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# American Society of Landscape Architects

Idaho Montana Chapter  
Rendezvous 2019 – Impact Growth

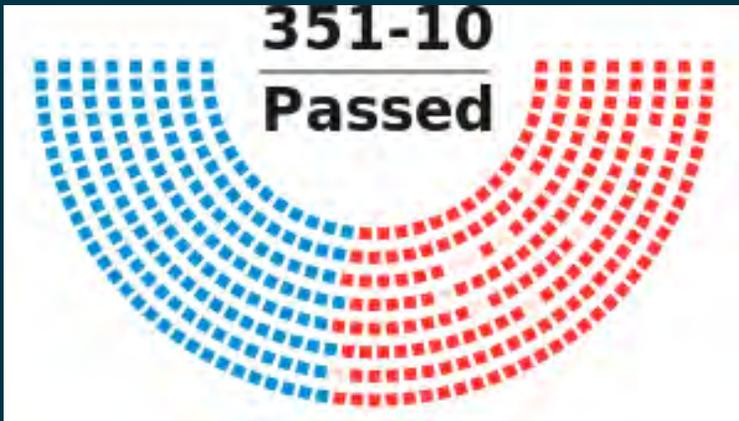
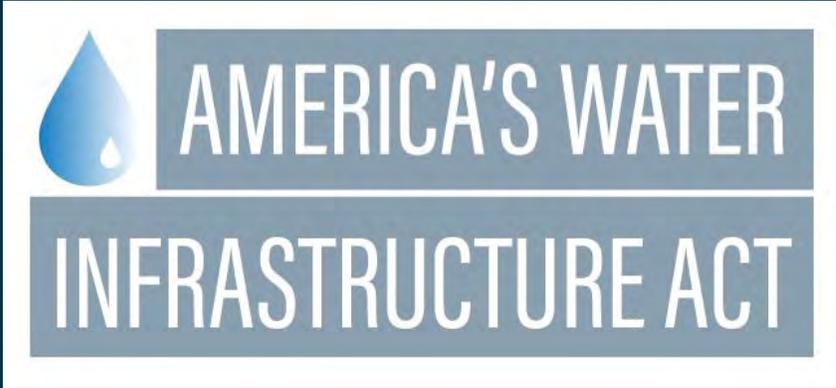
Greg Miller, FASLA  
ASLA Immediate Past President

Report of ASLA Programs

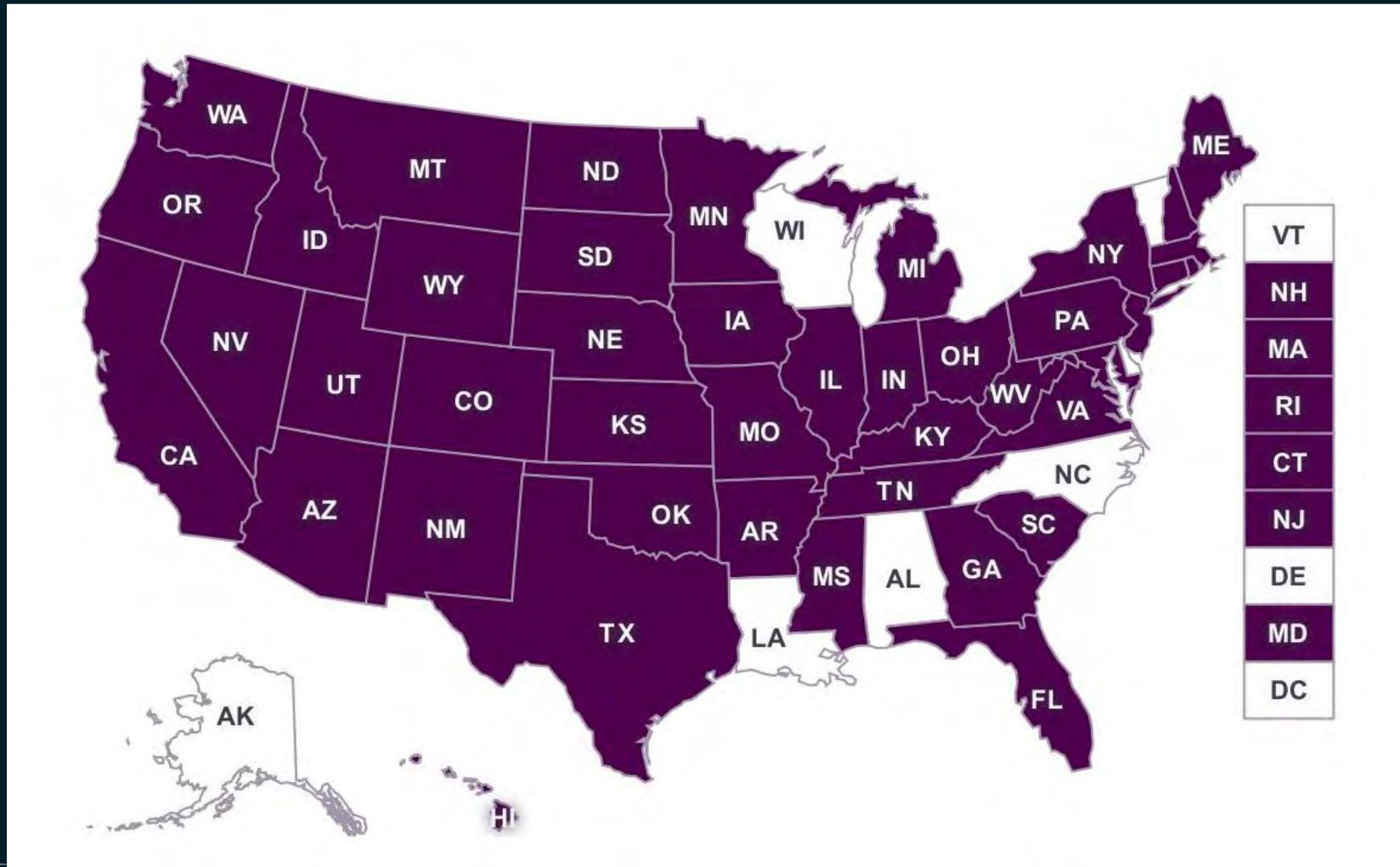
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# Advocacy

