Executive Offices

- Balloting for the 2020-2021 ASLA president-elect opened May 7 and will close on June 7. All Full, Associate, and International members in good professional standing are eligible to vote and will receive a paper and/or email ballot to participate. The president-elect candidates’ speeches presented to the BOT were filmed, as was the subsequent question-and-answer session. All can be viewed on the election page. Contact Corporate Secretary Curt Millay, ASLA, with questions.

- The ASLA Center for Landscape Architecture has officially been certified LEED Platinum. U.S. Green Building Council CEO Mahesh Ramanujam presented the plaque to ASLA President Shawn Kelly, FASLA, at the spring meeting open house at the Center on May 3.

- At its spring meeting, the Board of Trustees (BOT) approved policies on Climate Change and Resilience, Safety and Security Design, and Heritage and Historic Preservation. The BOT also approved revisions to the Professional Code of Ethics and administrative policies on Standards of Conduct and Whistleblower; the revisions add language addressing sexual harassment to the Code, clarify procedures for handling Standards of Conduct violations and Whistleblower complaints, and ensure consistency among the Code and other policies. In addition, the BOT accepted the annual audit, chose recipients of the 2019 honors, discussed the concept of international chapters or sections, and elected three vice presidents. Congratulations to Communications VP-Elect Jeanne Lukenda, ASLA; Education VP-Elect Marq Truscott, FASLA; and Government Affairs VP-Elect Keven Graham, FASLA. The new elects will take their positions at the annual meeting in San Diego. The Board also received briefings on the Presidents Council’s FrameWorks communication project, the results of the annual program and priority surveys, membership issues, climate change initiatives, and career discovery and diversity programs.

- Wellness activities for the BOT and CPC during the spring meeting included sunrise yoga and a sunrise run/walk. In addition, a tour of the U.S. Botanic Garden and SITES Gold Certified Bartholdi Park immediately followed the Advocacy Day activities.

- A joint BOT/CPC luncheon panel focused on climate change and infrastructure. Panelists were American Society of Civil Engineers CEO Tom Smith, American Planning Association President Kurt Christiansen, Smart Growth America President and CEO Calvin Gladney, and ASLA Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA.

- President Kelly delivered the commencement address to the landscape architecture program graduates at the University of Illinois Urbana-Champaign this past weekend.

- CEO Somerville represented ASLA at the Canadian Society of Landscape Architects annual congress in Vancouver last week. The conference focused on the role of the profession in forwarding the goals of Canada’s Truth and Reconciliation Commission and creating respectful relationships with Canada’s indigenous peoples.

Government Affairs

- Last week, an article disparaging the Illinois Landscape Architecture Practice Act (S.1899) was published by the Illinois Policy Institute, a nonprofit think tank that receives funding from donors connected to Koch Industries. In response, ASLA State Government Affairs and Public Relations staff worked with the Illinois Chapter to draft a strongly-worded response to set the record straight.
ASLA's response has been published in nearly all of the major outlets that ran the original article, and caused another to remove the original post entirely.

- On May 2, Government Affairs hosted about 180 advocates, including 25 students and emerging professionals, for ASLA's Advocacy Day 2019. Advocates met with their legislators and staff to talk about three important infrastructure bills, including the Restore Our Parks Act, the Water Quality Protection and Job Creation Act, and the Transportation Alternatives Enhancement Act. Additionally, about 1,000 advocates participated in our Virtual Advocacy Day by sending over 3,300 letters to Congress regarding the three infrastructure bills. **If you missed Advocacy Day, you can still take action through the iAdvocate Network** by writing to your legislators.

- Please share your Advocacy Day experience with us by filling out our short survey to tell us about the Advocacy Boot Camp with Stephanie Vance, our webinars, leave be hind s, and website, as well as your overall time in Washington, DC.

