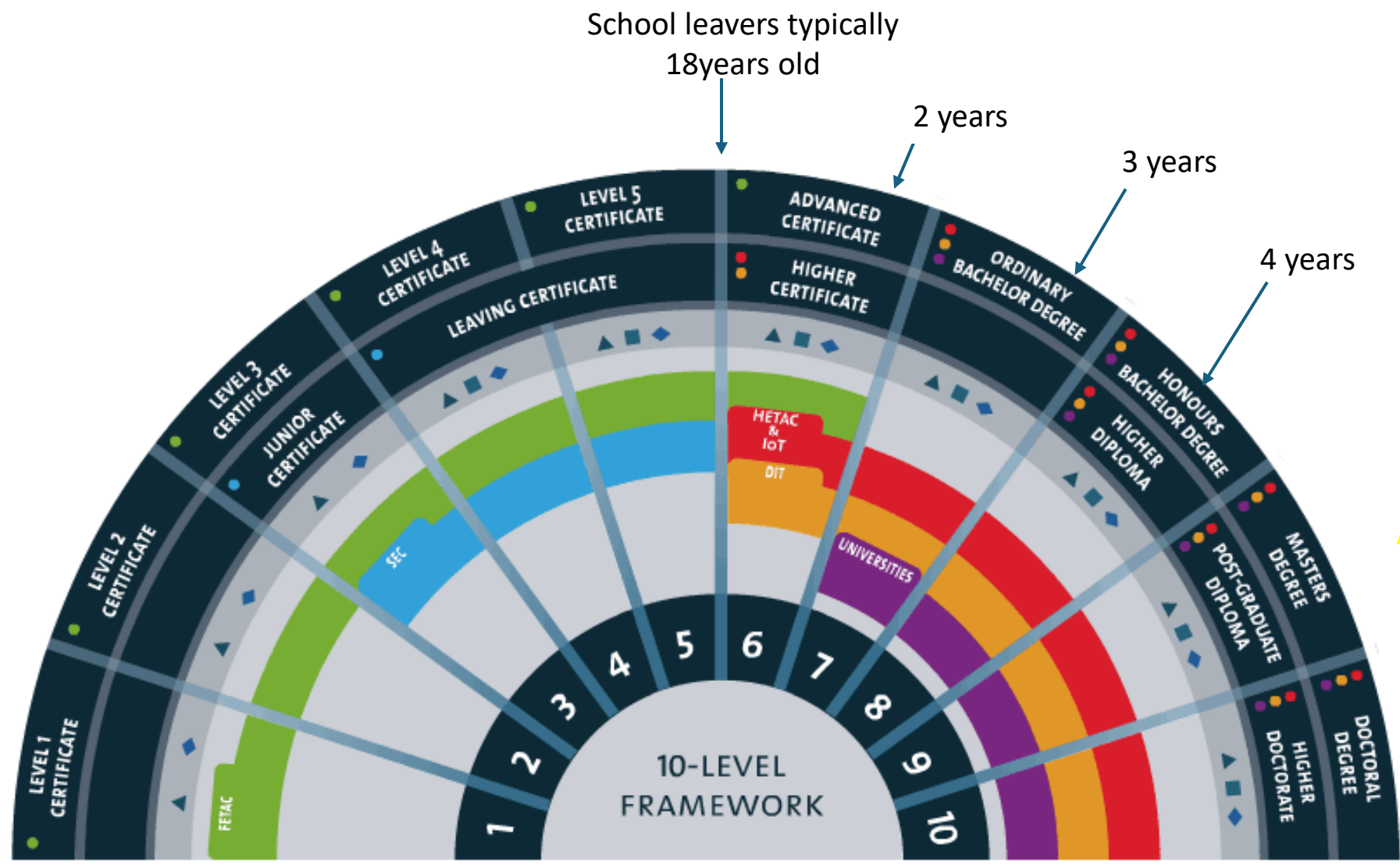
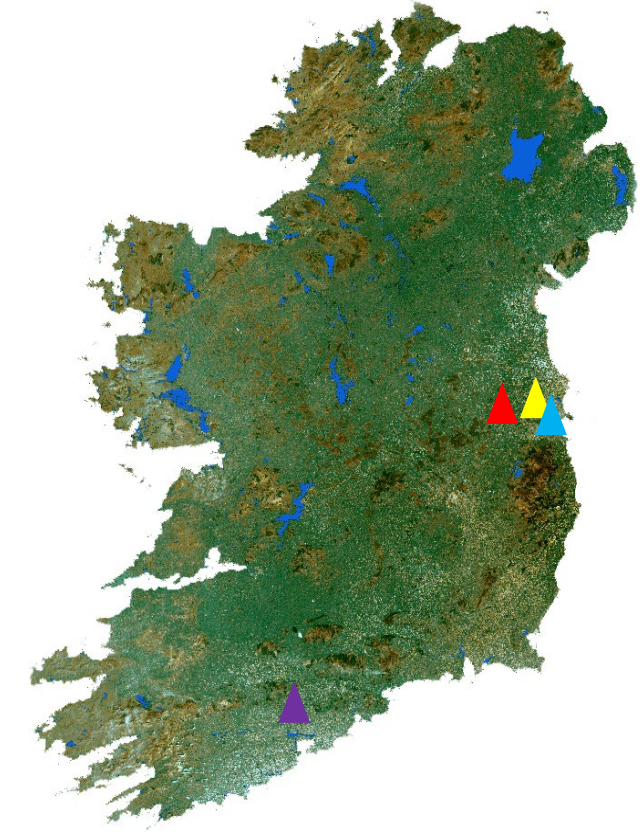


