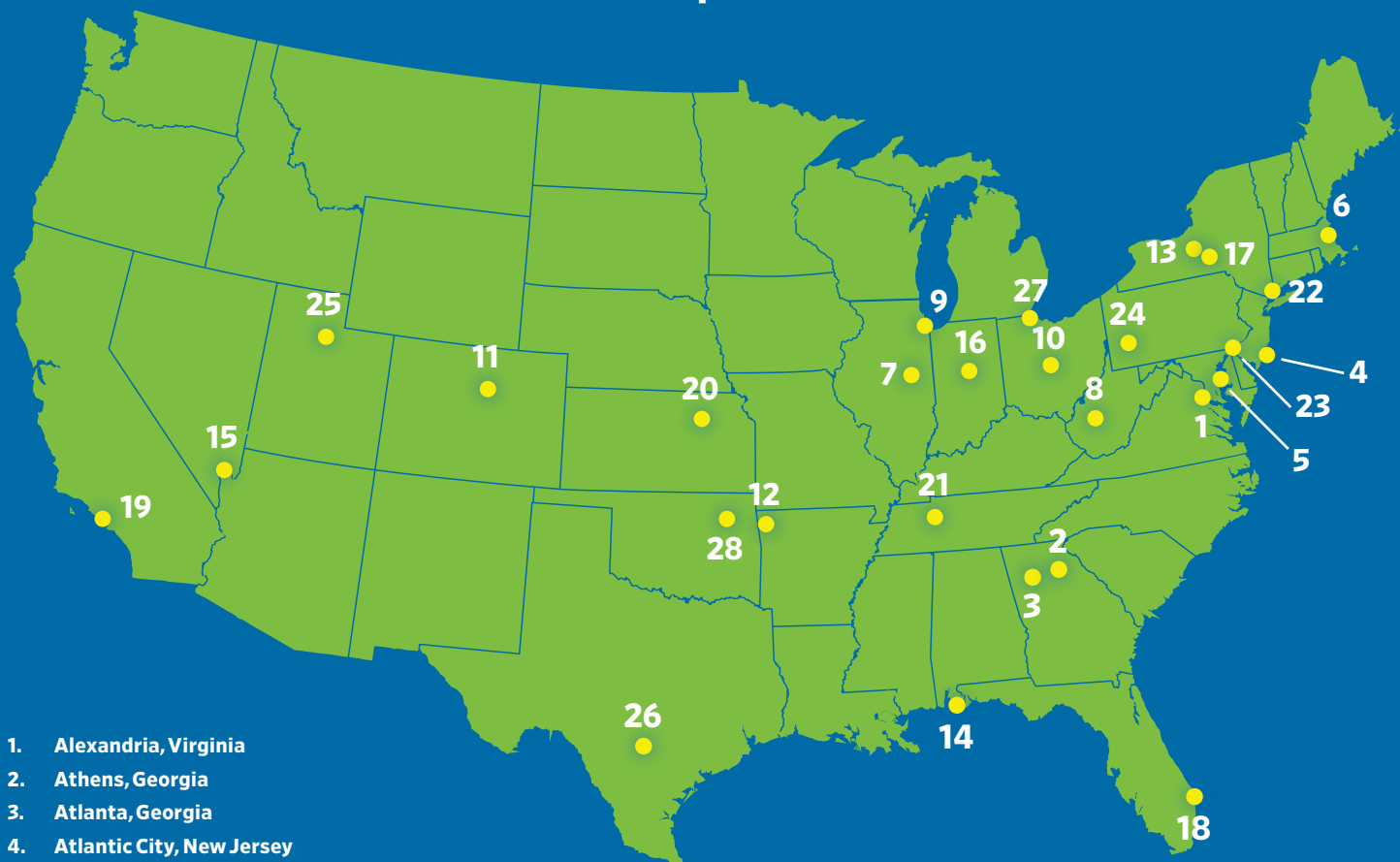


Expanding Our Reach



ASLA Leadership Visits in 2023



- | | | | |
|-------------------------------|----------------------------|-----------------------------|--------------------------------|
| 1. Alexandria, Virginia | 11. Denver, Colorado | 17. Ithaca, New York | 23. Philadelphia, Pennsylvania |
| 2. Athens, Georgia | 12. Fayetteville, Arkansas | 18. Jupiter, Florida | 24. Pittsburgh, Pennsylvania |
| 3. Atlanta, Georgia | 13. Geneva, New York | 19. Los Angeles, California | 25. Salt Lake City, Utah |
| 4. Atlantic City, New Jersey | 14. Gulf Shores, Alabama | 20. Manhattan, Kansas | 26. San Antonio, Texas |
| 5. Baltimore, Maryland | 15. Henderson, Nevada | 21. Nashville, Tennessee | 27. Toledo, Ohio |
| 6. Boston, Massachusetts | 16. Indianapolis, Indiana | 22. New York, New York | 28. Tulsa, Oklahoma |
| 7. Champaign-Urbana, Illinois | | | |
| 8. Charleston, West Virginia | | | |
| 9. Chicago, Illinois | | | |
| 10. Columbus, Ohio | | | |



Nairobi, Kenya



Dubai, United Arab Emirates



Stockholm, Sweden



Saskatoon, Saskatchewan

Expanding Our Reach

From the past to the future and around the world

As I reflect on 2023, I am struck by the frequency with which front-page news stories illustrated the plentiful and vital leadership opportunities for landscape architects to influence our nation and our planet. From devastating wildfires, to young people seeking rewarding opportunities, to emerging technologies like AI, landscape architects *are* leading and *must* lead to design a better world.

