

Strategies used for recruiting and retention in the Geospatial Informatics educational field

by

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The problem of low enrolment numbers in the Geospatial Informatics educational field across the country has been a challenge, in particular, the land surveying area. In this paper is presented a number of strategies. The strategies are explained in terms of their characteristics, and their implementations within the context of the historical development of the Surveying and Geomatics Sciences Program at Troy University. The continued growth path of the educational requirements in Geospatial Informatics includes the support from all stakeholders involved that are varied, and are at different levels, namely the: state; national; public; and private sectors. Stakeholders all have varied roles and responsibilities, within the context of how they are being utilized to further grow and develop Geospatial education at Troy University. The fundamental need is to get the word out to the millennials and post-millennials generation. The stakeholders understand that the investment is in such generations, and the challenge is to bridge the gap between the older generations and these new generations. The metaphorical “bridge” is the use of the internet, and the integration of the cutting edge technologies. The paper presents in a generic form, the integrated recruiting strategies adopted, and how this has been a work in progress from its inception. It requires innovations, perseverance and commitment by all stakeholders who have vested interest in preparing our present day generations for the challenges of the future.