# Federal Advocacy



# State Advocacy



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# Public Awareness

# World Landscape Architecture Month

This is  
**LANDSCAPE  
ARCHITECTURE**



This is  
**LANDSCAPE  
ARCHITECTURE**

# Frameworks

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## Phase 1: Descriptive Research - Completed

Identify gaps between “expert story” and public understanding

Identify applicable cultural assumptions and values

Provide initial recommendations for communications strategies

## Phase 2: Prescriptive Research – Complete June 2020

Identify and test effective strategies to reframe landscape architecture

Provide actionable research recommendations

## Phase 3: Application and Dissemination

Provide a communications toolkit, including talking points, quick-start guides, model answers to common questions, slides

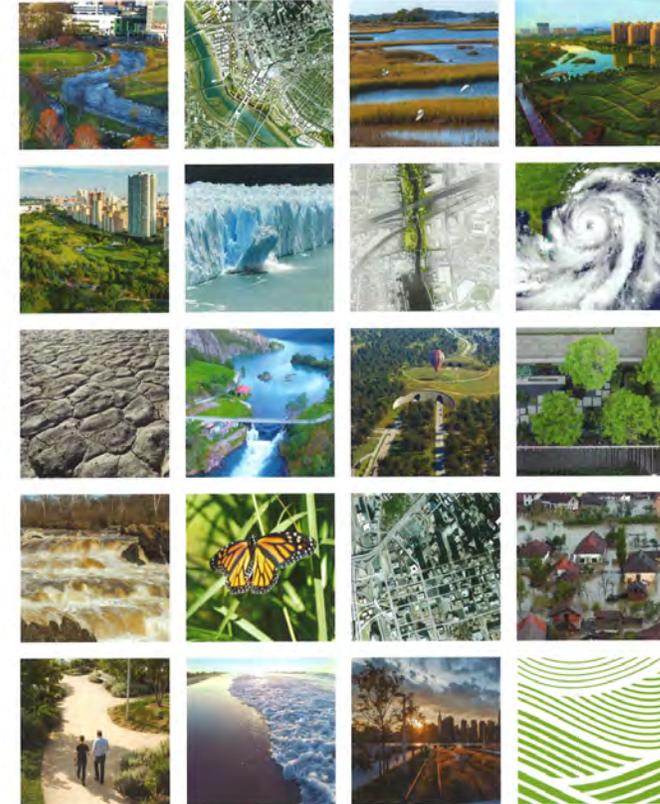
Present findings and train communicators

# Climate Change Initiatives



## Smart Policies for a Changing Climate

The Report and Recommendations of the ASLA Blue Ribbon Panel on Climate Change and Resilience



ASLA

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# What we're doing on climate change

- Climate change integrated across education, professional practice, advocacy, communications
- Promoting *Smart Policies* recommendations:
  - National Council for Science and the Environment
  - Congressional briefing
  - National Planning Conference
  - National Adaptation Forum
  - Soil and Water Conservation Society
- *Smart Policies* exhibit on ASLA Center

Goal: Bring the profession's expertise to bear on this critical issue.

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# What we're doing on climate change

- Signatory to We Are Still In
- Working with Science to Action Community
- Weighing in on relevant federal legislation/activity
- Coming: Additional targeted communication aimed at state and local governments
- Coming: *LAM* Climate Reader

Goal: Bring the profession's expertise to bear on this critical issue.

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# What we're doing

- Continuing to green ASLA operations
- Already using 100% renewable energy for ASLA Center operations
- Working toward offset of Conference on Landscape Architecture carbon footprint

Goal: As a responsible corporate citizen and role model organization, reduce ASLA's carbon footprint.

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# Career Discovery and Diversity



# Your Path to Landscape Architecture

- Is Landscape Architecture Right For Me?
- What Does a Landscape Architect Do?
- Why Is Their Work So Important?
- Where Can I Study?
- How Do I Learn More?
- Diverse Voices
- About Columbus Circle



What Does a Landscape Architect Do?