# Geospatial Surveying HR Challenges in Ireland

Dr. Audrey Martin FSCSI TU Dublin, Ireland  
Chair BSc Geospatial Surveying



**Ireland**  
 Population – 6 million  
 English Speaking  
 Internationally recognised qualifications



- ▲ TU Dublin
- ▲ University College Cork (UCC)
- ▲ NUI Maynooth
- ▲ University College Dublin (UCD)

Institution	Discipline	Award	NFQ Level
Cork College of Further Education and Training	Geospatial Technology	QQI Award	5
▲ University College Cork (UCC)	GIS	Post graduate Diploma	9
▲ Maynooth University	Geoinformatics	MSc	9
	GIS & Remote Sensing	MSc	9
	Data Science and Analytics	MSc	9
▲ University College Dublin	Geospatial Data Analysis	MSc	9
▲ Technological University (TU) Dublin	GIS	CPD cert	
	BSc Geospatial Surveying*	BSc	8
	GIScience	MSc	9
	Geospatial Engineering**	MSc	9
	Geospatial Surveying***	Apprenticeship	6

*\*Programme paused September 2024.*

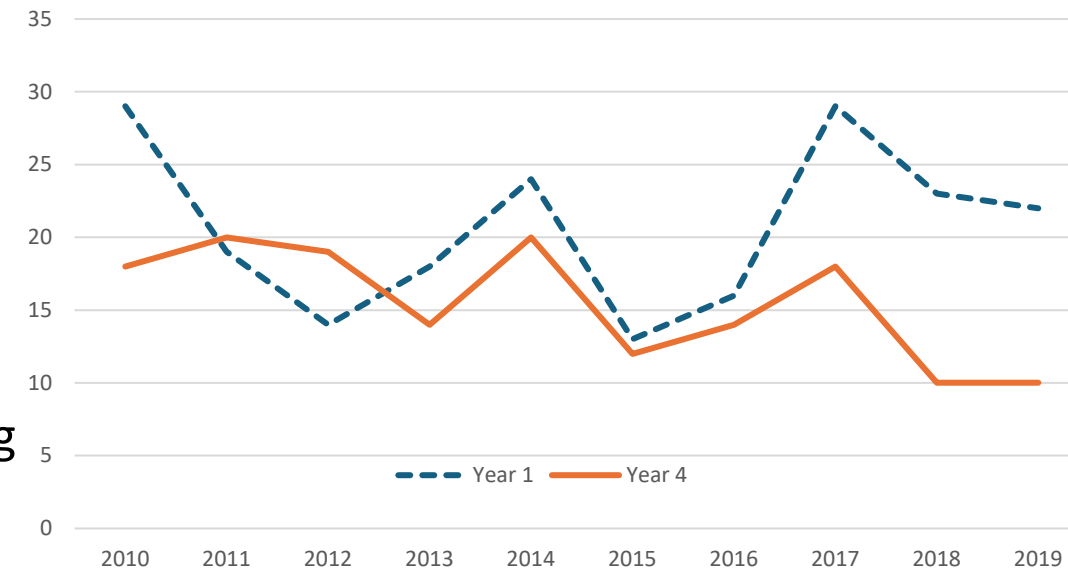
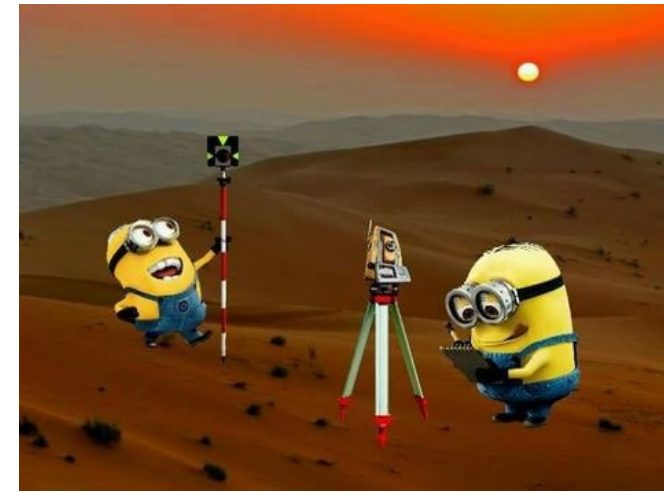
*\*\*First intake September 2025.*

*\*\*\*Under development – launch January 2026*



# Challenges

- Significant deficit in the number of qualified Geospatial professionals in Ireland
- Geospatial Surveying as a distinct discipline is not well known
- Not a protected professional title in Ireland
- Declining number of second-level pupils
  - a lack of awareness
  - the removal of Geography as a non-compulsory in school
- Difficulties in attracting high calibre candidates for BSc
- Diversification of disciplines associated with Geospatial Surveying
- Expertise is undervalued
- Is the Geospatial Surveying name is problematic?



