

PPNs | PROFESSIONAL PRACTICE NETWORKS

Leadership Toolkit



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.