- So far the Boston, Tennessee, South Carolina, Ohio, Nevada, Illinois, Washington, and Utah Chapters have pledged to hold a site tour in August. By hosting a site tour, chapters can educate local, state, and federal public officials on landscape architecture and its importance in our communities nationwide. Let's continue our momentum from Advocacy Day by submitting your chapter's pledge of commitment to host a site tour, and start planning today!

- Recently, ASLA joined coalition partners in signing on to two letters on issues important to landscape architects. The first letter, sent to the House and Senate Interior Appropriation subcommittees, urges appropriators to increase funding for the Bureau of Land Management, including at least $20 million for cultural resources management and at least $45 million for the National Conservation Lands. The second letter was sent to the Senate Committee on Environment and Public Works Chairman John Barrasso (WY) and Ranking member Thomas Carper (DE), and House Committee on Transportation and Infrastructure Chairman Peter DeFazio (OR) and Ranking Member Sam Graves (MO). The letter asks the legislators to address the National Park Service backlog through the Restore Our Parks Act, the FAST Act, and the Nationally Significant Federal Lands and Tribal Projects program.

Finance, Meetings, and Business Operations

- CFO Mike O’Brien, Hon. ASLA, and the Accounting staff are wrapping up the April close.

- The 2019 LAM advertising contracts represent 77 percent of the budget. While the contract totals are in line with the prior year they are lagging behind budget by 12 percent through March.

- The 2019 EXPO in San Diego has 276 exhibitors signed up with revenue totaling 91 percent of the budget and pacing slightly higher than the prior year.

- The 2019 Conference on Landscape Architecture registration is “LIVE.”

Public Relations and Communications

- ASLA’s communication team has developed an easy-to-use website template for chapters on the Wix website building platform. ASLA is now able to provide chapters with a pre-made website design that can be customized with content and connected to an existing domain (or to a new one, if a chapter lacks one). Wix-based websites are simple to use and update, and are inexpensive. The website template was developed in response to requests by chapter representatives at the Public
Awareness Summit in January. For more information, visit this step-by-step guide or contact J.R. Taylor.

- The online survey requesting feedback on user perceptions of ASLA.org received 200 responses over two months. The web communications team has analyzed responses, along with previous member surveys. ASLA.org was found to be generally easy to read and a majority found the site easy to navigate. 49 percent said ASLA.org was visually appealing. Groups of respondents called for a greater focus on educating the public about what landscape architecture is; more cohesive messaging; more effective communication about the quantifiable benefits of landscape architecture; more in-depth content (case studies); a more streamlined navigation; and a more inclusive tone. The survey is one element in ongoing user and stakeholder research to inform planning for a new ASLA.org.

- The web team engaged Herter Design Group to create a new web design for the ASLA Professional and Student award websites to better align with the new brand. Front-end developer and graphic designer Paul Azzolini is now implementing the updated designs.

- The web team upgraded the Annual Conference website to use the latest Wordpress software. Working with the marketing team, the site functionality, styles, and content were updated.

**Landscape Architecture Magazine**

- *LAM* is a finalist in three categories of the 2019 EXCEL Awards, sponsored by Association Media & Publishing. Senior Editor Jennifer Reut's November article, "The River Beneath the River," about the cleanup of the Anacostia, placed in the Feature Article category for magazines with 10,001 to 20,000 circulation. The magazine also placed for General Excellence in its size category, and for Design Excellence! The winners will be announced at a dinner in Washington, D.C., on June 24.

**Marketing and Development**

- The Marketing team redesigned and updated the ASLA Conference on Landscape Architecture website in time for the soft launch, May 8th, and full launch on May 15th.

**Member and Chapter Services**

- The spring Chapter Presidents Council (CPC) meeting was held May 3-4 in Washington, DC, with 90 chapter leaders attending the sessions. Participants evaluated the meeting highly, with an average overall score of 4.42 and a rating for interaction at 4.52 (5-point scale). The meeting focused on membership retention and engagement efforts, including a working walking session pairing up leaders to role play recruitment efforts.

