



# ASLA

## IOWA

# 2018 STRATEGIC PLAN

### IA ASLA MISSION STATEMENT:

The purpose of the Chapter shall be the advancement of knowledge, education and skill in the art and science of landscape architecture as an instrument of service in public welfare. To this end, the Chapter shall promote the profession of landscape architecture and advance the practice through advocacy, education, communication and fellowship.

### ADVOCACY AND AWARENESS [Public Awareness, Advocacy]

- ✓ Promote the value of *Iowa* landscape architecture.
- ✓ Promote value of landscape architecture to Iowans
- ✓ Effectively advocate for the profession at the local, state, and federal level

### MEMBER SERVICES & SUPPORT [Emerging Professionals, Member Services, National Recognition]

- ✓ Provide diverse networking opportunities.
- ✓ Meet the educational needs of our members.
- ✓ Recognize the work of our members.
- ✓ Grow and engage membership by demonstrating the value

### SHAPING THE FUTURE OF THE PROFESSION [Future of the Profession]

- ✓ Grow the profession
- ✓ Provide an active support network for students at ISU
- ✓ Support emerging professionals

### GOVERNANCE & MANAGEMENT [Nominating]

- ✓ Provide volunteers with a clear understanding of their roles, responsibilities, and opportunities
- ✓ Effectively utilize association manager
- ✓ Effectively manage financial resources to support key programs
- ✓ Create year-round relationship among Central States Chapter's leadership
- ✓ Expand volunteer opportunities