What Kind of Skills Do I Need?

How Do I Pick a School?

Where Will I Work?

Will I Need a License?

Who Can Help?

ASLA 2006 Professional General Design Honor Award.  
Columbus Circle, New York, New York by OLIN. Images: © OLIN & Peter Mauss / Esto.

2015 Text © American Society of Landscape Architects (ASLA)





# DISCOVER LAND

A profession that combines art, science, and manages our land. Landscape architects work on projects that help improve communities.

- YOUR LAND
- Landscape Architecture 101
- ASLA Activity Books
- Where I want to be (LA)
- Green Roof is Growing
- Design Animations

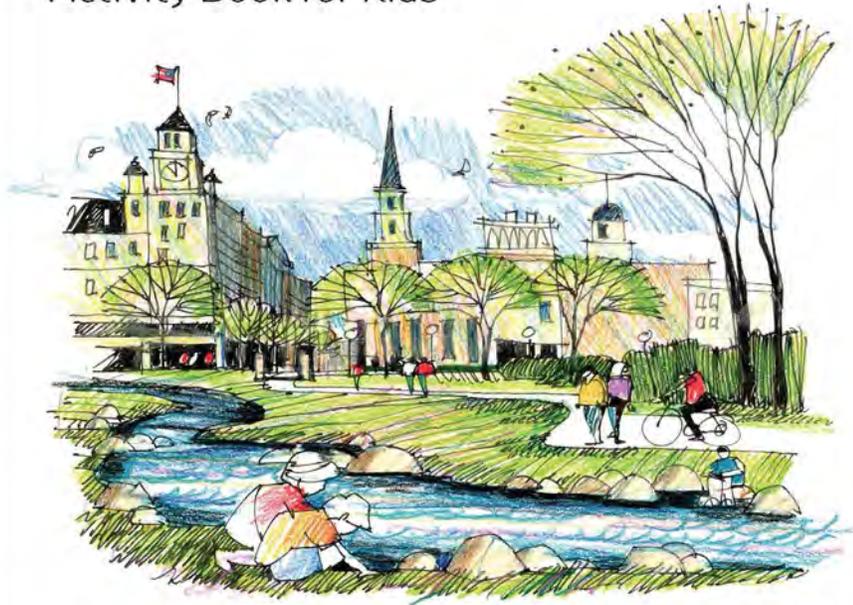
# LECTURE

Month that designs, plans, and manages our land. Landscape architects design parks, trails, plazas, and waterfronts.



ASLA  
**DISCOVER  
LANDSCAPE  
ARCHITECTURE**

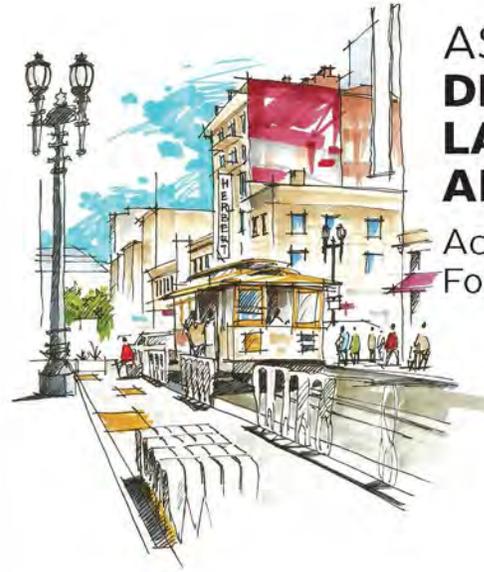
Activity Book for Kids



 American Society of  
Landscape Architects

ASLA  
**DISCOVER  
LANDSCAPE  
ARCHITECTURE**

Activity Book  
For Teens and Adults



 American Society of  
Landscape Architects

# Educator Communities: *Shaping the Future of the Profession*

## Formal Educators

- Classroom Teachers (Public/Charter/Private/Independent Schools)
- Art and Design Schools
- STEM Educators



## Informal Educators

- After School/Out of School Time (OST) Educators
- Museum Educators
- Community Organizers
- Parents and Volunteers



## Volunteers

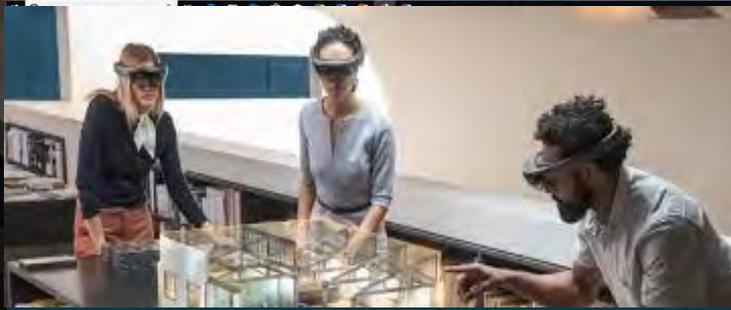
- Undergraduate and Graduate Students
- Emerging Professional/Practicing Professionals
- Retired Professionals



