

# **2023 INASLA Trustee Annual Report**

**Agenda items and presentation materials are from the spring 2023  
and fall 2023 Board of Trustee Meetings**

## SPRING BOARD OF TRUSTEES MEETING

### [Agenda Item #4: Deploying the ASLA Climate Action Plan-- Discussion](#)

**Purpose:** To strategize and brainstorm on deploying the ASLA Climate Action Plan through regional perspectives.

**History and Background:** One of the recommendations of the Spring Meeting Task Force was to form regional groups among the board that would discuss matters of strategic importance to the organization and that have regional relevance. The topic of this pilot regional breakout discussion will be deploying the ASLA Climate Action Plan. Trustees will interact with chapter presidents and members of the Climate Action Network to identify regional priorities, state and regional partnerships, and action items for 2023. Please read through the following for the status of the Climate Action Committee efforts, regional breakdowns, and the agenda and discussion points for the session:

#### Climate Action Committee

In 2020, the National Climate Action Committee created a grassroots campaign to recruit chapter volunteer leaders to form a Climate Action Network. The network is structured by regions of the US (listed below). This regional structure is flexible, and chapters are welcome to work outside of these designated regions to address the most pressing issues of the climate and biodiversity crises impacting their states. To date, forty of the forty-nine ASLA chapters have identified a representative for the Climate Action Network. Eighteen chapters have an official chapter climate action committee, with a chair appointed to lead each committee.

The ASLA Climate Action Plan and Field Guide for ASLA Members outline ambitious goals and actions for individuals, firms/organizations, communities, and ASLA Chapters, charting a path of action for ASLA volunteer leaders.

We are in the early implementation stages of the Climate Action Plan. The National Climate Action Committee has identified the highest priority actions for this year and committee members are working on new resources to support all of you in this work. The intention is for many groups to be included, including the ASLA professional team, ASLA chapters, committees and Task Force groups, ASLA corporate members, allied organizations, and ASLA members. The first step is promotion and awareness of the CAP and Field Guide. Many chapters have been actively promoting the plan to their members, hosting discussion groups and presentations on the documents, and requesting presentations by ASLA leadership to learn more.

The regional breakout discussions focused on the progress chapters have made in bringing awareness to the CAP and Field Guide (or barriers to these efforts) and how chapters can work together regionally to share the documents and strategies more broadly and communicate how landscape architects can use their expertise to plan and design more resilient communities.

**Action:** Breakout discussion held

[Agenda Item #6: Candidate Presentations – VP Membership-- Information](#)

**Purpose:** To provide an opportunity for the candidates to address the Board of Trustees before the vice-presidential election, which will be conducted on Friday, April 28, 2023. Eligible voters include all voting members of the Board of Trustees.

**History and Background:** The candidates for 2024-2026 Vice President of Membership, are Jennifer Nitzky, FASLA, and April Westcott, FASLA. The candidates' biographical statements are attached.

**Financial Impact:** N/A

**Action:** Review of the candidates' biographical statements and due consideration of their BOT presentations.

[Agenda Item #7: Candidate Presentations – VP Professional Practice-- Information](#)

**Purpose:** To provide an opportunity for the candidates to address the Board of Trustees before the vice-presidential election, which will be conducted on Friday, April 28, 2023. Eligible voters include all voting members of the Board of Trustees.

**History and Background:** The candidates for the 2024-2026 Vice President of Professional Practice, are Marieke Lacasse, ASLA, and Jean Senechal Biggs, ASLA. The candidates' biographical statements are attached.

**Financial Impact:** N/A

**Action:** Review of the candidates' biographical statements and due consideration of their BOT presentations.

[Agenda Item #8: Round-Robin Q&A w/Vice Presidential Candidates-- Information](#)

**Purpose:** To provide an opportunity for the candidates to interact in a breakout session format with the Board of Trustees before the vice-presidential election, which will be conducted on Friday, April 28, 2023. Eligible voters include all voting members of the Board of Trustees.

**History and Background:** At its spring meeting, the Board of Trustees elects the vice presidents of the Society. Each year, there shall be two (2) nominees for president-elect. The vice president elections shall be on a three-year rotation. Each year, there shall be two (2) nominees for each of the two (2) open vice president positions. During the spring meeting, each of the candidates is allowed to address the board. Following candidate presentations, the board interviews the candidates individually in a round-robin format group session.

**Financial Impact:** N/A

**Action:** Participated in a question and answer breakout session with vice-presidential candidates before balloting at the spring meeting election.

[Agenda Item #11: Candidate Presentations and Q&A – President-Elect-- Information](#)

**Purpose:** To provide an opportunity for the candidates to address the Board of Trustees before the general election, which will be conducted from May 2 through June 2, 2023. Eligible voters include all professional members, i.e., Full/Fellow, Associate, and International.

**History and Background:** The candidates for 2024-2025 for president-elect are Haley Blakeman, FASLA, and Kona Gray, FASLA.

**Financial Impact:** N/A

**Action:** Review of the candidates’ election and due consideration of their BOT presentations.

[Agenda Item #12: 2022 Finance Year-end Report-- Information](#)

**Purpose:** To report on finance and investment performance for the year ending December 31, 2022.

**History/Background:** For 2022, the Society is reporting a \$2,574,857 decrease in net assets against a \$166,980 budget increase in net assets. 2022 operating revenues totaled \$12,998,928, or 90 percent of the budget. Expenses for the year totaled \$14,818,067, or 103 percent of the budget.

Cash and Reserves	
Cash and short-term reserve	1,397,948
Money market at the bank	2,020,866
Long-term reserve:	
Equities	3,150,362
Bonds	761,843
Total	3,912,205
Long-term reserve at December 31, 2021	4,650,705

**Financial Impact:** For the year ended December 31, 2022, the Society is reporting an operational decrease in net assets of \$1,819,133. Deducting the unrealized loss in investments of \$823,750, adding the unrealized gain on the interest rate swap \$135,670, and subtracting income taxes of \$67,644, reflects the non-operating items and reports an overall decrease in net assets of \$2,574,857.

**Action:** Documents Reviewed

[Agenda Item #12: 2022 Audit Committee Report-- Action](#)

**Purpose:** To present the DRAFT audited financial statements (Consolidated Financial Statements with Supplementary Information and Independent Auditors’ Report December 31, 2022) for review and acceptance by the Board of Trustees. The financial statements are attached as Attachment H1.

**History and Background:** Charge. The Audit Committee was formed by the Board of Trustees in 2006 to oversee the Society's annual financial audit process and provide independent oversight of its finances.

#### Audit

Cohn Reznick, of Bethesda, Maryland, conducted the audit, which will be presented to the Audit Committee on April 26, 2023, with VP of Finance Chris Della Vedova and CFO Mike O'Brien via conference call. It was a clean opinion and states the following "In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the consolidated financial position of American Society of Landscape Architects, Inc. and Affiliate as of December 31, 2022, and the change in net assets and their cash flows for the year then ended in conformity with the accounting principles generally accepted in the United States."

#### Management letter

The management letter is attached as Attachment H2 and identifies no material weaknesses, and two recommendations management will investigate.

**Financial Impact:** N/A

**Action:** Acceptance of the audit as presented and recommended by the Audit Committee

**ACTION APPROVED**

#### [Agenda Item 13: ASLA Fund--Action](#)

**Purpose:** To convene a meeting of the ASLA Fund members and report on ASLA Fund programs and plans.

**History and Background:** The ASLA Fund supports the library, archives, awards, research, and education programs of the American Society of Landscape Architects. ASLA's chapter trustees are the voting members of the ASLA Fund. ASLA's elected officers are also elected each year to serve as the Board of Directors of the ASLA Fund. ASLA's CEO serves as its president and the Immediate Past President serves as its chair.

