Chapter Excellence Checklist

Management

☐ Incorporate the Chapter under state and federal laws and file the required annual reports.
☐ Keep bylaws consistent with the Society’s bylaws (use model chapter bylaws).
☐ Adopt policies consistent with ASLA administrative policies (models for conflict of interest and member information disclosure are available)
☐ Elect officers and board members according to chapter bylaws and report to ASLA National 60 days prior to the ASLA Annual Meeting.
☐ Implement an annual planning process that includes a long-term goals and short-range objectives that reinforces the Society’s priorities and operating plan. These plans should state goals, strategies for reaching them, a timeline, and an annual review process.
☐ Maintain appropriate office operations. At a minimum this should include a permanent mailing address, a telephone with a listing in the local directory, and printed letterhead stationery.
☐ Establish committees that mirror the Society’s priorities, including membership, public awareness, and government affairs.
☐ Maintain a budget and regular financial statements consistent with long-range plans. The statements should show projected income and expenses, and also record income and expenses during the year.
☐ Maintain archives, including the articles of incorporation, bylaws, board minutes, annual reports, officer lists, and other official documents.
☐ Maintain appropriate financial checks and balances, including an internal financial review by chapter Audit Committee.
☐ Actively participate in the Chapter Presidents Council and opportunities to connect with other chapter leaders through webinars and social media.
☐ Hold regular meetings.
☐ Seek out sponsors and vendors to support chapter activities.
☐ Provide an annual report of chapter activities to chapter members and to ASLA National.

Membership

☐ Review the chapter’s monthly roster of members, check it for accuracy, and communicate results regularly with ASLA National to ensure consistency
☐ Recruit new members, including students, emerging professionals, and licensees
☐ Send a membership “kit” to send to new members (monthly) and invite new members to upcoming events.
☐ Contact members scheduled to lapse (monthly)
☐ Conduct periodic focus groups with prospective members, lapsed members, and current members to provide input on chapter programs and services.
☐ Foster professional fellowship by bringing members together for meetings, events, or programs that promote the Society’s priorities and the work that ASLA is doing to meet these goals.

Member Communications

☐ Include information on your chapter website that keeps members up to date (calendar, leaders, sponsors, etc.), latest and past newsletters, links to National ASLA programs, provide a membership directory or link to ASLA FirmFinder.
☐ Curate National ASLA news, resources, and events for your members, including World Landscape Architecture Month, deadlines for ASLA professional awards, and the ASLA Annual Meeting.
☐ Create and manage a communication plan and social media plan for members, including e-newsletters, reports from chapter leaders, volunteer recruitment, and chapter programs and services.
☐ Publicize time and place of executive committee meetings.
☐ Keep contact list current and expand your reach by regularly updating members’ contact info from ASLA membership database, including nonmember licensees, and other nonmember contact information. Be sure to include student ASLA chapter contacts and key program faculty in distribution lists.
Student and University Outreach

- Cultivate relationships with the local universities to promote the Society to students and faculty, including the student chapter president, faculty advisor, and program head.
- Encourage students who belong to the student club to be ASLA student members
- Promote JobLink (including free resume posting) and JobLink Live at the ASLA annual meeting
- Outline the membership pathway and milestones from the student level to full membership.
- Publicize local student award recipients
- Seek out new landscape architecture programs and recommend new student chapter formations
- Seek out related educational programs and recommend new student affiliate chapter formations
- Promote Student Affiliate membership to students of allied professions

Emerging Professionals

- Form emerging professionals committee and appoint/elect emerging professionals chair to coordinate activities and support for emerging professionals
- Intentionally involve EPs in chapter activities, including advocacy, educational events, WLAM, and social events
- Encourage committee involvement and other volunteer opportunities at both the state and national level
- Cultivate relationships with local firms to promote the Society to emerging professionals
- Promote national professional awards program to emerging professionals
- Provide information on the benefits of licensure, including preparation for the LARE
- Promote JobLink (including free resume posting) and JobLink Live at the ASLA annual meeting
- Maintain contact with recent graduates and encourage involvement at the chapter level
- Promote graduated dues structure to both recent graduates and emerging professionals
- Share information on ASLA resources for emerging professionals (e.g. JobLink, LARE Prep, etc.)

Public Awareness

- Take advantage of ASLA National resources, including press release templates, prepared ASLA logos for print and online use, and public relations handbook.
- Plan, promote, and conduct World Landscape Architecture Month activities (April)
- Plan, promote, and conduct PARK(ing) Day activities (September)
- Promote Professional Awards and chapter awards recipients to media and allied professional organizations
- Obtain photographs of members’ work for chapter social media and web site (e.g., from award submissions); create a schedule for frequent posting/updates
- Leverage your chapter work on pro-bono projects for media outreach
- Send out chapter and national press releases to members and media contacts
- Conduct programming that enhances the public’s perception of landscape architects and landscape architecture
- Encourage members to serve on public boards, committees, councils, etc.
- Communicate the value of landscape architecture to the general public

Career Discovery and Diversity

- Participate in career discovery activities to promote K-12 awareness of landscape architecture, including schools with diverse populations.
- Reach out to community college channel programs and promote landscape architecture as a viable career path.
- Include career diversity efforts in World Landscape Architecture Month.
- Embrace diversity and inclusion at a state chapter level (strive for diversity of all types at a chapter leadership level)
- Identify current diversity and inclusion statistics (i.e. race/ethnicity and gender) for your area and establish goals related to diversity and inclusion within the chapter
- Highlight the success of measuring diversity and best practices on interactive media
- Call for submissions of diverse projects from local student chapters and firms
- Provide all chapter resources and materials in digital format and make them easily accessible
Advocacy

☐ Form an advocacy/government affairs committee and appoint/elect advocacy chair to coordinate advocacy activities.
☐ Review ASLA positions on current government issues and understand those that most impact chapter.
☐ Fully prepare chapter leaders for ASLA Advocacy Day.
☐ Seek out local connections and members involved in community/government issues.
☐ Be informed about local and state policymakers and processes, including pending issues that impact landscape architecture.
☐ Be prepared to defend your licensure law against deregulatory efforts.
☐ Connect to allied professional groups and find opportunities to join together on advocacy issues.
☐ Advocate!

Awards and Recognition

☐ Participate in Student Honor and Merit award program.
☐ Promote the National Student Awards program to student chapters.
☐ Conduct an active awards program to recognize the work of landscape architect in your state.
☐ Actively encourage nomination of qualified members for Fellow status.
☐ Nominate worthy individuals, government agencies, or private firms for ASLA honors or honorary membership. Chapters can award honorary chapter membership to individuals with local impact or nominate those with a national impact for national honorary membership.

Continuing Education and Events

☐ Understand the continuing education requirements for licensure in your state(s), if applicable.
☐ Establish education committee and elect/appoint a chair to implement ongoing continuing education offerings.
☐ Have President, will travel - include the ASLA President in your event through a the chapter leadership visit program.
☐ Social events are important, too. Be sure to include a variety of interests that respond to generational lifestyles.
☐ Send emails, use social media to promote chapter events; use services that allow response (e.g., Paperless Post, Evite, Facebook events, etc.) to gauge likely attendance.
☐ Invite allied professionals to your events or offer joint educational events with allied organizations.

What’s missing? Tell us at chapters@asla.org