- 2018 Regional Conference - National Harbor, Maryland
- 2019 National Conference - St. Louis, Missouri



# STEM Stakeholder Communities: *Shaping the Future of the Profession*



# ASLA Center for Landscape Architecture: *Shaping the Future of the Profession*



# USA Science and Engineering Festival



Transform  
Ideas into Reality

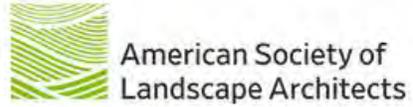


CD&D National Partners:  
*Shaping the Future of the Profession*





# From Career Discovery to Diversity: *Fostering diversity in the profession*



American Society of  
Landscape Architects

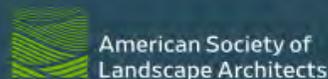
## **ASLA Diversity Summit 2018 Report**

ASLA Center for Landscape Architecture, Washington, D.C.  
June 22-24, 2018



2018 Diversity Summit Participants / EPNAC.com

# ASLA 2018 DIVERSITY SUMMIT SUMMARY



The American Society of Landscape Architects convened its sixth annual Diversity Summit with the goal of developing a deeper understanding of how landscape architecture can better represent the communities and people it serves. For the 2018 Diversity Summit, five professionals from the Diversity SuperSummit were invited back and nine new participants were selected from the Call for Letters of Interest to add valuable input to discussions and resource development.

On June 22-24, ASLA hosted the 2018 Diversity Summit at the ASLA Center for Landscape Architecture in Washington, D.C. During the Summit, participants reviewed benchmarks prioritized from the 2017 Diversity SuperSummit and offered suggestions for developing resources that can assist implementing diversity and inclusion practices into business strategies and reaching out to the youth and communities. The following is a summary of action items discussed to help achieve five-year goals established at the Super Summit.

## Five-Year Goals

**1** Diverse imagery and resources integrated across ASLA



**2** All ASLA materials in digital format and easily

**3** Diversity efforts are aligned with Presidents' Council



**4** STEM/STEAM is built into the pipeline as integral to landscape architecture

## Five-Year Goals and Proposed Action Items



### Diverse Imagery and resources integrated across ASLA

1. Review, assess, and implement diverse content across ASLA and treat diversity as a feature of the profession, instead of isolating it.
2. Discuss a new ASLA award category to encourage landscape architecture projects and research to promote diversity, equity, and inclusion.
3. Create a new event at ASLA Annual Meeting to promote diversity.
4. Increase the landscape architecture profession's impact through various media.
5. Translate current and new materials into Spanish.

### All ASLA materials in digital format and easily accessible



1. Develop presentations and promotional materials specific to ASLA diversity and inclusion initiatives for ASLA leadership and staff to present to chapters and general audiences.
2. Ensure that ASLA chapter presidents share experiences from diversity training opportunities with the local chapter.
3. Provide materials for Diversity Summit participants to educate peers, students, and the public about ASLA's diversity and inclusion initiatives.
4. Create diversity and inclusion training opportunities for local chapters (i.e., webinars, resource links).
5. Develop draft resource or grant proposals for Embracing Diversity and Inclusion in Business Practices (initial concepts from 2018 Diversity Summit).
6. Develop draft resource or grant proposals for Funding Diversity Programs of the Future (initial concepts from 2018 Diversity Summit).



### Diversity efforts are aligned with Presidents' Council organizations

1. Create diversity training opportunities for leaders in the Presidents' Council organizations.
2. Schedule checkpoints among all Presidents' Council organizations to ensure actions towards promoting diversity and inclusion in the profession.
3. Align demographic data collection among Presidents' Council organizations (i.e. race/ethnicity, gender).



### STEM/STEAM is built into the pipeline as integral to landscape architecture

1. Ensure that the development of K-12 curricula highlighting landscape architecture meets local requirements for STEM.
2. Encourage accredited landscape architecture programs' curricula to integrate various STEM disciplines.
3. Discover current resources for K-12 curricula highlighting landscape architecture that meet STEM requirements; provide base resources to customize at the local level.
4. Develop a checklist to assist professionals in selecting the appropriate activity from online resources (i.e., ASLA's Tools for Teachers) to highlight landscape architecture to K-12 students; checklist may include time and staff availability, age group of students, etc.

Long-term Goal: ASLA becomes best practice model for other organizations



**“I pledge to help Native American youth realize their undiscovered passion for landscape architecture.”**

**-David Garce, ASLA**

**“I pledge to present the topics discussed to my firm and chapter to help extend the conversation and foster awareness.”**

