

ASLA

Idaho-Montana Chapter Strategic Plan 2012

IdMt Meeting

Promote the profession through communicating and educating the legislators and public officials, partnering with allied professions, creating public awareness and interacting with students.

1. NLAM and 4.26.12
2. Monitoring state legislative activities and fostering relationships
3. Monitoring state board activities
4. Producing media releases
5. Partnering with allied professions, policy groups and community organizations
6. Activate advocacy network
7. HALS (Historic American Landscape Survey)
8. Reporting federal legislation and actions
9. Explore ASLA grant opportunities

Member Services and Support

Foster effective communication that will promote quality education opportunities, professional member services and participation resulting in enhanced membership value.

1. Maintain Constant Contact lists
2. Update and maintain website
3. Create monthly newsletter
4. Host bi-annual Rendezvous conference
5. Outreach to new, renewing, lapsed and prospective members
6. Chapter social/networking event
7. Support section activities
8. Create social media presence via Facebook and Twitter
9. Solicit and evaluate professional education/LA CES (Landscape Architecture Continuing Education System)
10. Survey membership
11. Identify and coordinate application process for potential Fellows
12. Maintain prospective member database

Supporting the Future of the Profession

Invest in the future of the profession by engaging students at all levels through awareness of landscape architecture and involvement in public service.

1. Communicate and coordinate with the student and student affiliate chapters
2. Coordinate with the universities
3. Design and administer a travel scholarship program
4. Communicate with high school counselors

Governance and Management

Exercise effective governance by managing fiscally responsible programs and cultivating future leadership throughout our regions and sections.

1. Conduct Executive Director search
2. Formalize sections
3. Fulfillment of sponsorship benefits
4. Annual report to membership
5. Update sponsor benefit package
6. Identify and solicit sponsors
7. Conduct annual audit
8. Research incorporation
9. Thank you communications to sponsors
10. Review bylaws and propose amendments
11. Draft reimbursement, maximum expense approval authority, sponsorship and section event policies
12. Create slate for next election and verify election

Meeting Date: January 19-20, 2012

Location: City of Meridian City Hall

Attendees:

Neil Kiner, IMASLA President
John Rotors, IMASLA President-Elect
Jay Gibbons, IMASLA Treasurer
Kent Brough, IMASLA Secretary
Jolene Rieck, IMASLA Trustee
Jon Breckon, IMASLA Immediate Past President
Robin Baker, IMASLA Vice President of Idaho
Aly Ross, IMASLA Vice President of Montana
Lynda Wightman, IMASLA, Member-At-Large

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Guest

Barbara Drobins, ASLA Member and Chapter Services Director

Mission

...is to lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments

Strategic Objectives Brainstorm

The participants brainstormed on what the Idaho-Montana Chapter is doing and/or what would the chapter like to do. Below is the bulleted list of items:

- Rely on sections due to size
- Members stay informed on Chapter and National activities/Communications
- Executive Committee to communicate with members/ Members communicate back to Executive Committee
- Interactions with student chapters
- Money-sponsorship/ maintain consistent budget
- Where do we want to spend
- Financial support to sections
- Reaching out to allied professions (alliances, partnerships)
- Community outreach:
 - Public Awareness – who are landscape architects/what do we do
 - Education – school children, future landscape architects
- Stay on top of state legislative actions
- Membership value – increase membership
- Rendezvous – semi-annual conference
- Continuing education opportunities hosted by chapter
- Effective governance
- Promoting SITES - public and landscape architects
- PLA designation promotion
- Identify future leadership – chapter and profession

Participants then organized the above into four categories based on the National strategic objectives.

