ASLA LEADERS E-EXPRESS

July 22, 2015

Governance and Administration

- The Executive Committee will be meeting on Friday and Saturday this week. The focus of the meeting is strategic planning and will include SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis; preliminary 2016 program and budget additions and changes; Center for Landscape Architecture design, fundraising, and programming plans; and staff and ExCom “Are we making progress?” surveys and staff engagement survey. Also on the agenda are program and finance updates and new and returning officer orientation. A follow-up to the meeting will be Programs and Operations Report webinars for the Board of Trustees next week; the webinars will include an update on the Center for Landscape Architecture. The second quarter Program and Operations Report was emailed to the Board of Trustees today. Trustees should review the report and refer to the email for webinar connection information.

- Membership Director Barbara Drobins Fles has accepted a position at Temple University (Pennsylvania), significantly shortening her commute. Her last day at ASLA will be August 14. ASLA will start recruitment at the end of the month.

- Staff held a cleaning day at ASLA Headquarters on July 15. Annual cleaning days are held to help ensure compliance with the Society’s document retention policy. Additional cleaning days are scheduled this year in preparation for the staff move to transitional space during the Headquarters renovation. Also in process is a review of ASLA files held in offsite storage.

Finance, Publishing, and Meetings

- CFO Mike O’Brien has closed out June 2015 and reported to the Finance and Investments Committee. The June results are in line with the budget and slightly above the same period of 2014.

- Registration and housing for the annual meeting stands at more than 2,700 and 72 percent of the annual budget goal. The hotel room block is at 72 percent sold with several hotels already sold out.

- Meetings and Special Programs Director Joyce DePass is attending the Customer Advisory Board Meeting for the Philadelphia Convention and Visitors Bureau on Wednesday and Thursday.

- Revenue for the 2015 EXPO increased to 98 percent of the budget.

- Advertising contracts for Landscape Architecture Magazine held steady, representing 89 percent of the budget.

Resource Development

- The ASLA Center for Landscape Architecture has raised $829,020 to date, roughly 55 percent of the new goal of $1.5 million. To donate, please contact Director of Stakeholder Relations and Resource Development Ron Sears.

Government Affairs

- On Tuesday, the U.S. Senate attempted to bring a six-year surface transportation bill to the floor for consideration. However, the Senate failed to invoke cloture by a vote of 41-56, which prevented further
consideration of the bill. Many senators received the over 1,000-page bill just one hour before the vote and cited this as the reason for not voting to move forward with consideration of the measure. ASLA is working with allied organizations and coalition members to learn the specific language of the bill. Landscape architects are being asked to send a message to their senators, through the iAdvocate Network, urging them to support the inclusion of active transportation programs and policies in the bill.

- The Land and Water Conservation Fund (LWCF), one of the top federal programs accessed by landscape architects, is set to expire in less than 70 days and ASLA has been working alongside the LWCF Coalition to ensure the nation’s most successful conservation program is continued. Advocates also took the issue with them to their Hill meetings during Advocacy Day 2015, asking for the program to be reauthorized and fully funded. ASLA advocates are encouraged to send a message/tweet to their members of Congress, through the iAdvocate Network, urging them to support legislation that would continue LWCF.

- Legislative Analyst Leighton Yates attended the National Capitol Planning Commission (NCPC) meeting, in which NCPC approved the final design for the Dwight D. Eisenhower Memorial Park by a 9 to 1 vote. Frank Gehry’s (the lead architect) plan was also approved by the U.S. Commission of Fine Arts last month.

**Landscape Architecture Magazine**

- The August issue of LAM is at the printer now. The cover story looks at the ambitious new landscape for the U.S. Coast Guard headquarters in Washington, D.C., by Andropogon and HOK. The other features cover Perk Park in Cleveland by Thomas Balsley Associates, and the role, or lack of it, of landscape architects in designing wetland mitigation projects. This issue also contains coverage of the Boston Living With Water competition and a group called Plant Watch, which polices the piracy of patented plant varieties by unscrupulous growers.

**Public Relations and Communications**

- The third ASLA Diversity Summit was held July 11 and 12 at ASLA headquarters, with six returning and six new participants. Also attending were Kona Gray, ASLA, of EDSA, representing LAF; Paul Voos, ASLA, of Morgan State University, representing CELA; and Juanita Shearer-Swink, FASLA, serving as moderator. It was a spirited, very constructive meeting. ASLA summer intern Liz Camuti is writing up the proceedings, which will be shared widely in the weeks ahead and serve as a blueprint for related activities over the next 12 months.

