

**THE PENNSYLVANIA LAND SURVEYORS' FOUNDATION**

BUSINESS & OPERATIONS PLAN

ADOPTED: DECEMBER 21, 2016

Revised: October 29, 2020

**TABLE OF CONTENTS**

<u>Section</u>	<u>Page #</u>
Executive Summary .....	3
Goals and Objectives .....	3
Foundation Management	
Board of Trustees .....	3
Officers .....	4
Meetings.....	4
Marketing the Foundation	
Target Market .....	4
Marketing Plan .....	5
Financial Operations	
Summary of Financial Management.....	5
Contributor Summary.....	5
Fund Raising .....	6
Management of Funds.....	6
Scholarships	
Types of Scholarships.....	7
Application, Review & Award Process .....	8
Scholarship History .....	9
Recipient Tracking.....	9
Annual Conference Auction .....	9
Trig-Star .....	10

## **EXECUTIVE SUMMARY**

The Pennsylvania Land Surveyors' Foundation (herein referenced to as Foundation) was formed in 1990 to promote, improve, and encourage the profession and practice of land surveying in the Commonwealth of Pennsylvania by creating awareness of the land surveying profession among high school students, providing financial assistance through grants and scholarships to persons pursuing an education in land surveying, providing grants and contributions to educational institutions to enhance their curriculum in surveying-related courses and providing financial assistance to persons or educational institutions for research in the area of the profession of land surveying.

The Foundation's core operations are governed by its bylaws, which were adopted in 1990 and last revised on July 1, 2020. In the event that a conflict of the information in this plan, the details found in the bylaws shall prevail.

## **THE GOALS AND OBJECTIVES**

The goals and objectives of the Foundation are to promote, improve, and encourage the profession and practice of land surveying in the Commonwealth of Pennsylvania by:

- creating awareness of surveying opportunities in high schools
- providing financial assistance to those persons intending to pursue, or who are currently pursuing an education in the surveying field
- providing assistance and grants to educational institutions who provide education in the surveying field
- providing assistance to persons or institutions for research in surveying.

## **FOUNDATION MANAGEMENT**

### Board of Trustees

As noted in the Foundation bylaws, the Foundation Board of Trustees shall, at a minimum, be comprised of the following persons:

- President of the PA Society of Land Surveyors (here-after referred to as PSLS)
- Immediate Past President of PSLS
- Western Pennsylvania regional trustees
- Central Pennsylvania regional trustee
- Eastern Pennsylvania regional trustee

Additionally, up to five (5) At-Large Trustees may be included on the Foundation Board of Trustees.

#### Trustee Appointment

Vacant trustee positions shall be filled by appointment of the Board of Trustees. A majority vote shall approve such an appointment.

#### Foundation Officers

The officers of the Foundation will be the Chair, Vice-Chair, and Secretary/Treasurer. Other officer roles deemed necessary for the efficient management of the Corporation may be created at the discretion of the Board of Trustees.

#### Meetings of the Trustees

The Board of Trustees will hold meetings to manage the business of the Foundation. Meetings will be scheduled by the Chair and be held either in person or by other means that allows voice communication among the group. The Board of Trustees will hold a re-organization meeting in-person at the annual PSLS conference. During the re-organizational meeting the election of officers shall be held.

The Board of Trustees will manage the Foundation, the investments and the disbursement of funds for Scholarships and/or grants to provide funds to learning institutions, while promoting the profession of Land Surveying.

### **MARKETING THE FOUNDATION**

#### Target Market

The Foundation is targeted to two primary groups:

- The first target group is persons aspiring to attain higher education in the field of land surveying with the eventual goal of being a land surveyor. The primary focus of this group would be those individuals either being residents of Pennsylvania or those planning on making Pennsylvania their home. These individuals typically are high school students preparing to enter college or college students enrolled in a survey/geomatics program.
- The second target group are those individuals and corporations that could provide financial support to the Foundation in meeting its goals and objectives. This group

is widely varied from current land surveyors, past scholarship recipients, businesses that provide surveying services, businesses that provide related services and businesses that provide support services to surveying businesses.