Goals for ASLA Fund programs are incorporated in the Annual Operating Plan and progress toward meeting those goals is reported in the quarterly Program and Operations Reports. The ASLA Fund has had an active start to the new year. Our messaging on who we are and what our programming is has been fine-tuned into a compelling narrative that highlights the role of landscape architecture in climate change and mitigation, the importance of our profession as a STEM career, and our ability to create stronger communities that are equitable and inclusive of all socioeconomic and racial communities.

We have continued to develop and grow our sustainable giving program, The Founders Club, as well as raise money for individual programs, including the Women of Color Licensure Advancement Program, Dream Big, and the Climate Action Plan implementation.

We continue to research and reach out to foundations and coalitions that are currently outside of our sphere of influence, having informative meetings with some of the leading giving organizations in the

world. In addition to direct conversations, we continue to apply for grant funding for funds to grow our programmatic elements.

**Financial Impact:** N/A

**Action:** To approve the previous minutes of the Fund meeting.

ACTION APPROVED

[Agenda Item #14: Landscape Architecture Foundation \(LAF\) Report--Information](#)

**Purpose:** To provide an update to the Board on the activities and initiatives of the Landscape Architecture Foundation.

**History and Background:** The founding missions of the American Society of Landscape Architects and the Landscape Architecture Foundation reflect the profession's important role in providing and promoting stewardship of the land and enhancement of the environment.

**Action Requested:** N/A

[Agenda Item #10: ASLA-LAF Memorandum of Understanding-- Action](#)

**Purpose:** To approve a new Memorandum of Understanding (MOU) with the Landscape Architecture Foundation (LAF).

**History and Background:** The ASLA-LAF MOU approved by the Board in 2021 expired at the end of 2022 and must be renewed. No substantive changes to the MOU are recommended at this time; only the dates for the term of the MOU have been changed in the new MOU. ASLA and LAF continue to discuss other opportunities for collaboration and will present those to the Board when identified. The new MOU will become effective upon Board approval and will expire at the end of 2024.

**Financial Impact:** ASLA will provide in-kind promotional and programmatic support and/or direct financial support to LAF with a value of approximately \$125,000 annually. This continues the current level of support.

**Action:** Review and approve the new ASLA-LAF Memorandum of Understanding.

ACTION APPROVED

[Agenda Item #15: Technology Update: Preliminary Assessment and Roadmap-- Information](#)

**Purpose:** To update the board on the IT assessment and implementation plan.

**History and Background:**

### Firm Selection for Systems/Solutions Assessment and Roadmap

Since we last met in San Francisco, we have been identifying potential partners with the experience, objectivity, and expertise to help us understand how best to leverage our IT and website investments to date and provide guidance for our future needs.

We started the process by reaching out to people with deep systems solutions experience to make recommendations of people and companies with expertise in systems/ solutions architecture and specific knowledge working with Association Management Systems (AMS) and the other critical functionality to meet our needs: Content Management Systems/Website (CMS); Customer Relationship Management Systems (CRM), Learning Management Systems (LMS); and related systems. Through these introductions, we have had in-depth conversations with nearly a dozen different firms/individuals who were identified as the best potential resources. Each of the firms we spoke with had deep experience with systems/solutions architecture and was highly recommended by trusted technology experts. As we went through the process of getting to know each firm and its capabilities, it became apparent that finding a firm with stellar systems architecture credentials with deep association management system expertise was going to be challenging.

Through these meetings, we were able to hone in on the most critical attributes needed to be successful and we learned that there were two paths we could take. The first path is to hire a firm to only provide the technology assessment and roadmap and then hire a new Director of Innovation and Technology to implement their findings. The upside to this approach is that an internal colleague only has ASLA as their client and all their attention and time is devoted to meeting our goals and objectives. The challenge is that this level of talent is in very high demand, they are very expensive, and it can take months to recruit the right person into the role.

The second approach is to hire a firm that has the talent, experience, and capacity to provide both the assessment and the ongoing IT leadership we need (on a fractional basis). The upside here is access to experts who have done this type of work for many clients very similar to ours and it gives us the flexibility to hire a full-time member of the team later if we decide that's what is best. The challenge to this approach is that consultants can be perceived as not fully invested and it takes a talented professional consultant to integrate into the internal team as a trusted partner. We narrowed the options down to three firms that we believe have the experience and capabilities needed, including direct experience working with associations, association management systems, and technology architecture design and implementation. We have also asked these firms to help us understand how we can best address our ongoing IT leadership

and management requirements to ensure that we make the best use of our upgraded infrastructure. As a part of our review, we checked references and had informal conversations with others to validate and support our selection of finalists.

In addition to meeting with potential firms, we set up a couple of input sessions with internal stakeholders: one with an outside technology consultant and one with me directly. We recognize the importance of input, buy-in and adoption of the updated technology solutions. We spent a lot of time with each of the finalists and stressed the importance of both technical competency as well as strong

project management and communications skills. We developed a rubric to help us evaluate the various firms considered.

After several follow-up discussions, Hartman Advisors has been selected to be our partners in this effort and Pete Hanley will be the lead Chief Information Officer (CIO) on this project. Pete is currently also working with USGBC and ASCE providing similar services. He is familiar with landscape architecture and has deep association experience. Pete will join the board meeting and present an update on his work to date.

#### AMS (IMIS) Update

In parallel, the Membership/AMS team has documented the requirements needed in an AMS and conducted an extensive review of possible AMS systems for us to consider as a part of our overall solution. This internal work will be very helpful to the firm that we select. As a reminder, our current AMS will not be supported after September 2024. We have been advised that it will take us as long as 9-12 months to get a new AMS up and tested.

#### ASLA.org and LAM Website (CMS) Redesign Update

Finally, Reason One has delivered completed concepts, designs, templates, and components for ASLA.org and completed concepts for LAM Online. This design work will be incorporated into the development work required to stand up the new website, leverage the insights we have gained over the last year to deliver an improved member/user online experience and align with our vision and strategic plan goals and objectives. Our internal team, with some help from Reason One, has also made significant progress to address our website content governance and migration needs. The subject matter experts on the ASLA professional team have aligned our existing content with the new navigation for ASLA.org and we are finalizing plans to train the internal team on how to update their content to align with the new templates and guidance on best practices for content for the updated website.

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**Financial Impact:** To be determined by the assessment

**Action:** Review and discussion

#### [Agenda Item #: First Quarter 2023 Program and Operations Report--Information](#)

**Purpose:** To update the Executive Committee on key program activities.



**History and Background:** The attached Program and Operations Report summarizes the last quarter's accomplishments against the program and budget goals.

Upcoming leadership visits include:

**Torey Carter-Conneen:**

Apr 21-23: Southern California Chapter

May 11: Potomac Chapter Awards Dinner, Alexandria May 31: Economist Sustainability Panel, Washington Aug 10: Illinois Chapter, Chicago

Aug 17: Indiana Chapter Conference

**Emily O'Mahoney:**

April 19-21: Central States Conference, Fayetteville Arkansas April 22: Pennsylvania/Delaware Annual Conference, Pittsburgh April 23-25: Southeast Regional Conference, Atlanta

May 3: Maryland Awards Dinner, Baltimore

May 14: University of Illinois, Urbana-Champaign Commencement May 18: Utah Chapter Conference, Salt Lake City

June 15: CSLA Congress, Saskatoon, Saskatchewan Sep 7: University of Georgia

**SuLin Kotowicz:**

April 20-22: Twin States Conference, Gulf Shore, AL

[Additional Updates and Reports](#)

Executive Offices

**Governance**

- During the first quarter, the Executive Committee held its winter meeting virtually, January 26, where they discussed partnership engagement, Landscape Architecture Magazine strategy, received an LAF and Finance and Investments update, and the president's report from Emily O'Mahoney, FASLA.
- A new trustee orientation was held on February 6. The board has 12 new trustees and six returning second-term trustees this year.
- CEO Carter-Conneen held two town halls in February with the Board of Trustees to discuss current licensure efforts, the IT tech assessment, the conference sustainability audit and the FrameWorks Initiative. In March, we held two social media trainings for the Board to help amplify ASLA's messaging.
- CEO Carter-Conneen offered tips to Fast Company on how business leaders can get started making climate-positive changes. The piece included a link to ASLA's Climate Action Plan.