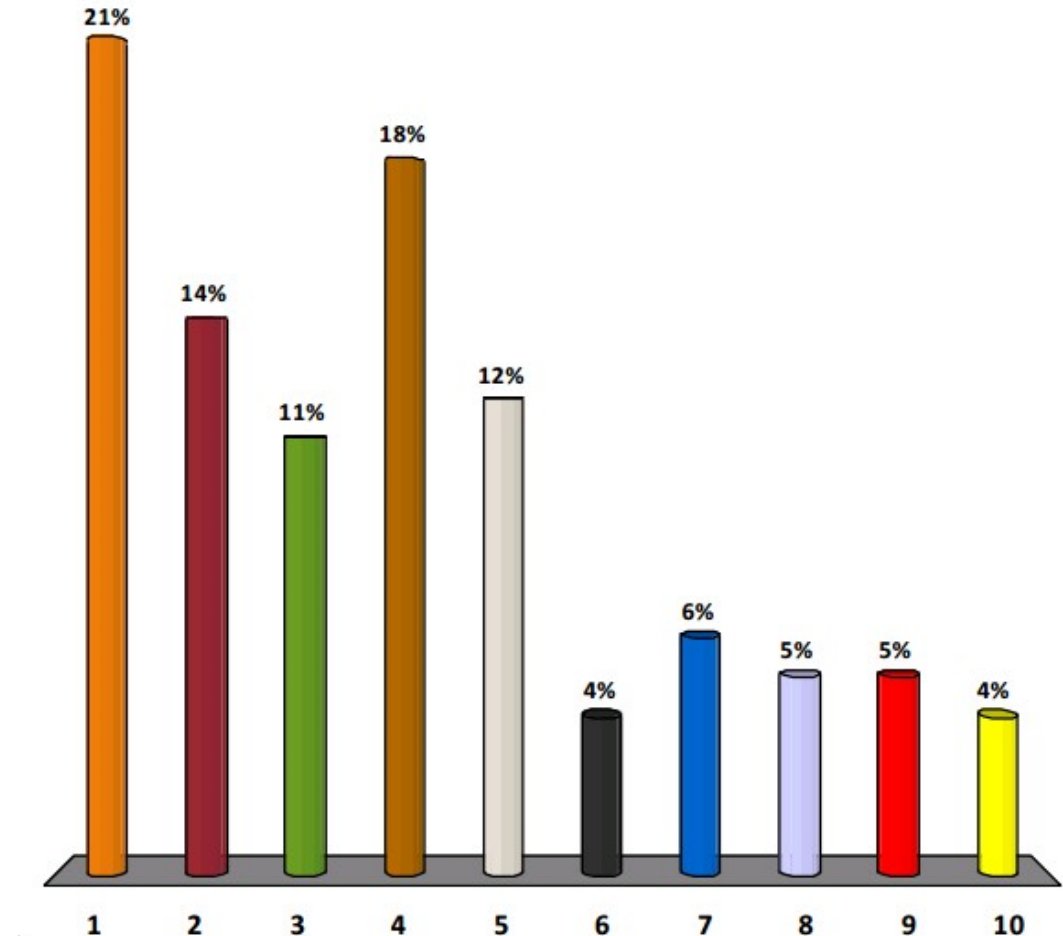
*Student numbers in TU Dublin BSc Geospatial Surveying  
2010-2019*

# Employer requirements:

## TU Dublin Geospatial BSc Graduate Attribute Survey

Rank the following graduate attributes in order of importance

1. Disciplinary knowledgeable
2. Work-based learners
3. Excellent communicators
4. Problem solvers
5. Active team players
6. Leaders
7. Well organised
8. Decision makers
9. Actively involved in the profession
10. Engaged in life-long learning



