



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