**Leadership Visits**

- President O’Mahoney was the keynote speaker at the New Jersey ASLA Annual Meeting, Jan. 29-31. Her presentation on Jan. 30 was titled “The Technical Aspect of Equity and Inclusion: The ADA,” which focused on the knowledge of ADA standards and their applications when designing projects.
- On January 12, President O’Mahoney facilitated the Minnesota Host Chapter 2023 Conference on Landscape Architecture kickoff call with the national conference team and Minnesota Chapter members. Over 60 participants joined to learn about volunteer opportunities in helping with the conference. Thank you to co-chairs Ross Altheimer, ASLA, and Nicole Peterson, ASLA, for their help with the preparations.
- President-Elect SuLin Kotowicz, FASLA, and CEO Torey Carter-Conneen participated in the American Society of Association Executives CEO Symposium in January. While there, they also collaborated with the leadership of CLARB on various programs and initiatives.
- President O’Mahoney and CEO Torey Carter-Conneen participated in the Landscape Architectural Accreditation Board (LAAB) and Council of Educators in Landscape Architecture (CELA) meetings, held the week of March 13 in San Antonio.
- President O’Mahoney and CEO Carter-Conneen also were both keynotes at LABASH in Manhattan, KS, March 29-31. (See more in the LABash Conference section.)
- President O’Mahoney was the keynote speaker at New York Upstate Chapter’s awards banquet on March 24. President O’Mahoney was also the keynote at the NJ Chapter meeting in January.
- CEO Carter-Conneen was the keynote speaker at Cornell University, March 1-2. He also spoke with the professional practice class taught by Trustee Michele Palmer, ASLA, who coordinated the trip. CEO Carter-Conneen was also the keynote at the West Virginia Chapter’s annual event, March 21- 23.
- CEO Carter-Conneen was invited by Michael Grove, FASLA, of Boston’s firm Sasaki, to join them for a presentation at the Greek Consulate on February 2. While in Boston, he and Daniel Martin, Hon. ASLA, ASLA’s Development Director, also met with city officials, led by Diana Fernandez, ASLA, to discuss the Climate Action Plan. The following day, Carter-Conneen joined Boston’s ASLA leadership breakfast, held at Boston Architectural College and hosted by Gretchen Rabinkin, Affil. ASLA. He later presented to the Sasaki team that afternoon.
- CEO Torey Carter-Conneen participated in Land 8X8 Lightning Talks in Denver, Jan. 18-20. While there, he toured the landscape architecture firm DIG Studio, hosted by Gretchen Wilson, ASLA; and also toured the University of Denver campus and met with students; and participated in a dinner with the Denver chapter leadership and others.

### **Library and Archives**

- Sales from the Books by ASLA Members web interface in the first quarter totaled 95 items, compared to 339 items in the fourth quarter of 2022.

- The library received 45 reference requests from members, staff, and non-members in the first quarter, compared to 32 in the fourth quarter of 2022. These included requests for past LAM articles, research about several ASLA Fellows, government affairs research about urban forestry and tree canopies, and research into the history of LAAB.
- The library archived 2.6 GB of digital records in the first quarter, compared to 3.3 GB in the fourth quarter of 2022. This material included old blog articles and other items not migrating to the new website. Items were removed from the website after being archived in accordance with ASLA's Document Retention and Destruction Policy.

## Finance, Meetings, and Business Operations

### Consolidated Operations

- For the quarter ending March 31, ASLA is reporting an operating loss of \$732,157 with revenues of \$2,271,249 and expenses of \$3,003,407.
- The long-term reserve (investments) experienced positive gains of \$184,953 for the quarter.
- The bottom-line loss (decrease in net assets) was \$547,204 for the period. The loss compares favorably to the budgeted loss by \$49,467.
- Last year ASLA was reporting an operating loss of \$767,278 with revenues of \$2,299,124 and expenses of \$3,066,402. Please note that it is usual for ASLA to report a loss for up to three quarters of each year depending on the closing date of the annual conference – this year it will be nine months.

### Revenue falls short of the budget by \$392,651 (unfavorable)

- Development & Strategic Partnerships (ASLA Fund, Corporate Members, WOCL, Affinity) is under budget by \$275,886, or 97 percent:
  - Corporate membership is below budget by \$5,324
  - Affinity programs is under budget by \$2,963
  - ASLA Fund is less than budget by \$235,752
  - Women of Color Licensure Program is under budget by \$31,847.
- LAM & Land 8 is below budget by \$134,014 or 18 percent (seeing improvement in March):
  - Circulation is below budget by \$15,156
  - Ad sales (print & digital) is under budget by \$104,901
  - Land 8 is less than budgeted by \$13,957.
- Member dues are under budget by \$66,828, or 7 percent.

- Professional awards are below budget by \$26,535, or 14 percent.
- JobLink postings are underperforming by \$21,370, or 19 percent.
- Interest & Dividends are below budget by \$18,044, or 16 percent.
- Expenses are below budget by \$287,164 (favorable).
- The CFO (Chief Financial Officer) and the Accounting team are assisting those program areas that are exceeding their budgeted spending plans which are highlighted below.
- Finance & Building operations is over budget by \$13,937, or three percent.
- Innovation & Technology is exceeding the budget by \$13,263 or eight percent.

#### **Individual Entity Financial Summary**

- ASLA is reporting a loss of \$620,117 with revenue \$2,120,870 and expenses of \$2,740,987. As described in the 2023 budget, the teams need to push and get the organization back to 2019 operational levels.
- The ASLA Fund is reporting a profit of \$36,854 with revenue \$190,115 and expenses of \$153,261.
- Land8 is reporting a loss of \$6,386 on revenues of \$16,033 and expenses of \$22,419.
- LABash is reporting a profit of \$42,434, with revenues of \$129,184 and expenses of \$86,750. While the event took place in March, additional receipts and expenses are expected in April.

#### **Meetings**

- The conference team is working on building the conference and registration websites. Registration is scheduled to launch in mid-May. There will be 11 hotels to choose from, and all within a 0.3-0.6 mile walk to the Minneapolis Convention Center. The host hotel is the Minneapolis Hilton.

#### **Climate Action**

##### **Climate Action Plan: Progress on Action Items**

- The ASLA Fund, a 501(c)(3) organization, has announced \$25,000 in national competitive grants to develop research reviews. The ASLA Fund invites landscape architecture educators to develop succinct and impactful research reviews that investigate evidence of the benefits of landscape architecture solutions to the climate and biodiversity crises. Two research grants will be issued to explore solutions to biodiversity loss and extreme heat. The web pages have been viewed 1,365 times to date.

##### **Climate Action Committee**

- The Climate Action Committee organized three subcommittees that are pursuing multiple action items identified in the Climate Action Plan.
- Projects in development by the subcommittees include:
  - Surveys to all members and EXPO exhibitors on product sustainability
  - New Climate Action Field Guide presentations for use by ASLA leaders. Past President Vaughn Rinner, FASLA, co-chair of the Climate Action Committee Subcommittee on Leadership and Communications, is leading the effort
  - Climate action partnership strategy and recommended partners for ASLA
  - Equity: co-design best practices
  - Product emission models and estimates, carbon positive project benchmarking
  - Ecosystem-based approaches to carbon sequestration and measuring biodiversity
  - Planning for member-led webinar series on climate action 101.
- On March 16, ASLA Climate Action Plan Task Force members, Vaughn Rinner and Diane Jones Allen, FASLA, along with Chingwen Cheng, ASLA, CELA President, presented the ASLA Climate Action Plan at the Council of Educators in Landscape Architecture (CELA) Conference. Presenters announced the ASLA Fund research grant program with great interest from the audience and conference attendees.
- Climate Action Committee leaders, Scott Bishop, ASLA, and Aida Curtis, ASLA, along with VP of Government Affairs Joy Kuebler, ASLA, presented the ASLA Climate Action Plan during the virtual ASLA Great Lakes Climate Action Seminar, a multi-chapter event. The theme of the seminar focused on the partnerships among landscape architects, academics, and communities that are critical for more resilient cities and coastal regions. Host Chapters included New York Upstate, Ohio, Michigan, Illinois and Minnesota.

