April 18, 2018

Executive Offices

- Immediate Past-President Rinner, FASLA, and Daniel Martin, Affiliate ASLA, visited the University of Texas, Arlington, MLA program on a Permaloc-sponsored leadership visit last week. Rinner and Martin visited several studios to critique student projects, which were impressive, attended a UTA Advisory Council meeting, and participated as jurors for the selection of ASLA Merit and Honor Award winners. Rinner then served as the keynote speaker at the Student Awards banquet. Rinner was invited to the school by Diane Jones Allen, ASLA, chair of the landscape architecture department.

- EVP Nancy Somerville, Hon. ASLA, and Managing Director Julia Lent, Hon. ASLA, led a “survey summit” with staff to discuss goals, guidelines, and best practices for surveys and benchmarking. The training session was part of a Baldrige-driven focus on improving approaches for gathering and analyzing member/customer feedback.

- Work to complete ASLA’s 2018 Baldrige application is in the final phase.

- EVP Somerville continued work with the FrameWorks Institute and ASLA legal counsel to finalize a contract for the Presidents Council’s joint communications project. Also in process is selection of individuals to be interviewed by FrameWorks in the first phase of the research.

- Work on the green roof and garden level is wrapping soon in time for the spring meeting. Final installation of new plantings in both areas continue. Work on the irrigation system should also be completed soon. Tours are picking up as the weather warms. Last week ASLA was part of AIADC’s city tour, while other visitors included University of Maryland students with their professor, Jack Sullivan, ASLA, students from Temple University, and Rhonda Brown, ASLA, from Galveston, TX.

- Staff met with members of the Akridge property management team to fine-tune Center operations and maintenance protocols, confirm compliance with the WELL Building Standard, and review the few remaining building construction items.

Finance, Publishing, and Meetings

- CFO Mike O’Brien, Hon. ASLA, and the Accounting staff are continuing work on the March close and will report to the F&I Committee tomorrow.

- The auditors provided the CFO with revised draft financial statements and a list of subsequent audit procedures; staff are responding to the requests.

- CFO O’Brien and Meetings Director Joyce DePass reenacted George Washington’s historic crossing of the Potomac River as they participated in a discussion about General Data Protection Regulation (GDPR) with members of the annual meeting & EXPO registration company.

- A cross-departmental team reviewed six proposals for the annual meeting production/audiovisual RFP. The team chose long-time production partner O’Keefe Communications to continue producing annual meeting general sessions, awards ceremony, and dinners. The team also selected Freeman AV to provide meeting room audiovisual and computer equipment.
Meetings, EXPO, and programs teams, along with the primary annual meeting vendors were in Philadelphia for planning meetings with the convention center, Marriott hotel, and the Convention and Visitors Bureau. The meetings team also sited venues for offsite events.

ASLA has received the executed letter of agreement with Destination DC and the executed Marriott Marquis headquarters hotel contract for the ASLA 2024 Annual Meeting and EXPO, with October 6-9, 2024, confirmed.

- Advertising contracts for Landscape Architecture Magazine increased to 79 percent of the budget.
- As of April 13, the 2018 EXPO for the Philadelphia meeting has 270 exhibitors occupying 66,500 square feet. This is 80 percent of the budget.
- CFO O’Brien recently participated in the Baldrige Cybersecurity Excellence Builder Workshop. The workshop introduces a tool to help ASLA document the organization’s cybersecurity risk management program, its effectiveness and efficiency, results, and identify priorities for improvement.

Government Affairs

- Advocacy Day 2018 is just around the corner on Thursday, April 26. All Advocacy Day participants should visit the Advocacy Day “Learning the Issues” webpage, which includes issue briefs, talking points, recorded webinars and other resources to help you prepare for your legislative meetings. Tomorrow at 2:00 p.m. EDT, ASLA will host its final advocacy training, “Preparing for Advocacy Day,” which will provide advocates tools, tips, logistics, and other resources to conduct a successful legislative meeting. Advocates may use this LINK to register for this webinar. Last week’s advocacy training webinar, Learning the Issues: Policies Important to Landscape Architects, provided training on the legislative bills for ASLA’s upcoming Advocacy Day.

- Thank you advocates! Recent news reports indicate that the Department of the Interior will withdraw plans to increase fees for visitors to U.S. National Parks. Secretary of the Interior Ryan Zinke had previously proposed to increase fees to as much as $70 per vehicle at 17 of our most iconic national parks. It appears the proposal is being reversed while the Department of the Interior pursues other options for raising revenue for our national parks. This decision comes following an overwhelming public response and increasing pressure from their representatives in Congress. ASLA joined with coalition members in sending comments opposing the Department of Interior’s proposal to increase fees at certain national parks. ASLA thanks the many advocates and other concerned citizens who weighed in against this proposal.

