May 25, 2016

Governance and Administration

- The 2016 ASLA Midyear Meeting and Advocacy Day meetings have wrapped. On May 20, the Board of Trustees approved a new emerging professionals graduated dues program, which extends the time for emerging professionals to incrementally move toward paying full dues. For the first five years after initial graduation, emerging professionals will see a substantial savings under this program. The program eliminates the Free Associate year for those transitioning from Student membership; however, the overall cost savings under this program is higher, providing a savings of over $250 for those who would have received the free year. As a part of the regular two-year review of ASLA dues, the Board also approved an increase of $15 in dues for Full, International, and Affiliate members in order to offset increasing costs of programs and services. All changes will take effect January 1, 2017. There will be no dues increase in 2018.

- Additional Board of Trustees actions included: acceptance of the 2015 financial audit; strategic priorities review; approval of new Student and Associate Advisory Committees (see Member and Chapter Services); and revisions to the Constitution and Bylaws. The Board elected three program vice presidents who will each serve a two-year term: Finance, Tom Mroz, ASLA; Membership, Vanessa Warren, ASLA; and Professional Practice, Wendy Miller, FASLA. All will take office at the annual meeting. The Board also took part in an interactive exercise regarding rebranding the Society to assess recommendations for next steps. A request for proposals for rebranding services will be drafted based on the Board input. See Government Affairs for Advocacy Day updates.

- On May 14, President Chad Danos, FASLA, was the commencement speaker at the University of Illinois Urbana-Champaign convocation ceremony for graduating students of the Department of Landscape Architecture. The ASLA president has delivered the commencement address at the University of Illinois for the past twenty years, a tradition established by former Illinois Department head and ASLA Past President Vincent J. Bellafiore, FASLA.

- The 2016 ASLA Midyear Meeting also included presentations from the 2017 president-elect candidates Gary Brown, FASLA, and Gregory Miller, ASLA. Voting for president-elect opened on Monday and closes on June 23; full, associate, and international members are eligible to vote. More information on the candidates can be found on ASLA’s election page.

- The call for committee service opened in last week’s issue of LAND. The process will continue to use Survey Monkey, and special communications will target student and emerging professional audiences. The call will close June 17.

- The Roof Is Growing!, ASLA’s green roof education site, has been completely updated by the Communications team. The new website is now tablet- and mobile-friendly, more easily web searchable, and includes 40 new images. The new site will launch by Friday.

- Pledges to the campaign for the ASLA Center for Landscape Architecture now total $1,024,024 or 68 percent of the goal of $1.5 million goal. Director Ron Sears will be reaching out to chapter presidents this week to ask for help in identifying additional firms and individuals in their territories to solicit. To see who has already given, please click on donors. To suggest additional firms to contact please contact Director Sears at 202-216-2369.

- Donations to the ASLA 2016 Annual Fund currently total $6,006 to date compared to $1,290 in the same time period in 2015. Director Sears also continues to promote the new ASLA Fund Heritage
Circle program that encourages ASLA members and friends to include a donation in their estate plans. For more information, click on ASLA Fund Heritage Circle or contact Director Sears.

Finance, Meetings, and Business Operations

- The Society’s financial audit wrapped up last Thursday during a meeting with the audit firm of Cohn Reznic and the ASLA Audit Committee. The audit firm issued a clean opinion on the financial results, but raised a concern about management’s system of internal controls. CFO Mike O’Brien acknowledged the concern and will work to resolve the concern during the coming months. The reports will be available on the ASLA website next week.

- The 2016 LAM advertising contracts now total 84 percent of the budget.

- The 2016 EXPO booth sales continue with 78 percent of the floor sold. Last week the sales team traveled to Philadelphia for the AIA Annual Meeting and Expo.

- CFO Mike O’Brien has closed out April 2016 and reports to the Finance and Investments Committee tomorrow. The April results are in line with the budget.

- In the third week of registration, almost 700 people have registered for the ASLA 2016 Annual Meeting and EXPO in New Orleans. The early bird deadline is June 17, so register now before the fees go up for registration and ticketed events. Book your hotel at one of the 11 official meeting hotels when you register, and save up to $75 more on your registration fee.

- Meetings staff managed the logistics for the midyear meeting at the Grand Hyatt in Washington, D.C., including a rooftop reception at ASLA’s temporary office on Friday and a move of the annual BOT vs. CPC kickball game from the National Mall to an undisclosed indoor ballroom at an undisclosed hotel on Saturday. The Midyear Challenge series is now tied 1-1 with the chapter presidents taking the trophy this year.

Government Affairs

- ASLA’s 2016 Advocacy Day on May 19, was a huge success. This year there were 181 Advocacy Day attendees, 21 of which were students who participated in 214 legislative meetings including 67 meetings with the legislator. ASLA advocates went to Capitol Hill to urge Congress to pass the National Park Service Centennial Challenge legislation and to advocate for green infrastructure in transportation projects. Advocates also did an outstanding job promoting the legislative issues through Twitter and the Advocacy Day hashtag #iAdvocate, which resulted in 130 original tweets by Advocacy Day participants, 528 replies and/or retweets that reached the timelines of over 129,000 Twitter users and was delivered to the Twitter stream of 2,931,419 accounts, known as impressions.

- For ASLA members who did not attend Advocacy Day, ASLA launched a virtual advocacy day, where advocates could send messages and tweets on the Advocacy Day issues to their legislators in Washington, D.C. Virtual advocates sent 214 messages, and seven twitter messages urging support for the Support the National Park Service (NPS) Centennial Challenge Fund. And, 309 messages, and 16 tweets to Support Green Infrastructure in Transportation Projects.