**- Gaylan Williams, ASLA**



# We Need Your Help



Call to Action:  
Nationwide ASLA Career Discovery and Diversity Campaign

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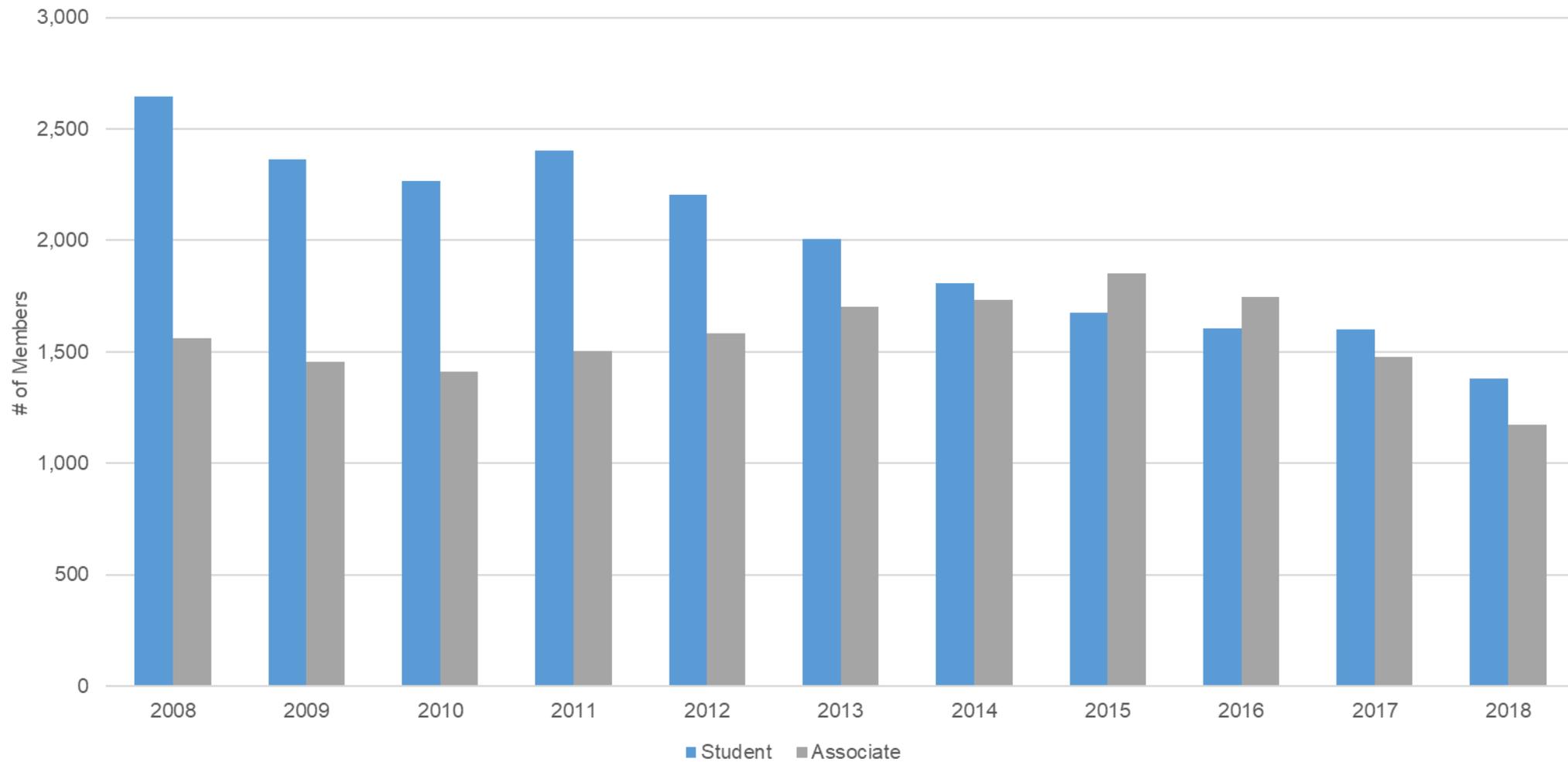
# Membership



