

**Bridging the gap between academic,  
government and private sectors  
to recruit the next generations of  
Land Surveyors & Geomatics Engineers**



**A success story in Québec, Canada**



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Communication  
presented by

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**The next 15 minutes...**

- **Laval University at a glance**
- **A century in Surveying Education**
- **25 years of Geomatics**
- **The recruitment challenge in the 2000's**
- **When collaboration and simple initiatives make a difference in recruiting students**



## Université Laval, Québec, Canada



- Located in Québec City, recognized by UNESCO as a World Heritage
- The cradle of French civilization in North America
- The oldest French-language University in North America



## Laval University at a glance



- 17 faculties
- 400 programs in all major fields
- 44 000 students, including 4000 foreign students from 112 countries
- 2 500 professors and lecturers
- One of Canada's ten leading research universities
- A vast campus with a city vibe





## Teaching Surveying since 1907



**1907:** Foundation of the first School of Surveying in North America

**1965:** Implementation of Graduate programs: M.Sc. - Ph.D.

**1986:** A major change...



## 2011: 25 years of Geomatics

**1986: First Geomatics Program in the World**

A new approach – 2 profiles (Surveying & Geomatics Eng.)

**1990's: The prosperous years:** new Faculty members and infrastructures, major research projects, many students...

**2000's: The questioning years:** recruitment issues, time to renew our programs, changes in the Industry...

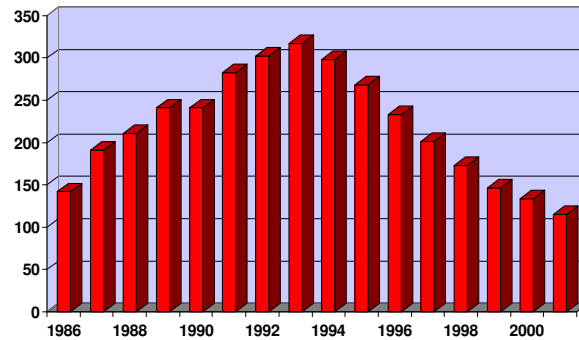
**2011: Let's celebrate 25 years of Geomatics:** Students are back, programs are renewed, collaboration with the Industry is excellent. So let's take a look back and see what has happened over the last 10 years !





## The recruitment challenge in the 2000's

Evolution of the number of undergraduate students in Geomatics Laval University



## When recruitment becomes the problem of the whole industry!

- In the mid 2000's, the Surveying and Geomatics Industry became a prosperous sector in Canada
- Companies and government could not fill their jobs. There was just not enough graduates
  - Laval University is the only university in the Province of Québec to train Land Surveyors and Geomatics Engineers
- Then, things really started to change
- Attracting the next generation was then an issue for the whole sector not only for Laval U.





## How collaboration makes the difference

- Organizations started to work together to organize small, realistic and sustainable activities to attract young people in our sector:
  - Québec Land Surveyor's Association
  - Canadian Institute of Geomatics
  - Private companies
  - Municipalities (eg. City of Montréal)
  - Ministry of Natural Resources and Wildlife
  - Laval University
  - Limoilou College



## Collaborative initiatives that work!



- Geomatics ambassador's Network**
  - People, mainly Laval U. Alumni, who accepts to go to high schools to talk about their jobs & careers
- Map competition in high schools**
  - 1 000 maps submitted in 2010





## Collaborative initiatives that last!

- **Shared-booths in Education Fairs every year**

- Dynamic surveyors, engineers, professors and students work together to pay and animate the booths



Show hot maps & images, 3D views, instruments, real careers and significant application fields (environment, health, transportation, poverty, security, international issues...)



## Collaborative initiatives that pay



- Scholarships to attract but also to retain good students
- Web sites with **testimonials** and **real job offers**
- TV and Web advertising
- **Salary survey and promotion of good salaries**

- We catch more flies with honey than with vinegar...





## Marketing the profession but also reaching new generations



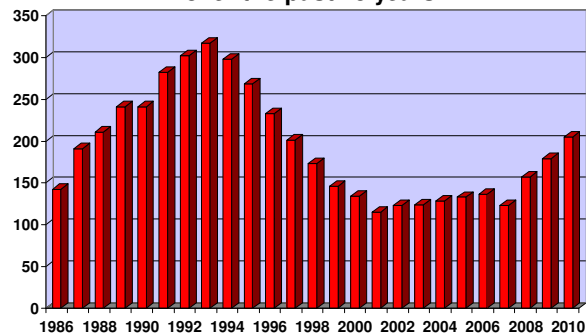
- Students want to change the world
- Let's show them that Geomatics can make a difference for everyone, rich and poor, everywhere on the planet
- Let's show youth we offer fantastic jobs with good salaries and stop explaining what is Geomatics ;)



## Students are back in Geomatics



Number of undergraduate students in Geomatics  
over the past 25 years





## Programs in Geomatics at Laval U. in 2011

### 2 Undergraduate 4 year Programs

- ✓ Bachelor's Degree in Geomatics Sciences
  - to train Land Surveyors
- ✓ Bachelor's Degree in Geomatics Engineering
  - to train Geomatics Engineers

### Master and Ph.D. Programs

- ✓ Master's Degree in Geomatics Sciences (M.Sc.)
- ✓ Ph.D. Degree in Geomatics Sciences (Ph.D.)
- ✓ M.B.A. in Geomatics Management (M.B.A.)
- ✓ 1 year short programs in Geomatics including online education



## Conclusion



Bridging the gap between cultures, organizations and generations has been and still is the key to make sure that we, as Land Surveyors and Geomatics Engineers, continue to have successors





**Merci / Thank you**



Have a great  
working week and  
week-end in  
Marrakech!

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