Of course, this is nothing new for our field. The earliest landscape architects were visionaries who blended art and science with an emphasis on the health, well-being, and uplift of humankind through good design and wise use of natural resources—commitments our profession has continued to advance to this day. In 2023, we began preparations to celebrate the 125th anniversary of ASLA throughout 2024. As we remember and celebrate our past, we can see the deep roots that nourish and inspire us to reach for the future.

It's clear that our future includes fighting the biodiversity and climate crises. Last year, we formalized the ASLA Biodiversity and Climate Action Committee, which is already responsible for the creation of new resources for landscape architects, vendors, and product manufacturers.

Landscape architects are advocating for nature-based solutions, green infrastructure, and decarbonization on the world stage. I attended COP28 in Dubai with five landscape architect delegates (plus eight virtual delegates), and together we spoke in more than 40 sessions.

Last year, ASLA achieved a long-sought goal, the designation of landscape architecture as a STEM discipline by the U.S. Department of Homeland Security, which officially recognizes the intensity of the science, technology, engineering, and mathematics coursework required in landscape architecture degree programs. This

designation will create many opportunities for students, practitioners, and firms in years ahead.

This victory exemplifies ASLA's focus on the business of landscape architecture, supporting career advancement and economic opportunities for our members. We are elevating our members and their projects to the highest levels of media, policy, and design of the built environment. Landscape architects are taking note, and ASLA's membership is growing.

To keep our vision of the future in focus, ASLA maintained deep investment in landscape architecture students and professionals. In 2023, we announced the second cohort in our Women of Color Licensure Advancement Program. Through SKILL | ED, we helped landscape architects develop skills in business development, increasing productivity and improving collaboration in a variety of technical domains throughout the year.

ASLA also continued to defend licensure in all 50 states against several misinformed attempts to roll back requirements that protect public health, safety, and welfare. By partnering with chapters and practitioners to educate the public and policymakers about landscape architecture, our efforts succeeded.

The ASLA 2023 Conference on Landscape Architecture, themed "Scale Up," convened 5,300 participants in Minneapolis. Technology, innovation, equity, and sustainability were key themes throughout the conference, setting the tone and building skills for today's leaders in landscape architecture.

As we enter ASLA's 125th year, we draw strength from our past as we look toward the future.

Onward,

Torey Carter-Conneen
ASLA Chief Executive Officer

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FRONT COVER:

ASLA 2023 Professional General Design Honor Award

Field Operations
Guiwan Park, Shenzhen, Guangdong, China

Photo by Holi Photography

Advocating for the Profession

By securing a key designation, ASLA is helping unlock landscape architecture for a whole new generation.

On July 12, 2023, the Biden administration announced that landscape architecture has been designated a STEM discipline. This designation recognizes the research and development of new technologies among STEM's component areas of science, technology, engineering, and mathematics in landscape architecture collegiate programs. Specifically, the landscape architecture Classification of Instructional Programs (CIP) code 04.0601 was added to the Department of Homeland Security's STEM-designated degree program list. Landscape architecture was one of only eight fields selected out of 120 submissions under consideration.

"The infrastructure challenges in municipalities across the country are enormous—landscape architects bring transformative solutions. [This] decision will advance landscape architecture education and practice, and that is great for America and the global community," said Torey Carter-Conneen, ASLA CEO.

