ASLA LEADERS E-EXPRESS

January 7, 2015

Governance and Administration

- Work continues in earnest for a trio of meetings that will be taking place January 22-24. In addition to the Executive Committee’s Winter Meeting on January 23-24, the Presidents Council (ASLA, CLARB, CELA, CSLA, LAAB, and LAF) will meet at ASLA’s headquarters on January 22. In addition, LAAB will hold its meeting at a nearby hotel on January 23-24. The entire group will meet for a joint reception and dinner on January 21.

- Headquarters staff held its annual retreat featuring teambuilding exercises and reviewed results of the “Are We Making Progress” and Gallup workforce engagement surveys on December 18. Work will continue on the comments and outcomes throughout 2015.

- Draft minutes from the Denver Board meeting and the post-meeting survey were emailed to the Board before the holidays. The deadline for completing the survey is next Friday, January 16.

- The 2015 committee chair orientation will take place via conference call Wednesday, January 14, and Thursday, January 15, at 1:00 p.m. EST. Please plan to attend one of the sessions if you are a committee chair or ASLA representative. Contact Corporate Secretary Millay for details.

- The Council of Fellows Executive Committee will hold an informational webinar on nomination preparation for 2015. The webinar will be held Wednesday, January 21, at 1:00 p.m. EST, and will be an opportunity for those committees or individuals preparing nominations to ask questions and get feedback about the process from former jurors, COF executive committee members, and others who are familiar with the process. The 2015 deadline for international nominations is February 6 and for domestic nominations is February 27. Contact Corporate Secretary Millay for details.

Government Affairs

- ASLA 2014 Advocacy in Review: ASLA’s Government Affairs department wrapped up 2014 with several notable accomplishments including: protecting licensure; preserving critical federal programs important to the profession; and unveiling key advocacy tools and reports to help local chapters and individual activists continue to be effective in the policy arena. You can view the ASLA Government Affairs highlights document here.

- ASLA has joined with other active transportation organizations in sending a letter to Senator Patty Murray (WA) and Representatives David Joyce (OH) and Mike Quigley (IL) thanking them for their leadership in including non-motorized safety performance explanatory language in H.R. 83, the 2015 Consolidated and Further Continuing Appropriations Act, which was signed into law last month. The language directs the Federal Highway Administration to establish a performance measure to reduce the number of bicyclists and pedestrians killed on our nation’s roads.

Finance and Building Operations

- CFO Mike O’Brien is closing out November 2014 and will be reporting to the Executive Committee and the Finance and Investments Committees later this month.
Once again in 2014, the ASLA Headquarters building earned the Energy Star certification. Buildings that earn the EPA’s Energy Star certification use 35 percent less energy and generate 35 percent fewer greenhouse gas emissions than similar buildings across the nation.

**Publishing**

- *LAM* advertising contracts totaled 102 percent of the budget for 2014. ASLA already has *LAM* advertising contracts totaling 61 percent of the 2015 budget.

**Meetings**

- The 2015 EXPO booth and sponsorship sales have already reached 75 percent of the annual budget goal and exceed any prior record of past meetings.

**Marketing**

- ASLA will be in booth S1710 to promote awareness of the landscape architecture industry with an emphasis on residential design to the members of the National Home Builders Association at the International Builders’ Show, January 20-22 in Las Vegas. Professional Practice Manager Shawn Balon, ASLA, Marketing Manager Suzanne Lipscomb, and the *LAM* sales team will represent ASLA. Manager Lipscomb will reach out to the California and Nevada chapters to request booth volunteers this week.

**Resource Development**

- Donations and pledges for the Center for Landscape Architecture campaign have increased to $288,686, or 29 percent of the $1 million goal. Five of the 49 chapters have donated to date, including: Boston Society of Landscape Architects ($30,000); California Sierra Chapter ($15,000); Washington State Chapter ($15,000); North Carolina Chapter ($10,000); and Nevada Chapter ($1,899). Immediate Past President Focht’s challenge to the Board of Trustees now totals $57,242 or 57 percent of the $100,000 goal.

**Public Relations and Communications**

- Public awareness representatives from 48 ASLA chapters will convene in Tampa, Florida, this weekend for the 2015 Public Awareness Summit. PR and Communications Director Terry Poltrack, PR Manager Karen Grajales, and PR and Communications Coordinator J.R. Taylor will be on site to discuss public outreach, digital media, World Landscape Architecture Month, and PARK(ing) Day. Public relations consultant Cynthia Powell will also give a presentation on media relations. The goal is to equip each representative with the knowledge and tools to raise the visibility of each chapter and the landscape architecture profession while aligning efforts for maximum impact.

- A press release about the 2015 Call for Entries for professional and student awards, and the new online submission process was distributed today via several wire services.

