

INASLA Trustee Report – 12.16.20

ReVISION 2020

- **More than 3,000 people registered to attend reVISION ASLA 2020**
- The conference featured 25 education sessions available
- Virtual ceremonies celebrated professional and student award winners, medal and honorary award recipients, and inductees to the Council of Fellows.
- All reVISION education sessions are now available on-demand through January 31, 2021.
- Tom Mroz, FASLA, was installed as ASLA president and Eugenia Martin, FASLA, as President-Elect. Wendy Miller, FASLA, will continue to serve as Immediate Past President for one year. Also installed were incoming VPs Tamas Deak, FASLA, Finance; Bradley McCauley, ASLA, Membership; and Adrian Smith, FASLA, Professional Practice.
- Social media efforts for reVISION 2020 had a potential audience of nearly 10 million people.

Finance, Meetings, and Business Operations

- Currently outlining the 2021 financial schedule.
- Advertising sales came back in the fourth quarter, finishing 2020 at just under 87 percent of the budget.
- The Nashville EXPO sales kick off later this month.

Member and Chapter Services

- **Landscape architecture students continue to take advantage of ASLA's free membership offer, bringing the total to 4,121 students, student affiliate, and international student members. Students now make up a quarter of the entire membership.**
- To date, ASLA currently has 15,306 members. Full+Fellows make up 63% of the membership followed by students 26.9%.
- ASLA still needs more mentors for the incoming student members.
- The Emerging Professionals Committee released an ASKLA Podcast episode in October featuring CEO Carter-Conneen.

Government Affairs

- **As of November 30, State Government Affairs is tracking 245 occupational licensing bills (pdf) throughout the country.**
- LARE Prep Committee hosted Virtual L.A.R.E. Prep Workshops for the first two sections of the exam. The Section 1 workshop had 118 paid attendees and Section 2 workshop had 85 paid attendees.
- ASLA and CLARB hosted a fourth quarter joint Web Licensure Summit, that included post-election analysis of state elections and their potential impact on professional licensure, key 2020 licensure takeaways, and information on preparing for 2021 legislative sessions.
- Federal Government Affairs has been working with coalition partners on funding for National Parks and public lands. This includes working with the Department of the Interior and the Administration on implementation of the Great American Outdoors Act as well as annual appropriations.

Professional Practice

- On October 29, the ASLA Climate Action Committee hosted a successful pilot webinar for the regional climate action conversations.

Education

- The Education Team advised the reVISION ASLA 2020 team on strategies to elevate conversations on racism, including the Black Landscape Architects Network (BlackLAN) and Dark Matter University, as well plans to recruit students from Historically Black Colleges and Universities (HBCUs).
- Career Discovery and Diversity and PR/Communications staff concluded ASLA's Celebration of Native American Heritage Month.

- **The Education Team with Federal Government Affairs Manager Daniel Hart, represented ASLA on the STEM Education Coalition November Business Meeting to support the development of transition documents for the incoming Presidential administration.**
- On November 12, more than 80 leaders of landscape architecture academic programs met virtually for the ASLA 2020 Landscape Architecture Program Administrators Meeting to receive important education-related updates and to share best practices in remote teaching and diversity, equity, and inclusion efforts, as covered in the November 24 issue of LAND.
- The Landscape Architectural Accreditation Board (LAAB) Meeting was held on November 11 to conduct elections for one (1) educator, one (1) practitioner, and two (2) public members.

Marketing and Development

- **Marketing launched the “Giving Tuesday” campaign, encouraging giving for the “Students Grow Here” mentorship program.**
- Development launched the “Students Grow Here” campaign to send all seniors and graduating students to the conference for free. It collected \$ 23,171.
- Pledges continue to come into the ASLA Fund for the construction of the Center. Over \$157,800 has been collected to date, leaving an outstanding balance of \$8,400. Remaining pledges have been confirmed to be paid this year.

Landscape Architecture Magazine

- ***Landscape Architecture Magazine* online had its best month since 2018**, with over 46,000 pageviews (users stayed fairly stable at 19,000). Top performing stories included “Dismantling the Design Syllabus,” an original piece on effort to include anti-racism in the landscape architecture curriculum, “School in Season,” on designing outdoor classrooms, “The Scripted Surface,” a story on using parametric programming to design pavers, and “The Emergent Epitaph,” a close-up on the Student ASLA Award of Excellence project for General Design.