

Diversity SuperSummit 2017

How Your Work Matters



AMERICAN SOCIETY OF
LANDSCAPE ARCHITECTS

Ongoing...



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Actions Taken Resulting from the Summits

- Each year, wrote up recommendations and shared with all ASLA Trustees, Chapter Presidents and President-Elects, Landscape Architecture Program Chairs, the Committee on Education, and allied organizations, among others.

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- Regular presentations to the Presidents' Council, COE, ASLA Executive Committee, Council of Fellows. Diversity was incorporated into 2014, 2015, 2016, and 2017 president-elect platforms of all candidates as a priority.



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- Regular presentations to the Presidents' Council, COE, ASLA Executive Committee, Council of Fellows. Diversity was incorporated into 2014, 2015, 2016, and 2017 president-elect platforms of all candidates as a priority.
- Presidents' Council made up of allied landscape architecture organizations drafted and signed a joint commitment to diversity and has stepped up efforts on several fronts.



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Ongoing...



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- Filmed and edited two videos of the first participants in 2013...[Why Become a Landscape Architect](#), and [Personal Paths](#). Links were shared with all Landscape Architecture Program Chairs and ASLA Chapter leadership to adopt for their own use. Posted to a revised asla.org Career Discovery page. To date, they have received several thousand views.

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- On launch of revised page, announcement of new site was translated into Spanish and picked up by 154 Spanish-language sites; sent to African-American media outlets and picked up by *Black Enterprise*, among many hits.



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- Ongoing promotion of the site focuses on the need to expose the profession to the widest audiences, including in underserved areas.



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2013 and 2014...



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Ongoing...

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- Received some 250 commitments from chapters, members, and students to do so, and we still are distributing it.



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Ongoing...



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- In recognition of African-American History Month in February 2014, “listicle” media advisories were distributed featuring Perry Howard, FASLA; Stephen Carter, FASLA; and David Williston. Similar releases were issued in 2015, 2016, and 2017, including a release focused on Summit attendees.

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- Releases are also sent out recognizing National Hispanic Heritage Month each year. Most ASLA releases now are translated routinely into Spanish and sent to Spanish-language media since.



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2014 and 2015...



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- This was followed by a charrette to help the students design their own green street.



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Ongoing...

- ASLA hosted a tour in August of its Green Roof demonstration project and introduce our new Green Street demonstration project for the National Building Museum's Teen Council, primarily made up of minority junior high and high school students.
- This was followed by a charrette to help the students design their own green street.
- Such hands-on outreach has continued with school group tours of the green roof. Since the opening of the ASLA Center for Landscape Architecture in January 2017, ASLA has hosted diverse students from Johnson Middle School and college students from the historical black college, Morgan State.



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2015 and 2016 ...

- As a test based on 2015 summit outcomes, ASLA formally adopted a primarily minority school in Washington, D.C.'s underserved Southeast. With the Potomac chapter, staff conducted three activities with the students, including a field trip to landscape sites. Rewarding, if a struggle to get school buy-in.



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Ongoing...

- As a test based on last year's summit outcomes, ASLA adopted a primarily minority middle school in Washington, D.C.'s Southeast. With the Potomac chapter, staff conducted three activities with the students, including a field trip to landscape sites.
- ASLA reupped the Adopt-a-School effort with a new school but is still having difficulty getting school's full commitment despite the fact that it is a formal D.C. program. On summit attendees' recommendation, we may refocus effort on boys' and girls' clubs or in partnership with existing efforts. We hope to create a resource kit for members and chapters once we resolve beta issues.



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2014 and 2015...

- At the recommendation of summit attendees, a continuing education session for the 2015 Annual Meeting in Chicago was submitted and accepted. The topic was a cross-generational conversation about diversity, with an emphasis on helping attendees recruit and retain minority talent. Two past Summit attendees, Janelle Johnson and Luis Gonzalez, shared the stage with Stephen Carter and Sandy Gonzalez, facilitated by our very own Juanita.



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- Diversity was the topic of one of two General Sessions at this year's Annual Meeting in October in New Orleans, reaching thousands of attendees. The conversation continued on the EXPO floor, and the taped General Session remains available on asla.org. Stories of panelists' experiences were edited to smaller bites to share with social media.

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- Session has lead to invitations from chapters.

2016 -2017...



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- Being seen: ASLA committed to aggressively put African-American and Latinx in visible roles of authority. Several Diversity Summit veterans now serve on ASLA Committees and in chapter leadership, and summit attendees have been named to prestigious ASLA awards juries.

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- ASLA has increased resources directed to this initiative and named Shawn Balon, ASLA, your host for the next few days and beyond, as Career Discovery and Diversity Manager to work with you to define next steps.



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Some common themes for summits to date...



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- Experience-based analyses
 - Paths
 - Obstacles
 - Opportunities
- Guiding priorities
 - General Public Awareness (with an emphasis on parents)
 - Early Exposure to the Profession
 - Mentorship