- Advocacy and Awareness
- Member Services and Support
- Supporting the Future of the Profession
- Governance and Management

Advocacy and Awareness

- Reaching out to allied professions (alliances, partnerships)
- Community outreach
 - Public Awareness – who are landscape architects/ what do we do
 - Education – school children, future landscape architects
- Promoting SITES – public and landscape architects
- PLA designation promotion

Member Services and Support

- Members stay informed on Chapter and National activities/Communications
- Executive committee to communicate with members/
- Members communicate back to executive committee
- Financial support to sections
- Membership value – increase membership
- Rendezvous – semi-annual conference
- Continuing education opportunities hosted by chapter
- Effective governance

Supporting the Future of the Profession

- Interactions with student chapters
- Community outreach
 - Public Awareness – who are landscape architects/ what do we do
 - Education – school children, future landscape architects
- Identify future leadership – chapter and profession
- Governance and Management
- Rely on sections due to size
- Money-sponsorship/ maintain consistent budget
- Where do we want to spend
- Effective governance
- Identify future leadership – chapter and profession

Strategic Objectives Statements

The participants then drafted the following strategic objectives for the Idaho-Montana chapter and identified programs, activities and events to reach the objective.

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Advocacy and Awareness

Promote the profession through communicating and educating the legislators and public officials, partnering with allied professions, creating public awareness and interacting with students.

- Monitoring state legislative actions
- Monitoring state board actions
- Activate advocacy network
- Reporting Federal legislation and Actions
- NALM and 4.26.12 (ASLA public relations campaign event)
- Media releases
- Partnering with Allied professionals and community relations

Member Services and Support

Foster effective communication that will promote quality education opportunities, professional member services and participation resulting in enhanced membership value.

- Survey membership
- Update and maintain website
- Create monthly newsletter
- Create social media presence via Facebook and Twitter
- Outreach to new, renewing and lapsed members
- Maintain Constant Contact lists
- Professional education with LA CES

Supporting the Future of the Profession

Invest in the future of the profession by engaging students at all levels through awareness of landscape architecture and involvement in public service.

- Communicate and coordinate with student and student affiliate chapters
- Coordinate with universities
- Design and administer a scholarship
- Communicate with high school counselors

Governance and Management

Exercise effective governance by managing fiscally responsible programs and cultivating future leadership throughout our regions and sections.

- Fulfillment of sponsorship benefits
- Identify and solicit sponsors
- Thank you communications
- Annual report to membership

SWOT Analysis

Individually the participants completed a SWOT survey form to identify Strengths, Weaknesses, Opportunities and Threats for the chapter and region. Below are the bulleted items discussed, the "C" and/or "P" denotes whether the item applies to the Chapter and/or to the Profession. A full list of the survey responses is provided in Addendum A.

Strengths

- Variety of backgrounds experiences (C/P)
- Financial stability (C)
- Creativity and enthusiasm (C/P)
- Stable membership (C)
- Friendship and respect (C/P)
- Location – Unique geographic location (C)
- University of Idaho (C)
- Region has strong Federal presence (C)
- Long history of volunteer leaders (C)
- Willing sponsors (C)
- Effective national association (P)
- State Boards (C)
- Licensure issues are status quo (P)

Weaknesses

- Geographic separation (C)
- Montana State University (C)
- Lack of Executive Director (C)
- Membership participation (C)
- Communication between membership and executive committee (C)
- Strategic plan (C/P)
- Chapter sponsorship follow through (C)
- Lack of member program/follow-through (C)
- Spread too thin (P)
- Time spent on justifying landscape architecture profession (P)
- Allied encroaching on practice (C/P)
- Landscape architect defensive attitude (P)

Opportunities

- Sponsorships (C)
- Communication technology (C/P)
- Colleagues at Federal agency level (C)
- Close relationships with Montana's elected officials
- Opportunities with allied professions (C/P)
- Opportunities with students and community (C/P)
- LA Day (8.17.2011) and NLAM (C/P)

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Opportunities (cont)

- Career and professional awareness (C/P)
- Recruiting younger leadership (C)
- Unique landscapes (C)
- Chapter as LA CES provider (C)
- Underemployment (C)
- Executive Director (C)
- Number of existing programs and projects – no need to reinvent (C)
- Regional events (C)
- Website/Social media (C/P)
- Possible Wyoming section (C)
- Involvement: Members, legislative, experienced members (C)
- Leadership development (C)

