



Texas Society of Professional Surveyors 2025 - 2026 Strategic Plan

This strategic plan outlines key goals and initiatives for the Texas Society of Professional Surveyors (TSPS) for the next year, based on the findings and takeaways from the 2025 Strategic Planning Session. The plan focuses on enhancing member value, recruiting new members, and modernizing the organization's operations and outreach efforts.

Mission

To advance the science, art, and practice of surveying in Texas by promoting professional excellence, fostering community, and inspiring the next generation of surveyors.

Vision

To be the leading voice and resource for the surveying profession in Texas—recognized for innovation, integrity, and building a stronger future for the profession and the communities we serve.

Core Values

- **Professionalism** – We uphold the highest standards of integrity, accuracy, and ethics in the surveying profession.
- **Community** – We build meaningful relationships among members and with the public, strengthening our collective impact.
- **Education** – We provide lifelong learning opportunities that advance careers and strengthen the profession.
- **Innovation** – We embrace modern tools, technologies, and practices to prepare members for the future.
- **Inclusion** – We welcome and encourage participation from all people, fostering diversity and broadening perspectives in the profession.

Strategic Goals & Objectives

Goal 1: Embrace Digital Engagement and Improve Digital Infrastructure

Modernize TSPS's online presence and communication methods to better serve current members and attract new ones.

- **Objective: Enhance digital communication.**
 - Actively use social media platforms to engage members, share video content, and highlight archived photographs.

- Use targeted digital advertising to attract new members and raise awareness of surveying.
- Relaunch the TSPS newsletter to provide regular, valuable updates.
- **Objective: Modernize the TSPS website.**
 - Make the website user-friendly and searchable, with practical resources for members.
 - Add chapter meeting information and make past trainings and recordings accessible.
 - Refresh outward-facing content to highlight the profession's value and TSPS's role.

Goal 2: Attract and Engage the Next Generation of Surveyors

Recruit younger members, students, and women, while creating a more inclusive and engaging environment.

- **Objective: Increase outreach to students and young professionals.**
 - Develop mentorship opportunities, competitions, and interactive programming.
 - Partner with groups like the Young Surveyors Network to deliver training and career pathways.
 - Engage students directly on campuses and at career fairs.
 - Offer incentives such as free or discounted memberships and courses.
- **Objective: Increase diversity and inclusion.**
 - Actively recruit more women into the organization through outreach and mentorship.
 - Highlight role models and success stories to inspire diverse participation.

Goal 3: Revitalize Education and Events

Expand and modernize TSPS's educational offerings and events to make them more dynamic, accessible, and impactful.

- **Objective: Improve event programming.**
 - Offer more webinars and livestreams with relevant, timely content.
 - Create opportunities for members to propose and present at conventions and webinars.
 - Introduce interactive programming, such as skills-based competitions and live demonstrations.
 - Include smaller breakout sessions at large events to create approachable learning environments.
 - Make events more family-friendly to increase participation.
- **Objective: Expand educational content.**
 - Provide accessible online classes on technical, business, and leadership topics.

- Offer more opportunities for exams, certifications, and professional advancement.
- Ensure course content reflects the evolving demands of the profession.

Goal 4: Strengthen Community and Outreach

Build stronger relationships among members and expand TSPS's reach to external audiences through chapters and partnerships.

- **Objective: Foster stronger member community.**
 - Create opportunities for relationship-building in large and small settings.
 - Increase personal engagement with new members.
 - Use online forums and social media groups to foster continuous connection.
- **Objective: Empower chapters and broaden outreach.**
 - Provide chapters with marketing toolkits and resources for local promotion.
 - Encourage chapters to invite clients, allied professionals (real estate, law, engineering), and local leaders to events.
 - Conduct outreach to firms with low TSPS participation.
 - Encourage every member to invite at least one colleague to join.

Conclusion

Through this plan, TSPS will modernize its operations, recruit and support the next generation of surveyors, expand educational offerings, and strengthen its community. By aligning with our mission, vision, and values, TSPS will continue to advance the surveying profession in Texas and ensure its members have the tools, knowledge, and network to thrive.