

Arvo Vitikainen:  
**Marketing of Surveying Education in Finland**

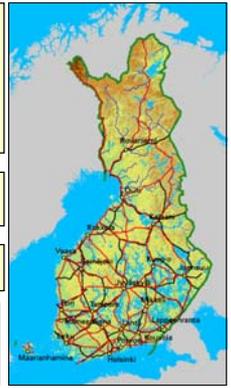
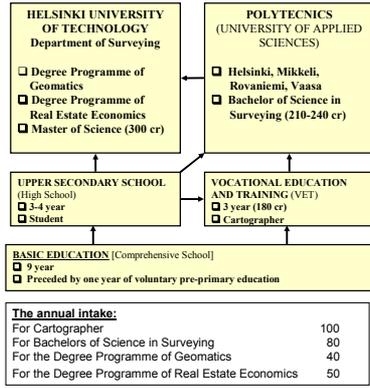
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**FINLAND**  
 Total area: 338,000 sq. km  
 Population: 5,220,000 inh. (15 inh./sq.km)  
 Gross domestic product: 29.000 €/inh.

**THE FINNISH SURVEYING EDUCATION SYSTEM**



HELSINKI UNIVERSITY OF TECHNOLOGY  
 RESOURCES AND RESULTS 2005

12 381 **Number of students**  
 12 381 Undergraduates (female 19%, foreigners 4%)  
 2 785 Graduates (female 26%, foreigners 10%)

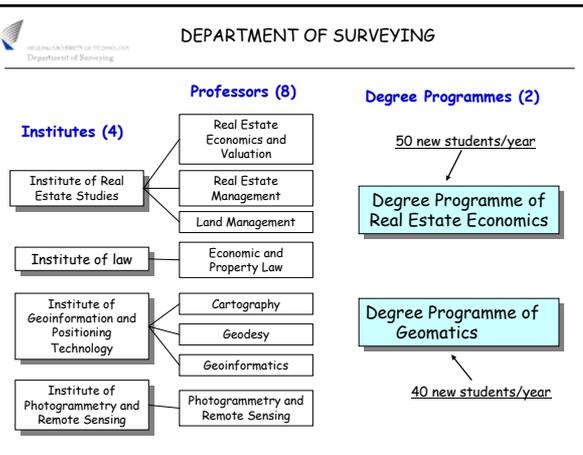
1 017 **Number of degrees**  
 1 017 Master's degrees (female 24%, foreigners 6%)  
 150 Doctor's degrees

3 600 **Employees**  
 250 professors  
 1 200 researchers  
 550 university teachers  
 1 600 other employees

**Financing total**  
 213 000 000 EUR

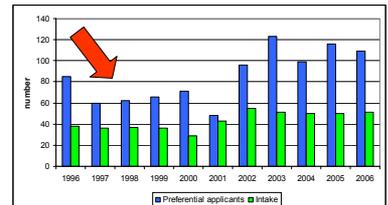
**DEPARTMENTS**

- 1) Automation and Systems Technology
- 2) Engineering Physics and Mathematics
- 3) Computer Science and Engineering Informatik
- 4) Industrial Engineering and Management
- 5) Electrical and Communications Engineering
- 6) Mechanical Engineering
- 7) Chemical Technology
- 8) Materials Science and Engineering
- 9) Forest Products Technology
- 10) Architecture
- 11) Surveying
- 12) Civil and Environmental Engineering



**MARKETING OF SURVEYING EDUCATION IN FINLAND**

Preferential applicants and intake to the Degree Programme of Real Estate Economics at Helsinki University of Technology



- In the late 1990's enrolment to surveying education dropped year by year on all education levels.
- Many educational institutions had less applicants than open posts.
- Shortage of students was especially encountered with cartographers.

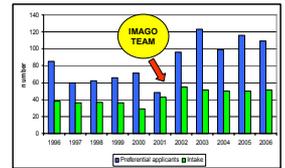
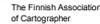
At the same time it was obvious that by the year 1990 about a half of the surveyors working in the late 1990's would retire offering plenty of vacant situations.



## THE IMAGO TEAM

The Imago Team is a voluntary cooperative body formed by

- employers,
- educational institutions, and
- employee organisations



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- Imago Team was established in the spring of 2001
- for promoting and marketing the surveying education in the comprehensive schools and high schools.
- ideating, planning and implementing different measures for improving the familiarity of the field,
- coordinating the workings of the various actors, and
- monitoring the development of the student situation in different educational institutions.

### The Imago Team has,

- produced a Surveying Info File and a Surveyor CD.
- participated in a campaign, which distributed the extra issue of the Maankäyttö magazine to all teachers of geography in the high schools (see <http://www.maankaytto.fi/arkisto/mk302.php>).
- opened up the possibility of getting acquainted with the geographic Information material to the students through the Map Site of the National Land Survey of Finland (see <http://kansalaisen.karttapaikka.fi/kartanhaku/osoitehaku.html?lang=FI>).
- promoted the surveying field and work opportunities in cooperation with the various leisure organisations moving in the terrain. For example, The Finnish Orienteering Association is one of such partners.



### NATIONAL LAND SURVEY OF FINLAND

- The National Land Survey of Finland (NLS) is the biggest employer in the surveying field in Finland
- the demand for new labour force is great in the future to replace the ones retiring.
- NLS is devoting to developing the image of their own and the surveying field by working actively in the Imago Team.
- at the result agreements between the land survey offices and the central administration has agreed that the local surveying offices sponsor and participate in the briefings organised by the students of surveying in the local educational institutions.



### NATIONAL LAND SURVEY OF FINLAND



- systematically publish various brochures informing of the jobs
- established Internet pages for the young in the comprehensive schools and high schools. (see [www.karttakeppi.fi](http://www.karttakeppi.fi))
- constructing new Internet pages directed to the teachers of geography and biology and the young ones planning their studies during the year of 2007.
- These Web pages will include, for example, video presentations where experts in the surveying field tell about the various jobs and students of surveying tell about the contents of their studies.



### Helsinki University of Technology Department of Surveying

#### Helsinki University of Technology

- the only scientific university in Finland where Masters of Science in Surveying are graduated.
- However, since jobs in the surveying field are available throughout Finland the Department of Surveying aims at informing of its educational supply nation-wide.
- Web pages of the Helsinki University of Technology and the Department of Surveying (see <http://kva.tkk.fi/en/Tn/index.html>)
- brochures sent to all high schools. These brochures would describe the contents of the Degree Programmes of Geomatics and Real Estate Economics and give instructions on applying for a student.

- ❑ Annually in the autumn and spring the Department of Surveying and the students arrange an "open day" to high school students.
- ❑ Annually the students from the Department of Surveying go to high schools around Finland and tell about the studies at the Department of Surveying - direct marketing events.
- ❑ Since 2005 students from the Helsinki University of Technology and the Polytechnics have been working in co-operation and arranged joint events at high schools.



### Conclusions

- ❑ In the surveying field in Finland the rate of employment will be very good according to the prognoses and the wage level is moderate.
- ❑ The field is, however, rather narrow as a whole, and its problem is the fact that it is poorly known among the young ones planning their studies.
- ❑ In this situation the employers, educational institutions and occupational organisations must work together and jointly plan actions and campaigns for encouraging the young ones to apply for a student post.
- ❑ The situation starts to look promising with the contribution of Imago Team and the power marketing of surveying education.

MORE INFORMATION: [WWW.TKK.FI](http://WWW.TKK.FI)