# Membership: 2019 1Q

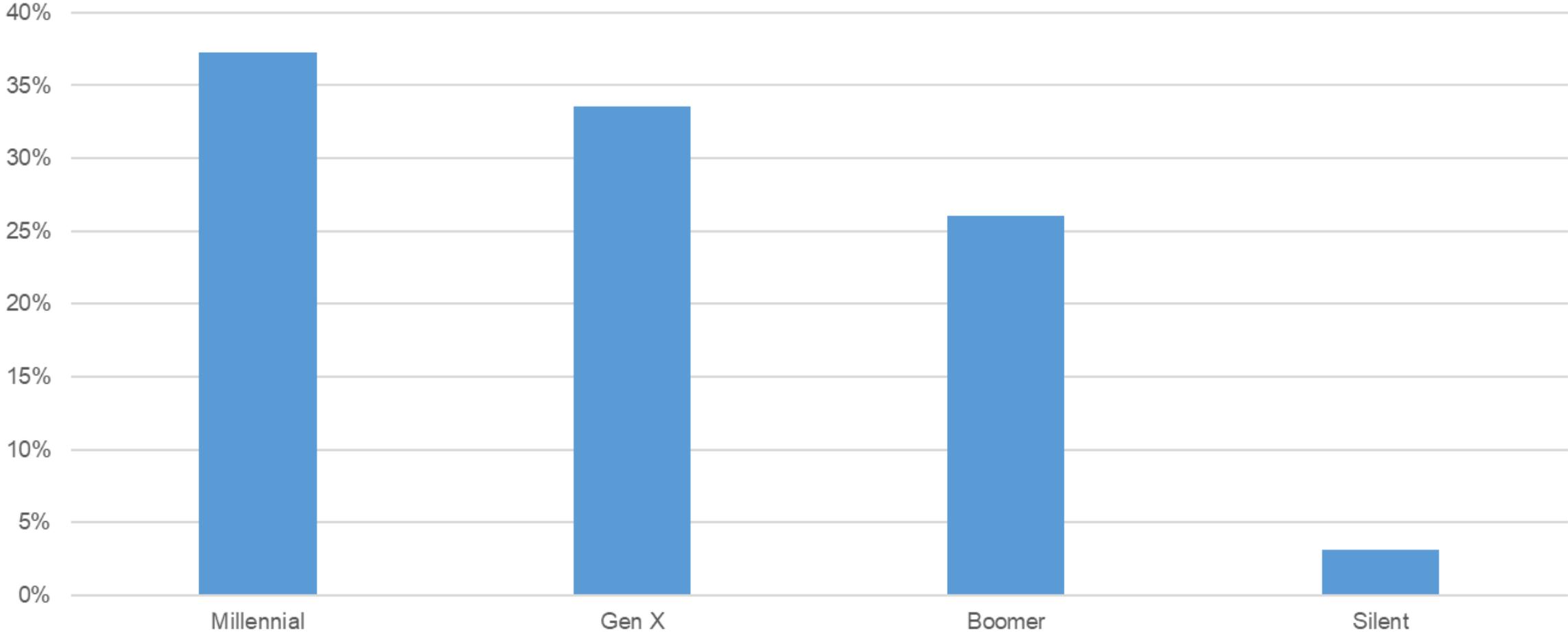
Member Type	3/31/18	3/31/19	Change (%)	Retention Rate (%)	Retention Goal (%)
Full	10,715	10,770	0.5	88.5	91
Associate	1,420	1,116	-21.4	69.1	75
Student	1,576	1,340	-15.0	48.7	50
Total	14,912	14,489	-2.8	80.7	80