- ASLA has joined with allied organizations in sending a letter to Congress urging them to support adequate funding for conservation and water quality programs in the upcoming farm bill.

- ASLA’s Government Affairs met with American Planning Association staff to discuss upcoming events and activities, areas for collaboration, and best practices for grassroots advocacy. In particular, the group discussed working together on community resilience federal legislation and on various legislative initiatives moving through many of the states.

- Recently, Federal Government Affairs Manager Daniel Hart participated in two meetings with allied organizations and coalition partners. The first, hosted by the Water Environment Foundation, was about municipal stormwater, specifically looking at the issues related to green infrastructure and integrated planning. The second, hosted by the National Recreation and Parks Association, was an organizational meeting to develop a new Green Infrastructure Policy Working Group. Legislative
priorities for ASLA, including climate change and resilience, and water infrastructure were discussed. Both groups plan to meet at least quarterly to work on shared interests and policies.

- The chapter nomination process for the 2018 Licensure (Advocacy) Summit is now open. This year’s summit will be in Columbus, Ohio from June 22-24, and will continue to build upon the ASLA/CLARB initiative to improve licensure education and defense. Click here to complete and submit your chapter’s nomination. **Deadline for submission is Monday, April 23.** Notifications will be made shortly thereafter. Contact State Government Affairs Director Elizabeth Hebron, or State Government Affairs Manager Bradley Rawls, with any questions.

- On March 23, the **Connecticut State Senate** unanimously passed Joint Resolution 35 (SJ 35): “Resolution Proposing an Amendment to the State Constitution to Protect Real Property Held or Controlled by the State” to amend the state constitution to protect public lands. ASLA activated the iAdvocate Network to engage Connecticut advocates in the state to send messages to their legislators urging co-sponsorship of the joint resolution.

**Education Programs**

- The **ASLA Graduating Student Survey** was sent to 492 student contacts with a graduation date of 2018. The survey will remain open until June.

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has 239 active providers offering 1,181 courses. There are one new provider application pending review.

- ASLA hosted a hands-on booth at the **USA Science and Engineering Festival** from April 6-9 in Washington, D.C. Staff collaborated with landscape architecture students at Virginia Tech Washington Alexandria Architecture Center (WAAC) to build an interactive CNC routed model. Local students, Potomac Chapter members, and Maryland Chapter members volunteered with staff throughout the weekend. The festival attracted over 300,000 attendees and the ASLA booth hosted over 1,000 participants during the weekend.

- On April 12, the Education Department held a conference call with **Education VP-Elect Lake Douglas, FASLA**, to review programs discuss upcoming events in April.

- Career Discovery and Diversity Manager Shawn Balon, ASLA, participated in the monthly **National Conference for Community Design Steering Committee** via conference call to finalize the conference schedule and continue discussing marketing strategies, logistics, and funding prospects. The 41st Annual Conference, **Reverberations: The Roots and Relevance of Community Design**, will convene in Baltimore, MD, from June 8-9.

- Accreditation and Education Programs Manager Kristopher Pritchard represented the **Landscape Architectural Accreditation Board (LAAB)** at the **Association of Specialized and Professional Accreditors (ASPA) Spring Conference** in Chicago, April 9-10. The main topic was developing successful accreditation decision-making boards. Over 100 attendees representing 60 accreditors and other groups in the higher education community were present.

- **LAAB ROVE Teams** continued conducting accreditation reviews for spring 2018. **Kent State University (MLA), University of Idaho (MLA), and the University of Connecticut (BSLA)** were recently reviewed. Programs reviewed during spring 2018 are scheduled to be considered at the LAAB Summer 2018 Board Meeting.
Member and Chapter Services

- With over a year in development, ASLA launched its database upgrade and significant improvements in web services to members this week, including a brand-new JobLink platform. The upgrade also enhanced password security, resulting in the resetting of ASLA website user passwords. Instructions regarding how to log in are included on the login page. After logging in using the standard password combination, users can go the account page to change their password for additional security. Users will also need to clear their cache in order to ensure access to the revised content.

- **Reminder:** The Spring CPC Meeting information is posted in CPC Central.

- ASLA membership has fallen by 2.3 percent since 2015; however, the full membership category, which accounts for two-thirds of all members, has grown by 4 percent. The primary cause of the overall drop is associate membership, which has dropped by 24 percent, likely due to the drop in student enrollments and membership of the past five years. The pipeline drought is beginning to impact full membership as well, which is leveling off after several years of growth.

![Membership Trends (April 17)](image)

### Public Relations and Communications

- Just past the halfway point of World Landscape Architecture Month, 1,066 people have posted 3,137 times with #WLAM2018, which has reached 1,395,867 people. Follow along with all of the #WLAM2018 posts on Tagboard.