### **Climate Action Network**

- On March 23, the Texas Chapter Climate Action Committee hosted a Central Texas Climate Action Forum & Social. Discussions centered around projects and initiatives currently taking place within the Central Texas region that may advance the ASLA Climate Action Plan goals through climate positive change within Texas.
- The ASLA Climate Action Network, co-chaired by Scott Bishop, ASLA, immediate past chair of the Climate Action Committee, and Vaughn Rinner, held its first quarter meeting on March 30. Discussions focused on the latest Climate Action Plan resources, including recorded conference sessions and online discussion guides for ASLA members. The Great Lakes Chapter and ASLA Southern California Chapter shared their experiences organizing climate action events.

### **Communications**

- In the first quarter, the Communications team launched a set of Climate Action Plan videos and discussion guides for chapters and members. Videos include the 2022 Conference keynote by ASLA CEO Carter-Conneen, the overview session of the Plan from the Climate Action Plan Task Force, and a session on climate advocacy. The videos have been watched 329 times and the videos page, discussion guides, and other new resources have been viewed 675 times to date.
- The Communications and Professional Practice teams also partnered with Chris Landau, ASLA, founder of LANDAU Technology+Design, to develop a 3-minute animation that provides an overview of the Plan. It has been watched 275 times to date.
- The Dirt editor Jared Green initiated a new monthly series on upcoming Chapter climate action events that are open to the public.
- Social campaigns were launched related to the IPCC synthesis report and new research grants. Upcoming Chapter climate action events are also now being featured on ASLA National social channels.

### Communications and Marketing

#### ASLA.org

Traffic for ASLA’s main website and key subsidiaries\*:

	January	Feb	March	Q1 Total	+/-%
over 2022					
Pageviews	345,000	367,000	377,000	1,157,000	-6%
Unique Visitors	84,000	86,000	99,000	248,000	-15%

\*Includes ASLA.org, My.asla.org (member-only area), learn.asla.org, and annual conference websites.

- In Q1, pageviews to ASLA.org and its subsidiary sites decreased 6 percent to 1.15 million, while unique visitors increased 15 percent to 248,000, in comparison with first quarter 2022.
- Work is underway to finalize the management and editing process for content that will be migrated to the new ASLA.org. Gather Content, a content organization and editing platform has been selected to manage the process for the 3,000+ pages and data on 10,000+ images that will migrate to the new website. The content governance team is finalizing Gather Content templates, tagging structures, and readability criteria.
- See the Climate Action Plan section for updates on webpages and videos released in the first quarter.

#### The Dirt

- In Q1, The Dirt received 77,380 pageviews, a decrease of 13 percent from 2022, in part due to the reduced number of blog posts and archiving of ten years of earlier posts (approximately 750 posts). Over this period, The Dirt had 51,000 unique visitors.

- The Dirt e-mail and Wordpress subscribers total 8,968, a 1 percent gain over last quarter. Average email open rates were 22.9 percent.
- The Dirt continued its content partnership with ArchDaily, the leading news site for architecture, which has some 8 million social media followers. Each month, one article was re-posted on ArchDaily.
- The Dirt editor Jared Green attended Transforming Transportation, an event co-organized by the World Resources Institute and World Bank.

	Jan.	Feb.	Mar.	Q1	+/-% over 2022
Page views	25,264	25,873	26,193	77,380	-13%

### LAND Newsletter

- In Q1, LAND Newsletter received 24,908 pageviews; an increase of +9.37 percent over 2022 at 22,774.
- The LAND newsletter editor, Robyn Reese, made enhancements to the newsletter, including an expanded Milestones & New members interview section. Interviews are conducted with members who have reached milestones of 20, 30, 40, 50, or even 60+ years. Fourteen questions are posed to members about how they began their career journey in landscape architecture, the advice they would give to those starting out, and how ASLA membership has helped them on their journey. The Milestones & New Members interviews also provide testimonials for ASLA to use in promoting ASLA membership.
- Two new article sections were added to LAND: Chapter Connections and Views. Chapter Connections highlights ASLA chapter activities and encourages members to engage with their local chapter. Views is the travel blog of CEO Carter-Conneen as he makes site visits nationwide to chapters, universities and other ASLA events.
- Based on our collected data on pageviews and email clicks these 3 areas (Chapter, Connections, Views, and Milestones and New members) have been the most clicked stories in LAND in the first quarter.

Page views	Jan	Feb	March	Q1 Total	+/-% over 1Q 2022
2023	9,733	7,360	7,815	24,908	+9.37%
2022	7,464	7,457	7,853	22,774	*-17.07%

\*2022 percent change was down from 2021.

### ASLA Social Media

Audience, Impressions & Engagements (Facebook, Instagram, LinkedIn & Twitter):

Jan.	Feb.	Mar.	Q1 Total	+/-%
over 2022				

Audience	243,905	245,202	246,125	246,125	+6.8%
Impressions	618,830	583,434	608,367	1,810,631	+43.5%
Engagements	45,151	42,883	31,208	119,242	+75.7%

### First Quarter

- ASLA’s LinkedIn audience grew the most with 2,909 new followers in Q1.
- The call for participation in the 2023 conference began with invitations to submit presentations, Honors nominations, and submissions for the 2023 ASLA Professional and Student Awards.
- The ASLA Fund announced \$25,000 in national competitive grants to develop research reviews that investigate evidence of the benefits of landscape architecture solutions to the climate and biodiversity crises.
- ASLA Government Affairs executed a social media campaign that highlighted the importance of licensure for protecting public health, safety, and welfare with posts geotargeting the New Hampshire State House in response to Governor Chris Sununu announcing plans to deregulate landscape architecture.
- In celebration of Women’s History Month, women in landscape architecture were highlighted throughout March in a #womeninlandscapearchitecture social media campaign.

### Honors

- There were 41 nominations received for the 2023 Honors, with the final selections being made at the midyear BOT meeting.

### Professional Awards

- The Professional Awards jury will be meeting the weekend of April 13-15 for the judging of 435 entries. New additions this year were the ASLA / IFLA Global Impact Award within the Analysis & Planning category, and the division of the jury being split into two groups. Jury 1 will review and judge the General, Residential, and Urban Design, and Jury 2 will review and judge the Analysis & Planning, Communications, and Research categories. Both teams will come together to judge The Landmark Award.

### Student Awards

- The Student Awards registration deadline is May 5, with the submission deadline of May 26.

### Development and Strategic Partnerships

- The Development & Strategic Partnerships team is excited to welcome Dan Heberlein to our team as a new Sales Manager.



### Corporate Membership

- The new Corporate Member Committee continues to act on its list of goals in support of the ASLA Strategic Plan and is planning Business-to-Business webinars to educate all Corporate Members on how to support our members and their work most effectively. CEO Carter-Conneen joined the committee in San Francisco for a convening of corporate members.