### Marketing Plan

The Foundation shall support its goals and objectives by offering financial support in the form of scholarships to those individuals interested in pursuing a career in the profession of Land Surveying and by offering financial assistance in the form of grants to educational institutions supporting the Foundation's goals and objectives. The financial support shall be promoted throughout the Commonwealth of Pennsylvania through high school counselors, educational professionals in accredited institutions, and by direct contact with members of the Pennsylvania Society of Land Surveyors.

## **FINANCIAL OPERATIONS**

### Summary of Financial Management

It is the responsibility of the Trustees to carefully manage the funds of the Foundation as well as utilize the funds of the Foundation to fulfill the Goals and Objectives outlined in this business plan. The management of the Foundation's funds includes considerations for both income and expense.

### Contributor Summary

In order to promote investment in the Foundation, donors to the Foundation will be placed into the various categories. Each category will include a variety of contributor benefits. The categories are as follows:

- Platinum Sponsor: \$2,000.00 or more annually
  - Donors receive a plaque of appreciation
  - Placed on the list of sponsors that are published on the web
  - Monies go to the general scholarship fund
- Gold Sponsor: \$1,000.00 – \$1,999.00 annually
  - Donors receive a certificate of appreciation
  - Placed on the list of sponsors that are published on the web
  - Monies go to the general scholarship fund
- Silver Sponsors: \$500.00 – \$ 999.00 annually
  - Donors will receive a certificate of appreciation

- Placed on the list of sponsors that are published on the web
- Monies go to the general scholarship fund
- Bronze Sponsors: \$100.00 – \$499.00 annually
  - Placed on the list of sponsors that are published on the web
  - Monies go to the general scholarship fund
- Sponsor: \$50.00 – \$99.00 annually
  - Monies go to the general scholarship fund
- PSLS Chapter Sponsor: \$500.00 or more annually
  - Donations made by PSLS Chapters
  - Placed on the list of sponsors that are published on the web
  - Monies go to the general scholarship fund

### Fund Raising

In addition to contributions from individual and or businesses, the Trustees may conduct various fund-raising efforts. The intent of these fund raisers is to provide a source of revenue beyond the typical contribution. Examples of past fund-raising activities are:

- Golf putting contest
- Firearm raffle
- Auction at annual conference

Funds raised through various fund raisers will be placed in the general scholarship fund.

### Management of Funds

Each year, a portion of the previous year's donations shall be made available for scholarships. The funds available for scholarships will be equal to 80% of the total income from the previous year. This formula shall be used as a guideline each year. The Trustees shall vote on a dollar amount for scholarships each year **before** the deadline of receipt of scholarship applications.

The monies of the Foundation shall be maintained in interest bearing investments with financial institution(s) of good reputation. The Trustees should strive to invest the monies in funds that gain interest overtime but are not of excessive risk.

## **SCHOLARSHIPS**

The Foundation oversees and administers the award of scholarships, which exist in four (4) categories:

- **Honorary Named Scholarships.** These scholarships are created to recognize individual contributions (non-monetary) to the profession of surveying in Pennsylvania. They are created by the Board of Trustees of the Pennsylvania Land Surveyors' Foundation. These scholarships are perpetual and are funded through general contributions to the Foundation. The Foundation may choose to set criteria for these Honorary Named Scholarships which shall be used to determine the recipient of the scholarship. Honorary Named Scholarships are as follows:
  - Harmer Weeden Scholarship – *criteria / information to be included in future business plan revision*
  - Daniel Lake Scholarship *criteria / information to be included in future business plan revision*
  - Pete Arthurs Scholarship *criteria / information to be included in future business plan revision*
  - G. Warren Marks Scholarship *criteria / information to be included in future business plan revision*
  - Kent Blades Scholarship *criteria / information to be included in future business plan revision*
  - Fred Freiden Scholarship *criteria / information to be included in future business plan revision*
- **General Scholarships.** These scholarships are funded from the general contributions to the foundation. Receipt of a scholarship of different category does not disqualify the recipient from being awarded a general scholarship.
- **Endowed Scholarships.** These scholarships are created at the request of an individual through a donation and exist for the duration of the donation's funds. These scholarships can be designated for a specific population of the applicants but not individuals. The life of scholarship can be increased through continued donations made in the name of the scholarship. Funds donated for endowed scholarships may only be used for said scholarships until the designated funds are depleted. Requests for the establishment of an Endowed Scholarship will be reviewed and acted upon by the Foundation Trustees on a case-by-case basis. A minimum donation of \$2,500 would be required for such a consideration. Board members with scholarships

