

**ASSOCIATION OF NOVA SCOTIA**  
**LAND SURVEYORS**



***THREE-YEAR STRATEGIC PLAN 2022 – 2025***

Approved by ANSLS Council on August 18, 2022

## History

In past years, land surveyors were licensed as provincial land surveyors or crown land surveyors by the Government under the authority of the Department of Lands and Forests (now Natural Resources & Renewables). Surveying in Nova Scotia has a rich history, dating back to the early explorers and surveyors such as Cabot, Champlain, Cook, Des Barres, Holland, Wentworth, Morris and Church.

The Association of Nova Scotia Land Surveyors (ANSLS) was created by provincial statute in 1951 replacing the Land Surveyors Act of 1910. The ANSLS was incorporated in 1955 as the Association of Professional Land Surveyors of Nova Scotia, to be later changed in 1968 to the Association of Nova Scotia Land Surveyors.

Today, the ANSLS is a self-governing body, constituted by the Land Surveyors Act (Chapter 38 of the Acts of 2010; proclaimed and in force September 10, 2013). The objectives of the association are to establish and maintain standards of professional ethics, knowledge, and skill among its members; and to regulate the practice of professional land surveying in order to protect the public.

## Planning

This strategic plan replaces the one of 2017-2019. A committee consisting of Mike Allison, Geoff Dick, and Kevin Lombard worked closely with a sub-committee including Kyle Harrington, Janet Meisner and Bryan Conrad, under the leadership of Tina Tucker, Fred Hutchinson and Ernest Blackburn. A number of external stakeholders were consulted and responses were received from HRM, Dalhousie University and Nova Scotia Transportation and Public Works. A member survey was administered with the intent to address such things as: understanding of the ANSLS roles and responsibilities; measuring levels of satisfaction, assessment of views on self-regulation and the gathering of opinions on issues facing the profession in the future. Eighty-nine responses were received and the results were tabulated. Also, a Strengths-Weaknesses-Opportunities-Threats (SWOT) analysis was undertaken during a planning session-roundtable with committee chairpersons and Council, and additional comments were provided. A consultation document and draft package were prepared for review by Council and this included a series of very preliminary goals and objectives.

The Executive Director reviewed various plans as compiled by other Land Surveying associations across the County and recognized they all shared some common elements. Council had two dedicated meetings to “deep dive” into the new strategic plan and the result was a draft plan that was reviewed at the May zone meetings. In addition, members were requested to provide any comments and suggestions on the draft plan. The plan was ratified by Council on August 18, 2022 and will be presented at the October 2022 AGM.

## **VISION**

TO BE RECOGNIZED AS LEADERS AND EXPERTS IN PROMOTING THE HIGHEST STANDARDS AND QUALITY OF PROFESSIONAL LAND SURVEYING IN NOVA SCOTIA.

## **MISSION**

TO UPHOLD THE HIGHEST STANDARDS OF PROFESSIONAL LAND SURVEYING IN NOVA SCOTIA. OUR ASSOCIATION WILL BE GUIDED BY OUR ACT, REGULATIONS, BY-LAWS AND RELATED GOVERNANCE DOCUMENTS IN PROVIDING THE HIGHEST LEVEL OF LAND SURVEYING SERVICES. OUR PRIMARY OBJECTIVES ARE TO PROTECT THE PUBLICS' INTERESTS, ADVANCE THE PROFESSION OF LAND SURVEYING AND TO SUPPORT OUR MEMBERSHIP.

## **STRATEGIC GOALS 2022 TO 2025**

- 1) SUSTAINABILITY & GOVERNANCE**  
Ensure the Association is open & transparent & protects the public interest with a strong regulatory framework
- 2) PUBLIC IMAGE & CONFIDENCE**  
Improve communications and engagement with the communities we serve
- 3) PROFESSIONAL DEVELOPMENT (PD)**  
Provide value-added services to the community
- 4) EQUITY, DIVERSITY & INCLUSION (EDI)**  
Align the demographics of our membership with the demographics of the community we serve

## **STRATEGIES**

### **1) Sustainability & Governance**

- a) Modernize zone meetings, committee structures & mandates to address and adapt to emerging issues (e.g., digital management, fiscal management, climate change, trends in land development, recruitment & future of the office – including archiving of historical documents)
- b) Maintain public confidence & strengthen the integrity of the profession – consult with stakeholders to ensure related acts & regulations align with the NSLS Act & Regulations
- c) Improve relationships with COGS & UNB to enhance engagement & recruitment of candidates
- d) Update the candidate process to increase conversion rate of candidates to members.

## **2) Public Image & Confidence**

- a) Develop & implement a marketing, communication & public relations strategy & member engagement strategy
- b) Ascertain the value of services we offer & the importance of our profession
- c) Develop public education & awareness materials (including brochures) in partnership with PSC and other associations to advance & promote the profession; present to related professions such as foresters, engineers, lawyers, realtors, government agencies, etc.; engage with school counselors
- d) Modernize our on-line & website presence as a “go to” for everyone (including a member portal & use of social media).

## **3) Professional Development (PD)**

- a) Evaluate current PD model & enact changes
- b) Identify common issues raised from the Complaints process & Practice Review Department (PRD) reviews & implement PD workshops (e.g., leadership, sales, best business practices, communications, employee recruitment & retention, succession planning, etc.)
- c) Build awareness and competencies for understanding the impact of cultural, social, and economic differences in the communities we serve
- d) Support the development of a national online program.

## **4) Equity, Diversity & Inclusion (EDI)**

- a) Form an EDI Committee & develop a ToR & strategy
- b) Engage, motivate & grow a diverse & robust membership by actively supporting & encouraging prospective members from other regions and from racially diverse visible communities (such as African Nova Scotians & Mi'kmaq)
- c) Actively support and encourage women to join the profession
- d) Make it easier for those who traditionally will not consider surveying as a profession to be able to explore it.

## **REVIEW PROCESS AND KEY RESPONSIBILITIES**

Council will have ultimate responsibility to ensure progress is being made regarding implementation of the strategic goals and strategies. Recognizing that the strategic plan is a “living document”, Council will also identify any adjustments or amendments to the plan based on changing economic (including financial and budgetary), social and cultural factors.

The Executive Director will have responsibility to operationalize the strategic goals and strategies and will work collaboratively with relevant committees established by council (both statutory, ad-hoc and advisory/working groups) to achieve progress toward the goals and strategies. One of the first actions the Executive Director will take concerns the development of a list of priority items with appropriate timelines, outcomes and key progress indicators that identify how progress will be measured. These will be reviewed by Council to ensure compliance with the overall intent of the strategic plan.

The Executive Director working closely with relevant committees will develop a budget with specific line items regarding each goal for approval by Council (and ultimately by the membership at an Annual General Meeting). The initial budget for 2023 will highlight priority items for that year and show alignment with the strategic plan.

The Executive Director will report to Council (at a minimum quarterly) regarding actions taken and progress made in realizing the strategic goals and strategies. Activities planned for future reporting periods will also be identified. Council will provide feedback on progress being made and offer suggestions on activities that will further enhance the strategic plan.

The President of the Association in collaboration with the Executive Director will prepare updates for the membership to be communicated via newsletters, the Nova Scotian Surveyor and at zone and Annual General Meetings. Members are also encouraged to provide feedback to their respective councilors or directly to Committee Chairpersons or the Executive Director.

A summary graphic is attached to this document to be used as a compliment to the published plan on the ANSLs website.