### ASLA Fund

- The ASLA Fund continues to build a strong donor list of foundations and organizations that will help fulfill the mission of investing in global, social, and environmental change through the art and science of landscape architecture. We have continued to send outreach and set meetings with vetted funders and connectors.
- The ASLA Fund continues to grow the Founders Club. The group of engaged and dedicated supporters will help the Fund in support of ongoing programming. Founders Club members will receive special recognition, access to exclusive events, and special communications, and a beautiful lapel pin. You can join the Founders Club today for as little as \$18.99/month.
- The Fund secured a Premier Sponsor for Dream Big with a \$25,000 donation. Fundraising continues through grant requests and a campaign will launch as we prepare to launch 2023 Dream Big.
- The ASLA Fund has submitted grant applications for the Women of Color Licensure Advancement Program, Dream Big, Climate, and Discovery. Thirty-two grants have been submitted to date. Applications are in progress for additional grants.
- Outreach has started to ASLA Fund's donor list to raise funds to support the newly launched ASLA Climate Action Plan. To date, \$5,200 has been raised with another \$30,000 pledged.
- The ASLA Fund began outreach to limited audiences of universities, firms, and chapters to fund an opportunity for ASLA to join the Discovery Education STEM Careers Coalition. This partnership will accelerate our ability to get landscape architecture curriculum and career information in front of K-12 students, particularly in underserved communities.

### Landscape Architecture Magazine

- LAM Editor Jennifer Reut and the LAM team worked with Reason One to approve the final concepts for the new LAM website.
- Editor Reut attended the Council of Educators in Landscape Architecture (CELA) conference in San Antonio, Texas, in March.
- Editor Reut is continuing to work with the ASLA team on developing content migration and content strategy for the organization and the new ASLA website.
- Art Director Chris McGee met with Alison Colwell and Michele Shelor of Colwell Shelor in Phoenix this past January. Shelor led McGee on a tour of several sites that included a meeting with representatives from Scottsdale's Museum of the West regarding an upcoming project.

- Landscape Architecture Magazine was a finalist in four categories for the prestigious NEAL Awards. The award ceremony will be held in New York City on April 21.
- The LAM Editorial Advisory Committee is working with the team to update a new edition of the ever- popular Landscape Architecture Graduate Gift Guide, which will be published online in early April.
- Editor Reut presented at the NJ ASLA conference in Atlantic City on a panel entitled Memorial across different media alongside Anita Bakshi, Sahar Coston-Hardy, Affiliate ASLA, and Diana Fernandez Bibeau, ASLA.
- LAM has several new initiatives to support World Landscape Architecture Month in April, including the offer of a free digital issue of the April LAM, and a collaboration with ASLA social media to select one image from the ASLA #WLAM23 campaign to be featured in the June issue of LAM.
- The team is working with the Editorial Advisory Committee to develop social media and video strategy for the new LAM Online website.

### The Landscape Report

- The open rate for TLR increased to 27.93 percent in the first quarter compared to 25.55 in the fourth quarter of 2022. (No comparison to first quarter 2022; the first TLR to go out via Hubspot mailed in the third quarter 2022.)

### LAM Social Media

Facebook: 297,000 followers, down from 298,000 last quarter

Twitter:18,863 followers, up from 18,424 followers last quarter

Instagram:11,600 followers, up from 10,900 followers last quarter

### Member and Chapter Services

Renewals and New Members for December with Total Membership March 31, 2023

Member Type	Retained	% Retention	New	% New	Total	Share
Affiliate	242	67%	172	42%	414	3%
Associate	343	64%	431	56%	774	5%
Corporate	48	70%	29	38%	77	1%
Full Fellow	756	96%	20	3%	776	5%
Full Member	7844	88%	1703	18%	9547	63%

\*Retention percentage is calculated by comparing the membership from 03/31/2022 to 03/31/2023

\*\*"new members" is cumulative from 03/31/2022 to 03/31/2023

As of March 31, ASLA had 15,149 total members compared with 15,033 on March 28, 2022.

### **Rate of Change Professional Members**

- The chart below shows the rate of change for the Full Membership, Associate, Affiliate, and Fellow Membership category across three-month (blue) and 12 months (orange) range. Comparing the data over a three-month period depicts the seasonal fluctuations in detail and is an indicator for the immediate future. There was an 11 percent growth in professional membership across the last three months and a 9 percent increase over the last 12 months. This growth is driven by the ongoing lapsed member campaign and professional awards applications (individuals must be members to submit).
- International Membership has seen the largest percentage increase. This is due to professional awards applications. Thirty-four people from outside of the U.S. applied to the program (only members are eligible).
- Student Membership: All students are now members until their graduation date to mitigate the steep decline experienced in July 2022. We also automatically added all students to a professional chapter based on their zip code to strengthen their relationship between them. Student membership shows 11 percent decline across the last three months and an 16 percent decline compared to April 2021.
- As of March 31, ASLA had 15,149 total members compared with 15,033 on March 28, 2022.

### **New Members**

- Over 480 new members joined from January 1 - March 31
- Over 390 members were reinstated. Their membership had lapsed, and they rejoined in 2023. One had originally joined in 1980!

### **Government Affairs**

#### **General Government Affairs**

- Aligned with the annual operating plan, Government Affairs will increase member engagement in policy advocacy. In the first quarter, across eight total state and federal campaigns, the iAdvocate Network generated the following metrics: New Advocates – 631, Total Advocates – 1141, Total Actions – 2447. These first quarter figures put ASLA on pace for significantly higher advocacy engagement in 2023 than in 2022.
- On March 31, ASLA's Government Affairs team presented at the 2023 LABash Conference in Manhattan, Kansas. The presentation, titled "Blaze Your Trail to the White House," educated landscape architecture students about well-suited federal and state policy internships, fellowships, and other opportunities. Additionally, the session provided insight into specific application requirements and deadlines and equipped students with resources and tips for drafting policy internship applications. Information from the presentation may be found and shared with student Chapters here.

- The Government Affairs team has reinitiated a partnership with the Rivers, Trails, and Conservation Assistance program of the National Park Service. This partnership will create new opportunities for ASLA members to provide technical assistance for local RTCA projects across the nation. This partnership will also include joint efforts to raise the public perception of landscape architecture contributions to recreation and conservation projects.

### **State Government Affairs**

- State Government Affairs is tracking 125 occupational licensing bills. Occupational licensure deregulation and/or reform continues to be a hot topic for legislatures and Governors to address. As licensure bills and legislation specific to the landscape architecture profession are introduced, members and chapters can track them on the ALSA website.
- State Government Affairs is tracking 74 bills related to climate change. Each bill has the potential to create new opportunities for landscape architects to lead on state-level mitigation and adaptation efforts and represents an opportunity for landscape architects to advocate for the profession with state policymakers.
- State Government Affairs has worked extensively with the New Hampshire Chapter to advocate for the removal of provisions in HB 2, which proposed to deregulate landscape architects and eliminate the landscape architecture licensing board. The chapter and National ASLA's advocacy efforts include iAdvocate action alerts, sending letters and outreach to committees, giving testimony, and running op-eds by New Hampshire Chapter President, Jen Martel ASLA, and Jeff Hyland ASLA. As a result of these actions, the proposed repeal of landscape architecture licensure was removed from HB 2. However, board consolidation may still be on the table for 2023, so the chapter is proactively working on solutions to address that issue.
- State Government Affairs worked with the Virginia and South Carolina Chapters to advocate against bills to deregulate landscape architecture. Due to these swift advocacy efforts, the Virginia bill has died in committee and the South Carolina bill is highly likely to die in committee.
- As a follow-up to the passage of the Illinois Landscape Architecture Registration Act of 2021, HB 2247 was introduced to require continuing education for licensure. The bill passed the House on March 23 and is now under consideration by the Senate. The State Government Affairs team submitted a letter in support of the legislation.
- The iAdvocate Network was activated in Maryland to support extending the profession's licensure sunset renewal date. The State Government Affairs team worked with the Maryland Chapter to send letters of support and mobilize members to contact state senate committee members. The legislation has passed both chambers. Additional sunset renewal bills are making their way through the legislative process in Alabama, Oklahoma, and Texas.
- ASLA continues to work with the Nebraska-Dakotas Chapter in support of North Dakota House Bill 1465. The bill proposes to add landscape architect seats to the state's Board of Architecture and Landscape Architecture. To help advance this bill, the State Government Affairs team

mobilized members via iAdvocate, continues to work with the Chapter on advocacy tactics, and sent a letter in support of language that guarantees a board seat for a landscape architect.