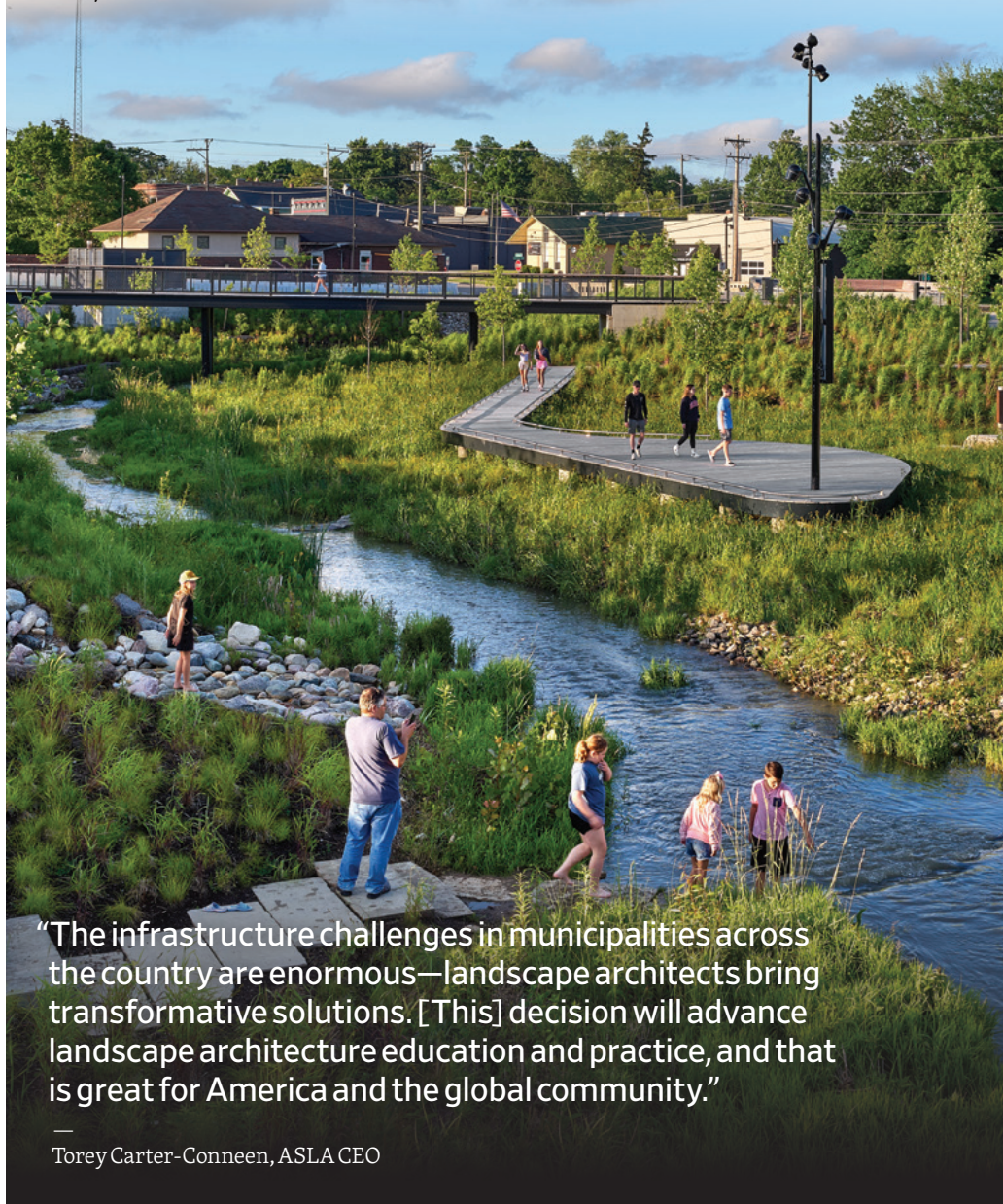
An Achievement Years in the Making

ASLA and landscape architecture educators have been advocating for this designation for many years. In its technical paper "Landscape Architecture IS a STEM Discipline," ASLA documents how landscape architecture university programs are pioneering innovative research and developing new technologies—including using artificial intelligence for urban agriculture, urban planning for autonomous vehicles, hydraulic modeling, robotic fabrication, and augmented reality for water bodies.

Considering this documentation, along with the U.S. patents issued for university landscape architecture projects and other data analysis, policymakers issued the designation.

ASLA 2023 Professional General Design Honor Award

DAVID RUBIN Land Collective
Grand Junction Park and Plaza, Westfield, Indiana
Photo by Alan Karchmer



"The infrastructure challenges in municipalities across the country are enormous—landscape architects bring transformative solutions. [This] decision will advance landscape architecture education and practice, and that is great for America and the global community."

—
Torey Carter-Conneen, ASLA CEO

Attracting the Best Talent

As elementary, secondary, and postsecondary education becomes increasingly focused on recruiting students into STEM disciplines, this designation will help introduce more young people to the profession. It will also help grow the profession by attracting the best talent globally and ensure universities and firms maintain access to a sufficiently large pool of students and emerging professionals.

Last fall, on the heels of the designation, *U.S. News & World Report* published "Consider a Major in Landscape Architecture," noting that the STEM designation is paramount for the profession. The article highlighted the depth and breadth of the profession's work, qualifications for becoming a landscape architect, university coursework requirements, and a list of accredited university programs.

"This new designation brings with it greater opportunities for students and graduates throughout the United States and beyond to become leaders in the field," said Gary Hilderbrand, FASLA, PLA, the Peter Louis Hornbeck Professor in Practice and Chair of the Department of Landscape Architecture at the Harvard Graduate School of Design.

Acknowledging the Special Skills Required

Similar to other licensed STEM professions, the designation highlights the significance of specialized knowledge, technical skills, and ethical standards required in landscape architecture. "Landscape architects have incredible responsibility for the health, safety, and well-being of communities, which is why it's imperative for landscape architects to continue to be licensed to practice," said Emily O'Mahoney, FASLA, PLA, ASLA 2023 President. "The STEM designation will be an additional tool in helping decision-makers understand the rigor this discipline demands."

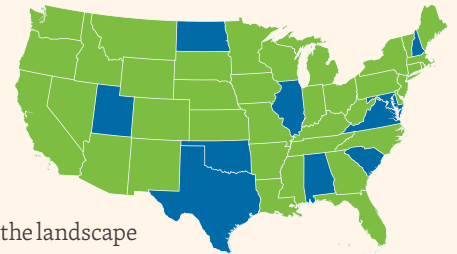
ANNOUNCING THE FEDERAL FUNDING HUB

To help ASLA members wade through the many opportunities for federal funding, ASLA created a hub with a curated list of notice of funding opportunities (NOFOs) for federal projects that address climate change and biodiversity, water and land management, parks and recreation, active transportation, and more. The hub is accessible to ASLA members only and is updated in real time with new opportunities.

Defense of Licensure Continues

In 2023, occupational licensing continued to be a high-profile issue in state legislatures nationwide, with legislators emphasizing the need to increase mobility and reduce barriers to licensure. Throughout the year the State Government Affairs team tracked more than 145 occupational licensing bills and worked with multiple chapters to fight or advance critical legislation to enhance or defend the profession. Here's a recap of some combined efforts.

- In **New Hampshire, Virginia,** and **South Carolina**, we defeated deregulation attempts.
- In **Alabama, Maryland, Oklahoma,** and **Texas**, we supported licensure board sunset renewal legislation.
- In **Utah**, we successfully defended the landscape architecture licensing board.
- In **North Dakota**, we were successful in adding an official seat for a landscape architect to the Board of Architects and Landscape Architects.
- In **Illinois**, we succeeded in enacting legislation that set a requirement for continuing education.