- At year-end, ASLA’s website recorded more than 1 million users, with unique visitors up nearly 13 percent over 2013. Unique visits were up 4 percent, while pageviews were flat. Average time on the site fell by 5 percent, but the number of new visits out of total visits increased 13 percent over 2013. New Google analytics data reveal that ASLA.org’s audience is 54 percent male and 46 percent female. Also, 50 percent are under the age of 34.

- In November, ASLA went live with a new homepage and feature entitled “Learn What Landscape Architects Do.” In the last two months of 2014, the new pages, which are also viewable on an iPad or smart phone, have
received 199,000 views. Comparing the performance of these new tools against the previous version of the home page two months earlier, there has already been a 40 percent increase in traffic.

- The new Center for Landscape Architecture website, designed to aid in fundraising efforts, has already surpassed 10,000 pageviews in just a few weeks.

- *The Dirt*’s annual best books list gets coverage: *ArchNewsNow* picked it up, the Isabella Stewart Gardner Museum blasted out the announcement of its Composite Landscapes book being included in the list, and Harvard Graduate School of Design posted a news story.

**Landscape Architecture Magazine**

- The January issue of *LAM* has arrived! As a refresher from the December 17 issue of the *Leaders E-Express*, the issue features two spectacular playgrounds in Australia by Taylor Cullity Lethlean and James Mather Delaney Design. Associate Editor Jennifer Reut visits the new Nature Gardens at the Natural History Museum of Los Angeles County by Mia Lehrer + Associates. Jonathan Lerner critiques the show Uneven Growth: Tactical Urbanisms for Expanding Megacities at the Museum of Modern Art in New York. And the front section, Now, includes an appreciation of William Callaway, FASLA, who died in late November, written by John King of the *San Francisco Chronicle*; the article is also now on landscapearchitecturemagazine.org.

**Member and Chapter Services**

- Year-end 2014 closed with 15,214 members, an increase of .07 percent from December 31, 2013. This compares to a 1.34 percent increase in 2013, a -2.76 decrease in 2012, a -1.08 decrease in 2011, a -3.86 decrease in 2010, a -5.88 decrease in 2009, and a -5.94 decrease in 2008. Today's membership total is 15,241 (see details below):

<table>
<thead>
<tr>
<th>MEMBER CATEGORY</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Affiliate</td>
<td>663</td>
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<tr>
<td>Associate</td>
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<tr>
<td>Corporate</td>
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<tr>
<td>Student</td>
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</tbody>
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- The Leadership Development Committee hosted a conference call yesterday to outline its 2015 work plan, which includes a redesign of leadership materials, updating the Chapter Operations Workbook content, and developing content for a 2016 student member leadership meeting.

- Billing reports were completed and invoices were mailed to:
  - Membership first renewal (2/28/15) – 1,090 members
  - Membership second renewal (1/31/15) – 931 members
  - Membership final renewal (11/30/14) – 368 members
Firm Finder first renewal (2/28/15) – 7 firms
Firm Finder second renewal (1/31/15) – 2 firms
Firm Finder final renewal (11/30/14) – 0 firms
*LAM* subscription first renewal (2/28/15) – 810 subscribers
*LAM* subscription second renewal (1/31/15) – 178 subscribers
*LAM* subscription final renewal (11/30/14) – 163 subscribers.

**Education Programs and LAAB**

- The Landscape Architecture Continuing Education System™ (LA CES™) has 190 active providers offering 1,326 courses. There are three new provider applications pending review.
- Submission of the Denver annual meeting education session attendance records have now been completed for both the Florida State Licensing Board and for the American Institute of Architects.
- The Landscape Architectural Accreditation Board (LAAB) received notification on December 19 that the Council for Higher Education Accreditation (CHEA) Committee on Recognition is recommending to the CHEA Board of Directors that LAAB be granted CHEA recognition with a report due October 1, 2015.
- Visiting Team Reports were sent to all five LAAB-accredited programs that were reviewed for Renewal of Accreditation during the Fall 2014 cycle (September through December). This included two Master’s degree programs and three Bachelor degree programs. The programs will be considered at the January 2015 LAAB meeting being held in Washington, D.C.

**Professional Practice**

- On December 19, 2014, ASLA published an updated release in the Landscape Architecture Technical Information Series (LATIS) entitled, “Integrating BIM Technology into Landscape Architecture, 2nd Edition,” by James L. Sipes, ASLA. The LATIS addresses a variety of Building Information Modeling (BIM) tools and discusses how they can be applied to landscape architecture projects. ASLA members can view the report for free and can purchase and pass a self-study exam to earn 3.0 PDH that meet LA CES criteria. Visit [http://www.asla.org/LATIS](http://www.asla.org/LATIS) for the full catalog of LATIS papers.
- The 2015 ASLA Archives and Collections Committee held its first meeting via conference call on December 16 to discuss plans for the upcoming year, which included the headquarters building renovation and defining the conservation storage requirements for the ASLA Prints and Drawings Collection in the upgraded library and archives space.

**Deadlines and Reminders**

- The Leadership Calendar can be accessed on the web.