- During the first quarter, State Government Affairs encouraged and supported Chapters in hosting State Advocacy Days. The following 11 Chapters have successfully completed this effort in the first quarter
- – New Mexico, Kentucky, Texas, Alaska, St. Louis, Georgia, Ohio, Florida, Iowa, South Carolina, and Vermont. Additional chapters are anticipated to host similar events later this year.
- On March 22, ASLA and CLARB held the first quarter joint Web Licensure Summit. The event, attended by chapter and licensing board leaders, included a legislative update that featured discussions on the recent threats to landscape architecture licensure, sunset bills, and more, and updates related to the implementation of the Uniform Licensure Standard and CLARB Certification.
- At the 2023 CELA Conference, State Government Affairs Director Elizabeth Hebron, Hon. ASLA, and Accreditation and Education Director Kristopher Pritchard presented on a panel “Professional Licensure of Landscape Architects: The Role of Education, Educators, and Allied Organizations.” Hebron’s presentation focused on advocacy efforts in the current licensure environment and Pritchard reported on key findings from the 2022 LAAB annual report. Also joining the panel was Jim Donovan, ASLA, and representatives from CELA and CLARB.

### **Federal Government Affairs**

- In the first quarter, Federal Government Affairs sent a letter thanking Senator Sherrod Brown (OH) for introducing the Excess Urban Heat Mitigation Act in the Senate. More than 500 ASLA advocates signed the letter, which emphasized how landscape architects can help turn a policy blueprint into real-world climate impact. This introduction is a direct result of ASLA Federal Advocacy Day meetings with Senator Brown.
- During the first quarter, Federal Government Affairs worked with several congressional offices to provide significant recommendations to legislative text for upcoming bills. The team worked with the office of Representative Nydia Velazquez (NY) to provide extensive revisions of legislation seeking to establish a Public School Green Rooftop Program. Additionally, ASLA collaborated with the office of Senator Martin Heinrich (NM) and the New Mexico Chapter to provide legislative suggestions for the
- Living Schoolyards Act, as well as the offices of Senator Sherrod Brown (OH) and Representative Ruben Gallego (AZ) and the ASLA Ohio Chapter concerning the Excess Urban Heat Mitigation Act. ASLA is now working with the offices to have all the measures reintroduced in Congress, soon.
- In March, ASLA used the iAdvocate Network to mobilize nearly 500 advocates within 72 hours to urge members of the House of Representatives to vote no on H.J. Res 27, nullifying the revised Waters of the United States (WOTUS) rule. Despite valiant efforts by ASLA advocates both the House and Senate passed this resolution. ASLA supports the revised WOTUS rule because it provides increased Clean Water Act protections over our nation’s water bodies, clarifies which

waters are protected, and is grounded in science. As of present time for this document, President Biden has vetoed the resolution.

- ASLA continues to work to advance diversity and equity policies. The Federal team is working with Congress to pass the Outdoors for All Act. The bill would help fund new parks, the renovation of existing recreation facilities, and the development of infrastructure supporting outdoor education in underserved communities.
- ASLA continued to be an active participant in the Land and Water Conservation Fund (LWCF) Coalition. ASLA and the coalition urged Congress to provide robust funding for LWCF by providing balanced allocations between federal and state programs, exercising strong oversight of proposed project lists, and avoiding rescissions of past-year funds that could be used for other LWCF project needs. In a 2022 priorities survey, ASLA members identified LWCF as one of the most accessed sources of federal funding for planning and designing local projects.
- ALSA endorsed Congressman Earl Blumenauer’s (OR) Bicycle Commuter Act, which would reinstate and expand the bicycle commuter tax benefit to incentivize biking to work. ASLA supports this measure because it incentivizes individuals to decrease their carbon footprint and it can help promote bicycle and other active transportation infrastructure projects. ASLA also participated in Congressman Blumenauer’s Transportation Stakeholders Meeting on Capitol Hill. The meeting featured remarks from U.S. Department of Transportation Deputy Secretary Polly Trottenberg.
  - Throughout the first quarter, ASLA worked with coalition partners to request congressional funding for federal programs for fiscal year 2024. Specific funding ASLA requested includes about \$3.5 billion for National Park Service (NPS) programs; \$103 million for NPS cultural resources programs; \$58 million for the National Scenic Byways Program; \$25 million for Every Kid Outdoors Program, and others.
  - ASLA joined with the Climate Action Campaign to advocate for the Biden administration to establish stronger National Ambient Air Quality Standards (NAAQS) for fine particulate matter pollution (PM 2.5), also known as soot. Reducing soot pollution is a matter of public health, safety, and welfare, with an especially strong environmental justice aspect.
  - Joining a diverse group of industry leaders in business, conservation, environment, and open space, in addition to state and local governments, ASLA urged Congress to include resilience policy priorities in its 2023 legislative agenda. Specifically, the letter requested the Senate Committee on Homeland Security and Governmental Affairs and the House Committee on Transportation and Infrastructure to promote interagency coordination and development of a national resilience strategy and increase post- disaster funding for pre-disaster mitigation, among other things.

#### Professional Practice

- The call for applications for ASLA’s new SKILL | ED Thoughtful Connections and Growing Impact Workshop closed February 28. This three-month business development workshop series will coach professionals on how to build a business with purpose and intention. Fifteen participants

were selected from 35 applications by the ASLA SKILL | ED Practice Management Institute Committee via application review. Monthly virtual workshops will take place on March 24, April 21, and May 19.

- Planning is well underway for the next installment of SKILL | ED, a virtual practice management program designed to empower landscape architecture professionals as their job responsibilities grow. The ASLA SKILL | ED Practice Management Institute Committee is curating program session topics focused on the Lean Project Delivery System in design and construction. The virtual course series will take place June 13-15.
- The first event in the ASLA Gender Equity Task Force Speaker Series took place on March 9, with 79 participants. Closing the Gender Equity Gap, Advocacy in the Workplace, a virtual webinar and group discussion, was an opportunity for participants to learn how to be advocates for themselves and for larger, impactful changes to office culture and employee benefits. The presentation part of the webinar is now available as a recording.
- The Field, the blog for ASLA's PPNs, had 22 posts with 458 daily views as the average, compared to 396 daily views last quarter. The Field received 41,076 views in the first quarter, compared to 42,191 views in the first quarter of 2022.
- This quarter, 1,575 exams to earn PDH for ASLA Online Learning webinars (live and on-demand) and Research Reports were submitted. Over 1,460 of these exams were for on-demand recordings, compared to 1,012 exams for recordings in the first quarter of 2022.
- On January 31, the Transportation Professional Practice Network hosted Collaborative Conservation in Energy and Transportation and the Race to Save the Monarch - 1.0 PDH (LA CES/HSW). The presentation, now available as recording, discussed how energy and transportation lands are crucial to habitat conservation and protecting pollinators.
- On February 14, the Digital Technology Professional Practice Network hosted The Power of 3D Modeling. The presentation displayed the power and efficiencies gained by 3D modeling in landscape-specific BIM software and provided participants with an understanding of how to build various features found on a proposed site while using a combination of site planning tools and commonly used 3D modeling processes.
- On March 30, the Design-Build and Residential Landscape Architecture Professional Practice Networks hosted Winning Outdoor Kitchen Design – Building Sophisticated Spaces That Work - 1.0 PDH (LA CES/non-HSW). Sponsored by Kalamazoo Outdoor Gourmet, the webinar recording is FREE for ASLA members to watch on-demand.
- Professional Practice Networks (PPNs) are continuing to host interactive Zoom gatherings exclusively for their PPN members. The Children's Outdoor Environments PPN hosted a members-only Zoom book club on January 20 about Letting Play Bloom: Designing Nature-Based Risky Play for Children with author Lolly Tai, FASLA, participating (see The Field for a recap). The Women in Landscape Architecture PPN hosted an open forum for WILA PPN members on February 1 to continue conversations started at ASLA 2022 in San Francisco and outline plans for

2023. The Environmental Justice PPN invited all their members to take part in their March leadership team meeting to learn about what the PPN has in the works.

