



African Task Force – Cape Town 2011

UTH TUBE...telling the story of the Surveyor

A TOOL TO ENGAGE AND RETAIN FEMALE GENDER AND YOUNG PERSONS IN THE SURVEYING PROFESSION

PREAMBLE

A tool in the wider context of social/economic/environmental development could be defined as “anything that enables you to meet the immediate and future needs of your subject/object”. So with respect to achievements a tool is “a resource for understanding how to carry out and perform actions” to meet your goals. Diane Dumashie, November, 2010

WHY UTH TUBE?

Contemporary medium of communication in business and especially among the young persons that are the primary focus of FIG, is the Internet and the Social media derivatives.

Uth tube has been put together as a multimedia presentation, visually telling the story of a Surveying practitioner in an exciting and relational manner.

Uth tube focuses on all levels of prospective market – be it Pre University students who require career counseling or University undergraduate who require direction and an assurance of stable professional future or a University graduate who desires career change.

Uth tube has the flexibility for electronic and virtual mass information (soft marketing) as well targeted and locational marketing. It is presentable in printed version for the IT disadvantaged locations without losing its allure.

DEPLOYMENT OF UTH TUBE

This tool can be deployed in any or combination of the following ways:

- a) Electronic format –
 - i) Website of professional bodies
 - ii) Post to Secondary School websites
 - iii) Group facebook accounts
 - iv) U tube
 - v) Twitter accounts
 - vi) Websites of FIG and other Surveying organizations
 - vii) Presentation at Career days of schools
 - viii) Parents’ email boxes

- ix) Presentation in CD-ROM and Distribution as corporate gifts to the general public, teachers, parents and students and especially at Surveying related events
- b) Print format –
 - i) Circulation to schools, especially those with low internet penetration
 - ii) Distribution as Corporate literature
 - iii) Donation to School libraries

UTH TUBE USERS' MANUAL

SET UP

Uth tube can be delivered electronically or in rewritable CD-ROM. Specific set up can be done on behalf of Associations before delivery but the following is DIY set – up approach.

Set up of electronic version

- a) The cover slide should be edited to carry the logo and address of the professional body
- b) The response collector for the Survey responses should be edited before deployment, either from source or by setting up a free Survey Monkey Basic account at www.surveymonkey.com
- c) Slide #6 may be edited to contain Profession – specific disciplines of the professional organization

HOW TO USE UTH TUBE

After set up Uth tube may be deployed in any or combination of means described above.

Uth tube is a first contact tool to engage attention of the prospects and it is expected that the professional organization has other literature that will give more detailed information and guidance to enquirers.

Such information may be contained on the organisation's website and / or brochure which will be made available to enquirers immediately enquiries are received.

The questionnaire on the Survey Monkey platform has been designed to capture salient information that the prospect will not consider a burden in releasing and it is sufficient for the organization to make a follow up. A copy of the questionnaire is included in the CD-ROM for Print version.

It is therefore important that the Response Collector, whose email the responses will come is in charge of Membership development.

An effective and concerted deployment of the tool both electronic and hard copies will require a focused marketing approach. IT savvy employees may be saddled with the responsibility of creating facebook, twitter and linked - in groups respectively and inviting several other young persons and persons of interest to the organization, to the group for wide visibility of the tool.

MONITORING AND EVALUATION

The response rate to the exposure will determine the effectiveness of the deployment strategies and audience. The Survey Money has a back end that provides analyses of responses and this should be evaluated regularly.

Uth tube will be more effective as the marketing infrastructure and strategies of the Association improves.

SMART COMPLIANCE

UTH TUBE IS SMART

S – It is a specific marketing tool which focuses on all persons of concern to the organization that is women and young persons at all levels of career development.

M – It is cost effective because it only adds-on to existing and required marketing infrastructure. Effectiveness can be measured from analyses of feedback and throws back on the effectiveness of the organisation's marketing strategies.

A – It is appropriate for soft and hard sales through IT deployment and hard copy distribution respectively

R – It is relevant and engaging as it rides on contemporary medium of communication.

T – It is capable of being limited in time and a global evaluation through a FIG survey of professional associations will reveal its effectiveness or otherwise.

Cost headings for Uth Tube

1. Cost of CDs
2. Postage to remote locations

3.

YOUR ENQUIRIES ON THE SURVEYING PROFESSION

[Exit this survey](#)

*

1. CONTACT INFORMATION

CONTACT INFORMATION Name:

Address 1:

Address 2:

City/Town:

State/Province:

ZIP/Postal Code:

Country:

Email Address:

Phone Number:

2. Gender

Gender Male

Female

*

3. Age

Age

4. Educational level

- Educational level Pre University
- University
- Graduate

Other (please specify)

5. Comments

Comments

Done

Powered by **SurveyMonkey**
Create your own [free online survey](#) now!

YOUR ENQUIRIES ON THE SURVEYING PROFESSION Exit this survey

***1. CONTACT INFORMATION**

Name:

Address 1:

Address 2:

City/Town:

State/Province:

ZIP/Postal Code:

Country:

Email Address:

Phone Number:

2. Gender

Male

Female

***3. Age**

Age

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