- As of May 14, **ASLA has 14,654 members** a 2.7 percent decline from the same date in 2018 and a 4.9 percent drop since 2015. The primary source of decline is emerging professionals, with associate and student membership dropping sharply since 2015. Some of this decline is related to enrollment trends. A recent evaluation of LAAB graduation data shows a smaller decline in market share for associate members, sliding from 38.1 percent to 28.5 percent between 2016 and 2019. ASLA’s overall market share (63.5 percent) has remained steady since 2015.
Education and Practice

- Last week, the Education Department sent out the ASLA Graduating Student Survey to all student members with a graduation year of 2019. The survey will be open until June 28.

- Diane Jones Allen, ASLA, participated in the NOAA Cooperative Science Center in Atmospheric Sciences and Meteorology (NCAS-M) 2019 Monthly Webinar Series. Dr. Jones Allen discussed research and practice pertaining to climate change and landscape architecture, as well as career opportunities in the landscape architecture profession. NCAS-M is a new Career Discovery and Diversity partner. NCAS-M is funded by NOAA Educational Partnership Program with Minority Serving Institutions (NOAA/EPP) Cooperative Agreement.

- Career Discovery and Diversity Manager Lisa Jennings held partner planning conference call with leadership from the Future Landscape Architects of America (FLAA) to discuss collaborations around FLAA’s existing landscape architecture curricula for K-8 audiences. FLAA is a non-profit organization focused on educating K-12 students about the career field of landscape architecture and is led by the Florida Chapter of the American Society of Landscape Architects.

- Professional Practice Coordinator Chicquita Hairston represented ASLA at the National Building Museum (NBM) Design Apprenticeship Program (DAP) Project Reveal Day. NBM staff had been
working with local community members throughout the spring months to design seating and a mural for outdoor basketball courts in Oxon Run Park. This project integrated the NBM HOOPS exhibit. ASLA is a proud sponsor of the NBM which includes multiple educational outreach programs, including the Design Apprenticeship Program.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 266 active providers offering 1,496 courses. There are two new provider applications pending review.

- On Thursday, May 30, the Healthcare & Therapeutic Design PPN will host a live webinar, Diagnostic Post-Occupancy Evaluation of Hospital Gardens: Recent Research, available for 1.0 PDH (LA CES/HSW). Naomi Sachs, ASLA, Shan Jiang, PhD, and Kirsten Staloch will present various evaluation instruments and toolkits and share instrumental design suggestions that maximize the environmental, social, and economic benefits of healing gardens.

- The Urban Design PPN leadership team held its monthly call with invited guest speaker Michelle Eichinger, president of Planning4Health Solutions, to discuss the intersection of urban design and public health. The Campus Planning & Design, Community Design, Ecology & Restoration, Water Conservation, and Environmental Justice PPN leadership teams met to review presentation agendas for the ASLA Conference on Landscape Architecture and upcoming member communications.

- On May 7, Nathaniel Cormier, ASLA, Yadan Luo, ASLA, Jeb Doran, ASLA, and Allysha Lorber, ASLA—all members of the Professional Practice Committee’s New Mobility and Emerging Technologies Subcommittee—presented the workshop “Autonomous Urbanism: Impacts and Opportunities of Emerging Mobility Technologies” at the National Urbanism Next conference in Portland. Leading up to the conference, Jean Senechal Biggs, ASLA, and Lucy Joyce, ASLA, represented ASLA on the conference steering committee and Allysha Lorber represented ASLA on the program committee.

- On May 8, the Public Practice Advisory Committee held its monthly call, focusing on career discovery opportunities, professional development resources for public practitioners, and an upcoming committee survey.

- On May 14, the Ecology & Restoration PPN hosted a virtual presentation with Point Blue Conservation Science, moderated by the PPN Chair, Ingrid Morken, ASLA. The presentation included Point Blue’s climate smart ecological restoration toolkit and strategies to help increase project success and resilience in a changing climate.

**Deadlines and Reminders**

- Voting for the 2020-2021 ASLA president-elect closes on June 7.

- The Leadership Calendar can be accessed on the web.