



Participate in a School or Community Event

Reviewed by Jim Coffman

Summary

This activity provides directions to assist an ASLA Chapter in participating in a school or community event such as Earth Day or an environmental fair.

This activity involves setting up an information table or booth at a school or community event and organizing some type of hands-on experience. Including a participative activity enables you to:

- Capture people's interest
- Help people make a connection between landscape architecture and the environment

Publicize and Document Your Activity

By taking the time to create and implement a WLAM Career Discovery activity, you achieve two great results—you promote the profession while teaching people about sustainability, ecological issues, and the technical aspects of landscape architecture.

Be sure to publicize your activity within your community and document it to share your experience with other ASLA chapters. Refer to the appendix for suggestions on publicizing and documenting your activity.

Grade Level: Children and adults

Duration

Typically an event requires a one-day commitment.

Personnel

Variable, but 7–10 Chapter members should be involved in the planning and execution.

Costs

Costs will vary for this activity based on the type of educational materials and hands-on experience you plan.

Goals

People will

- Learn about landscape architecture as a career
- Understand about the large variety of landscape architecture projects



Get Organized

SET YOUR GOALS

Do some strategizing before you begin. Make a list of goals you hope to achieve by participating in the event.

- How many chapter members do you want to engage?
- How will you structure your participation in the event?
- How many people do you hope to connect with at the event?
- What publicity do you hope to generate?

EDUCATE AND ENGAGE

Design something that will catch people's interest as well as educate them about landscape architecture as a profession. Ideas that ASLA chapters have used successfully in events are provided below.

EDUCATE

- Have landscape architecture professionals or students available at all times to discuss the profession with attendees
- Create a display board illustrating different aspects of the profession
- Copies of the ASLA career discovery brochure, *Your Path to Landscape Architecture* (obtained by contacting ASLA public relations and communications coordinator JR Taylor at 202-216-2345 or jtaylor@asla.org).
- Distribute the *Landscape Architect FAQs* brochure handout (see appendix)

ENGAGE

Budget money and time for creating interactive displays and activities. These can range from cardboard exhibits with flaps that lift for answers to hands-on activities. Be creative! Below are examples of what two ASLA chapters have done.

- Plant a seed. ASLA's North Carolina Chapter provided peat pots and sunflower seeds.
- Create a green roof. The Savannah section of the Georgia ASLA Chapter provided materials and assistance to create miniature green roofs in a shoebox. Step-by-step instructions are in the *Build a Green Roof Career Discovery* activity.

MAKE A TIMELINE

Start early, time flies! Base your timeline on your list of goals. Include all of the tasks that need to be completed before, during, and after the event.



CREATE A BUDGET

Costs will vary for this activity based on the type of educational materials and hands-on experience you plan. Possible costs to include are:

- Printing costs for brochures and/or coloring books
- Equipment rental (table, chairs, signs or banners, a tent, etc.)
- Name tags
- Refreshments
- Materials needed for the hands-on experience

Consider trying to find a co-sponsor to help with the costs or to supply materials.

ORGANIZE A TEAM

Identify a core group of 7–10 chapter members who will be involved in planning and executing the event. Divide tasks among the team members.

Consider inviting students from your local landscape architecture program to join you on the day of the event. They can assist with the hands-on experience and they can share their interests and career path with people.

There are a variety of roles to be filled both before the event and at the event. Tasks might include:

BEFORE THE EVENT

- Obtain the educational materials; have them printed
- Obtain materials needed for the hands-on experience
- Organize the materials needed to set up the table or booth
- Organize refreshments
- Arrange to have materials at the site the day of the event

AT THE EVENT

- Set up the table or booth
- Talk with people about landscape architecture as a career
- Facilitate the hands-on experience
- Provide refreshments
- Strike the table or booth
- Arrange to have materials removed from the event site

GATHER MATERIALS

Materials you might need to gather include the following.



EQUIPMENT

- Table and chairs. Check with the event coordinator whether or not these will be supplied.
- Sign or banner. Make sure that people can easily find you—make your sign or banner large and easy to read.
- Tent. If you're at an outdoor event you may need a tent to protect volunteers and the crowd from the sun or rain. Check with the event coordinator whether or not this will be supplied.

EDUCATIONAL MATERIALS

- ASLA materials including brochures and coloring books
- Display board(s) about landscape architecture
- Project materials your firm has produced; example models your firm has built/created

MATERIALS FOR THE HANDS-ON EXPERIENCE

- This will vary based on what you decide to do

OTHER

- Refreshments. Consider providing hot or cold beverages and snacks to event-day volunteers.
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Use the questions and templates provided on the following pages to help you get organized.