- The second-quarter Business Quarterly survey has closed, indicating a softening of business conditions for landscape architecture firms. While billings were up slightly, inquiries declined, and hiring plans also took a hit.

- As part of the ongoing annual meeting promotion, a testimonial from Stephen Carter, FASLA, was sent to all members and appeared in LAND.

- Director Terry Poltrack met with O’Keefe Communications to begin planning for the presentations, including Honors & Award videos, to be shown at the annual meeting in Chicago.

- The Public Relations and Communication Advisory Committee met via conference call and discussed recommendations from the 2015 Diversity Summit, coordinating PARK(ing) Day activities as the next public awareness push, and the next matte release effort. They also previewed the changes and additions to the 2016 Annual Operating Plan, which will be presented this weekend at the Executive Committee meeting.

- Director Poltrack, LAM Editor Brad McKee, and PR and Communications Coordinator J.R. Taylor presented a social media overview to representatives of the Renewable Natural Resources Foundation, presenting facts, figures, and strategies for creating and maintaining a robust digital presence.
Web and Graphic Designer Gretchen Ward created a series of possible logos for consideration by the Landscape Architectural Accreditation Board. They are currently being reviewed.

Member and Chapter Services

Today’s membership total is 15,610 (see details below):

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The 2015 second quarter new member survey was emailed to the 497 new members processed from April 1, 2015 – June 30 (excluded rejoins).

The academic recruitment campaign follow-up calls continued this week. As of today, 12 faculty have join/rejoined from Boston Architectural College, Harvard University, Kansas State University, North Carolina A&T, Ohio State University, Rutgers University, University of Illinois, University of Massachusetts, University of Minnesota, University of New Mexico, University of Oregon and University West Virginia.

On July 9, an email promoting the SITES member discount was distributed to all members with a valid email (13,763 total).

The Leadership Development Committee met via conference call to outline the Leadership Link message schedule, make edits to the student webpage page, and discuss the chapter president survey.

The Member Services Committee met via conference call to discuss the June 25 membership chair webinar and chapter membership chair support.

The Chapter Presidents Council leadership hosted their first planning session for the CPC annual meeting on Wednesday. Potential meeting topics included faculty and student chapter engagement and leadership development.

Chapter correspondence included: the July Membership Minute (topic: student chapter engagement), the monthly chapter member renewal reports, a CPC annual meeting reminder email detailing RSVP and travel information, and the June deposit and rebate reports. In addition, a reminder was posted on the CPC LinkedIn page regarding the July 31 deadline to submit CPC Chair-Elect Designate letters.
Education Programs and LAAB

- The Landscape Architecture Continuing Education System™ (LA CES™) has 211 active providers offering 1,368 courses. There is 1 new provider application pending review.

- The Landscape Architectural Accreditation Board (LAAB) met Friday and Saturday, July 17-18, 2015 in Pacific Grove, CA, for its Summer 2015 meeting. LAAB reviewed seven renewals of accreditation programs, including: City College of New York (MLA); Harvard University (MLA); Morgan State University (MLA); Oklahoma State University (BLA); Texas A&M University (BLA); University of Georgia (MLA); and Virginia Tech (BLA). Also, the board considered Delaware Valley University (BSLA) for candidacy status. Decisions will be sent to the programs within 30 days of the meeting. Additionally, LAAB finalized discussions regarding the revision of the LAAB Accreditation Standards and Procedures. Proposed revisions should be available for public review and comment early fall 2015.

Professional Practice

- Yesterday, the Historic Preservation PPN Historic American Landscape Survey (HALS) Subcommittee held its third quarterly conference call to review highlights from the past quarter’s activities as well as planning efforts for the 2015 ASLA Annual Meeting & EXPO. A final review for the 2015 HALS Challenge was also discussed. The closing date for submissions is Friday, July 31.

- On July 16, the PPN Council held its third quarterly conference call to review highlights from the past quarter’s Online Learning webinars and Field posts. Digital Technology and Ecology and Restoration worked together on the first collaborative post by the PPNs.

- Last week the National Planning Committee for the 2016 New Partners for Smart Growth Conference started the weekly conference call session review process. ASLA is an organizational member of the committee. Manager Debbie Steinberg, ASLA, participated in this call and the review of the Small Cities & Rural Areas and Planning Tools & Technologies session categories.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.