



SURVEYING AND GEOSPATIAL ENGINEERING TECHNOLOGY

SaGES 2025

NAIT (Potential) Program Pause

A LEADING POLYTECHNIC COMMITTED TO YOUR SUCCESS

Surveying and Geospatial Engineering at NAIT

- Program started in 1964
- 2-year diploma program
- Semesters are 15 weeks
 - Face-to-face instruction
- Technology Accreditation Canada (TAC)
- Program name change in 2023 from Geomatics Engineering Technology
- Able to take in 32 students in a Fall semester



Entrance Requirements at NAIT

- Grade 12 Language Arts (English 30-2)
- Grade 12 Mathematics (Math 30-2)*
- Grade 11 Chemistry (Chem 20) or Physics (Physics 20) or Grade 12 Science (Science 30)

- *Math 30-1



Equipment and Software

- Minimum of one field day per week

Equipment

- Trimble R12i with TSC5 controller
- TS11 Total stations
- Leica BLK360 Scanner

Software

- Trimble Business Center
- MicroSurvey
- Global Mapper
- StarNET



Why the Potential Pause?

- NAIT reviewed academic programs
 - enrolment trends,
 - financial pressures,
 - changes to government policy.
- Program Mix Committee
 - Create and develop a robust Program Road Map
 - Meets the needs of the economy, industry and students
 - Monitor Program Life Cycle
 - Programs are high-quality, industry-relevant and fulfilling to students

