program, and NSPS state affiliates. To keep up with demand, ACSM has re-ordered the kit's CD, and there are plans to update the presentation as necessary to maintain the relevance and timeliness of the message.

Just as the kit is the result of collaborative effort, so is its outreach. ACSM/NSPS have begun building relationships with the National Middle School Association and the National Council of Teachers of Math to introduce surveying as a career to science- and math-gifted kids long before they start making decisions that will influence their entire professional lives.

"NCEES and NSPS/ACSM produced a remarkable tool for attracting the next generation to surveying," noted Sumner. "The need for such collaboration continues as we look to the future." [With quotes from *Licensure Exchange*, Feb. 2006]