# Responding to Challenges

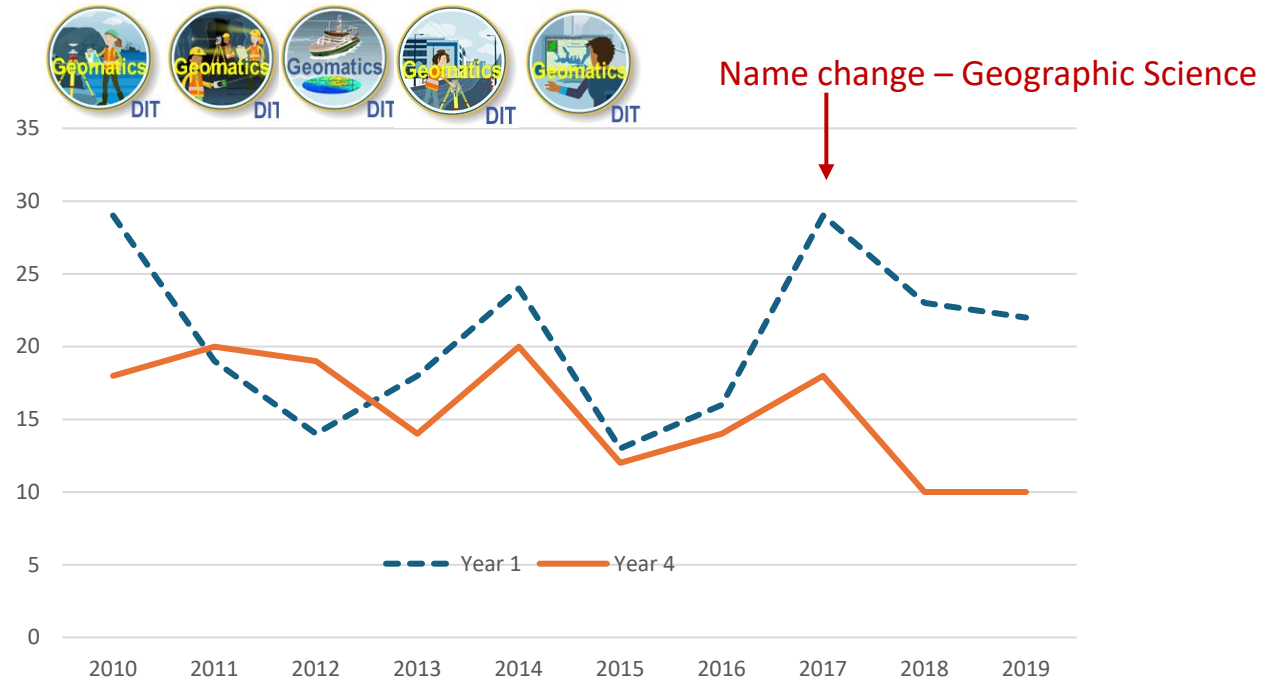
- Rebranding BSc Programme

1960 – 3 & 4-year degree in **Geo-surveying**

1999 - 4-year Honours Degree in **Geomatics**

2016 name changed to **Geographic Science**

2022 name to **Geospatial Surveying**

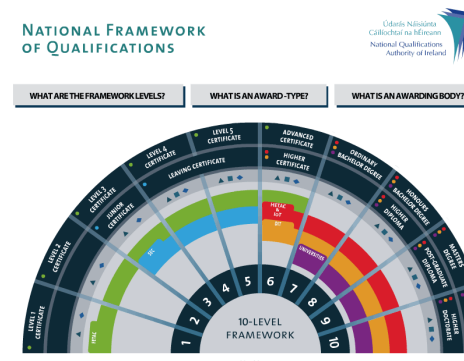


- Meeting to Industry Demands

2022 New 5-year parttime BSc in Geospatial Surveying launched TU Dublin

2023 New 1-year level 5 (NFQ) course in Geospatial Technologies launched in Cork

2024 Government funding granted to develop a 2-year apprenticeship Geospatial Surveying level 6 (NFQ) TU Dublin/ Professional Organisation SCSi and Industry consortium design.

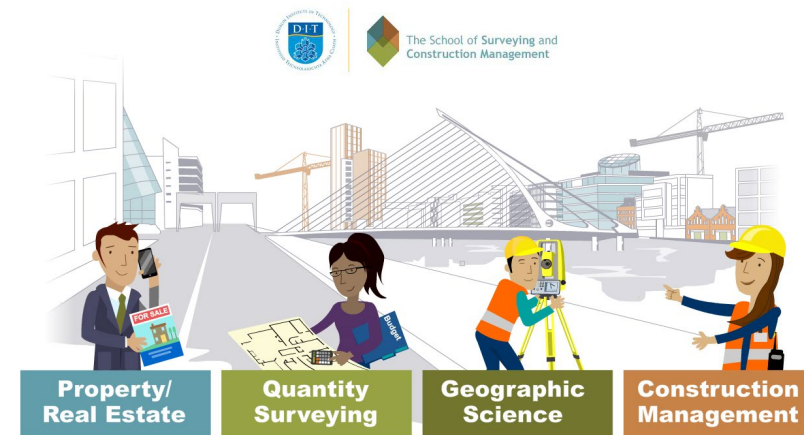


# Marketing Initiatives

- Industry marketing support:
  - 2022 online course aimed at Geospatial professionals <https://www.geospatialmarketingacademy.com/> attendance sponsored by MurphyGeospatial (<https://murphygs.com/>)
  - 2023 ESRI Ireland funded and produced a number of short (2-4 minute) informational videos aimed at social media
    - <https://www.youtube.com/watch?v=BXYsNxhllSY> TU Dublin GIS/Geospatial Course Overview
    - <https://www.youtube.com/watch?v=DHHWsXVWQps> TU Dublin GIS students share their experience
    - <https://www.youtube.com/watch?v=85zOGgurT6k> Discover Geospatial Surveying at TU Dublin
    - <https://www.youtube.com/watch?v=lvYMT92XKMQ> \_ Lecturers explain benefits of GIS/Geospatial at TU Dublin

