OF IMMEDIATE CONCERN:
STUDENT ENROLLMENT AND OUR PROFESSIONAL FUTURE

SPEAKERS:
Sean Rotar, ASLA, Purdue University, Landscape Architecture Program
Maria Bellalta, ASLA, Boston Architectural College, School of Landscape Architecture
Richard Hawks, FASLA, State University of New York, College of Env. Science & Forestry

SESSION NO.:    FRI-A08
DATE:      Friday, November 06, 2015
TIME:     8:30 AM – 10:00 AM
ROOM:     E451A, Level 4

LEARNING OBJECTIVES:
1. define who we are within the design profession
2. describe the changing environment of landscape architecture education
3. learn about projections of professional growth, of professional program enrollment, and the complexity of analysis and projection
4. visualize interrelationship of enrollment, retirement, and professional growth
PANEL OVERVIEW:

I. Introduction: S. Rotar
   A. Structure of the presentation
   B. Overview of topics for the presentation: learning outcomes/goals?
      1. define who we are within the design profession
      2. describe the changing environment of landscape architecture education
      3. learn about projections of professional growth, of professional program enrollment, and the complexity of analysis and projection
      4. visualize interrelationship of enrollment, retirement, and professional growth

II. Theoretical Underpinnings of the Profession: M. Bellalta
   A. Defining who we are within the landscape architecture profession
   B. Types of work related to:
      C. One integrated design discipline

III. Shifting Factors in Educational Landscape: R. Hawks
   A. Broad factors
   B. Curriculum and Structure
   C. Funding and other Economic Factors
   D. Faculty
IV. Understanding trends in enrollment and capacity - studies and results: S. Rotar

A. Previous Studies
B. Current studies

V. Initiatives for recruitment: M. Bellalta / S. Rotar

A. Challenges in Student recruitment
B. initiatives on campus and university role in recruitment
C. ASLA visibility and career discovery overview
D. Role of audience and other concerned professionals — the charge and tasks!
E. Providing clear information on the natural and social sciences that influence the LA profession and which can attract students
F. Indicating the paths into the study of the LA profession

It is possible that fully one in 5 practitioners will retire between now and 2022
PANEL DISCUSSION:

VI. Discussion/ Questions and answers: All

TAKE NOTES HERE:

SOURCES:

Landscape Architecture Magazine, March 2015, p.40-48, Chatham Shuts the Door; and Head Counts: Adding the Numbers of Landscape Architects in the U.S, p. 38