

INASLA Trustee Report – 04.21.21

Spring Board Pre-Meeting Webinar – April 09, 2021

Executive Summary

- **ASLA released its five-point Racial Equity Plan of Action. It received 2000 page views in the first quarter.**
- Speakers are being notified for the Conference on Landscape Architecture sessions over the next couple of weeks.
- New senior level hires:
 - Eric Diamond – Director of Innovation and Technology
 - Loraine Blackman – Director People and Culture
- ASLA announced its first Pre K–12 Summit: DREAM BIG with DESIGN, A Showcase of Landscape Architecture and K–12 Design Learning with ASLA.

Finance, Meetings, and Business Operations

- The annual financial audit, the Miami Beach cancellation claim, and securing the payroll protection program loan were the major focus areas in the first quarter.
- During the first quarter of 2021, ASLA secured a payroll protection program (PPP) loan for \$1,003,000 established by the Coronavirus Aid, Relief, and Economic Security Act as modified by the Consolidated Appropriations Act of 2021. Through the conversion process of payroll costs, ASLA has been able to convert \$656,755 of the loan to a Federal grant. We plan to file the forgiveness paperwork with the bank during the second quarter of 2021 and anticipate 100 percent forgiveness of the loan.
- On January 7, the national ASLA team co-hosted the 2021 ASLA Conference on Landscape Architecture Kickoff Meeting with the Tennessee Chapter

Member and Chapter Services

- **Landscape architecture students continue to take advantage of ASLA’s free membership offer, bringing the total to 4,174 students, student affiliate, and international student members. The demographic makeup of this influx is encouraging, with 62 percent female and 51 percent persons of color.**
- The full membership category accounts for 64 percent of all members. It is 11.8 percent lower compared to December 31, 2019. Associate membership continues its decline.
- The Membership and Marketing department launched an online mentorship platform.
- A Basecamp 3 team was developed to promote collaboration for chapter Diversity, Equity, and Inclusion (DEI) chairs.

Government Affairs

- **During the first quarter, State Government Affairs tracked over 175 occupational licensing bills.**
- Federal Government Affairs has worked with coalition partners to introduce several active transportation bills.
- Staff has prepared and sent to House and Senate transportation leaders a 15-point set of transportation recommendations for inclusion in a surface transportation reauthorization bill.
- Advocates sent nearly 1,500 messages to federal policymakers to urge for the inclusion of equity and environmental justice in public lands management and in support of complete streets.
- **ASLA worked with the Indiana, New Mexico, and North Carolina Chapters to send congratulatory letters to several recently-confirmed cabinet leaders, including Transportation Secretary Pete Buttigieg, Interior Secretary Deb Haaland, and Environmental Protection Agency Administrator Michael Regan. ASLA and the New Mexico Chapter also sent the Senate Committee on Energy and Natural Resources a set of recommended questions for Deb Haaland’s confirmation hearing.**

Professional Practice

- ASLA will host SKILL | ED, a new virtual practice management program design to empower landscape architecture professionals as their job responsibilities grow. This three-day event, scheduled for June 22–24, will target emerging and mid-career professionals.
- The MasterSpec Landscape Architecture Review Committee kick started work efforts with Deltek and AIA staff.

- The 2021 HALS Challenge theme is Historic Black Landscapes. On February 24, ASLA hosted Acknowledging Historic Black Landscapes, showcasing the Texas Freedom Colony Atlas & Study, and New York City Parks' documentation of historic Black landscapes.

Education

- **ASLA continued investigations into and reconciliation with racial injustice in landscape architecture throughout its programs. Accelerated efforts have led to:**
 - Design Excellence by Black Landscape Architects, a social media campaign.
 - ASLA's latest diversity, equity, and inclusion (DEI) webinar "Hear Their Voices: Inspiring Stories from Women Leaders in Design Education"
 - ASLA hosted another DEI webinar, "On-the-Ground: Acting on Research, Studio and Design."
 - ASLA's partnership with the National Building Museum Equity in the Built Environment Speaker Series, which continued with its Spotlight on Design: Walter Hood. CEO Torey Carter-Conneen introduced Maisie Hughes who moderated the discussion with Hood.
- ASLA announced its first PreK–12 Summit: DREAM BIG with DESIGN, A Showcase of Landscape Architecture and K–12 Design Learning with ASLA. Scheduled for September 23–24, the event will offer targeted programming for PreK–12 audiences, including students and educators from classroom teachers, school administrators and counselors, to ASLA members, and partner organizations.
- ASLA's Tools for PreK–12 Teachers webpage was recently redesigned to enhance its delivery of
- resources during the pandemic.
- For a third year in a row, ASLA sponsored the special award for "Best Integration of Equity in Designing the Built Environment Using Nature-Powered Solutions" at the FutureCity Competition, which introduces more than 50,000 middle school students to landscape architecture and design principles.
- ASLA continued its relationship with the STEM Education Coalition by co-hosting two Congressional Webinars.

Landscape Architecture Magazine

- LAM Online had 63,000 users in the first quarter of this year, an increase of 7,000 users over the previous quarter.