- TU Dublin Marketing Support

- 2012 & 2018 Funding to develop online 'cartoon' style videos
- 2020 student videos - <https://youtu.be/aIT4ZQU2Rhc>
- Funding and design assistance for adverts



# Highschool Marketing Initiatives

- Personal School visits – career session and lessons delivered
  - Most successful but time intensive
- Adverts and infographics in college marketing materials for school leavers
  - Expensive and debatable impact – kids do not read ‘paper’ content but their parents do
- Attendance at national conferences aimed at teachers and their pupils
  - Presence important for public profile
- Student ‘geo ambassadors’ trained
  - Final year BSc students visited schools as part of a module – big impact
- Interactive educational content to delivered to over 30000 second level students and their teachers <https://5sdiscover.maynoothuniversity.ie/>
  - Significant impact now coming to fruition in third level

**TU089  
(Part-time)**

**Earn As  
You Learn**



## **BSc (Hons) Geographic Science**

If you want to:



Learn how to  
Measure Model  
Manage  
Geospatial  
data



Develop  
significant  
skills and  
knowledge



Contribute  
to Ireland's  
Geospatial  
economy,  
and ...



Be employed  
in the fast  
growing, high-  
tech geospatial  
industry

**Come & study**

**Geographic Science in TU Dublin while you work with industry**

TU089 is a 5-year Earn As You Learn programme featuring a mix of College based theoretical and skills development modules within the geospatial sector. You will work with a company continuously during your studies gaining academic knowledge and experience simultaneously. For further information please contact: [Eugen.niculae@tudublin.ie](mailto:Eugen.niculae@tudublin.ie). To apply please use this QR code to visit the programme webpage.



# Solutions

Geospatial Surveying as a distinct discipline is not well known

Define who we are and what we do – nationally and at EU level

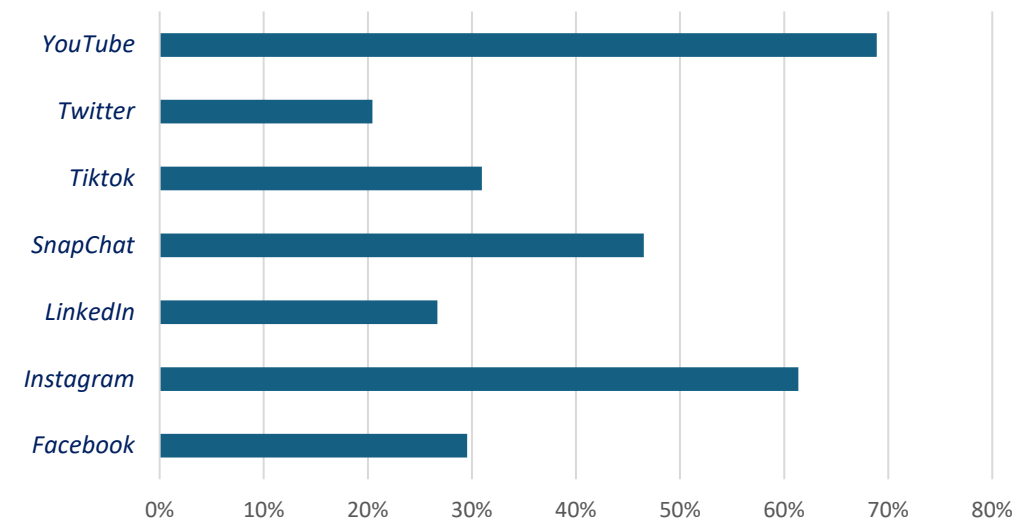
Declining number of second-level pupils

Marketing needs to be aimed at the correct audience using the right platform/media

Combine resources:

- Advertising message
- Programme delivery
- Specialist training
- Develop online learning tools to engage school goers

Social Media Platforms used by students 2021



# Geospatial Surveying HR Challenges in Ireland

Dr. Audrey Martin FCSI TU Dublin, Ireland  
Chair BSc Geospatial Surveying