Women of Color Licensure Advancement Program Welcomes Second Cohort

Last year, the ASLA Fund launched the second cohort of the Women of Color Licensure Advancement Program (WCLAP). This program supports 10 women of color in their pursuit of landscape architecture licensure and helps to increase racial and gender diversity within the profession. The program provides participants with two years of support that includes up to \$3,500 to cover the costs of the four Landscape Architect Registration Exams (LARE), access to ASLA National's LARE prep resources and events, and mentorship from licensed landscape architects.

Participants in the second class are: Patricia Matamoros Araujo, ASLA; Shaunta Butler, ASLA; Elizabeth Luc Clowes, ASLA; Patricia Fonseca Flores, ASLA; Kendra Hyson, ASLA; Clementine Jang, ASLA; Miloni Mody, ASLA; Kontessa Roebuck, ASLA; Fatema Ali Tushi, ASLA; and Allyssa Williams, ASLA.

And congratulations to those in the inaugural class who have passed all the LARE exams: Jessica Colvin, Associate ASLA, PLA; Adriana Garcia So, ASLA; and Ana Cristina Garcia, ASLA.

Taking Climate Action

ASLA is spearheading greater collaboration and climate-positive design in landscape architecture.



ASLA 2023 Landmark Award
Studio-MLA
Vista Hermosa Natural Park, Los Angeles, California
Photo by Hunter Kerhart

From educating policymakers from across the globe to creating resources for firm operations of any size, ASLA continues to be a leader in climate action initiatives in line with the goals of the ASLA Climate Action Plan. Here is a look at four of the organization's top achievements in 2023.

1 Promoting Nature-Based Solutions

At COP28 in Dubai, one important thread appeared: the need to scale up nature-based solutions. Over two weeks, ASLA delegates Torey Carter-Conneen, ASLA CEO; Pamela Conrad, ASLA, PLA, founder of Climate Positive Design, and Chair, ASLA Climate Action Plan Task Force; and Siddharth Narayan, Assistant Professor, East Carolina University, joined other landscape architect delegates in Dubai, including Kotchakorn Voraakhom, ASLA;

Kongjian Yu, FASLA; and Catherine Seavitt, FASLA, PLA.

Together, they spoke at more than 40 sessions, advocating for maximizing the benefits of nature-based solutions through design. ASLA partnered with Architecture 2030 to expand built environment conversations on a global stage. Eight ASLA virtual delegates joined online. The ASLA delegation made real progress by engaging and educating global policymakers, private sector leaders, and peer climate advocates about the value landscape architects bring to nature-based solutions.

2 Harmonizing Carbon Narratives

ASLA joined a group of built environment industry groups and movement leaders to launch a new collaborative initiative—the Embodied Carbon Harmonization and Optimization (ECHO) Project—which aims to rapidly reduce embodied carbon in the built environment. The goal of the ECHO Project is to ensure all embodied carbon reporting at the whole building and whole project scale in the U.S.—including

landscapes and infrastructure—follows the same clear definitions and scopes of included impacts.

The group reached a key milestone in agreeing to a first draft of basic minimum requirements of a common framework for embodied carbon reporting. The ECHO Project expects to publish public-facing resources in 2024.

3 Offering Strategies for Reducing Emissions

During Economist Impact's 3rd annual Sustainability Week US in June, Torey Carter-Conneen, ASLA CEO, and prominent figures in the government, nonprofit, and corporate built environment sectors participated in a panel sponsored by the US Green Building Council (USGBC). The session delved into collective strategies aimed at reducing emissions from both buildings and landscapes.

"We know that concrete and steel are major sources of embodied carbon in buildings. That is also true in landscape architecture projects," Carter-Conneen said.

At the 2023 Greenbuild Conference in Washington, D.C., in September, ASLA collaborated with USGBC to organize sessions about aligning industry professionals with landscape architects to reduce greenhouse gas emissions and promote carbon drawdown.

4 Helping Landscape Architects Ask the Right Questions

Last summer, ASLA released its first national survey on the role of landscape architecture products in achieving decarbonization and biodiversity goals. Key results from the responses of more than 450 ASLA members included:

- **24%** of landscape architects surveyed stated that clients are setting **greenhouse**

gas emission budgets for one or more of their projects.

- **2%** reported that an **emissions budget** is in place for all their projects.
- **56%** of landscape architects asked for third party-verified **environmental product data**, including Environmental Product Declarations (EPDs), at some stage in the design process.

ASLA also polled nearly 50 industry partners, including vendors and product manufacturers. Key responses included:

- **30%** of product manufacturers stated they have measured greenhouse gas emissions from their product manufacturing process.
- **26%** have measured the emissions from sourcing materials.

In response to gaps made evident by the survey, ASLA produced a conversation guide in collaboration with landscape architects, vendors, and product manufacturers. With this guide in hand, landscape architects can ask industry partners the right questions, leading to deeper collaboration on how to reduce our collective impacts and reach our ambitious goal of zero emissions by 2040. Download the conversation guide at asla.org/climate.

FREE GUIDE TO DECARBONIZING BUSINESS OPERATIONS

A new, **free guide** helps offices consider ways to measure their carbon emissions and waste. The guide also shares best practices for reducing both in their operations with an eye toward zero emissions by 2040.





ASLA 2023 Professional General Design Honor Award
Ten Eyck Landscape Architects, Inc.
The University of Texas at El Paso Transformation
Photo by Bill Timmerman

“Landscape architecture educators are key to driving forward research on solutions to the climate and biodiversity crises.”