Threats

- Stable, not growing membership (C)
- Retiring baby boomers; membership decrease, knowledge transition (C/P)
- Environmental Issues (P)
- Lack of planning ordinances (C/P)
- Lack of central record retention (C)
- Economy (P)
- Wyoming section(?) (C)
- Lack of internal controls (C)
- Allied organizations: power in numbers (P)
- Lack of funding (C)
- Leadership burnout (C)
- Inconsistent laws (state/county) (C/P)
- Legislative issues (P)

Committees and Working Groups

The participants considered the programs and work that needs to be done to reach the strategic objectives and developed the following committees. Committee projects are listed in order of importance.

Advocacy and Legislative Committee

- Monitoring state legislative actions
- Monitoring State Board actions
- Activate advocacy network
- Reporting on federal legislation and actions

Executive Committee Liaison: Jay Gibbons (ID) and Jolene Rieck (MT)
Members: Bill Dial (ID); Carl Thusen (MT)
Maybe Sandy Engeler

Audit Committee

- Conduct annual audit

Executive Committee Liaison: Jay Gibbons
Members: Robin Baker; Jim Foley; Darin Martens

Communications Committee

- Website
- Update and produce content
- Newsletter
- Social Media
- Facebook
- Twitter

Executive Committee Liaison: Aly Ross
Members: Steve Davidson; Brian McClure; Patrick Parker;
;Molly Teal -chair

Constitution and Bylaws Committee

Review bylaws and propose amendments
Create sponsor policy
Create reimbursement policy

Executive Director Exploratory Working Group

Draft list of responsibilities
Create job description
Draft RFQ
Manage search process

Executive Committee Liaison: Lynda Wightman
Members: Jay Gibbons; Jena Ponti; Greg Baer

Membership Committee

Maintain Constant Contact lists
New member welcome letter/packet
Renewal communications
Lapsed member communication
Maintain prospective member database
Member survey

Executive Committee Liaison: Robin Baker
Members Adam Stone; Bob Waldheuer

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Nominating Committee

Prepare slate of nominees

Manage search process for Fellow candidates

Executive Committee Liaison: Jon Breckon

Members: Mark Hoverton; Jennie Meinershagen; Tim Patton

Profession Education and Student Outreach

1. Professional education programs
 - LA CES
2. Communicate and Coordinate activities with student and student affiliate chapters
 - Funding
3. Coordinating with universities
 - Student awards
 - Portfolio reviews
4. Design a and administer scholarship program
 - Travel to ASLA annual meeting
5. Communicate with high school counselors
 - Career discovery
 - Job shadow

Long Range Goals

- Mentor program
- Internship program

Executive Committee Liaison: Jennie Meinershagen

Members: Don Bringham; Keith Dixon; Candice Mastel; Kent Watson

Public Relations Committee

1. National Landscape Architecture Month (NLAM)
2. Olmsted Birthday/4.26.12 (ASLA public relations campaign event)
3. Media Releases
4. Partnering with Allied and Community organizations

Executive Committee Liaison: John Rotors

Members: Jim Mihan –chair; Regan Pence; Jacob Thomas

Rendezvous Working Group

- Site Selection
- Awards
- Tours
- Sponsors
- Communication

Executive Committee Liaison: Lynda Wightman

Note: order of importance was not specified for the working group.

Sponsorship Committee

1. Fulfillment of benefits
2. Identify and solicit sponsors
3. Thank you communications
4. Update Sponsorship package
5. Chapter social/networking event

Executive Committee Liaison: Lynda Wightman

Members: Greg Baer; Dave Phillips

Tellers Committee

1. Verify elections

Executive Committee Liaison: Kent Brough

Members: Jon Mueller; Kathy (Mary) Robert

Sections

The participants discussed the chapter section status and structure of the chapter. The organization chart below identifies the section reporting structure to the chapter executive committee. The participant consensus is to make all the sections "official."

Robin Baker and Aly Ross will work together to create a communication plan and identify leaders for the sections. Neil Kiner will research other ASLA chapter-section financial agreements.