endowed in their name may not be involved in the selection or voting process of said scholarship. Endowed Scholarships are as follows:

- Charles & Mary Ghilani Scholarship – This scholarship is awarded to a student enrolled in the Penn State Wilkes-Barre Surveying Engineering program (4 year) and have a grade-point average (GPA) of 3.0 or higher on a scale of 0 to 4. The student must be in their junior year of the program (or later) when receiving the scholarship. The recipient of the scholarship will receive \$5000 per academic year distributed twice per year at the beginning of the fall and spring semester for a period of two (2) years, or until their graduation, whichever comes first.
- **Corporate Scholarships.** These scholarships are created at the request of a corporation through a donation and exist for the duration of the donation's funds. The life of a corporate scholarship can be extended through continued donations made in the name of scholarship. Requests for the establishment of a Corporate Scholarship will be reviewed and acted upon by the Foundation Trustees on a case-by-case basis. A minimum donation of \$2,500 is required for such a consideration. Corporate Scholarships are as follows:
  - *None at this time*

No criteria or requirement for any scholarships shall be based on sex, race, religion, or ancestry nor be designated for a particular individual.

#### Application, Review & Award Process

- The Trustees shall decide on a form to be used in applying for scholarships from the Foundation. The form shall be made available in PDF format. The application form should allow the applicant to provide basic information about themselves as well as information to assist the Trustees in evaluating the applications.
- In March of each year, the annual scholarship cycle will be opened. Scholarship availability notices will be sent to:
  - Pennsylvania State University
  - Pennsylvania College of Technology
  - Alfred State University
  - New Jersey Institute of Technology
  - High Schools in Pennsylvania
- Prior to the submittal deadline, the Trustees will determine the total dollar amount of funds available for general scholarships.



- Scholarship applications will be required to be submitted to the Foundation by April 30 of each year. Applications received after the deadline will be disqualified from consideration.
- Applications will be compiled and provided to the Trustees for rankings.
- Rankings of the applicants will be established thru a using a numerical rating system.
- The Trustees will be required to return their ranking spreadsheets, by May 30.
- A meeting of the Trustees will be held immediately after the May 30 deadline to determine the distribution of the general scholarships, as well as the named scholarships. This meeting may be held in person or via conference call.
- Decision on the awarding of scholarships will be by majority vote of the Trustees. In the event of a tie, the Chair will cast the vote to break the tie.
- Distribution of scholarships will meet the following criteria:
  - All scholarships will be paid by check; no cash distributions will be made.
  - Distributions will be done in two (2) parts. The first distribution will be sent to the recipient prior to August 1. The second distribution will be presented during the annual PSLS conference.
  - A letter shall accompany the first distribution outlining the award and the timing of the distributions.
  - Payment of the scholarships will be made to the individual recipient, not the educational institution.

#### Scholarship History

The Foundation secretary will maintain a list of all scholarship recipients. The list of recipients will be maintained as part of the archival records of the Foundation.

#### Recipient Tracking

*criteria / information to be included in future business plan revision*

#### **Annual Conference Auction**

In 2020, the Foundation took over the operations of the auction that takes place on the Tuesday night of the Annual Conference. The Foundation will nominate one of the trustees to oversee the planning and execution of this very popular conference event as a running subcommittee.

### **Trig-Star**

In 2020, The Foundation agreed to oversee and operate the Trig-Star Program that has been a PSLS function until now. The Foundation will nominate one of its trustees to be responsible for overseeing the program with assistance from other trustees and PSLS members.