## ASLA Emerging Professionals



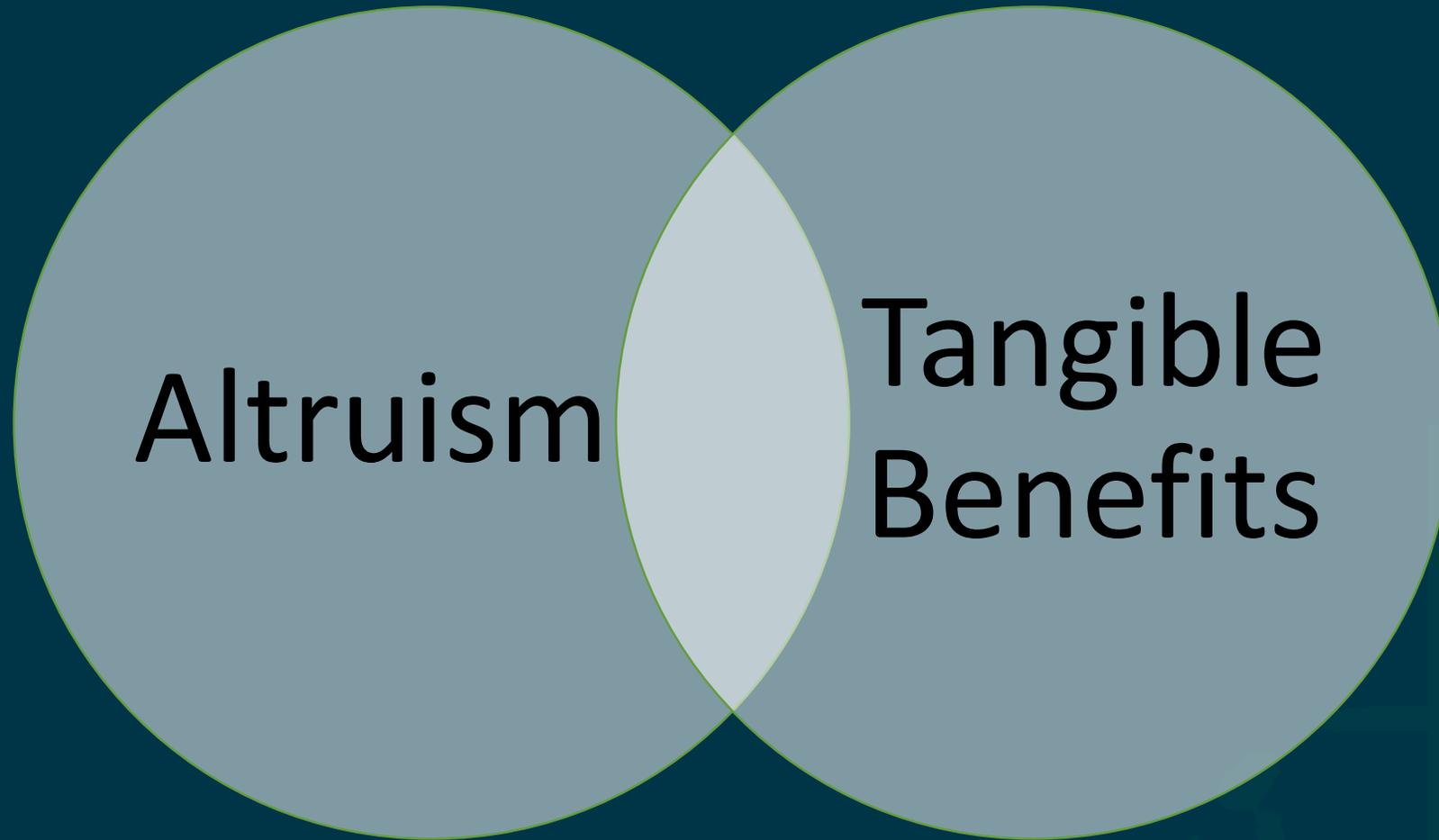


# ASLA Members by Generation





# Why Members Join and Belong



## Altruism

- Sense of Belonging
- Giving Back to the Profession
- Support ASLA
- Involvement/ Volunteerism
- Advocacy

## Tangible Benefits = ROI

- Stay Current/ News and Information
- Continuing Education
- Networking/ Career Advancement
- Member Benefits/ Discounts
- Advocacy

# Loyalty Spectrum

- **Super Members**
  - Most committed members - likely to spread the word
- **Rank and File**
  - Satisfied, but feel less of connection
- **Value Seekers**
  - Most at-risk – always evaluating value

## Loyalty Spectrum

44%  
High



### Super Members

- Most connected, care about “belonging”
- Value what their organization does for the profession over personal benefits
- Want a high degree of communication
- Appreciate content is targeted
- More likely to be involved locally, for longer, and in leadership roles

39%  
Medium



### Rank and File

- Satisfied, but less connected
- Value mix of personal and professional benefits
- Want weekly-monthly updates
- In contact through typical channels, plus social media
- Some frustration around lack of personalization of content

18%  
Low



### Value Seekers

- Majority are critics
- More likely than other segments to have lapsed in last year, cite “little value” as reason
- More focused on tangible benefits
- Fine line in communicating with this group
- Highly critical of lack of personalization, low relevance, and boring content

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# Recruitment and Retention Tools and Strategies

# Committees

- Associate Advisory Committee
- Emerging Professionals Committee
- LARE Prep Committee Leadership Development Committee
- Member Services Committee
- Student Advisory Committee

[Back to Dashboard](#) | [Switch to a different project](#)

## Emerging Professionals Committee ASLA

Overview Messages To-Dos Calendar Writeboards Time Files

### Writeboards

- [2017-18 EPC Committee Ideas](#)**   
Updated over 1 year ago by Stephanie Onwenu
- [2017-18 Supporting EP Tools WG](#)**   
Updated about 1 year ago by Julia Lent
- [2017-2018 EPC - Reference](#)**   
Updated about 1 year ago by Julia Lent
- [2018 EPC Webinar Series](#)**   
Updated 10 months ago by Carlos Flores
- [2018 Social Media/Web Content Ideas](#)**   
Updated about 1 year ago by Daniel Martin
- [AMA Dream Guest List](#)**   
Updated 2 months ago by Jonathan Misrahi
- [AMA Guest Calendar](#)**   
Updated about 1 month ago by Daniel Martin
- [AMA Guest Questions](#)**   
Updated 2 months ago by Amanda Catherine Wakefield
- [ASLA Bingo @ Annual Meeting](#)**   
Updated 7 months ago by Lara Remitz
- [Chapter tools: best practices/case studies](#)**   
Updated almost 3 years ago by Diana Fernandez
- [Chapter Tools: EP Starter Kit](#)**   
Updated almost 3 years ago by Matthew Hull
- [Communications Working Group Brainstorming Session](#)**   
Updated about 3 years ago by Amy Syverson
- [Emerging Professionals' Reception](#)**   
Updated 7 months ago by Melissa Gobrecht
- [EP Chair Job Description + Checklist Project](#)**   
Updated 9 months ago by Julia Lent
- [Previous EPC Committee - Project Ideas](#)**   
Updated about 1 year ago by Julia Lent

# Resources

- Focus on tools and resources to support chapters recruitment and retention efforts
- Creating new resources for student chapters

## CHAPTER OPERATIONS WORKBOOK

The Chapter Operations Workbook is a comprehensive resource for chapter leaders, and provides information including chapter operations, volunteer position descriptions, ASLA resources, forms and more.