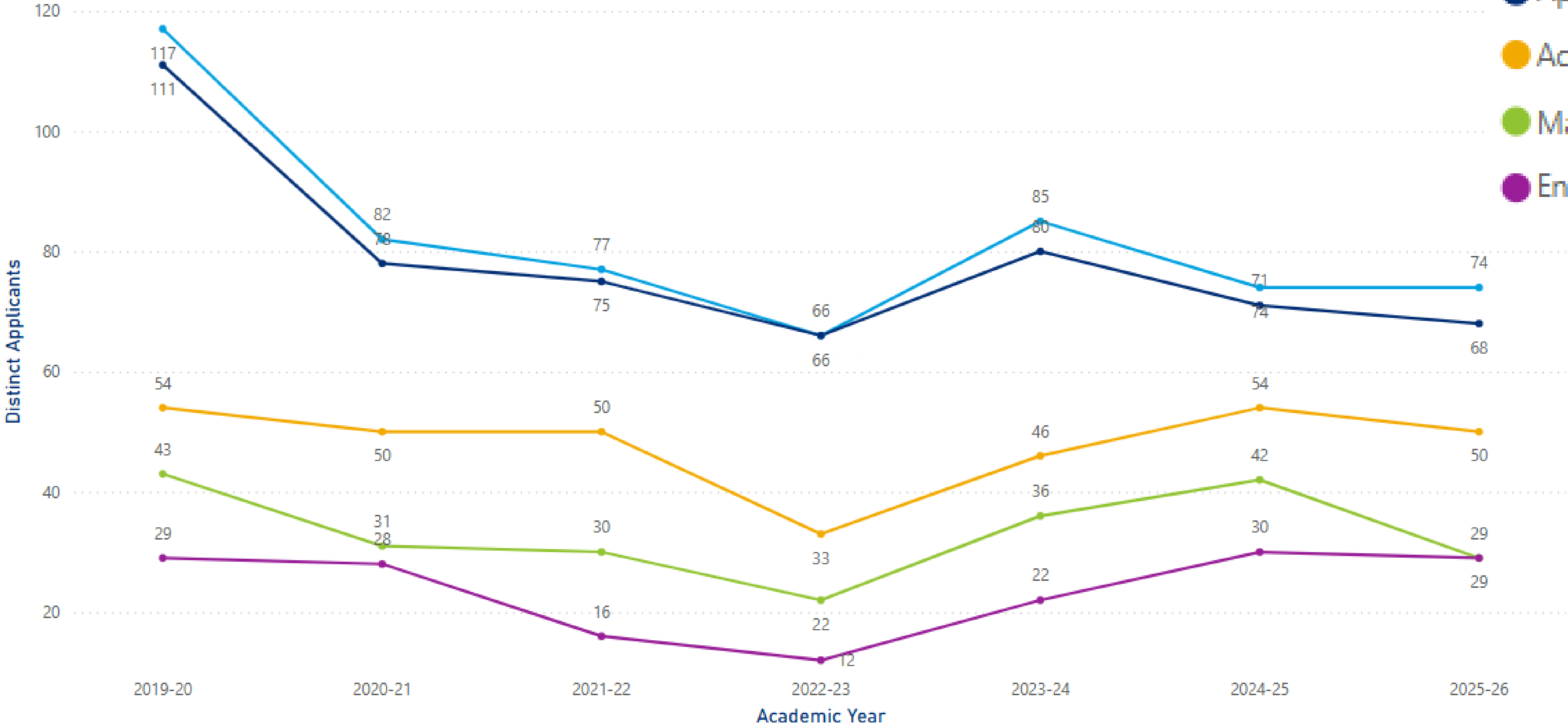
Criteria used in the initial assessment

Healthy	Viable	Transformative
<ul style="list-style-type: none"> • Application demand • Fill rate • Retention rate • Graduate rate • Student satisfaction • Employment rate • Economic outlook <p><i>Employer satisfaction and active engagement</i></p> <p><i>Entry to practice requirement</i></p>	<ul style="list-style-type: none"> • Recovers direct cost + can scale up efficiently • Impact of lab/space utilization • Capital investment ROI • Asset replacement <p><i>Economic impact - Number of graduates</i></p> <p><i>*Data was both applied to programs at an individual level & in relation to one another. Example: 5% lowest enrolment of all NAITs programs</i></p>	<ul style="list-style-type: none"> • Polytech education, real-world applied learning • We are leading Industry • Advanced Digitally Skilled graduates • Student longitudinal success • Instructional staff engagement & development

Student Intake Numbers

- Total Apps
- Applicants
- Admits
- Matriculants
- Enrolled

Summary by Application Stage



Student Intake Numbers

Year	Distinct Applicants	Distinct Admits	Distinct Matriculants	Distinct Enrolled	Domestic Applicants	International Applicants	% Domestic	% International
2025-26	68	50	29	29	66	2	97.1%	2.9%
2024-25	71	54	42	30	48	23	67.6%	32.4%
2023-24	80	46	36	22	63	17	78.8%	21.3%
2022-23	66	33	22	12	50	16	75.8%	24.2%
2021-22	75	50	30	16	65	10	86.7%	13.3%
2020-21	78	50	31	28	66	12	84.6%	15.4%
2019-20	111	54	43	29	92	19	82.9%	17.1%
Total	514	320	221	165	425	89	82.7%	17.3%

- International application 6-year average - 20%
- Post-Graduation Work Permit (PGWP) - not eligible
- Provincial Attestation Letters (PAL) - reduced