— Emily O’Mahoney, FASLA, ASLA 2023 President

Inspiring Through Education

ASLA paves the way for the next generation of landscape architects through education, advocacy, and financial support.

As an advocate for the industry, ASLA takes the job of inspiring the next generation of landscape architects seriously. Each year, ASLA designs dedicated programming to inspire and engage students and academics across the country. And 2023, bolstered by landscape architecture’s STEM designation, was no different.

Funding for Climate Research

In 2023, the ASLA Fund awarded \$25,000 to academics during its inaugural national research grant program. ASLA invited research faculty to apply for grant funding to support the development of research investigating the benefits of landscape architecture solutions to the climate and biodiversity crises. Grants were awarded to:



Daniella Hirschfeld, PhD, Assistant Professor, Department of Landscape Architecture and Environmental Planning, Utah State University



Sohyun Park, PhD, ASLA, Assistant Professor, Department of Plant Science and Landscape Architecture, University of Connecticut

“Landscape architecture educators are key to driving forward research on solutions to the climate and biodiversity crises,” said Emily O’Mahoney, FASLA, ASLA 2023 President. “This critically important work helps build the foundation for landscape architecture as a design science and supports efforts to designate landscape architecture a STEM discipline.”

The research reviews have been published. Read them at asla.org/evidence.



Photo by Backyard Production

A Save at West Virginia University

Citing budget cuts, West Virginia University announced sweeping university-wide cuts last summer, which included discontinuing both its undergraduate

(BSLA) and graduate (MLA) landscape architecture degree programs.

Working alongside students, faculty, alumni, and members of the ASLA West Virginia Chapter, ASLA supported the WVU landscape architecture program in putting together a strong appeal that included numerous letters of support from local firms and nearly 1,500 signatures on an open letter to the university. To address concerns about the low student-to-faculty ratio, the program presented a plan to discontinue the MLA program, which would then allow for the delivery of the BSLA major with fewer faculty.

On Sept. 5, the WVU Provost’s Office announced the final recommendations from the appeals hearings, including a unanimous decision to keep the BSLA program.

“The school made a strong case for retaining the BSLA major by demonstrating it could achieve efficiencies while addressing the needs of landscape architecture students who do not have a similar degree program to pursue here at the university,” said Maryanne Reed, WVU Provost and Vice President for Academic Affairs.



Photo by Lisa J. Jennings

DREAM BIG with Design Comes to Life

After two years of successful virtual programming, ASLA’s Career Discovery and Diversity event DREAM BIG with Design was held in person during the ASLA 2023 Conference on Landscape Architecture in Minneapolis. Forty elementary school students and their families participated in design charrettes led by teams from Earthscape and Walt Disney Imagineering, along with Chip Sullivan, FASLA, and LEGOLAND Florida designer Todd McCurdy, FASLA, PLA. Students were also treated to a mini-concert by award-winning children’s musician Billy Jonas, who sang his ASLA hit song “The Big Idea” about two children who discover their calling as landscape architects.

In 2023, ASLA also published the DREAM BIG with Minecraft Design Event Guide to assist ASLA chapters in facilitating design workshops using Minecraft with local schools and community groups. Download the [free guide](https://asla.org/evidence).



ASLA 2023 Professional Urban Design Honor Award
The Lamar Johnson Collaborative
PopCourts, Chicago, Illinois
Photo by Shelby Kroeger

Another Successful LABash

Kansas State University hosted LABash 2023, the most anticipated gathering of landscape architecture students in North America. Keynote speakers Kene Okigbo, ASLA, PLA, RDG Planning & Design; Nina Chase, ASLA, PLA, Merritt Chase; Matt Williams, City of Detroit; and Michael Grove, FASLA, PLA, Sasaki, spoke about landscape architecture’s power to effect change on a variety of scales.

Over 400 students and professionals attended 24 educational sessions on such topics as community engagement and climate action. The LABash Expo attracted nearly 50 exhibitors from across the country, including landscape architecture firms and vendors, allowing the students to hone their networking skills.

SOCIAL MEDIA AWARD WINNERS

Acknowledging the power of social media to increase awareness and educate students on the importance of landscape architecture, Land8 and ASLA recognize the industry’s top 10 social media accounts each year. See the 2023 winners among individuals, landscape architecture firms, and allied organizations on [Instagram](https://asla.org/evidence).



Student Engagement: By the Numbers

24.8%

ASLA membership is nearly one-quarter students

322

Students volunteered at the ASLA 2023 Conference on Landscape Architecture

400+

Attendees at 2023 LABash, hosted by Kansas State University

40

Elementary students attended ASLA’s first in-person DREAM BIG K-12 event

Scaling Up

The ASLA 2023 Conference on Landscape Architecture celebrated growth, culture, and community in Minneapolis.



ASLA 2023 Professional ASLA / IFLA Global Impact Award: OLIN
Caño Martín Peña Comprehensive Infrastructure Master Plan, Puerto Rico
Photo by Korey Davis

On October 27–30, nearly 5,300 participants assembled in Minneapolis to gain new insights and tools to help them scale up their practices and businesses at the ASLA 2023 Conference on Landscape Architecture. ASLA members, exhibitors, and allied professionals shared knowledge and strategies to:

- address the impact of artificial intelligence on landscape architecture
- harness the power of partnerships with entities such as the Minnesota Department of Transportation
- take on the challenge of reducing the carbon impact of site construction

Sustainability at the Core

ASLA released its inaugural Sustainable Event Impact Assessment, in collaboration with Honeycomb Strategies, analyzing the ASLA 2022 Conference on Landscape Architecture. ASLA's plan to improve its environmental and social impacts aims to align with the Climate Action Plan and UN Sustainable Development Goals. Partnering with Green Minneapolis, ASLA scaled up carbon emissions reduction efforts at the conference, with attendees and Bartlett Tree Experts, lead sponsor of the carbon offsets, contributing \$42,910 to offset 1,226 tons of greenhouse gases. These funds will support a long-term initiative to plant and maintain 5 million trees, prioritizing environmental equity in disadvantaged communities.