- A press release announcing the results of the 2018 Residential Landscape Architecture Trends Survey was distributed on Tuesday in both English and Spanish via several wire services. Early interest has come from the Atlanta Journal-Constitution, Concrete Homes, Builder magazine, Custom Home magazine, Garden Design Online, Hearth & Home, Landscape Management, Lawn & Landscape, PRISM, Professional Deck Builder, and Total Landscape Care.

- Staff worked with Communications Consultant Kevin Fry, Corporate Secretary Curt Millay, ASLA, and the Herter Design Group to construct a graphic identity for the ASLA Chinatown Green Street program. It will debut in the weeks ahead.
The Dirt today published an article by Diane Jones Allen, ASLA, that draws connections between sustainable design and economic justice. The article, entitled Why Smart Urban Design May Save Us from Natural Disasters and Address Social Justice, was the result of Proof Strategies, the PR agency promoting the Blue Ribbon Panel on Climate Change and Resilience, working with Jones Allen and ASLA staff.

Constructive feedback was sent to all Professional Award submitters who received comments but were not chosen by the jury. In total, of 374 submissions, the jury recognized 24 projects and one Landmark Award.

Professional Practice

On April 17, the Historic American Landscapes Survey (HALS) Subcommittee held their quarterly conference call, discussing the 2018 HALS Challenge; conferences attended by Subcommittee members, including the Alliance for Historic Landscape Preservation (AHLP) Conference in Tucson last month; and HALS documentation recently transmitted to the Library of Congress. Subcommittee Chair Chris Stevens, ASLA, led the call.

The Environmental Justice PPN hosted an online presentation and Q&A with Manager Shawn Balon, ASLA, who presented ASLA’s current career discovery and diversity programs and resources. The presentation examined a case for action from current statistics, strategies to assist growth in the profession, and opportunities to foster diversity in design.

On April 12, Manager Linette Straus, ASLA, presented a LA CES accredited 1.5 hour SITES® presentation at the Central States Conference in Kansas City, MO. About three-quarters of the attendees had little familiarity with SITES. At the end of the presentation and discussion, more than half said they were interested in becoming SITES APs.

Manager Straus together with State Government Affairs Director Elizabeth Hebron and State Government Affairs Manager Bradley Rawls continued to develop SITES materials for the SITES advocacy campaign planned for rollout in the second quarter.

Managers Straus and Marketing Manager Lauren Martella had a strategy planning call with USGBC staff to develop the USGBC SITES program at the annual meeting. Efforts will be concentrated on the USGBC booth.

Manager Katie Riddle, ASLA, participated on a call with staff from signatory organizations of the Joint Call to Action to Promote Healthy Communities. The group is developing resources to help guide local partnerships and actions among members across organizations. Members of the Joint Call to Action will continue to curate the goals and initiatives during an upcoming work session to be held at USGBC.

The ASLA 2018 Online Learning Student & Emerging Professional SPOTLIGHT mini-series call for proposals will close Friday, May 25. Participants will be paired with leaders of ASLA’s Professional Practice Networks, providing the opportunity to build a relationship with a landscape architecture professional, receive critique of their work via digital coordination meetings, and develop presentation skills. Student, Associate, and Emerging Professional members may apply by clicking here.

The Digital Technology PPN hosted a call with members from the Professional Practice Firm Technology Subcommittee to review draft questions for an upcoming technology and business climate survey, which is intended to analyze popular project management software used by firms and drivers for more efficient and effective programs.
Two live ASLA Online Learning presentations are coming up: on April 25, the Children’s Outdoor Environments PPN will host Universal Design in Play: A Behavioral Comparison of Three Playgrounds, offering 1.0 PDH (LA CES/HSW). On May 1, the Campus Planning & Design PPN will host Landscape Performance to Demonstrate Impact: Sustainable Campus Landscapes, also offering 1.0 PDH.

Chinatown Green Street Demonstration Project (CGS): ASLA staff and design team members met to review RFQs for construction manager, geotechnical survey, and permit expediter. In addition, a call was held with the DOEE grant manager to review the subcategory invoicing procedure and the required process for reviewing and evaluating RFQs. ASLA staff met with a property owner at the ASLA Center with Design Workshop joining via webinar to introduce the project and discussing current concept strategies.

On April 9, as co-chair of the Building Design and Landscape Architecture subgroup for Biophilic DC, Manager Straus led a kickoff meeting at the ASLA Center to discuss plans and strategy for increasing awareness of biophilia and demonstrating examples throughout the District of Columbia. The group also plans to develop a mapped analysis of areas throughout the District that are lacking in elements of biophilia within the built and landscape environment and will suggest ways to increase it within these areas.

Deadlines and Reminders

- The Spring CPC Meeting information is posted in CPC Central.
- Tomorrow, 2:00 p.m. EDT, ASLA will host its final advocacy training, “Preparing for Advocacy Day.”
- The Leadership Calendar can be accessed on the web.