



BUILDING RELATIONSHIPS WITH ALLIED PROFESSIONS

Why Collaborate?

There are various reasons for collaboration depending on the potential partner and the needs of your chapter. Collaboration provides opportunity to raise awareness of the landscape architecture profession, both within the allied professions and the general public. For advocacy, this unified front can be a powerful presence in support or opposition to legislation, while ensuring the landscape architecture profession remains a part of the dialogue. In addition to building and bettering the relationships with allied professions, these partnerships create efficiencies for scarce resources, including time and money.

Potential partners include:

Arborists & Foresters	Landscape Designers	Historic Preservation Orgs
Architects	Landscape Contractors	Green/Sustainability Orgs
Engineers	Nurserymen	Urban Development Orgs
Geologists	Planners	Land/Water Cons. Orgs
Golf Course Architects	Bike/Pedestrian Orgs	Water Usage/Purveyors Orgs
Horticulturalists	Smart Growth Orgs	AARP
Irrigation Consultants	Transportation Orgs	Am. Water Works Assn.
Land Surveyors	Park & Recreation Orgs	Complete Streets Coalition

Initiatives and Strategies

Join existing coalition: The heavy-lift of creating a coalition has already taken place, now reap the benefits. Most coalitions are willing to work through cost issues to deal with budget limits, in-kind, contributions can include using ASLA's Advocacy Network to generate grassroots advocacy. Joining a coalition is important to ensure that landscape architectural expertise is incorporated into the coalition. Follow the steps below to join a coalition.

- Research the coalition to understand what it has done for issues you support and/or oppose
- Understand the coalition's objectives and how your organization can help the coalition reach them – know what resources you can offer (expertise, funds, other resources)
- Contact the leader organization of the coalition to verify their membership criteria and process

Create A Coalition: It may be in your best interest to form a new coalition if an existing coalition does not meet your chapter's needs or goals. Common examples include a design council with other licensed professions, formalizing a green industry coalition, and various advocacy issues, such as the Complete Streets Coalition. Follow the steps below to create a coalition.

- Establish clear objectives that your coalition supports, usually 1-3 points
- Write a simple and powerful coalition letter for your organization and others to sign on
- Recruit other individuals/organizations to sign on and join the coalition
 - This can be achieved by inviting relevant stakeholders to a special kickoff event to discuss why a coalition would be of interest to those invited
- Plan and hold your first meeting, make sure to create an agreed upon meeting schedule, and always follow up on meetings and coalition deliverables
- Coalition examples include the Green Industries of Colorado (GreenCo), the Alaska Professional Design Council, and the National Complete Streets Coalition

Joint Events: Combining efforts can prove more efficient, save money, and increase visibility for all partners. More attendees = more sponsors. Possible collaborations include:

Annual Conferences and Stand-Alone Education Sessions: Leverage sessions to appeal to other professionals. In addition to attention to diverse subject matter, be sure to register education sessions with LA CES and other entities (AIA CES, AICP, ISA) to draw in outside participants.

State/Local Advocacy Days: Join forces with an allied organization and advocate for common interests. Be sure that the landscape architecture perspective is a featured part of the talking points, especially if you are partnering with a larger organization. Lobbying is not only a way to advance a policy agenda, it is also a key strategy for raising the visibility of landscape architecture.

Awards Programs: Create an award that reflects the common interests of ASLA and another organization. Examples include an award for exemplary public spaces or outstanding conservation efforts or individuals.

Community Service: Combine resources in support of a pro bono charrette or other community-based activity.

Special Invitations: Inviting other organizations to your events or programs signals that you and your chapter are open to collaborating. These invitations help to create relationships and open lines of communications between allied organizations. Special invitation examples are below:

- Invite an allied professional organization as a panelist(s) for a conference or a stand-alone education session
- Invite representatives of an organization to exhibit at a conference (at no charge)
- Offer discounted rates to attend the conference for certain organizations
- Invite an organization to provide a juror for a chapter awards program
 - In the case of nearly all these activities, there should be an expectation of reciprocal treatment and exchange

Partnerships: Partnering with other organizations can help to share costs of consulting, printing, advocacy, etc. Partnerships also allows each organization to share their expertise by filling in gaps of knowledge that could not be met by just one organization. Examples of partnerships are below:

- Share an executive director, lobbyist, or other consultant
 - Caution - Be sure that the collaboration meets ASLA goals - do not let ASLA issues become merely a token part of the collaboration
 - Consulting contracts should clearly state the scope of work, even if it is a part-time contract
- Co-author or publish a technical publication or regulatory reviews for public agencies where a common interest exists of the collaboration

Relationship Outreach: The start of a relationship or partnership can happen formally or informally. Make the most out of existing relationships and continually seek to make new ones.

- Identify landscape architects in your chapter who have existing relationships, whether by dual membership, through their colleagues, or even by marriage and family
- If you know of a specific event or issue that could develop into a good collaboration, then target your outreach to that issue
- To solidify the partnership, it will be important to create an outlet for action

Organizational collaboration and relationship building is critical to your work as landscape architects. The overarching goal is to build better and stronger relationships, and in doing so, the visibility and familiarity of the landscape architecture profession expands exponentially.