Changing of the Guard

SuLin Kotowicz, FASLA, PLA, was sworn in as the 79th president and the 13th woman president during the President's Dinner.

In her remarks, Kotowicz said, "I've truly felt a sense of belonging here at ASLA. I love the many ways we form inclusive, compassionate communities with a culture in which people feel safe, seen, heard, and respected."

Also sworn in were Jean Senechal Biggs, ASLA, as Vice President of Professional Practice and April Westcott, FASLA, as Vice President of Membership, each for three-year terms. Kona Gray, FASLA, was sworn in as President-Elect and will serve as president in 2024–2025.

The Conference at a Glance

5,294
attendees

\$7,000+
donated to the ASLA
Legacy Project

29,850
lbs. of materials donated to
Habitat for Humanity

730
student attendees

470+
speakers

250+
exhibitors and sponsors

130+
education sessions

1,226
carbon offsets purchased

Spotlight on Technology and Innovation

As an exploration of the profession's current technology landscape, the EXPO showcased practical applications of new software, tools, and data workflows for climate change assessments, action plans, and progress tracking.

Industry leaders and product specialists led discussions such as "Putting AI to Work: Practical Applications of AI in Landscape," demonstrating how AI can be used to streamline production and turbocharge creativity using commercially available generative AI platforms.

ASLA Digital Technology Professional Practice Network sessions covered updates to national building information modeling (BIM) standards and specifications and how they apply to the landscape architecture scope and BIM workflows.



Maxfield Elementary's Student Leadership Class meeting with Rondo Neighborhood Elder Metric Giles, while designing their new schoolyard with ASLA MN and Trust for Public Land.
Photo by Jordan Hedlund, ASLA

Centering the Community

Maxfield Elementary School, located in the heart of the historically Black community of Rondo in St. Paul, was the focus of the 2023 ASLA Legacy Project. This school, which was moved for the construction of Interstate Highway 94, serves students from diverse cultural backgrounds in pre-K through grade 5. The project will update Maxfield's schoolyard, in partnership with the community, Trust for Public Land (TPL), Urban Farm, Garden Alliance, and Gordon Parks High School.

Maxfield students engaged in a comprehensive design experience led by the ASLA Minnesota Chapter and TPL, in collaboration with students from the University of Minnesota. Once complete, Maxfield Elementary Community Schoolyard will connect the 6,500 people who live within a 10-minute walk to an improved green space for everyone to enjoy.



ASLA 2023 Field Session, Still Here: Honoring Sacred Indigenous Landscapes on the Mississippi River
Photo by TEN x TEN

Equity and Inclusion in Focus

Acknowledging the ancestral homeland of the Dakhóta Oyáte, the conference underscored a commitment to equity and inclusion. The Dakota, as well as Ojibwe and other Indigenous people, cared for and lived in balance with the magnificent land and vibrant waterways of Minneapolis.

Education and field sessions highlighted the cultural context and history of Indigenous communities in the river valleys surrounding the Twin Cities. Landscape architects, artists, and community leaders shared examples of

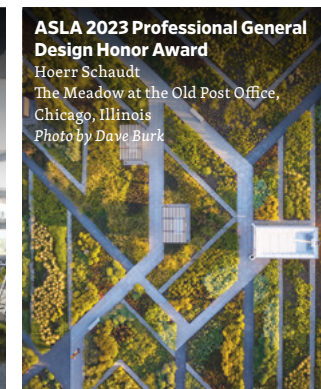
Indigenous-led processes that create places of healing, acknowledge the past, and advance a more equitable and inclusive future.

Sessions explored the roles of the designer in supporting Black, Indigenous, and People of Color communities to address past and current inequities. Project examples centered on stories of communities and organizations leveraging landscapes toward spatial justice.

The ASLA Environmental Justice Professional Practice Network and Black Landscape Architects Network (BlackLAN) hosted a joint meeting with Juxtaposition Arts, a nonprofit youth art and design education center in North Minneapolis. Attendees learned how Juxtaposition Arts and BlackLAN work to address environmental justice and enhance community resilience and sustainability.



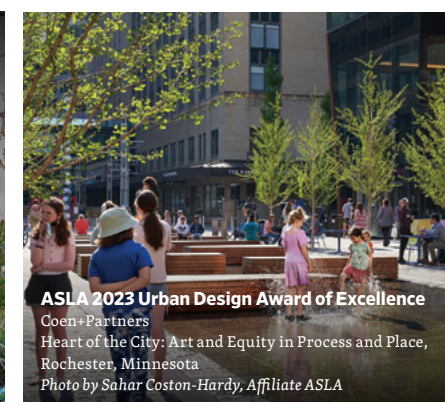
ASLA 2023 Professional Analysis & Planning Honor Award
Field Operations
Reimagine Middle Branch Plan, Baltimore, Maryland
Photo by Field Operations and the Reimagine Middle Branch Planning Team



ASLA 2023 Professional General Design Honor Award
Hoerr Schaudt
The Meadow at the Old Post Office, Chicago, Illinois
Photo by Dave Burk



ASLA 2023 Professional Residential Design Honor Award
Arterra Landscape Architects
Dry Garden Poetry, Santa Cruz Mountains, California
Photo by Marion Brenner, Affiliate ASLA



ASLA 2023 Urban Design Award of Excellence
Coen+Partners
Heart of the City: Art and Equity in Process and Place, Rochester, Minnesota
Photo by Sahar Coston-Hardy, Affiliate ASLA

DESIGN EXCELLENCE

The ASLA Professional and Student Awards honor the best in landscape architecture from around the globe. See 2023's student and professional winners at asla.org/2023awards.