If you need assistance navigating through the workbook, please contact Melissa Gobrecht, Membership Marketing & Chapter Services Manager at [mgobrecht@asla.org](mailto:mgobrecht@asla.org) or [chapters@asla.org](mailto:chapters@asla.org)

CPC Central

Operating a Chapter

Chapter Positions

Emerging Professionals Resources

Grow Your Membership

Awareness and Advocacy

Leadership Development

More About ASLA

Important Dates

May 2-4, 2019: CPC Spring Meeting (Washington, DC)  
August 31, 2019: Chapter Dues Report Deadline

# Outreach

- Directly supporting members with resources and information



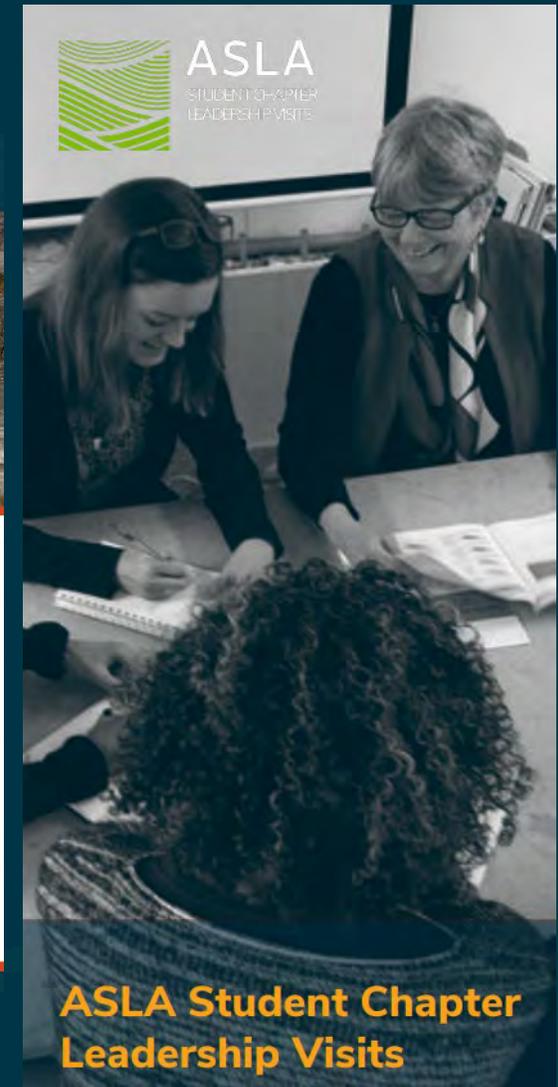
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AskMeAnything



Student Awards  
Edition

What?	When & Where?
You have <b>one hour</b> to ask an esteemed panel of <b>Student Winners, Judges, and ASLA Staff</b> anything you desire about the ASLA Student Awards.	Wednesday, <b>April 17</b> at <b>3PM ET</b>  We will be live on Facebook!  Go to: <a href="https://fb.me/AmericanSocietyofLandscapeArchitects">fb.me/AmericanSocietyofLandscapeArchitects</a> to join the conversation.
Join us live to ask your questions.	<b>See you there!</b>



# Communication

- Leadership Link
- Membership Minute
- Student Chapter newsletter
- Emergence

**EMERGENCE**  
A Newsletter for Associate Members - Emerging Professionals

**Letter from the National Associate Representative:  
The Return on Investment of your Membership**

As the renewal for my national membership comes, and my membership status graduates from Associate to full Member, it's not surprising to find myself reflecting on what membership has meant to me and what it has provided for the personal and professional growth I've sought for the last few years. When my ASLA membership first came up for renewal, I was disappointed to find that the membership renewal cost was higher than I expected. I was also disappointed to find that the membership renewal cost was higher than I expected. I was also disappointed to find that the membership renewal cost was higher than I expected.

**Meet your Associate Advisory Committee 2017-2018**

**#WEAREASLA**  
2017-2018 ASLA National Executive Board

**3 member benefits you didn't know you had**

Advocacy	Road Trips!	Salary Survey
There are over 5000 bills introduced each session of Congress. Some of them directly affect the construction industry. ASLA has a legislative team devoted to monitoring progress on the Hill and advocating on behalf of our members and the industry.	ASLA's Road Trips are a great way to see the country and meet other ASLA members. ASLA's Road Trips are a great way to see the country and meet other ASLA members.	ASLA's Salary Survey is a great way to see how your salary compares to other ASLA members. ASLA's Salary Survey is a great way to see how your salary compares to other ASLA members.

**Who we're RT**  
1963-2018  
www.asla.org

**What's on repeat**  
1963-2018  
www.asla.org

**Where we're going**  
1963-2018  
www.asla.org

November 2018

American Society of Landscape Architects

**Membership Minute**

**-EXCELLENCE-**

**A NEW CHAPTER OPERATIONS TOOL!**

**What?**

The Chapter Excellence Checklist is here to help! ASLA has a new Chapter Excellence Checklist. Created by the Member Services Committee, this Tool was created to serve as a guide for Chapters to plan and implement their responsibilities, operations and goals.

The Checklist is organic. It is intended to be a platform for Chapters to have a starting point to create their own organizational strategies and to assist in the transition of Executive Boards.

**How?**

The Chapter Excellence Checklist is categorized in to the following sections:

- Management
- Membership
- Member Communications
- Student and University Outreach
- Emerging Professionals
- Public Awareness
- Career Discovery and Diversity
- Advocacy
- Awards and Recognition
- Continuing Education and Events

Implementation Ideas

**Where?**



Thanks!  
Questions?