

Two words have been heard a lot lately - they are "professional" and "tariff". In the context in which they have been used, one cannot help but notice one outstanding fact. It is taken for granted that the ideas implied in the words "professional" and "tariff" are compatible. Continual emphasis on tariffs indicates that many land surveyors are in the business of surveying. "Business" in its usual sense implies the buying and selling of commodities and connotes a profit motive. Is "professional surveying" therefore compatible with the "business of surveying"?

A professional must be defined before we can answer that question. Mr. Paul Donham* says "It may be freely granted that 300 years have failed to bring agreement on a single definition for "profession", yet virtually all who are concerned with its definition would agree on two elements.

1. A profession is characterized by a systematic body of specialized knowledge of substantial intellectual content.
2. A profession is characterized by a motive of service, by standards of conduct which govern all professional relationships and which take precedence over personal gain, and by acceptance of the social responsibility inherent in the profession.

There would also be substantial agreement on two further characteristics of a profession:

3. A recognized educational process and standards of qualification for admission.
4. An organization devoted to the advancement of the profession's social obligation and to the enforcement of standards of admission and membership."

Mr. Donham concludes from his study that, -

- "1. Business is not a profession
2. Business cannot be a profession
3. Business should not attempt to 'pass' as a profession."

This implies that a Land Surveyor cannot be in business and also be a professional. To what extent then is the Land Surveyor in private practice a professional man?

Let us look at this matter from another viewpoint. Mr. James I. Taylor** says, "A professional is one who uses specialized knowledge and skill in the solution of problems which cannot be standardized. He is actuated by a service motive; he works in a relation of confidence and he observes an acceptable code of ethical conduct.

This is the definition of professionalism given by N.W. Doughery, Hon. M. ASCE, Dean Emeritus of the College of Engineering at the University of Tennessee. While some may wish to add or delete certain phrases, I believe most engineers will accept this definition as embodying the essential principles.

If there is one prime characteristic of a professional, it is the manner in which he discharges his responsibilities. It is absolutely essential that he exercise professional competence and morality, and that his underlying motivation be service to his employer or client-and to the public above all. Perhaps this service motive is best explained by Dr. William E. Wickenden in his oft-quoted article, "The Second Mile" which opens with the quotation from the Sermon on the Mount, "Whoever shall compel thee to go one mile, go with him twain." The professional must do the complete job and do it well, which is often more than he can be held legally responsible for."

From this viewpoint the employed Surveyor would seem to have the higher standing in relation to professionalism.

In any case, whichever definition one chooses, it is evident that land surveying can be a profession, provided the men who practice it are "actuated by a service motive"; "work in a relation of confidence" to "standards of conduct" according to an "acceptable code of ethics"; provided also that they are "devoted to the advancement of the profession's social responsibilities" and that they "exercise professional competence and morality" and the manner in which they "discharge their professional responsibilities" takes "precedence over personal gain".

How many land surveyors can honestly evaluate themselves in the light of these criteria and say truly "I am a professional man!"

Paraphrasing Mr. Taylor's further remarks, we must recognize that "Society at large will benefit if the professional stature of qualified land surveyors is raised. It is the professional attitude that motivates the land surveyor to make his biggest contributions.

The land surveyor must maintain a reputation for competence and honesty, so that laymen will entrust their property dealings to him. Land surveyors work for profit, but they also work with people. It is imperative that they have a professional code of ethics dealing with right and wrong in human behavior.

Professional services and productivity are not easily measured; it is often difficult to define specifically the services to be rendered. If these services could be defined, they could be legally controlled like any marketable commodity. However, as each land surveyor must assess his own work, it becomes imperative that he develop a professional attitude".

How many of us can truly say that we "assess his own work" from "a professional attitude", or are we like Humpty-Dumpty, who insisted that "when I use a word, it means precisely what I choose it to mean, nothing more, nor less." From the record, in dealing with the public, we tend to say, "Let's pass a by-law" or "Let's change the Act".

In the final analysis, you cannot legislate for professionalism. Professionalism is a way of life. It must be worked for. To be a professional, a man must earn that right through respect of the public for his integrity, morality and responsible service. The dollars will come to him, not by way of tariff hikes but by way of public confidence in his competence.

Dr. Alan A. Klass, *** succinctly states the case for professional remuneration, -

"What should be the price that society, either collectively or individually, should pay for a professional service?"

Historically, the professional received not a salary nor a fee but an honorarium. Until early in this century doctors in England did not submit a statement of fees but were paid by their patients on a voluntary basis that reflected the financial status of the patient rather than the service rendered. And today in spite of the generality of the "fee-for-service" basis of professional claims, there is a tacit understanding that neither the quality nor the essential quantity of the service is limited by the size of the fee. The honorarium has almost completely disappeared. In all the professions, including the medical, substantial numbers have departed

from the traditional "fee-for-service" basis to a straight annual salary. There are many in the professions who deplore this trend as an indication of the degradation of professional status to that of a craft, with the comment that "we are becoming just another bunch of employees".

So long as the professional association remains strong, so long as its standards are upheld, so long as entrance into it is controlled by the professional body and by none other, and so long as the association commands respect from the general community, these fears appear to be groundless. Of greater importance than the technique of remuneration, whether by fee or salary, is this essential condition: That the motivation of service to society, the hallmark of a true profession, should be properly rewarded".

Dr. Klass goes on to deplore the public attitude in social rewards and incentives to teachers and doctors, in comparison with business gains. He concludes however, that "the correctives for this state are not by the methods of remuneration, be it fee or salary, but by the maintenance of high professional standards and strong professional organizations".

BE IT RESOLVED THEREFORE, that in 1963 and the years to come, to make our organization strong, we will each be concerned with public service, with personal competence and honesty, with a truly professional attitude, discharging our responsibilities in a manner in which we can truly say to the public, "Land Surveying is a profession".

The Editor.

- * *Is Management a Profession?* by Paul Donham, Sept. - Oct. 1962, *Harvard Business Review*
- ** *Effective Teaching of Professionalism* by James I. Taylor, Ohio State University, Oct. 1962, *Civil Eng.*
- *** *What is a Profession?* by Alan A. Klass, M.D., *Journal of the Canadian Medical Association*

-015-

ASSOCIATION NOTES

Advertising Signs

The by-law approving Surveyors' signs for large projects which will be proposed for ratification at the annual meeting, states "such signs will be in conformity with the models retained in the office of the Association".

For the information of members, the specifications for the model sign is reproduced below.