- A call for Professional Practice Network leadership team volunteers was promoted in late 2022 through January 2023, with a PPN Leadership Info Session on January 25. In February, Professional Practice Networks' leadership teams focused on opportunities for collaboration through "supergroup" meetings that brought multiple PPN teams together to discuss shared areas of interest, ways to work together on joint initiatives, and be inspired by other PPNs' activities for their own groups. Several PPN leadership teams are still looking to grow, including: Education & Practice, Environmental Justice, Healthcare & Therapeutic Design, Design-Build, and Residential Landscape Architecture. PPN members may volunteer to join their PPN's leadership team at any time. Most teams meet once a month via Zoom during regular working hours.
- ASLA continues to partner with the National Park Service (NPS) on the Historic American Landscapes Survey (HALS) to document historic landscapes in the United States and its territories to serve as tangible evidence of our nation's heritage and development. The 2023 HALS Challenge theme is Working Landscapes. July 31 is the deadline for HALS Challenge entries.
- Beginning in 2024, HALS Challenges will no longer have themes; all HALS short format historical reports submitted each year will be eligible. By not having a theme, the NPS hopes to encourage more entries from more states, and professors that teach HALS will be able to plan their curricula years in advance. HALS will also update the scoring sheet to include five bonus points for student entries to encourage more emerging professional interest in the HALS Challenge.

#### SITES® Education and Support

- Five on-demand recordings from the ASLA 2022 Conference on Landscape Architecture are available to earn a total of 5.0 GBCI-approved SITES-specific continuing education hours. Sessions include City of Trees: Protecting the Urban Forest Through Changing Climates and Magic Mushrooms: Improving Landscape Performance and Engagement with Fungi.

#### Conference Education and LA CES

- The Call for Presentations for the 2023 Conference on Landscape Architecture closed on February 22, resulting in 311 submissions. The Annual Conference Education Advisory Committee (ACEAC) completed its review and scoring of all submissions on March 20. The education program will be finalized early next quarter.
- Forty-five recorded education sessions from the 2022 Conference on Landscape Architecture are now available through ASLA Online Learning. The general session video is available to ASLA members through May 11. ASLA members can take advantage of a 25 percent discount when purchasing four or more conference recordings.
- LA CES approved 12 new provider applications in the first quarter compared to 14 in the first quarter of 2021.

#### Education

##### Career Discovery & Diversity



- Senior Manager of Career Discovery and Diversity Lisa J. Jennings represented ASLA as Judge during the 2022-2023 Future City Competition, a design challenge for over 60,000 middle school students. The ASLA Special Award for the Best Integration of Equity in Design and Nature-Powered Solutions recognized the power of nature, the power of design, and the thoughtful work of landscape architecture to transform spaces for the benefit of all people. This year, the ASLA Special Award went to the Waverly Middle School team in Nebraska.
- During the month of February, ASLA hosted the webinar series Memorializing Black Spaces, a design celebration for Black History Month. Reflecting on the ASLA Racial Equity Plan of Action, programming focused on the reconciliation of the past and creation of pathways to secure a more equitable, just future.
  - On February 9, Dion J. Harris, ASLA, discussed the evolution of the Sojourner Truth Memorial Project and Park Plaza in Akron, OH. The project pays homage to the Suffrage Centennial in Summit County. He was joined by co-presenters Lawana Holland-Moore, Director of Fellowships and Interpretive Strategies at the African American Cultural Heritage Action Fund and Towanda Mullins, Chair, Sojourner Truth Project.
  - On February 15 and 28, Diane Jones Allen, FASLA, and Glenn LaRue Smith, FASLA, discussed historic Black landscapes memorializing the history of Black Greek Letter Organization (BGLO) spaces. BGLO spaces have been represented by dedicated trees, meticulously landscaped spaces, and monuments.
  - Allen discussed her current project, the Divine Nine Project on the campus of Georgia Tech in Atlanta, GA. Smith discussed his design of the Phi Beta Sigma Fraternity Incorporated Centennial Monument and the Zeta Phi Beta Sorority Incorporated Centennial Monument, both located on the campus of Howard University in Washington, DC.

#### Landscape Architectural Accreditation Board (LAAB)

- The Landscape Architectural Accreditation Board (LAAB) held its 2023 Winter Board Meeting on March 13-14 in San Antonio, TX, in conjunction with the Council of Educators in Landscape Architecture (CELA) Conference. In addition to their typical board meeting, the LAAB conducted a one-day strategic planning session with Veronica Meadows, CAE, Chief Strategy Officer at CLARB. Additionally, LAAB and CELA Boards held joint activities to engage as leaders of landscape architecture education including a dinner with ASLA CEO Torey Carter-Conneen and Vice President of Education Ebru Ozer, ASLA and participation in the academic program administrators meeting.
- LAAB hosted an Accreditation Workshop on March 15 as part of the CELA Conference. The workshop, intended to assist with the LAAB accreditation process, was aimed at academic programs interested in LAAB accreditation or preparing for an upcoming accreditation review. Current LAAB board members Juanita Shearer-Swink, FASLA, and Danny Ortega, ASLA, joined Accreditation and Education Director Kristopher Pritchard to provide an overview of the accreditation process timeline and outcomes after a program review is complete. Leaders from 10 accredited landscape architecture degree programs participated.

- LAAB and Landscape Architecture Foundation (LAF) representatives presented at the CELA Conference about the Frameworks initiative that the landscape architecture collateral organizations have been engaged with over the last few years. Director Pritchard and LAF Program Manager Megan Barnes presented an overview of the Frameworks initiative and the results from the first two phases of the effort. LAAB representative Ned Crankshaw, FASLA, and LAF President Roberto Rovira, ASLA provided real-life examples from the perspective of an academic leader at a university.
- The LAAB held its February meeting virtually on February 9. The board made accreditation decisions for the 10 landscape architecture degree programs who hosted accreditation visits in Fall 2022.
- The LAAB held a New Board Member Orientation on January 20 welcoming its two new board members, Allan Shearer, Ph.D., FASLA, educator member and Associate Dean for Research and Technology at The University of Texas at Austin and David Yellen, public member and Dean of Miami University Law School. Their term runs from January 1, 2023 to December 31, 2025.
- LAAB conducted accreditation reviews at Utah State University (BLA and MLA) renewal of accreditation February 26-March 2; Louisiana State University (BLA and MLA) renewal of accreditation February 26-March 2; West Virginia University (BSLA and MLA) renewal of accreditation March 5-9; Delaware Valley University (BSLA) renewal of accreditation March 26-29; University of Massachusetts (BSLA and MLA) renewal of accreditation April 2-6; and University of Cincinnati (MLA) initial accreditation April 3-4. Programs reviewed during spring 2023 are scheduled to be considered at the LAAB 2023 Summer Board Meeting.

#### LABash Conference

- LABash, a landscape architecture conference for students, by students, was held on March 29-31 at Kansas State University in Manhattan, KS. Almost 400 students, faculty, professionals, and exhibitors attended this high-energy conference that featured 24 education sessions, 6 spark talks, 4 keynote speakers, a watercolor workshop, and a sketch crawl. The highlight was a field visit to the Konza Prairie Biological Station where participants got to experience herds of American bison roaming over 8,000 protected acres of native tallgrass prairie in the Flint Hills of Kansas.
- ASLA had a presence at the LABash Conference. Director Kristopher Pritchard, Director Daniel Martin, Hon. ASLA, and Matt Alcide, Affiliate ASLA, were on-site providing support to the LABash student leaders. CEO Carter-Conneen welcomed guests before the opening keynote and ASLA
- President O'Mahoney spoke at breakfast to kick off the first morning. ASLA Federal Government Affairs team members Caleb Raspler and Matthew Gallagher presented with VP of Government Affairs Joy Kuebler, ASLA, about the internships and job opportunities at the local, state, and federal levels. Adriana Hernandez Aguirre, Associate ASLA, and Madeline Kirschner, Associate ASLA, presented about student membership and benefits. And, a dinner was held with ASLA student chapter presidents as a thank you for their efforts and an opportunity to talk with ASLA

leadership about ways to improve the connection between National, state, and student chapters.