SEE YOU IN D.C.!

The ASLA 2024 Conference on Landscape Architecture will celebrate 125 years of design excellence. We'll see you in Washington, D.C., Sunday, October 6 to Wednesday, October 9!

Connections Across the Community

SKILL | ED Helps Build Businesses

In spring 2023, ASLA selected 15 new business owners to participate in a three-month SKILL | ED workshop that focused on how to build their businesses with intention. The curriculum covered creating comprehensive business plans, implementing strategies to build a project backlog, and establishing an effective accountability plan. “The workshop taught me about my own brand and how to communicate it to potential clients and allied professionals effectively,” said one participant. “I had so many ‘Aha!’ moments throughout the workshop!”

ASLA hosted a SKILL | ED course series, **Lean Project Delivery in Design and Construction**, in June 2023 that focused on using the Lean methodology to design, document, and build projects on time and within budget. Participants learned how to create more value for their clients and eliminate waste that occurs from a lack of collaborative planning.

These courses and others are available on demand at learn.asla.org/SpecialPrograms.

Learn about Lean Project Delivery in this **SKILL | ED course series**.



Photo by Korey Davis

Chapter Achievements

Local chapters are the lifeblood of ASLA, so we’d like to extend a sincere thank you to all 49 chapters for spearheading local efforts to advance the landscape architecture profession in civic, educational, and public spheres nationwide.

- **59%** of chapters have a leadership position dedicated to emerging professional members.
- Professional membership increased by **1.9%** across all chapters.
- Over **60%** of chapters host monthly or quarterly continuing education programs or networking events for members.
- Due to chapter outreach and other initiatives, the professional membership retention rate in 2023 was **80.8%**.



Photo by Wade Alexander, ASLA



Landscape architect delegates at COP28 in Dubai
Photo by Kotchakorn Voraakhom, ASLA

ASLA Around the World

ASLA representatives presented to international audiences in 2023, sharing behind-the-scenes details about forward-thinking initiatives, including the work that went into achieving STEM designation and building the ASLA Climate Action Plan.

Shanghai Landscape Forum

Location: Shanghai, China (virtual presentation)

Presenters: Sarah Fitzgerald, ASLA, SWA Group; Scott Bishop, ASLA, PLA, Bishop Land Design

Representatives: Emily O’Mahoney, FASLA, ASLA 2023 President; Eugenia Martin, FASLA, Immediate Past President

COP28

Location: Dubai, United Arab Emirates
Presenters: Torey Carter-Conneen, ASLA CEO; Pamela Conrad, ASLA, PLA, Founder, Climate Positive Design; Kotchakorn Voraakhom, ASLA, Founder, Landprocess; Kongjian Yu, FASLA, Founder, Turenscape; Catherine Seavitt, FASLA, PLA, Professor and Chair, Landscape Architecture, University of Pennsylvania.

IFLA World Congress

Locations: Nairobi, Kenya, and Stockholm, Sweden

Presenters: Torey Carter-Conneen, ASLA CEO; Monique Bassey, ASLA, ASLA Vice President of Communications

COMING IN 2024 ...

Stay tuned throughout the year for more expert resources, including an industry report, an improved member services interface, and a new quarterly member magazine. Visit asla.org to get the latest news.

#WLAM2023 Photo Contest

For World Landscape Architecture Month in April, ASLA invited members to participate in a photo-sharing contest on social media to celebrate the contributions landscape architects make to society. Members posted photos that aligned with daily prompts from ASLA, such as “a day in the life” and “favorite project.” Here are the five finalists:

WINNER

@amanda.carmen.bower



@curtisrogersstudio



@s.landscapewanderer



@nahalsbt



@sitedesigngroup



Changing Public Perception

Landscape architecture is often misunderstood by the general public. To find a solution to this problem, ASLA and four other organizations co-sponsored a two-year research study by the FrameWorks Institute on public perceptions of the profession. After surveying 4,700 individuals, the institute offered four recommendations for improving the public’s understanding:



Paint a vivid picture of how landscape architecture directly benefits people and communities.



Appeal to the value of community cohesion to reinforce the value of the field.



Explain how landscape architects use their expertise in design to build a better world.



Offer strategic examples of your work.

Building on these recommendations, ASLA created a guide to help members communicate with the public about landscape architecture. Members can log in at asla.org/publiccommunication.aspx to access the guide and other resources.

Recognizing Excellence

Our award winners represent the best of our profession and its future.

Every year, ASLA's Board of Trustees recognizes and honors our industry's top professionals and students. In 2023, for the first time, we granted the ASLA / International Federation of Landscape Architects (IFLA) Global Impact Award. All of these awards are made possible by the ASLA Fund, our organization's 501(c)(3) charitable foundation, which invests contributions from ASLA members.

The ASLA / IFLA Global Impact Award: OLIN

OLIN won the inaugural ASLA / IFLA Global Impact Award for its work on the Caño Martín Peña Comprehensive Infrastructure Master Plan in San Juan, Puerto Rico.

