

PPNs | PROFESSIONAL PRACTICE NETWORKS

Leadership Toolkit



PPN LEADERSHIP

VISION & GOALS

Have a vision for how you will lead the PPN to provide assistance and support to PPN members. Set a few realistic goals for the coming year. These can be programmatic, networking-oriented, or about increasing awareness of your PPN.

PPN CHAIR RESPONSIBILITIES

- Gather and submit materials to staff for at least 4 submissions to [The Field](#), the PPNs' blog (quarterly).
- Host at least one webinar in the [Online Learning](#) series.
- Develop email message content for your members with updates on ASLA initiatives and current events and opportunities (quarterly or as needed).
- Post opportunities and encourage and promote online discussions via your PPN's LinkedIn group.
- Participate in quarterly PPN Council conference calls (or delegate a proxy).
- Facilitate a meeting for your members at the ASLA Conference on Landscape Architecture (or delegate a proxy).
- Involve members – delegate tasks and responsibilities or encourage contributions by members.

PPN LEADERSHIP ROTATION

Chairs are appointed to two-year terms. This allows enough time to establish meaningful initiatives and leadership. Terms typically begin and end at the conclusion of the ASLA conference.

PPN COUNCIL

The PPN Council is comprised of the chairs of each individual PPN and is led by the PPN Council Chairs: Council Chair, Immediate Past Chair, Chair Designate, and the ExCom Liaison – VP of Professional Practice. The list of PPN Council Chairs, PPN Chairs, and PPN Officers is [available online](#).



PPN COUNCIL CONFERENCE CALLS

The PPN Council holds quarterly conference calls (January, April, July, and October), in which all PPN Chairs are expected to participate (or make arrangements for a proxy). This is a means for staff and Council Chairs to convey information of general interest to individual PPN Chairs, and for PPN Chairs to share advice, concerns, and questions with each other and with staff.

ANNUAL ORIENTATION

ASLA provides annual training for all committee chairs, including PPN Chairs. This takes place in the fall after the ASLA conference, or in January as the first Council conference call. The orientation is via conference call, and gives members serving the Society as volunteers an overview of responsibilities, resources, and relevant ASLA policies.

PPN MEMBERS

MEMBER PARTICIPATION

Invite and encourage member participation in identifying and responding to the needs of your PPN members. Provide your contact information to PPN members (phone number and/or email). Individually contact and engage new members who express interest in increasing their involvement in the PPN. You may want to distribute surveys to members to gauge interest and needs.

LEADERSHIP TEAM / OFFICER GROUP

Invite your active members to become the group's leadership core and delegate leadership responsibility relating to the communication, *The Field*, Online Learning, the ASLA conference, webpages, etc. Our PPNs with the most success have an officer group, delegating responsibilities and holding regular conference calls to stay in touch about progress on PPN activities.

IDENTIFY A SUCCESSOR

Identify and mentor a successor to eventually follow you as PPN Chair. Any member of the PPN, or a member already serving as a PPN officer, is welcome to volunteer as Chair.



PPN LEADERSHIP TEAMS

PPN OFFICERS

In addition to a chair or co-chairs, many PPNs also have one or more PPN officers to assist with specific activities or provide general assistance as needed. PPN chairs can invite active members to join the group's leadership team and delegate leadership responsibility relating to the ASLA Conference on Landscape Architecture, communications, webpages, *The Field*, Online Learning, etc. Most leadership teams hold regular conference calls (monthly or bi-monthly) to track progress on PPN activities.

PPN LEADERSHIP ROTATION

PPN chairs typically serve for two years, and therefore must identify and groom a successor before their term concludes. New PPN chairs are often recruited from the existing PPN leadership team, with an officer stepping into the role of chair. Past chairs who would like to stay involved often do so as a PPN officer after their term as chair ends.

PPN OFFICER POSITIONS

To get started, interested members are encouraged to contact their [PPN's chairs](#) or propractice@asla.org and state their PPN interest area. Below are a few possible positions. Members are also welcome to serve as a PPN officer without a set role, helping in different areas as needed.

- **Editor for *The Field*** – Each PPN is responsible for submitting at least one post for *The Field*, the PPNs' blog, per quarter. *The Field* Editor contacts possible contributors and reviews submissions. See *The Field's* [Submission Guidelines](#) for more information.
- **Online Learning Webinar Coordinator** – PPNs host 60- to 90-minute [Online Learning](#) presentations throughout the year. Each PPN typically organizes one presentation per year. The coordinator is responsible for contacting possible speakers and confirming that they would like to present. This officer (or another PPN leader) also acts as presentation host, covering introduction slides and moderating Q&A.
- **PPN Meeting Planner** – In-person PPN meetings take place during the [ASLA Conference on Landscape Architecture](#). Some PPNs use their



meeting time for general discussion, generating ideas for the year ahead, or recruiting new leadership volunteers, while others plan presentations in advance. The Meeting Planner coordinates these meeting activities.

- **Communications Coordinator** – PPN leaders can send out monthly or quarterly messages to their PPN with updates about PPN activities and other relevant news items for members.
- **LinkedIn Group Coordinator** – Monitors the PPN’s LinkedIn group (which is open to both members and nonmembers; anyone with an interest can join), making sure there are new posts regularly and that posts receive a response.
- **Allied Organization Liaison** – If a PPN officer happens to be both an ASLA member and an actively involved member of another organization (APA, APGA, APLD, CELA, etc.), they can act as a liaison between the two, sharing PPN updates with their allied organization and allied organization updates with the PPN.

