



Board and Chapter representatives presented case studies on building effective and appropriate Board-Chapter relations, creative ways to educate on the value of licensure and boards and successfully responding to licensure board reviews. Below is a summary of the take-aways from each of the sessions. Out of the case studies a campaign emerged urging every attendee to **#do1thing** in the next year.

## Responding to Legislative Reviews

Over the past two years we have seen an unprecedented number of executive orders and legislation introduced that requires comprehensive evaluation or mandatory sunset review of each licensed profession in the state. During this session, members from the board and chapters in Idaho and Texas shared their experiences and best practices in preparation for responding to inquiry.

Following the case study presentations, attendees identified how these reviews can create opportunity for positive change. The primary themes that emerged include:

- **Strengthen/Upgrade laws** – While the legislature or the governor’s office is taking a hard look at your law, this creates an opportunity to strengthen the law by refining scope of practice, reducing unnecessary friction, harmonizing requirements with the national standard and/or creating new efficiencies in administrative processes. Proactively recommending improvements as part of the response is a possible win for all – the legislature, the board and the licensees.
- **Education** – Reviews create a great opportunity to educate policy makers on landscape architecture and the significant impact the profession has on public health, safety and welfare. Additionally, reviews provide a platform for Boards to demonstrate their effectiveness, highlight successes and educate on the vital role they play in public protection.
- **Collaboration** – Preparing for a review creates a valuable opportunity to engage stakeholders across the profession to build stronger relationships. It also generates dialogue between and among the chapter, the board and educators in developing responses and potentially in identifying opportunities for improvement that can be recommended as part of the review. Regular reviews like sunset create motivation for this dialogue to be regular and ongoing.
- **Identify new allies** – When legislation or an executive order is introduced to review all licensing agencies in the state, partner with other professions in preparing your response. There could be opportunities to learn from and support one another through the process.

The attendees also identified potential new resources to be developed to help support boards and chapters in preparing responses for reviews. These include:

- Aggregating and making available responses from states/provinces that have successfully been through review.
- Developing “model” or “best practice” responses for common and/or important questions.



## Building Effective Board/Chapter Relations

The Ohio Board of Landscape Architecture and the Ohio Chapter of ASLA have developed a strong relationship that enables successful collaboration on licensure related issues including educating the public and defending licensure. In this session attendees heard the Ohio case study and worked with their board/chapter partners to develop a plan for board/chapter collaboration over the next year. Here are some of the actions the attendees plan to carry out in the next year:

### **Improve coordination, collaboration and communication between Board and Chapter**

- Discuss synchronizing meeting schedules and coordinate a spring meeting. – WA
- Improve communications between board and chapter and have the board attend the Chapter's fall meeting. – VA
- Align meeting schedules between board and chapter – NC
- Board will work with chapter to update administrative regulations and build practices for board/chapter interactions. – KY
- Board will invite members of the Chapter to be members of committees, including the education committee. – DC
- Invite the Chapter's advocacy group (their lobbyist team), and a representative from the board to monthly Chapter meetings – MN
- Be better about reporting to each other – send meeting minutes, etc., then build on that! – IN
- Have more board/chapter face-to-face interaction (and call-in to meetings). – GA
- Have a profile of a licensure board member in the semiannual (2x/year) Chapter magazine to give attention to board members and inform ASLA members about their board. – CT

### **Engage in Joint Board/Chapter Events & Activities**

- Evolve the existing professional licensure ceremony and chapter awards event by adding continuing education opportunities and a tie-in with the professional engineer society. – MS
- Have a joint licensure ceremony and events for emerging professionals, to build both social and professional awareness. – GA, OK, ID
- Reserve a booth (for up to a week) in the Nebraska Capitol building to promote landscape architecture, jointly manned by board and chapter representatives. – NE
- Have greater design week collaboration, between LA's, other professionals, and the board. – AK
- Have a landscape architecture "firm crawl" social event, traveling between offices to build relationships between emerging professionals and long-time professionals. – GA, DC
- Board/Chapter will recognize new licensees on stage at their annual meeting. – ON
- Celebrate new licensees at an existing event – OH, CO
- Explore having a licensure board meeting at an ASLA event – OH
- Board will invite Chapter representatives to licensing reception. – VA



**Collaborate to educate and engage educators and students about the profession and licensure**

- Get students involved with board interactions, emerging professionals and LARE prep. – WI
- Plan for joint presentations to pro-practice classes regarding licensure and advocacy. – OK
  - And, if the school administration is resistant, work with the student ASLA chapter to have a presentation.
- Work on better interactions with educational institutions – OR
- Reach out to Ohio college MLA/BSLA programs and have a joint board/chapter presentation to student ASLA chapter(s) regarding licensure and advocacy for the profession. – OH



## Plan Creative Education and Advocacy Programs

Kansas and Florida representatives shared how boards and chapters are collaborating in creative ways to educate policy makers on the value of landscape architectural licensure and the vital role that licensure boards play in public protection. They discussed the following activities and then encouraged boards/chapters to partner, identify, and develop a plan for implementing an effective state education program.

- Holding a state/jurisdiction level annual advocacy day – ASLA has advocacy day in DC but consider having advocacy day in your jurisdiction to highlight the value of licensure and how it protects the public's health, safety and welfare. Plan a day's worth of events, connect with members of the public (including building officials and legislators) in person and via social media, plan talking points ahead of time so you're purposeful in what you say to each audience you interact with, create handouts and leave behind that reiterate the talking points, and don't forget to follow up with thank you cards to legislators.
- Hold a licensure ceremony to recognize new licensees – standalone boards could also use this as an opportunity to coordinate with other boards for this type of event (so there would be more than a handful of people attend and there would be extra assistance with planning!) or multi-disciplinary boards could do one event for new licensees of all the professions the board regulates; hold this event in the Capitol if you can; invite legislators and other elected officials; use communications channels to achieve press interest; during the ceremony, be sure to highlight the value of licensure and how it protects the public's health, safety and welfare.
- Turn meetings into opportunities for continuing education, invite licensees but also legislators, etc. – Consider holding board and chapter meetings together at least once a year; consider using that one meeting as an opportunity not only to provide continuing education to licensees but also to promote the value of licensure and to connect with legislators and other key members of the public.