

## INASLA Trustees Report – August

08.17.22

### Report

- This summer marks 10 years of [The Field](#), the Professional Practice Networks' blog. A [tenth birthday post](#) and [LAND article](#) highlighted the top 10 most-viewed posts of the 1,000+ published since 2012, along with the most productive PPNs and most prolific contributors.
- *Landscape Architecture Magazine* was honored with six awards at the 2022 EXCEL Awards Gala on June 22, 2022, in Washington, D.C. The EXCEL Awards recognize design and editorial excellence in association media, publishing, marketing, and communication. The magazine won two golds, three silvers, and one bronze in the circulation category of 10,001 to 20,000.
- ASLA's Mentorship Program has 188 active relationships, in addition to 56 that have already been completed. Additional mentors are needed for the mentorship program. To register [please enroll here](#)
- ASLA [released a statement](#) expressing disappointment in the U.S. Supreme Court decision on *West Virginia v. Environmental Protection Agency (EPA)*, which limits the agency's authority to address our nation's climate crisis.
- Katrina Vanden Heuvel, editor and publisher of *Nation* magazine, wrote an opinion piece for [The Washington Post](#) that highlighted Frederick Law Olmsted's contributions to public spaces, talked about his impact on journalism, and the healing power of designed landscapes today.
- Sara Zewde spoke to [NPR](#) about Frederick Law Olmsted, the Olmsted 200 anniversary, and his lasting impact today.
- The State Government Affairs team engaged the Illinois Department of Financial and Professional Regulation (DFPR) on their proposed rules implementing Public Act 102-0284 Landscape Architecture Registration Act.
  - DFPR staff was receptive to ASLA's recommended rule language, which would align Illinois regulations with the newly adopted Council of Landscape Architectural Registration Boards (CLARB) Uniform Licensure Standard for Landscape Architecture ("Uniform Standard").
- The Montana Department of Labor & Industry (DLI) released a survey that asked licensees alarming questions about the future of landscape architecture licensing in the state.
  - Due to the questions and design of the survey, ASLA activated the iAdvocate Network urging landscape architects licensed in Montana to express the profession's serious concerns with the survey and advocate for remaining licensed under a practice act and continuing to be regulated by the Montana Board of Architects and Landscape Architects.
  - Thirty-one percent of the campaign recipients acted in contacting the DLI.
- State Government Affairs submitted written comments and provided oral testimony on Colorado's proposed Rule 1.7. The proposed rule would create a barrier to obtaining endorsement/reciprocity in Colorado for emerging professionals.
- The State Government Affairs team continues to work closely with the [Alliance for Responsible Professional Licensing](#) (ARPL) and has begun to strategically plan for 2023 legislative sessions.

## Full Member Trends

Full Member	Renewals	%Renewed	New	% New	Total	Share
September 2021	7550	83.8%	1259	14.3%	8809	59.7%
October 2021	7546	84.9%	1294	14.6%	8840	59.7%
January 2022	7572	85.9%	1285	14.5%	8857	60.8%
February 2022	7573	86.2%	1287	14.5%	8860	60.9%
March 2022	7627	86.3%	1290	14.5%	8917	60.9%
April 2022	7627	86.2%	1430	15.8%	9057	61.1%
May 2022	7705	88.0%	1418	15.5%	9123	60.9%
June 2022	7835	89.5%	1347	14.7%	9182	61.5%

- As of June 30, ASLA had 14,834 members, a decrease of 2.5% percent over June 2021.
  - This decline is driven by the drop in student members. Students appear to not renew their free membership.
  - In response, ASLA changed the process for new student members so that they are automatically signed up until they graduate for their ASLA membership.
- The monthly lapsed members mailing has bought back over 820 people since its initial launch in March 2022.
  - The campaign has four mailed letters with different value propositions: Climate Change, Land8, Business Development, and Licensure Defense.
  - Most respond to the concept that ASLA defends their licensure.

### Upcoming:

08.17.22 - Task Force on Committee Restructuring

09.06.22 - BOT Town Hall