



FIG Working Week 2012

Rome, Italy 6–10 May

Knowing to: Manage the territory
Protect the environment
Evaluate the cultural heritage



Feet On The Ground: Using Participatory GIS As A Tool For Marketing The Geomatics Profession



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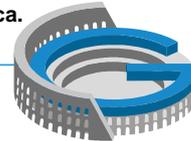


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Presentation Outline

- Overview of problem
- Current interventions
- A local context
- Overview of PGIS
- Case Studies
- Conclusions & Recommendations and future work

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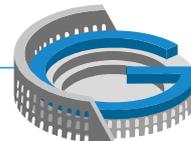




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Background

- Surveying is arguably one of the oldest professions
- Depending on the structure of the intake various academic departments have found difficulty in attracting students
- Government subsidies are often tied to number of students
 - Closure
 - Merging departments
 - Foreign students

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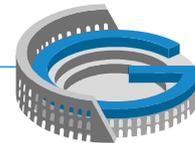


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Global initiatives

Passive Recruitment

- Use of Flyers
- Articles
- Rebranding
- Funding & Advertisement
- Comic books

Active Recruitment

- Visits by Professionals
- Open days
- Family Engagement

- There has been varied success e.g Rebranding vs. Visits

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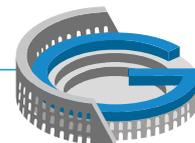




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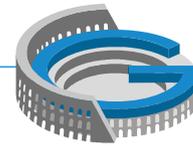
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A Local Context

Cape Peninsula University of Technology (CPUT)	University of Cape Town (UCT)
N.D Land Surveying	BSc. Geomatics (Land Surveying)
N.D GIS and Cartography	BSc. Geomatics (Geo-informatics)

- What attracted you do Surveying/GIS?
- Did you have another interest before this course?



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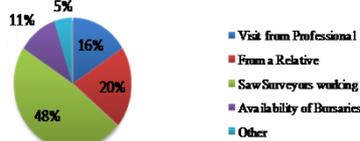
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A Local Context cont'd

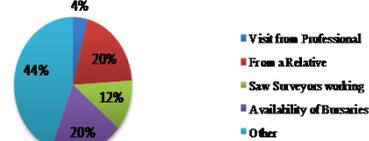
CPUT

WHAT ATTRACTED YOU TO STUDYING LAND SURVEYING/GIS AT CPUT?



UCT

WHAT ATTRACTED YOU TO STUDYING LAND SURVEYING/GIS AT CPUT?



- 61 CPUT respondents (57%) and 21 respondents (25%)
- 'Active Recruitment' and Local Relevance

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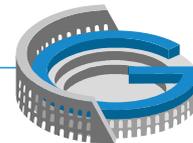




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A Marketing Discourse and the case for Participatory GIS

Recommendations

- Eroding unfashionable image
- Active recruitment involving teachers and students
- Gender
- Emphasizing modernity, diversity and relevance

Participatory GIS

- Local access and Contribution
- Sustainable decision
 - Pollution
 - Climate Change
 - Risk assessment
 - Housing and upgrading
 - Natural Resources

- PGIS can contribute to 'Active Recruitment' and is Locally Relevance
- Current increase in geospatial interest from communities & sponsors

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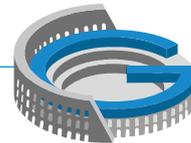


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Case Studies

The Case of Graveyard Pond

- IDRC & DFID-funded Climate Change Research
- UCT mapped spatial component of vulnerability in partnership with SDI

Result

- Change in attitude by SDI (national)
- Sponsored one student for GIS Honours at CPUT
- Mapping Staff member has applied for GIS Honours at UCT
- Accidental but welcome



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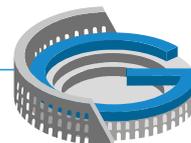




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Case Studies (cont'd)

The Case of Masiphumulele

- ACC-funded Climate Change Research
- UCT mapped spatial component of flood vulnerability in partnership with a local school

Result

- Support by Teachers
- Change in attitude by learners
- Follow up at application time



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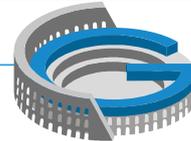


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Conclusions

- Active recruitment has been recommended in marketing of the qualification
- When Geomatics facilitates solutions in local environments it becomes more marketable
- PGIS can raise awareness in communities on the role Geomatics in problem solving and decision making
- There must be an intentional effort to draw the link
- Not conclusive but another option

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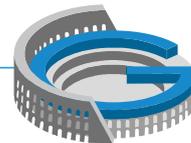




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Siyabonga, Siyabulela (Thank You)



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