#### Information and Technology

- As a part of our efforts to align our resources with our current and future needs, Paul Azzolini has stepped into a new role as Web Manager. This is a promotion and will give him the opportunity to leverage his experience and interests in continuing to help us as we focus on optimizing our tech platforms in support of a better member/user experience.
- We are nearing completion of the design phase for ASLA.org and concept phase for LAM Online. As we finalize the roadmap for our tech stack going forward, we will put these designs to use in creating a better online user experience for our members and other constituents.

## FALL BOARD OF TRUSTEES MEETING

### [Agenda Item #1: 2024 Membership Dues Recommendation](#)

**Purpose:** To present the evaluation and recommendation of dues by the Finance and Investments Committee and the Member Engagement Committee.

History and Background: In 1999, the Board of Trustees established a policy calling for the evaluation of dues every two years. The Finance and Investments and the Member Engagement Committees are responsible for evaluating the dues' structure and making recommendations to the Board of Trustees. The criteria used in the evaluation are: 1) the Consumer Price Index (CPI); 2) total dues revenue as a percentage of the budget; and 3) the cost of programs and services. The CPI and the cost of programs and services are reviewed to address the effects of inflation on the Society's programs. Dues as a percentage of the budget relates to an IRS guideline for 501(c)6 not-for-profit organizations such as ASLA. While the threshold for the IRS guideline is not specifically stated, it is important for a membership organization to keep dues as a substantial percentage of the overall revenue to maintain tax-exempt status. The three criteria are discussed in detail below.

The 2024 Full Member dues amount of \$425 is below the CPI adjusted amount of \$475.

Membership dues revenue as a percentage of the 2023 budget was assessed by CFO O'Brien and represent 29.2 percent of total revenue, in line with the percentage for 2018. This ratio continues to be within an acceptable range to maintain the Society's tax-exempt status.

Over the period of time reviewed, the cost of programs and services has increased 17.5 percent. The recommended dues increase of ten percent will help offset any future increases in the costs of programs and services.

The Society continues to enhance and expand its programs and services focused on the strategic objectives and priorities established by the Board. Recent key accomplishments include defense of landscape architecture licensure; success in defending key federal programs and pro-active movement on Society legislative priorities; continued circulation of a flagship publication that increases the body of knowledge of the profession and promotes the visibility of landscape architecture; and the highly rated hosting of the largest annual gathering of landscape architects in the world.

This recommendation is presented to the Executive Committee having been approved by both committees. The recommendation is to increase dues ten (10) percent, effective January 1, 2024, for Full, Associate, International, and Affiliate Members.

**Action:** Accept the recommendation of an increase of dues by ten (10) percent, effective January 1, 2024, for Full, Associate, International, and Affiliate Members.

**ACTION APPROVED**

### [Agenda Item #6: 2023 Financial Forecast and 2024–2025 Operating Budgets](#)

**Purpose:** To present the 2023 financial forecast for review and the 2024 and 2025 budgets for approval.

### 2023 Financial Forecast:

The September financial forecast provides an approximation of ASLA's outlook for the entire year of 2023. The forecast consists of two key elements: the financial outcomes from the first nine months of 2023 and a forward-looking projection for the remaining three months of the year.

The forecast is reporting an operations profit \$277,764 with revenues of \$13,522,373 and expenses of \$13,244,608. The forecast includes the settlement of \$867,429 for the Nashville reduced attendance insurance claim. The long-term reserve (investments) experienced positive unrealized gains of \$197,479 for the period. The total profit (increase in net assets) was \$475,244. The detailed forecast is provided as Attachment I at the end of this agenda item.

It's important to note that the financial forecast is an estimate and involves some degree of uncertainty. It is based on assumptions and future events that may not unfold as anticipated. Therefore, ASLA may revise and update the forecast monthly to reflect new information and changing circumstances.

**Budget Background:** The annual budget is developed as a draft 18 months out and is revised and given final approval by the BOT at the fall meeting preceding the start of the year. The Annual Operating Plan (AOP) is approved by the Board at the same time. The budget and the AOP respond to ExCom and BOT priorities and program review, ongoing management/staff review of program and budget performance, and other strategic planning discussions.

In 2010, the Executive Committee introduced the use of financial triggers. A financial trigger could only be executed to the extent net income for that year exceeds the approved amount. A financial trigger remains for the employee bonus pool estimated to be approximately \$150,000.

**Financial Impact:** Establishes the budget, which presents operating revenue of \$13,995,000 and expenses of \$13,885,301 with an operational increase in net assets of \$109,699. Adding in the non-operating unrealized gains of \$120,000 increases the change in net assets (profit) TO \$229,699 FOR 2024.

**Action Requested:** Review the 2023 forecast and approve the 2024 final budget and 2025 planning budget. ACTION APPROVED.

### Agenda Item 7: ASLA Fund

**Purpose:** To convene a meeting of the ASLA Fund members and report on ASLA Fund programs and plans.

**History and Background:** The ASLA Fund supports the library, archives, awards, research, and education programs of the American Society of Landscape Architects. ASLA's chapter trustees are the voting members of the ASLA Fund. ASLA's elected officers are also elected each year to serve as the Board of Directors of the ASLA Fund. ASLA's CEO serves as its president and the Immediate Past President serves as its chair.

Goals for ASLA Fund programs are incorporated in the Annual Operating Plan and progress toward meeting those goals is reported in the quarterly Program and Operations Reports. During the ASLA Fund session, the board will receive an update on the progress of the Fund's work in generating outreach to major foundations and the grant applications being submitted to increase funding for our programs. An overview of the Annual Operating Plan for the ASLA Fund with specific objectives and milestones will also be presented, detailing how we can take what we have learned and refine it for future successes.

**Action Requested:** To approve the previous minutes of the Fund meeting and to ratify the 2024 Board of Directors. **ACTION APPROVED.**

#### Agenda Item #8: Current Strategic Plan Progress Discussion

**Purpose:** To review progress on the 2022-24 strategic plan and discuss the next strategic planning process.

**History and Background:** As the first step in realizing our 2030 Vision, we developed our 2022-2024 Strategic Plan as an initial roadmap to guide our activities and actions to move us toward achieving our long-term goals and create the future of ASLA. We organized the plan into five focus areas that we believed were key to moving ASLA forward and identified key milestones in each area to help us measure our progress. In this discussion, we will review our progress to date through milestones and accomplishments in the Strategic Plan, the Racial Equity Plan, and the Climate Action Plan. We will also review the process for the 2025-27 strategic planning cycle.

**Action Requested:** Discussion was held.

#### Agenda Item #13: ASLA Bylaws and Chapter Model Revisions

**Purpose:** To review and approve the revisions to the ASLA Bylaws and Chapter Model Constitution and Bylaws and approve a new policy on nominating committee guidelines.

**History and Background:** As a best practice, ASLA reviews its governance documents every five years. The Constitution and Bylaws Committee started review of the ASLA Constitution and Bylaws as well as the Chapter Model Constitution and Bylaws in the first quarter. The committee reviews for inconsistencies or for any language, which does not reflect the Society's current practices. The committee also received requests from chapters and other stakeholders.

The revisions center around breaking down challenges to diversity in chapter leadership including creation of Nominating Committee Guidelines for chapters. Most other revisions are for clarification, grammar, or to reflect current practice of the Society. See attached baselines sheets with highlighted proposed changes.

**Action Requested:** To review and approve revisions to the ASLA Bylaws and Chapter Model Constitution and Bylaws and approval of new policy on chapter nominating committee guidelines. **ACTION APPROVED.**