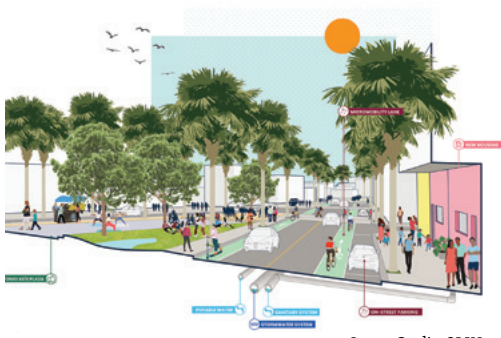


Image Credit: OLIN

This community-centered plan protects housing from floods, includes open space, and makes ecological enhancements. Eight communities make up the Caño Martín Peña district, where residents understand that social capital is their greatest asset in facing a changing climate. The plan improves residents' health and quality of life by implementing nature-based strategies, developing holistic solutions, and safeguarding their deep social bonds.

Industry Awards for Landscape Architecture Magazine

2023 EXCEL AWARDS

Design Excellence Gold
April/May/June 2022

Feature Article Design Gold
"One Giant Leap" by Ignacio F. Bunster-Ossa, FASLA (January 2022)

Feature Article Design Silver
"Below the Horizons" by Lisa Owens Viani (November 2022)

Cover (Photography) Gold
"Hands On" (Stimson) April 2022

General Excellence Silver
April/May/June 2022

2023 JESSE H. NEAL AWARDS

Best Overall Art Direction/ Design Winner
"One Big Leap," "Below the Horizons," and "Explorers at Home"

Best Profile Winner
"In Their Elements" by Jonathan Lerner (April 2022)

Best Single Issue (Finalist)
November 2023

Best Profile (Finalist)
"Line by Line" by Jessica Bridger/ photos by Susannah Bothe (May 2022)



Photo by Hitesh Mehta, FASLA

Shelburne Farms
Photo by Marshall Webb

The ASLA Medal

Patricia O'Donnell, FASLA, PLA, has worked as a preservation landscape architect, thought leader, advocate, instigator, and innovator for four decades. Her expertise, talent, and collaborative spirit are recognized across the design and preservation professions.

Her firm, Heritage Landscapes, has earned 99 awards for more than 600 planning, design, construction, and communications projects. O'Donnell is dedicated to heritage places, and her work tackles issues like planetary rights, biodiversity, cultural diversity, and the alignment of global goals and local actions.

ASLA Design Medal

James Corner, FASLA, PLA

Olmsted Medal

The Cultural Landscape Foundation

Community Service Awards

Jim Donovan, FASLA, PLA

ASLA Emerging Professional Medal

Abigail Reimel, ASLA, PLA

Jot D. Carpenter Teaching Medal

Sadik Artunç, FASLA, PLA

President's Medal

Juanita Shearer-Swink, FASLA, PLA

LaGasse Medals

Charles A. Flink II, FASLA, PLA
Steven N. Handel, PhD, Hon. ASLA

Bradford Williams Medal

Jared Brey
Sonja Dümpelmann

Landscape Architecture Firm Award

Biohabitats

Do you know an ASLA member or student whose landscape architecture work deserves to be recognized? Nominate them for an ASLA Honor or Medal at asla.org/honors.

The Strength in Our Numbers

MEMBERSHIP

15,452

TOTAL ASLA MEMBERS

32.9% come from landscape architecture firms, 24.8% are students, and 18.2% are from architecture, engineering, or multidisciplinary firms. Many of the rest come from colleges and universities, government agencies, and other private sector organizations.

6

Appearances by ASLA and landscape architects in congressional press releases

11,063

Messages ASLA advocates sent to Congress and the administration on issues important to the profession

5.13M

Total page views for ASLA.org, reaching 1.36 million people
Views of climate-related content on ASLA.org increased nearly 175% over 2022

DEVELOPMENT

75

ASLA Fund Founders Club members

272

ASLA Fund unique donors

147

Unique advertisers in Landscape Architecture Magazine (LAM)

BEHIND THE BUDGET

\$14M

TOTAL 2023 REVENUE AND SUPPORT

59% Members Services & Education
24% Advocacy & Communication
17% General & Administrative

GOVERNMENT AFFAIRS & ADVOCACY

20

Women of Color Licensure Advancement Program participants to date

145

State occupational licensing bills tracked and analyzed by Government Affairs across all 50 states and the District of Columbia

MEDIA & COMMUNICATIONS

266,207

Total social media audience, up 4% compared to 2022

3,900

mentions of ASLA in U.S. news articles

65,500

mentions of landscape architecture in U.S. news articles

2,251

New advocates for landscape architecture legislation and policies in the iAdvocate Network

STUDENT ENGAGEMENT

400+

Students, faculty, professionals, and exhibitors who attended LABash

102

Programs accredited by the Landscape Architectural Accreditation Board

40

Students and family members who attended DREAM BIG, ASLA's first in-person live K-12 event

ASLA 2024 INSIGHT

Conference on Landscape Architecture
OCTOBER 6-9 | Washington, D.C.

MARK YOUR CALENDARS! Sunday, October 6 to Wednesday, October 9

Ignite your week!

The new Sunday–Wednesday schedule ensures that you kick-start your conference journey with maximum energy, making the most of every session and opportunity.

Washington, D.C. / iStockPhoto.com, Sean Pavone



Visit aslaconference.com



American Society of
Landscape Architects



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