OUTREACH PLATFORMS AND PROGRAMS

WEBSITE

Each PPN has a space on ASLA’s website, linked to from the [main PPN website](#). Each PPN can choose to add to and update these pages as they like, but must have the same basic pages: landing page / mission statement, Resources, and Professional Links. Please contact ASLA staff if you would like to add anything to your PPN page.

THE FIELD

[The Field](#) is the means for PPNs to disseminate practice-specific news and information to their members, the full PPN membership, and the public. Each PPN is expected to post a minimum of 4 posts throughout the year (750-1,000 words or less). An editorial calendar with deadlines and upcoming posts is shared online via Google Drive.

Do not feel limited to posting to *The Field* only when you have a deadline. Shorter posts that summarize articles, events, projects, and research can be



submitted as frequently as you choose. This forum provides a chance to reach a larger, national, or international audience and encourages interactions between PPNs.

Posts do not have to be written by PPN Chairs, but should be submitted by ASLA members. Recruit a member to be your PPN's editor or take this role yourself. Articles can be interviews with subject-area experts or include student research, project summaries that discuss process and design, or whatever you feel your members would enjoy.

Submission Guidelines: <https://thefield.asla.org/submission-guidelines/>

ONLINE LEARNING

Through the [ASLA Online Learning series](#), PPNs host presentations throughout the year to provide ongoing opportunities for distance learning and to earn [LA CES](#)-approved PDH. The goal is for each PPN to host at least one 60- or 90-minute webinar per year. PPN Chairs or a PPN officer are asked to manage their PPN's webinar by soliciting speakers or assigning a PPN member to organize the webinar. Once a speaker is identified, ASLA support staff will assist with logistics and marketing.

ASLA CONFERENCE ON LANDSCAPE ARCHITECTURE

The PPN meeting at the ASLA Conference on Landscape Architecture provides the only opportunity for members to meet face-to-face. The meeting is usually the venue in which new chairs are introduced, and when members can volunteer for officer or other leadership positions to help the PPN with its objectives.

The PPN's visibility at the conference depends on the strength of the PPN Chair's communication with their members. In addition to the PPN meetings, here are a few ways to increase your PPN's visibility and networking opportunities at the conference:

- Encourage your PPN members to submit education sessions through the Call for Presentations (open December-January).
- When conference registration opens, alert PPN members to program offerings related to your PPN's focus; provide dates and times of these events.



- Wear your PPN pin! Each PPN member can pick up a pin with their PPN's logo at registration. This pin will encourage other attendees to say hi and break the ice.
- Participate in the PPN Council's in-person meeting (or arrange for a proxy).
- Facilitate your PPN's meeting/discussion session (or arrange for a proxy).

LINKEDIN GROUPS

Each PPN has a LinkedIn group, in addition to the [general ASLA PPN group](#). As Chairs, you are given "moderator" status in your PPN's LinkedIn group. We encourage members to use LinkedIn for discussions, sharing events, and links to online content. Please note that members self-select to sign up for LinkedIn and we are not able to limit LinkedIn membership to ASLA members. Therefore, posts to LinkedIn do not necessarily reach all of your PPN members, and will be reaching non-members as well.

MEMBER SURVEYS

In the past, various types of surveys were distributed to PPN members to assess what they want from their PPN and how they might contribute. These surveys have evolved through the years to fit the needs of individual PPNs. Chairs may develop their own surveys of their PPN members, with help from ASLA staff. This can be useful as a way to investigate interests of the membership, and can be especially helpful with groups that have not been very active.

SHARED GOOGLE DRIVE

PPN leadership teams may utilize the ASLA PPN shared Google Drive folders and documents to share meeting notes, coordinate Online Learning webinars and presentations, and track PPN activity. For general PPN information (including calendars for *The Field* and Online Learning), see the PPN Leadership Resources folder. Each PPN has its own shared folder for PPN-specific items.

ASLA STAFF SUPPORT



PROFESSIONAL PRACTICE STAFF

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TECHNICAL

- Provide [member counts and member rosters](#) to PPN leadership teams.
- Send correspondence to PPN members.
- Maintain [PPN landing page](#) on ASLA's website, as well as support proposed additions/changes to each individual PPN page.
- Manage *The Field*.
- Manage LinkedIn groups for each PPN.

LOGISTICAL

- Schedule ASLA conference events.
- Schedule and assist PPN Council Chair on agenda of Council quarterly calls.
- Facilitate individual PPN conference calls, as needed.
- Handle administrative and logistics of Online Learning and other events.

OUTREACH & COORDINATION

- Provide general orientation of all new members via new member welcome email.
- Survey member interests, expectations, and capacity of involvement.
- Submit articles for [LAND](#) stimulating interest in the PPNs.
- Work with the leadership of the PPN Council to steer PPN programming.
- Investigate your suggestions and ideas for expanding the activity of your PPN.
- Initiate discussions with outside groups identified as potential allies.
- Update you on the activities of the other PPNs and ASLA.



- With the Chair of the PPN Council, co-facilitate the PPN Council's meeting at the ASLA conference.

RESOURCES

There are a number of pages on the ASLA website that provide background and supporting information on the PPNs:

- The [PPN home page](#) provides basic information as well as links to all of the individual PPN web pages.
- The [PPN Guidelines](#) outline the purpose and mission of the PPNs, while detailing the roles of the PPN Council and individual PPNs.
- Information about [leadership opportunities](#) and ASLA conference opportunities for PPN members
- List of [PPN Council Chairs and PPN Chairs](#)