

## INASLA Trustees Report – September

09.20.22

### Report

- In late August, President Biden signed landmark climate legislation into law – the [Inflation Reduction Act](#). The legislation makes an historic investment of \$369 billion to improve energy security, reduce greenhouse gas emissions, and help communities adapt to climate impacts. Importantly, the measure recognizes and funds landscape architecture approaches to address climate change.
- Recently, ASLA completed its updated version of the white paper, [Landscape Architecture is a STEM Discipline](#), which includes a comprehensive section on *Landscape Architecture Education's Use of STEM-Related Research, Innovation, and Technology*.
- The next deadline for discounted **conference registration rates**, the Council of Fellows Investiture Dinner and the President's Dinner is today, **September 21**.
- 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.
- The ASLA Fund continues to raise funds for Dream Big. To date we have raised \$23,000.
- Press releases were crafted and distributed about ASLA priorities, including announcing the [Climate Action Plan](#) and the [2022 ASLA Honors Recipients](#).
- With new Marketing and Digital Strategy approaches, the conference has made positive gains and is pacing faster than any prior conference before 2022. The social media that has been posted mirrors the content of the emails. Social media posts were made in tandem with the email schedule of multiple touches.
- The increased registrations are attributed to the different approach taken in the email communications with a focus on the content of what is offered to registrants.
- A continued upward membership trend is being observed, primarily driven by the lapsed member campaign.
- Full membership grew by 5.3 percent across the last three months, 1.5 percent across the last 12 months.
- Associate membership grew by 45 percent across the last three months, 10.9 percent across the last 12 months. Student members now join until their graduation date. Once they graduate, their membership changes to an associate membership so they can renew and pay online.
- Affiliate membership grew by 13 percent across the last three months but are still -0.6 percent below the rate of change from 12 months ago.
- International membership grew by 21 percent across the last three months, and 12.6 percent across the last 12 months. This is driven by international students transitioning to the international membership and the Early Bird Conference Discount.

### Upcoming:

- 09.21.22 - BOT AOP and Budget
- 10.03.22 - BOT AOP and Budget
- 10.18.22 - BOT AOP and Budget

## Membership

Member Type	Renewals	% Renewed	New	% New	Total	Share
Affiliate	246	73.2%	162	39.7%	408	2.68%
Associate	508	98.3%	389	43.4%	897	5.90%
Corporate	38	54.3%	31	44.9%	69	0.45%
Full Fellow	773	100.9%	11	1.4%	784	5.16%
Full Member	7831	89.7%	1512	16.2%	9343	61.48%
Full Member + Fellow	8604	90.6%	1523	15.0%	10127	66.64%
Honorary	187	100.5%	4	2.1%	191	1.26%
International	151	89.3%	74	32.9%	225	1.48%
Student Intl	214	29.1%	410	65.7%	624	4.11%
Student Affiliate	87	22.1%	230	72.6%	317	2.09%
Student	918	28.4%	1420	60.7%	2338	15.39%
Student ALL	1219	28.0%	2060	62.8%	3279	21.58%
<b>Total</b>	<b>10953</b>	<b>72.4%</b>	<b>4243</b>	<b>27.9%</b>	<b>15196</b>	<b>100.00%</b>

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	7831	89.5%	1347	14.7%	9187	61.1%
July	7835	89.7%	1512	16.2%	9343	61.9%