- The Advocacy Day evening reception held on May 19 recognized and honored a few of ASLA’s outstanding advocates including Jon Wreschinsky, ASLA (San Diego Chapter) and Susan Maag, ASLA (St. Louis Chapter), who received the ASLA Advocacy Leadership Award. In addition,
the North Carolina Chapter of the American Society of Landscape Architects received the ASLA Chapter of the Year Advocacy Award.

- **Provide your feedback on ASLA’s Federal and State Legislative Priorities Survey.** Please take this brief survey to tell ASLA what federal and state issues are important to you as landscape architects. The deadline is fast approaching on Tuesday, May 31, 2016.

- On May 20, ASLA joined several organizations, including the American Society of Civil Engineers and the Nature Conservancy, in sending a letter to House Transportation and Infrastructure Committee and Senate Environment and Public Works Committee leadership **urging them to include language in the Water Resources Development Act (WRDA) bill that promotes the use of natural infrastructure and nature-based solutions in Army Corps of Engineers water resources projects.** ASLA is working to include this language in the final version of WRDA, which both chambers will soon consider.

- On May 20, State Government Affairs Director Elizabeth Hebron presented a **licensure and advocacy update** to the Chapter Presidents Council, which provided attendees an overview of today’s regulatory environment, a summary and impacts of the Supreme Court Decision (North Carolina Board of Dental Examiners vs. the Federal Trade Commission), and a synopsis of current state landscape architecture licensure activity. **Craig Coronato, FASLA,** also shared a summary of the recent Arizona licensure threat and lessons learned. Director Hebron then encouraged chapters to formulate an advocacy plan and summarized ASLA’s tools and resources available to help jumpstart Chapters’ efforts.

**Public Relations and Communications**

- The BOT voted on honors nominations for **ASLA Medals and Honorary Membership.** The names of those to be honored will be released in late June.

- ASLA participated in the **2016 BioBlitz and Biodiversity Festival** held May 20-21 in Constitution Gardens in Washington, D.C. ASLA’s exhibit introduced students and their families to the landscape architecture profession with a hands-on activity using soil provided by **James Urban, FASLA.** Exhibit volunteers included PR Manager Karen Grajales, Senior Communications Manager Jared Green, PR and Communications Coordinator JR Taylor, Accreditation & Education Programs Manager Kris Pritchard, and Virginia Tech students **Nicole Hersch, Student ASLA,** and **Kassandra Bryant, Student ASLA.** More than 2,600 grade school students came out to the BioBlitz in the National Capital regional parks.

- **Sierra Club’s website** linked to a **Dirt** article explaining the **cognitive benefits of trees** on school grounds.

- The web team updated the website’s SSLs, moving from a B to A rating, according to SSL Labs. This **further improves access and security** for the websites.

- **Dirt** editor Jared Green **covered the lively discussion on climate change** at the midyear meeting. Panelists were asked: 1) what are the top two to four anticipated aspects/outcomes of climate change that will affect your membership or on which your membership has particular expertise; and 2) what is your organization doing to address those aspects/outcomes.
Member and Chapter Services

- **The Chapter Presidents Council (CPC) Midyear Meeting** was held in conjunction with the Board of Trustees meeting. Nearly 100 chapter leaders from 47 chapters attended. In addition, eight Student ASLA members participated in the CPC meeting after attending Advocacy Day. The meeting focused on current challenges of growing the profession and defending licensure, as well as exploring ways to onboard new members and increase member engagement. A meeting follow-up message will be distributed shortly, which will include the expense reimbursement information and post meeting survey.

- **The Board of Trustees established two new committees, the Student Advisory Committee and the Associate Advisory Committee.** The chairs of each of these committees will serve as a nonvoting representative to the Board. Appointments will be made by President-Elect Vaughn Rinner, FASLA, from individuals nominated by a professional chapter. The [online nominations process](#) is now open through June 17. Nominations include a description of the nominee’s qualifications and leadership qualities, plus provide a field where the nominator may insert a statement from the nominee. For more information, contact Member and Chapter Services Managing Director [Julia Lent](#), Hon. ASLA.

- **Membership growth remains steady**, with the exception of Associate members. After a large spike in members (6.9 percent increase in 2015), the growth has leveled off. Conversely, after a large drop in Student members in 2015 (7.3 percent), there appears to be a stabilization of that membership group.

<table>
<thead>
<tr>
<th>Member Type</th>
<th>5/24/2015</th>
<th>5/24/2016</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Member</td>
<td>10,395</td>
<td>10,600</td>
<td>2.0</td>
</tr>
<tr>
<td>Student &amp; Student Affiliate</td>
<td>1,946</td>
<td>1,955</td>
<td>0.4</td>
</tr>
<tr>
<td>Associate</td>
<td>1,981</td>
<td>1,959</td>
<td>-1.1</td>
</tr>
<tr>
<td>All Members</td>
<td>15,457</td>
<td>15,526</td>
<td>0.4</td>
</tr>
</tbody>
</table>

Education Programs and LAAB

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has 225 active providers offering 1,226 courses. There is one new provider application pending review.

- On behalf of the **Committee on Education (COE)**, Accreditation and Education Programs Manager Kristopher Pritchard presented at the **Chapter Presidents Council (CPC) Midyear Meeting** on May 20. The presentation focused on the state of landscape architecture education: enrollment numbers and recruitment concerns, and ways the COE is working to address these concerns through subcommittees.
Professional Practice

- ASLA’s Online Learning Student and Emerging Professionals SPOTLIGHT mini-series submittal deadline closed on May 16. Four proposals have been selected to be presented in the Online Learning series in late August.

- The Archives and Collections Committee met via conference call to discuss the proposed revised and updated reference documents: Chapter Archive Policy Guidelines and Reference Guide for Archiving published online via the ASLA website. The 2016 versions will be published during the second quarter.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.