

ASLA Board of Trustees
Mid-Year Meeting
May 3-4, 2019 Washington, D.C.

Report

President's Report - Shawn Kelly

Since Philadelphia Annual Meeting (Fall 2018), outreach by ASLA Leadership has included numerous visits to chapters, student chapters, and attendance at meetings of allied professions.

Program and Operations Report - Nancy Somerville (Executive Vice President)

Purpose: To provide a summary of recent accomplishments across major program areas.

Frameworks Institute Communications Research - Effort to "Reframe" the LA narrative

Effort to identify how to most effectively communicate about landscape architecture and why it matters.

Joint project of Presidents Council - ASLA, CLARB, LAF, CELA and LAAB.

- Phase 1 - Descriptive Research (done)
 - Identify gaps between the professional and public understanding of the profession.
- Phase 2 - Prescriptive Research
 - Identify strategies to reframe Landscape Architecture
- Phase 3 - Application and Dissemination
 - Produce communications tool kit - How to market the profession.

Chinatown Green Street - project discontinued by the Executive Committee. Coming off of a poor financial year for the Society, it does not want to take on the associated financial risks. Project was at the 30% review stage - "Go or no go"?

Finance and Investments Report - Michael O'Brien and VP SuLin Kotowicz

2018 - not a good year

\$400,000 loss. First year with loss since 2008. Previous three years - gain of over \$300,000.

Expenses - 99% of budget. Revenue - 93% of budget

LAM - below budget - mostly due to 4th quarter drop in advertising

Membership - below budget

Annual Meeting - above budget

Different in 2019:

- Recalculate revenue assumptions. Hold line on expenses.
- Quarterly assessments.
- Expand staff assignments towards marketing and revenue development.

Programs and Priorities Survey

Importance

BOT:

1. Licensure
2. Laws and Regulations
3. Public Relations
4. Critical/Emerging areas and issues
5. Grow Membership

CPC:

1. Licensure
2. Laws and Regulations
3. Public Relations
4. Grow Profession
5. Grow Membership

Staff:

1. Grow Membership
2. Licensure
3. Laws and Regulations
4. Critical/Emerging areas and issues
5. Education opportunities and resources

Effectiveness:

BOT:

1. Licensure
2. Laws and Regulations
3. LAM
4. Focus on Member priorities
5. Finance and Admin.

CPC:

1. Licensure
2. Laws and Regulations
3. LAM
4. Finance and Admin.
5. Education opportunities and reseources

Staff:

1. LAM

2. Licensure
3. Laws and Regulations
4. Education opportunities and resources
5. Professional recognition / Honors and Awards

Climate Change Initiatives

Climate Change - #1 issue for ASLA members in 2018 survey of legislative priorities. #3 issue that impacts your practice and economy.

What ASLA is doing:

Integrated efforts across Education, Professional Practice, Advocacy and Communications

Promoting "Smart Policies"

Member of "We are Still In" effort

Weighing in on relevant federal legislation

Coming:

- Targeting communications

- Continuing ASLA Green Communications

- 100% renewable energy at ASLA Center

- Carbon credit available - Conference on LA

Luncheon Panel "Infrastructure and Resilience"

Representatives of ASLA, AIA, APA, ASCE, Smart Growth America

Vice Presidents elected -

Education, Government Affairs, Communications

President Candidates Presentations:

Gary Brown and Thomas Mroz. Voting among general membership has begun.

Presentation of 2019 Nominees for ASLA Honors and Voting

Public Policy Statements:

Climate Change and Resiliency - new policy reviewed and approved

Safety and Security Design - revised version (from 2003) reviewed and approved.

Heritage and Historic Preservation - revised version (from 2001) reviewed and approved.

International Chapters

Discussion regarding request made from members in Shanghai, China (66) for ability to form new chapter.

Staff will further consider possibilities.

Code of Professional Ethics and Administrative Policies Revisions:

Standards of Conduct - policy revised and approved

Whistleblower Protection - policy revised and approved

Career Discovery and Diversity:

Interesting fact - International students make up 50% total MLA students

ASLA efforts and resources discussed along with methods for career discovery in place in chapters.

STEM status:

Dept. of Homeland Security - primary govt. agency involved. Foreign students can stay longer in US if in a STEM program (as designated by Homeland Security).

Request to have Landscape Architecture listed as a STEM field was submitted.

List is updated about every 4 years. ASLA is waiting, with no input or response from Homeland Security.

Some schools - changing CIP code (name) to something else like "Sustainability Studies" or "Environmental Studies", which are on list.

Submitted by:

David Gorden, ASLA

Indiana Chapter Trustee

May 8, 2019