GOALS

What are your goals for participating in this event?

YOUR TEAM

Who is on the team?

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EDUCATE

How will you educate people about the career of landscape architecture?

ENGAGE

How do you plan to engage people?

MATERIALS

What materials will you need?

Equipment

Materials for hands-on experience

Educational materials

Other materials



Appendix

Publicize and Document Your Activity8

HANDOUTS

Landscape Architecture FAQs



Publicize and Document Your Activity

Don't let the effort you put into creating and implementing a Career Discovery activity go unnoticed!

Staff at ASLA National is always on hand to help promote your events to local media; feel free to contact them at anytime. If you would like to reach out to local media yourself, below are some tips to assure your name appears in print or online.

PUBLICIZE

For tips on reaching out to local media, refer to the PR Handbook, available as part of ASLA's Chapter Operations Workbook. It is online at:

<https://www.asla.org/ChapterOutreach.aspx>

You'll find tips like these:

- Pitching the story to the media
- Formatting the press release
- Appealing to the audience
- Making the story relevant
- Social media tips

TAKE PICTURES & VIDEO

Be sure to take lots and lots of pictures and video! ASLA National would love to share your activity online as inspiration for the other chapters.

Send us photos or video of your event featuring:

- Students interacting with professionals (we must have a signed photo release from parents to use the photos)
- Your presentation materials
- The activity in process
- The end result of your activity

DOCUMENT

Email public relations and communications coordinator JR Taylor—at jtaylor@asla.org—to report on the activity or activities that your chapter completes.

Landscape Architecture FAQs

Landscape architecture is a profession committed to stewardship of the land while creating healthy, enjoyable, and secure places for the present and future. Landscape architecture combines art and science. It is the profession that designs, plans, and manages our land.

Landscape architecture has strong roots in the United States and early examples, such as Thomas Jefferson's Monticello, are still much admired. The actual term landscape architecture became common after 1863 when Frederick Law Olmsted and Calvert Vaux designed New York's Central Park.

WHAT DOES A LANDSCAPE ARCHITECT DO ON THE JOB?

Landscape architects deal with the increasingly complex relationships between the built and natural environments. Landscape architects use sustainable design practices to plan and design traditional places such as parks, residential developments, campuses, gardens, cemeteries, commercial centers, resorts, transportation facilities, corporate and institutional centers, and waterfront developments. They also design and plan the restoration of natural places disturbed by humans such as wetlands, stream corridors, mined areas, and forested land. Their appreciation for historic landscapes and cultural resources enables landscape architects

to undertake preservation planning projects for national, regional, and local historic sites and areas.

WHAT SKILLS DOES A LANDSCAPE ARCHITECT NEED?

- Sensitivity to landscape quality
- Understanding of the arts and a humanistic approach to design
- Ability to analyze problems in terms of design and physical form
- Technical competence to translate a design into a built work
- Skills in all aspects of professional practice including management and professional ethics

WHAT ARE THE EDUCATION AND LICENSING REQUIREMENTS?

A formal education is essential to gain the skills and knowledge to become a landscape architect. Professional education in landscape architecture can be obtained at the undergraduate or graduate level. There are two undergraduate professional degrees. These usually require four or five years of study in design, construction techniques, art, history, natural, and social sciences. There are generally three types of graduate degree programs. For more information visit ASLA's Career Discovery page: asla.org/yourpath

At present, all 50 states license (or register) landscape architects. Each state sets its own requirements for registration, but all require candidates to pass a national examination (the Landscape Architect Registration Examination, or LARE).

WHERE DO LANDSCAPE ARCHITECTS FIND JOBS AFTER GRADUATION?

Landscape architects are employed in private, public, and academic organizations. Private sector opportunities are found within landscape architectural, engineering, architectural, and planning firms. Landscape architects may also work with other types of private corporations that have physical planning departments, or offer products and services related to land planning and development. Public sector employment opportunities are found within federal, state, regional, and municipal agencies involved in land planning, development, and preservation. Landscape architects in academic practice teach and conduct research in the professional programs offered by colleges and universities across the country.

WHAT IS A LANDSCAPE ARCHITECT'S SALARY?

Landscape architectural salaries vary depending on the years of experience, geographical location, and type of position. The average annual salary and bonuses for those in the landscape architecture field total \$78,600, according to the 2010-11 ASLA National Salary Survey.

For more information about a career in landscape architecture, visit ASLA's Career Discovery page: asla.org/yourpath