Careers and Graduation From NAIT Education

- Years 2019 to 2024

Graduate Satisfaction and Employment Survey

Median Salary Full-time
Training Related FTTR

\$64,740

Employment Rate

84%

Recommend NAIT

92%

Recommend Program

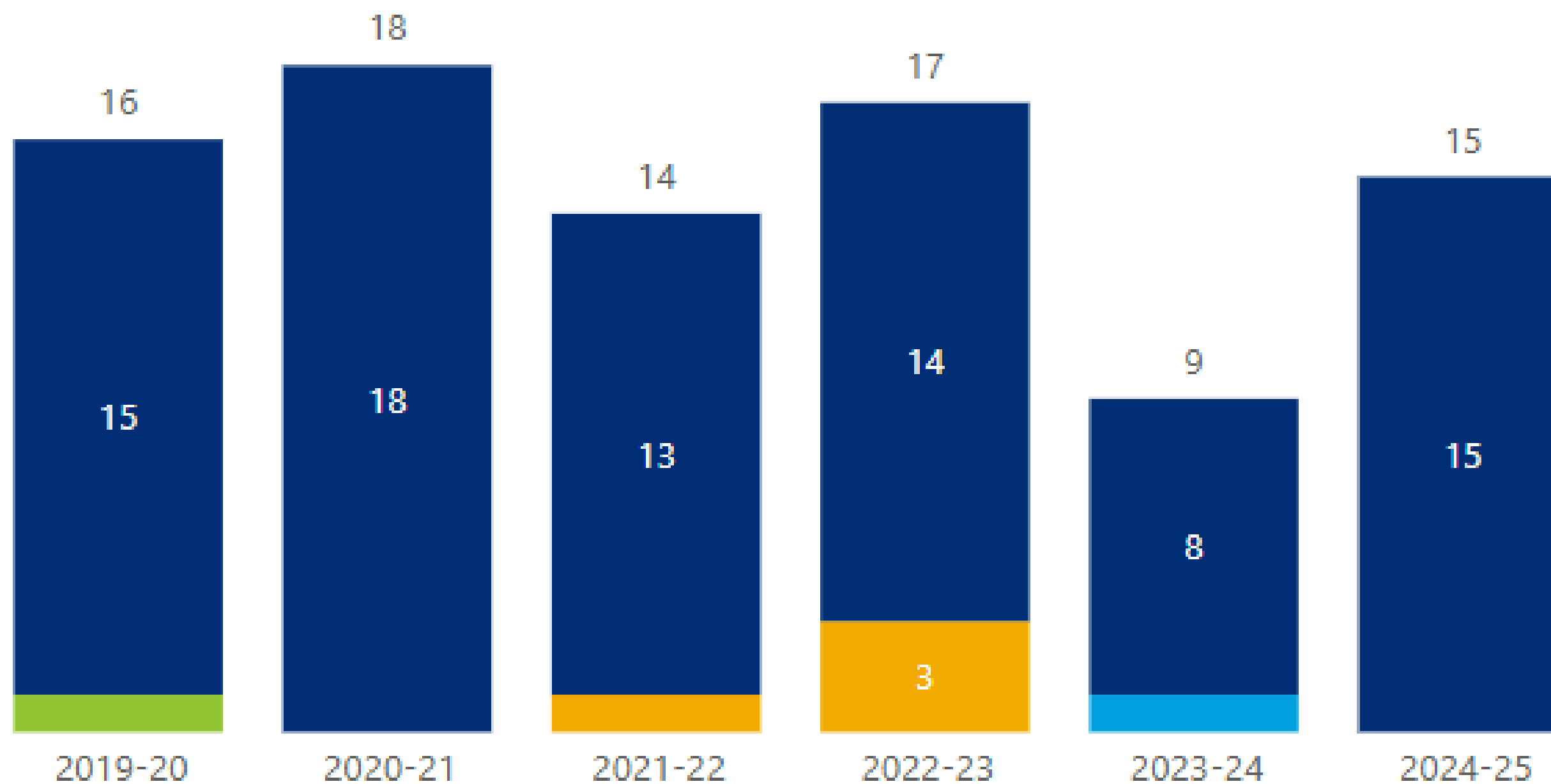
81%

Response Rate

74%

Graduates by Term

● Spring ● Summer ● Fall ● Winter



WE ARE ESSENTIAL
TO ALBERTA



Recruitment Initiatives

- Reached out to other NAIT programs with student waitlists
- Social Media Campaign
 - Meta – Facebook & Instagram
 - SnapChat
 - TikTok
 - Reddit
 - Google – Gmail, Display, YouTube
- Billboard Ads
- Connections with Edmonton and Area High Schools
- Student Engagement Days
- Junior High STEM Students



<https://martech.org/4-components-best-social-media-campaigns/>



<https://wtm-outdoor-advertising.com/example-digital-billboard-advertising/>

WE ARE ESSENTIAL
TO ALBERTA





WANT TO
MEASURE
THE WORLD?



THERE'S A
CAREER
FOR THAT

nait.ca/surveying

What else can be done?

- **Ballentines report**
- Industry needs to step up awareness of surveying and geomatics – money and time
- Professional Surveyors of Canada – organize a marketing campaign across the country
- Let high school students know what we do for a living.



What else can be done?

- Research from the ALSA (report by Dr. Ballantyne)
 - suggests a steep increase in the need for technologists.
- Awareness of surveying needs to be heightened
 - Campaign from industry or professional organizations
- High school
 - teachers and counsellors
 - student camps/workshops



SUGGESTIONS? QUESTIONS?

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**WE
ARE** **ESSENTIAL
TO ALBERTA**

